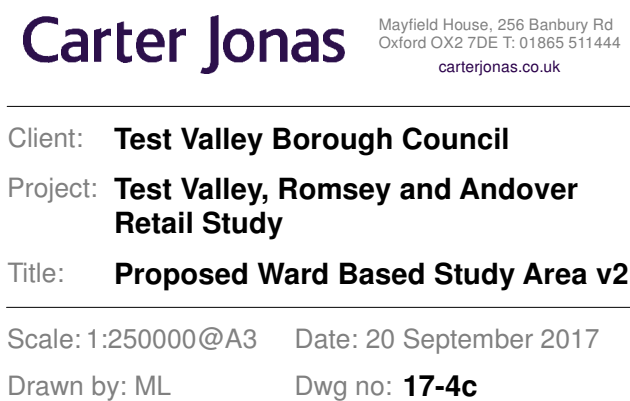


Appendix 1: STUDY AREA



Appendix 2: POPULATION AND EXPENDITURE (CONVENIENCE GOODS)

TABLE 1: BASE YEAR (2017) POPULATION & PROJECTIONS (to 2036)

GROWTH 2017 to 2036:

ZONE:	2017	2021	2026	2031	2036	%	2017-36
Zone 1	15,081	15,271	15,347	15,482	15,617	3.6%	536
Zone 2	31,182	34,359	37,872	41,222	44,572	42.9%	13,390
Zone 3	14,103	14,087	13,978	13,923	13,868	-1.7%	-235
Zone 4	48,832	52,896	55,853	59,368	62,883	28.8%	14,051
Zone 5	15,997	15,841	15,696	15,551	15,406	-3.7%	-591
Zone 6	24,756	26,271	27,293	28,555	29,792	20.3%	5,036
Zone 7	34,962	35,821	36,809	37,630	38,431	9.9%	3,469
Zone 8	60,110	61,522	63,000	64,263	65,319	8.7%	5,209
Zone 9	148,038	149,983	151,122	152,682	154,242	4.2%	6,204
Zone 10	68,077	69,790	71,352	72,997	74,642	9.6%	6,565
Study Area	461,138	475,841	488,322	501,673	514,772	11.6%	53,634
Test Valley	125,195	132,454	138,746	145,546	152,346	28.5%	35,656

Source: EXPERIAN BUSINESS STRATEGIES AND GROWTH PROJECTIONS DATA PROVIDED BY THE COUNCILS

Notes: For Wards located within Hampshire County Council, the population figures have been taken from Hampshire County Council's 2016-based Small Area Population Forecasts (SAPF) (2016-2023). These figures were then grown by Carter Jonas on pro-rata basis up to 2036.

For the remaining Wards the data was sourced from Experian's 'Retail Area Planner' Reports using CJ's (Experian-based) MMG3 Geographic Information System (GIS). The base year figures are based on ONS (mid-year) population figures. The projections for zones are derived from Experian's revised 'demographic component model'; these projections take into account mid-year age and gender estimates and project the population forward year-on-year based on Government population projections for local authority areas in England. The yearly components of population change that are taken into account are the birth rate (0-4 age band), ageing, net migration, death rates, etc.

TABLE 2: REVISED CONVENIENCE EXPENDITURE PER CAPITA FORECASTS (excluding SFT that is not sourced from shops in the Study Area)

	2017	2017	2021	2026	2031	2036
	(incl SFT)	EXCLUDING SPECIAL FORMS OF TRADING THAT IS NOT LOCALLY SOURCED				
EXPERIAN - SPECIAL FORMS OF TRADING (%):		3.2%	3.9%	4.6%	5.1%	5.3%
REVISED SPECIAL FORMS OF TRADING (%):		1.5%	1.8%	2.2%	2.4%	2.5%
Zone 1	£2,227	£2,193	£2,172	£2,176	£2,182	£2,190
Zone 2	£2,371	£2,335	£2,314	£2,317	£2,323	£2,333
Zone 3	£2,610	£2,570	£2,546	£2,550	£2,557	£2,567
Zone 4	£2,118	£2,086	£2,066	£2,070	£2,075	£2,083
Zone 5	£2,466	£2,429	£2,406	£2,410	£2,416	£2,426
Zone 6	£2,509	£2,471	£2,448	£2,452	£2,458	£2,468
Zone 7	£2,175	£2,142	£2,122	£2,126	£2,131	£2,140
Zone 8	£2,282	£2,248	£2,227	£2,230	£2,236	£2,245
Zone 9	£2,109	£2,077	£2,058	£2,061	£2,066	£2,075
Zone 10	£2,232	£2,199	£2,178	£2,182	£2,187	£2,196
STUDY AREA AVERAGE:	£2,310	£2,275	£2,254	£2,257	£2,263	£2,272

Source: Average spend per capita estimates (2015 prices) are derived from Experian 'Retail Area Planner' Reports using the MMG3 GIS and the year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 15 published by Experian Business Strategies (December 2017).

Notes: An allowance has been made for the market share of retail expenditure per capita on non-store sales (SFT - including mail order and Internet shopping) at the base year informed by the household survey-derived market shares for SFT. Forecast growth in SFT is based on the year-on-year forecasts published by Experian Business Strategies in the most recent Retail Planner Briefing Note 15 (December 2017).

TABLE 3: TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE, BASE YEAR (2017) TO 2036 (£m)

GROWTH 2017 to 2036:

	2017	2017	2021	2026	2031	2036
	(incl SFT)	EXCLUDING SPECIAL FORMS OF TRADING THAT IS NOT LOCALLY SOURCED				
Zone 1	£33.6	£33.1	£33.2	£33.4	£33.8	£34.2
Zone 2	£73.9	£72.8	£79.5	£87.8	£95.8	£104.0
Zone 3	£36.8	£36.2	£35.9	£35.7	£35.6	£35.6
Zone 4	£103.4	£101.8	£109.3	£115.6	£123.2	£131.0
Zone 5	£39.5	£38.9	£38.1	£37.8	£37.6	£37.4
Zone 6	£62.1	£61.2	£64.3	£66.9	£70.2	£73.5
Zone 7	£76.0	£74.9	£76.0	£78.2	£80.2	£82.2
Zone 8	£137.2	£135.1	£137.0	£140.5	£143.7	£146.6
Zone 9	£312.2	£307.5	£308.6	£311.4	£315.5	£320.0
Zone 10	£152.0	£149.7	£152.0	£155.7	£159.7	£163.9
STUDY AREA:	£1,026.6	£1,011.2	£1,033.9	£1,063.0	£1,095.2	£1,128.5
Test Valley Area	£287.2	£282.8	£295.9	£310.2	£325.9	£342.2

	%	2017-36
	3.4%	£1.1
	42.8%	£31.2
	-1.8%	-£0.6
	28.6%	£29.2
	-3.8%	-£1.5
	20.2%	£12.4
	9.8%	£7.3
	8.5%	£11.5
	4.1%	£12.5
	9.5%	£14.3
	11.6%	£117.3
	21.0%	£59.3

Appendix Note: Figures may not add up due to rounding

Appendix 3: POPULATION AND EXPENDITURE (COMPARISON GOODS)

TABLE 1: BASE YEAR (2017) POPULATION & PROJECTIONS (to 2036)

GROWTH 2017 to 2036:

ZONE:	2017	2021	2026	2031	2036	%	2017-36
Zone 1	15,081	15,271	15,347	15,482	15,617	3.6%	536
Zone 2	31,182	34,359	37,872	41,222	44,572	42.9%	13,390
Zone 3	14,103	14,087	13,978	13,923	13,868	-1.7%	-235
Zone 4	48,832	52,896	55,853	59,368	62,883	28.8%	14,051
Zone 5	15,997	15,841	15,696	15,551	15,406	-3.7%	-591
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Study Area	461,138	475,841	488,322	501,673	514,772	11.6%	53,634
Test Valley	125,195	132,454	138,746	145,546	152,346	28.5%	35,656

Source: EXPERIAN BUSINESS STRATEGIES AND GROWTH PROJECTIONS DATA PROVIDED BY THE COUNCILS

Notes: For Wards located within Hampshire County Council, the population figures have been taken from Hampshire County Council's 2016-based Small Area Population Forecasts (SAPF) (2016-2023). These figures were then grown by Carter Jonas on pro-rata basis up to 2036.

For the remaining Wards the data was sourced from Experian's 'Retail Area Planner' Reports using CJ's (Experian-based) MMG3 Geographic Information System (GIS). The base year figures are based on ONS (mid-year) population figures. The projections for zones are derived from Experian's revised 'demographic component model'; these projections take into account mid-year age and gender estimates and project the population forward year-on-year based on Government population projections for local authority areas in England. The yearly components of population change that are taken into account are the birth rate (0-4 age band), ageing, net migration, death rates, etc.

TABLE 2: REVISED COMPARISON EXPENDITURE PER CAPITA FORECASTS (excluding SFT)

	2017	2017	2021	2026	2031	2036
	(incl SFT)	EXCLUDING SPECIAL FORMS OF TRADING				
EXPERIAN - SPECIAL FORMS OF TRADING (%):		14.8%	16.9%	17.5%	17.8%	17.9%
REVISED SPECIAL FORMS OF TRADING (%):		18.3%	20.9%	21.6%	22.0%	22.2%
Zone 1	£3,789	£3,096	£3,288	£3,813	£4,443	£5,184
Zone 2	£4,421	£3,612	£3,838	£4,450	£5,185	£6,050
Zone 3	£4,886	£3,993	£4,241	£4,918	£5,730	£6,686
Zone 4	£3,486	£2,848	£3,026	£3,508	£4,087	£4,769
Zone 5	£4,518	£3,691	£3,922	£4,547	£5,298	£6,182
Zone 6	£4,529	£3,700	£3,931	£4,558	£5,311	£6,197
Zone 7	£3,914	£3,198	£3,398	£3,940	£4,590	£5,356
Zone 8	£4,193	£3,426	£3,640	£4,221	£4,918	£5,738
Zone 9	£3,331	£2,722	£2,891	£3,353	£3,906	£4,558
Zone 10	£3,953	£3,230	£3,431	£3,979	£4,635	£5,409
STUDY AREA AVERAGE:	£4,102	£3,352	£3,561	£4,129	£4,810	£5,613

Source: Average spend per capita estimates (2015 prices) are derived from Experian 'Retail Area Planner' Reports using the MMG3 GIS and the year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 14 published by Experian Business Strategies (November 2016).

Notes: An allowance has been made for the market share of retail expenditure per capita on non-store sales (SFT - including mail order and Internet shopping) at the base year informed by the household survey-derived market shares for SFT. Forecast growth in SFT is based on the year-on-year forecasts published by Experian Business Strategies in the most recent Retail Planner Briefing Note 5 (Dec 2017).

TABLE 3: TOTAL AVAILABLE COMPARISON GOODS EXPENDITURE, BASE YEAR (2017) TO 2036 (£m)

	2017	2017	2022	2026	2031	2036
	(incl SFT)	EXCLUDING SPECIAL FORMS OF TRADING				
Zone 1	£57.1	£46.7	£50.2	£58.5	£68.8	£81.0
Zone 2	£137.9	£112.6	£131.9	£168.5	£213.7	£269.6
Zone 3	£68.9	£56.3	£59.7	£68.7	£79.8	£92.7
Zone 4	£170.2	£139.1	£160.0	£196.0	£242.7	£299.9
Zone 5	£72.3	£59.1	£62.1	£71.4	£82.4	£95.2
Zone 6	£112.1	£91.6	£103.3	£124.4	£151.6	£184.6
Zone 7	£136.8	£111.8	£121.7	£145.0	£172.7	£205.8
Zone 8	£252.1	£206.0	£223.9	£265.9	£316.0	£374.8
Zone 9	£493.1	£402.9	£433.6	£506.7	£596.4	£703.0
Zone 10	£269.1	£219.9	£239.5	£283.9	£338.4	£403.7
STUDY AREA:	£1,769.6	£1,445.9	£1,586.0	£1,889.0	£2,262.5	£2,710.5
Test Valley Area	£506.4	£413.8	£464.0	£563.1	£687.3	£838.5

GROWTH 2017 to 2036:

%	2017-36
73.4%	£34.3
139.4%	£157.0
64.7%	£36.4
115.7%	£160.8
61.3%	£36.2
101.5%	£93.0
84.1%	£94.0
82.0%	£168.8
74.5%	£300.1
83.6%	£183.8
87.5%	£1,264.5
102.6%	£424.7

Appendix Note: Figures may not add up due to rounding

Appendix 4: CONVENIENCE GOODS MARKET SHARES

TABLE 1: ALL CONVENIENCE GOODS - 2017 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

ZONE:	1	2	3	4	5	6	7	8	9	10	Total Study	Test Valley Council Area	Andover	
												Zones 1 to 5	Zones 4 and 5	Zone 1 and 2
Andover	0.3%	0.0%	8.0%	20.6%	25.5%	1.9%	4.0%	0.0%	0.0%	0.0%	3.8%	12.0%	21.9%	0.1%
Iceland, Bridge Street, Andover	0.0%	0.0%	0.9%	0.0%	0.2%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Marks & Spencer, High Street, Andover	0.0%	0.0%	0.3%	6.2%	3.1%	0.4%	0.1%	0.0%	0.0%	0.0%	0.8%	2.7%	5.4%	0.0%
Sainsbury's Superstore, Bridge Street, Andover	0.3%	0.0%	0.3%	1.4%	3.0%	0.7%	0.4%	0.0%	0.0%	0.0%	0.4%	1.0%	1.9%	0.1%
Waitrose, Chantry Centre, Andover	0.0%	0.0%	6.2%	10.5%	18.8%	0.6%	3.5%	0.0%	0.0%	0.0%	2.3%	7.1%	12.8%	0.0%
Andover TC - Other	0.0%	0.0%	0.3%	2.5%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	1.0%	1.9%	0.0%
Romsey	61.7%	18.9%	22.2%	0.0%	0.0%	0.0%	0.0%	1.1%	5.9%	1.5%	6.3%	14.9%	0.0%	32.3%
Aldi, The Hundred, Romsey	36.9%	11.2%	9.1%	0.0%	0.0%	0.0%	0.0%	0.4%	3.1%	0.4%	3.4%	8.4%	0.0%	19.2%
Co-op, The Hundred, Romsey	3.2%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.4%	0.0%	1.0%
Waitrose, Alma Road, Romsey	20.7%	7.3%	12.0%	0.0%	0.0%	0.0%	0.7%	2.8%	1.1%	0.0%	2.7%	5.8%	0.0%	11.5%
Romsey TC - Other	1.0%	0.5%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%	0.0%	0.6%
Key Service Centres	0.1%	2.8%	9.8%	1.6%	1.6%	0.0%	0.0%	0.2%	0.0%	0.0%	0.8%	2.8%	1.6%	1.9%
Charlton	0.0%	0.0%	0.3%	1.6%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.8%	1.5%	0.0%
Chilworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
North Baddesley	0.1%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%	0.6%
Nursling and Rownhams	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.5%	0.0%	1.3%
Stockbridge	0.0%	0.0%	9.5%	0.0%	0.3%	0.0%	0.0%	0.2%	0.0%	0.0%	0.4%	1.3%	0.1%	0.0%
Valley Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rural Villages	0.0%	0.2%	4.6%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	1.0%	0.6%	0.2%
Test Valley Out of Centre	10.2%	1.4%	17.2%	71.7%	53.2%	19.0%	17.1%	0.8%	0.3%	0.0%	12.9%	36.9%	66.6%	4.1%
Andover Out of Centre Total	0.0%	0.1%	12.9%	71.7%	52.8%	19.0%	16.2%	0.8%	0.3%	0.0%	12.3%	34.8%	66.5%	0.1%
Aldi, Weyhill Road, Andover	0.0%	0.0%	0.7%	12.0%	5.5%	2.3%	5.4%	0.4%	0.0%	0.0%	2.0%	5.2%	10.2%	0.0%
Asda Superstore, Anton Mill Road, Andover	0.0%	0.0%	3.6%	8.3%	10.8%	6.8%	4.8%	0.4%	0.3%	0.0%	2.3%	5.0%	9.0%	0.0%
Lidl, Western Avenue, Andover	0.0%	0.0%	3.1%	8.7%	5.4%	3.5%	0.7%	0.0%	0.0%	0.0%	1.5%	4.3%	7.8%	0.0%
Sainsbury's Superstore, Shepherds Spring Lane, Andover	0.0%	0.0%	1.6%	11.0%	6.8%	0.0%	3.3%	0.0%	0.0%	0.0%	1.7%	5.1%	9.9%	0.0%
Tesco Extra, River Way, Andover	0.0%	0.0%	4.0%	28.4%	22.8%	6.4%	2.0%	0.0%	0.0%	0.0%	4.4%	13.9%	26.8%	0.0%
Andover Out of Centre - Other	0.0%	0.1%	0.0%	3.3%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	1.4%	2.8%	0.1%
Romsey Out of Centre	10.1%	1.2%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	1.6%	0.0%	4.0%
Test Valley Out of Centre - Other	0.0%	0.0%	3.5%	0.0%	0.4%	0.0%	0.8%	0.0%	0.0%	0.0%	0.2%	0.5%	0.1%	0.0%
Other Centres/Stores outside LPA areas	20.9%	71.0%	32.7%	2.0%	14.3%	70.2%	70.2%	90.0%	89.8%	97.1%	70.9%	27.6%	5.4%	55.4%
Alderbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Amesbury	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	6.2%	13.5%	0.1%	0.0%	2.4%	0.3%	0.4%	0.0%
Applemore	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.3%	0.0%	0.0%	0.0%
Basingstoke	0.0%	0.0%	0.0%	0.8%	0.0%	9.8%	0.0%	0.0%	0.0%	0.3%	0.7%	0.3%	0.6%	0.0%
Bournemouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%
Brookenhurst	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.3%
Chandlers Ford	0.2%	10.4%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	14.9%	2.2%	3.0%	0.0%	7.2%
Deveses	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	5.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%
Dibden Purleu	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.2%	0.0%	0.0%	0.0%
Durrington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	1.2%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%
Eastleigh	8.5%	31.6%	5.9%	0.0%	0.0%	0.0%	0.0%	0.1%	3.4%	47.5%	10.8%	9.9%	0.0%	24.4%
Fordingbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hedge End	0.2%	2.4%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	2.1%	0.6%	0.7%	0.0%	1.8%
Hungerford	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	0.8%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%
Ludgershall	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	10.9%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%
Marlborough	0.0%	0.0%	0.0%	0.6%	0.0%	1.9%	8.0%	0.0%	0.0%	0.0%	0.8%	0.2%	0.4%	0.0%
Newbury	0.0%	0.0%	0.0%	0.2%	0.0%	33.3%	1.0%	0.4%	0.0%	0.0%	2.2%	0.1%	0.2%	0.0%
Overton	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%
Pewsey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.7%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%
Ringwood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.8%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%
Salisbury	0.1%	0.8%	6.6%	0.2%	2.7%	0.0%	1.4%	45.3%	0.0%	0.0%	6.6%	1.5%	0.8%	0.6%
Southampton	3.3%	14.2%	3.7%	0.0%	0.0%	0.0%	0.0%	0.4%	32.3%	1.5%	11.4%	4.5%	0.0%	10.8%
Swindon	0.0%	0.0%	0.3%	0.0%	0.0%	0.2%	0.3%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	0.0%
Tidworth	0.0%	0.0%	0.5%	0.0%	5.8%	0.0%	24.5%	0.0%	0.0%	0.0%	2.1%	0.9%	1.6%	0.0%
Totton	2.9%	8.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	47.5%	0.5%	15.3%	2.4%	0.0%	6.4%
Whitchurch	0.0%	0.0%	0.0%	0.0%	1.4%	11.2%	0.0%	0.0%	0.0%	0.0%	0.7%	0.2%	0.4%	0.0%
Winchester	5.7%	2.8%	12.8%	0.0%	2.3%	3.1%	0.0%	0.0%	0.6%	28.5%	5.5%	3.4%	0.6%	3.7%
Outside LPA areas - Other	0.0%	0.4%	0.4%	0.0%	0.0%	2.1%	2.0%	11.8%	3.5%	1.8%	3.2%	0.2%	0.0%	0.3%
SFT	6.7%	5.7%	5.6%	4.1%	3.9%	9.0%	8.7%	7.8%	4.0%	1.4%	5.0%	4.8%	3.8%	6.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Test Valley	72.3%	23.3%	61.8%	93.9%	87.7%	20.9%	21.1%	2.2%	6.2%	1.5%	24.1%	67.6%	90.8%	38.6%

TABLE 2: MAIN FOOD PURCHASES - 2017 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

ZONE:	1	2	3	4	5	6	7	8	9	10	Total Study	Test Valley Council Area	
													Zones 1 to 5
Andover	0.5%	0.0%	10.6%	16.2%	22.0%	2.1%	2.7%	0.0%	0.0%	0.0%	3.2%	10.3%	
Iceland, Bridge Street, 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%
Marks & Spencer, High Street, Andover	0.0%	0.0%	0.5%	8.2%	0.6%	0.7%	0.0%	0.0%	0.0%	0.0%	0.9%	3.1%	0.0%
Sainsbury's Superstore, Bridge Street, Andover	0.5%	0.0%	0.5%	1.5%	1.2%	0.7%	0.0%	0.0%	0.0%	0.0%	0.3%	0.8%	0.0%
Waitrose, Chantry Centre, Andover	0.0%	0.0%	9.0%	6.5%	20.1%	0.7%	2.7%	0.0%	0.0%	0.0%	2.0%	6.3%	0.0%
Andover TC - Other	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%
Romsey	66.0%	21.3%	26.9%	0.0%	0.0%	0.0%	0.0%	1.4%	8.6%	1.1%	7.6%	16.7%	
Aldi, The Hundred, Romsey	49.7%	13.2%	12.3%	0.0%	0.0%	0.0%	0.0%	0.7%	4.7%	0.0%	4.5%	10.8%	
Co-op, The Hundred, 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%
Waitrose, Alma Road, Romsey	16.4%	8.1%	14.6%	0.0%	0.0%	0.0%	0.0%	0.7%	3.9%	1.1%	3.1%	5.9%	0.0%
Romsey TC - 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%
Key Service Centres	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%	
Charlton	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Chilworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
North Baddesley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nursling and Rowhams	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stockbridge	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%	0.0%
Valley 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%
Rural Villages	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	
Test Valley Out of Centre	0.4%	0.0%	12.8%	76.2%	58.6%	23.2%	22.8%	1.4%	0.0%	0.0%	13.7%	37.2%	
Andover Out of Centre Total	0.0%	0.0%	12.8%	76.2%	58.6%	23.2%	22.8%	1.4%	0.0%	0.0%	13.7%	37.1%	
Aldi, Weyhill Road, Andover	0.0%	0.0%	0.5%	12.1%	6.3%	3.8%	8.9%	0.7%	0.0%	0.0%	2.5%	5.3%	
Asda Superstore, Anton Mill Road, Andover	0.0%	0.0%	4.6%	5.5%	10.3%	9.8%	7.1%	0.7%	0.0%	0.0%	2.3%	4.0%	
Lidl, Western Avenue, Andover	0.0%	0.0%	4.4%	9.4%	5.2%	0.7%	0.5%	0.0%	0.0%	0.0%	1.4%	4.6%	
Sainsbury's Superstore, Shepherds Spring Lane, Andover	0.0%	0.0%	0.5%	10.3%	6.9%	0.0%	3.6%	0.0%	0.0%	0.0%	1.6%	4.7%	
Asda Extra, River Way, Andover	0.0%	0.0%	2.7%	39.0%	30.0%	8.9%	2.7%	0.0%	0.0%	0.0%	5.9%	18.5%	
Andover Out of Centre - 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%
Romsey Out of Centre	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	
Test Valley Out of Centre - 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%
Other Centres/Stores outside LPA areas	23.1%	71.5%	37.9%	1.0%	13.8%	61.2%	63.3%	85.0%	84.9%	96.7%	67.8%	28.2%	
Alderbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Amesbury	0.0%	0.0%	0.5%	0.0%	1.9%	0.0%	10.3%	15.6%	0.0%	0.0%	2.9%	0.3%	
Applemore	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.4%	0.0%	
Basingstoke	0.0%	0.0%	0.0%	0.5%	0.0%	12.0%	0.0%	0.0%	0.0%	0.5%	0.9%	0.2%	
Bournemouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.2%	0.0%	
Brockenhurst	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Chandlers Ford	0.0%	7.3%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	11.1%	2.4%	2.1%	
Devesh	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	5.6%	0.0%	0.0%	0.0%	0.5%	0.0%	
Didden Purlieu	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.4%	0.0%	
Durrington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	7.0%	0.0%	0.1%	0.0%	
Fordingbridge	9.3%	32.2%	7.4%	0.0%	0.0%	0.0%	0.0%	5.1%	44.3%	0.0%	10.3%	10.3%	
Fordingbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.1%	0.0%	0.0%	0.8%	0.0%	
Hedge End	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.3%	0.3%	
Hungerford	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	
Lugherhall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.1%	0.0%	
Marlborough	0.0%	0.0%	0.0%	0.5%	0.0%	2.0%	9.3%	0.0%	0.0%	0.0%	0.9%	0.2%	
Newbury	0.0%	0.0%	0.0%	0.0%	0.0%	36.8%	1.0%	1.0%	0.0%	0.0%	2.3%	0.0%	
Overton	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	
Pewsey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.6%	0.0%	0.0%	0.0%	0.7%	0.0%	
Ringwood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.3%	0.0%	0.0%	1.2%	0.0%	
Salisbury	0.0%	0.0%	7.8%	0.0%	3.0%	0.0%	2.1%	47.8%	0.0%	0.0%	6.5%	1.4%	
Southampton	3.9%	19.2%	1.1%	0.0%	0.0%	0.0%	0.0%	0.7%	27.8%	2.2%	10.4%	5.5%	
Swindon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Tidworth	0.0%	0.0%	0.0%	0.0%	7.2%	0.0%	23.7%	0.0%	0.0%	0.0%	2.0%	1.0%	
Totton	3.4%	9.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	47.4%	0.5%	15.3%	2.9%	
Whitchurch	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	6.5%	2.0%	19.1%	0.0%	1.8%	3.8%	0.0%	0.0%	0.7%	4.4%	6.9%	4.0%	
Outside LPA areas - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	3.4%	0.7%	0.0%	0.7%	0.0%	
SFT	9.9%	7.2%	9.3%	6.5%	5.0%	13.6%	11.1%	12.2%	6.5%	2.2%	7.6%	7.2%	
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
Test Valley	67.0%	21.3%	52.8%	92.4%	81.2%	25.2%	25.5%	2.8%	8.6%	1.1%	24.6%	64.5%	

TABLE 3: OTHER ('SECONDARY') MAIN FOOD PURCHASES - 2017 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

ZONE:											Total Study	Test Valley Council Area
	1	2	3	4	5	6	7	8	9	10		
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		
Andover	0.0%	0.0%	7.0%	20.8%	36.8%	2.6%	11.0%	0.0%	0.0%	0.0%	4.7%	13.4%
Iceland, Bridge Street, Andover	0.0%	0.0%	2.8%	0.0%	1.1%	1.3%	0.0%	0.0%	0.0%	0.0%	0.2%	0.5%
Marks & Spencer, High Street, Andover	0.0%	0.0%	0.0%	0.0%	4.6%	0.0%	0.8%	0.0%	0.0%	0.0%	0.2%	0.6%
Sainsbury's Superstore, Bridge Street, Andover	0.0%	0.0%	0.0%	0.0%	6.7%	0.0%	2.3%	0.0%	0.0%	0.0%	0.5%	0.9%
Waltrose, Chantry Centre, Andover	0.0%	0.0%	4.1%	20.8%	24.4%	1.2%	7.2%	0.0%	0.0%	0.0%	3.8%	11.4%
Andover TC - 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%
Romsey	56.4%	18.1%	18.4%	0.0%	0.0%	0.0%	0.0%	1.6%	3.2%	3.0%	5.4%	13.6%
Aldi, The Hundred, Romsey	9.4%	10.6%	5.8%	0.0%	0.0%	0.0%	0.0%	2.1%	1.0%	2.1%	4.6%	11.2%
Co-op, The Hundred, Romsey	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Waltrose, Alma Road, Romsey	45.2%	6.1%	11.2%	0.0%	0.0%	0.0%	0.0%	1.6%	1.1%	2.0%	3.2%	8.3%
Romsey TC - Other	1.7%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.6%
Key Service Centres	0.0%	2.7%	5.4%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.6%	1.4%
Charlton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chilworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
North Baddesley	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.4%
Nursling and Rowhams	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.4%
Stockbridge	0.0%	0.0%	5.4%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.4%	0.7%
Valley 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%
Rural Villages	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Test Valley Out of Centre	0.0%	1.4%	25.2%	74.3%	53.0%	31.8%	9.9%	0.0%	1.0%	0.0%	13.5%	37.6%
Andover Out of Centre Total	0.0%	0.0%	25.2%	74.3%	53.0%	31.8%	9.9%	0.0%	1.0%	0.0%	13.4%	37.3%
Aldi, Weyhill Road, Andover	0.0%	0.0%	1.4%	14.5%	12.1%	0.0%	0.9%	0.0%	0.0%	0.0%	1.6%	5.5%
Audax Superstore, Anton Mill Road, Andover	0.0%	0.0%	1.4%	25.1%	18.1%	5.7%	3.3%	0.0%	0.0%	1.2%	4.2%	11.7%
Lidl, Western Avenue, Andover	0.0%	0.0%	1.4%	6.7%	7.6%	21.0%	2.4%	0.0%	0.0%	0.0%	2.5%	3.6%
Sainsbury's Superstore, Shepherds Spring Lane, Andover	0.0%	0.0%	5.6%	14.0%	13.3%	0.0%	2.4%	0.0%	0.0%	0.0%	2.3%	7.6%
Tesco Extra, River Way, Andover	0.0%	0.0%	15.5%	14.0%	12.8%	5.1%	0.8%	0.0%	0.0%	0.0%	2.8%	8.8%
Andover Out of Centre - 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%
Romsey Out of Centre	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.4%
Test Valley Out of Centre - 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%
Other Centres/Stores outside LPA areas	39.7%	68.7%	44.0%	3.9%	10.2%	63.0%	65.6%	93.7%	94.7%	97.0%	73.0%	30.8%
Alderbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Arnebury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Applemore	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.3%	0.0%
Basingstoke	0.0%	0.0%	0.0%	1.0%	0.0%	9.4%	0.0%	0.0%	0.0%	0.0%	0.7%	0.4%
Bournemouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brookhurst	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chandlers Ford	0.0%	16.7%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.5%	3.8%	4.8%
Devises	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.7%	0.0%	0.0%	0.0%	0.4%	0.0%
Dibden Purlieu	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Durrimton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.2%	0.0%
Eastleigh	15.4%	21.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	45.9%	9.2%	7.4%
Fordingbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.6%	0.0%	0.0%	0.7%	0.0%
Hedge End	1.7%	4.9%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	7.0%	1.8%	1.6%
Hungerford	0.0%	0.0%	0.0%	0.0%	0.0%	4.9%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%
Ludgershall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.1%	0.0%
Marlborough	0.0%	0.0%	0.0%	1.9%	0.0%	3.7%	11.0%	0.0%	0.0%	0.0%	1.2%	0.7%
Newbury	0.0%	0.0%	0.0%	0.0%	0.0%	32.9%	0.9%	0.0%	0.0%	0.0%	2.1%	0.0%
Overton	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Pewsey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.2%	0.0%
Ringwood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.4%	0.0%	0.0%	1.8%	0.0%
Salisbury	0.9%	2.7%	7.1%	1.0%	3.4%	0.0%	0.8%	50.8%	0.0%	0.0%	7.6%	2.5%
Southampton	5.7%	7.9%	20.3%	0.0%	0.0%	0.0%	0.0%	0.0%	38.7%	1.1%	13.4%	5.3%
Swindon	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	1.7%	0.0%	0.0%	0.0%	0.2%	0.0%
Tidworth	0.0%	0.0%	1.4%	0.0%	3.6%	0.0%	0.0%	42.2%	0.0%	0.0%	3.3%	0.0%
Totton	4.8%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	50.7%	1.0%	16.4%	1.5%
Whitchurch	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Winchester	11.2%	11.0%	7.1%	0.0%	2.0%	5.7%	0.0%	0.0%	0.0%	25.5%	5.6%	5.3%
Outside LPA areas - Other	0.0%	0.0%	2.7%	0.0%	0.0%	1.3%	0.0%	3.1%	2.1%	0.0%	1.2%	0.3%
SFT	3.9%	9.1%	0.0%	1.0%	0.0%	2.6%	13.5%	3.2%	1.1%	0.0%	2.8%	3.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Test Valley	56.4%	18.1%	18.4%	0.0%	0.0%	0.0%	0.0%	1.1%	3.2%	3.0%	24.8%	22.2%

TABLE 4: TOP UP FOOD PURCHASES - 2017 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

ZONE:	1	2	3	4	5	6	7	8	9	10	Total Study	Test Valley Council Area
												Zones 1 to 5
Andover	0.0%	0.0%	1.7%	32.9%	20.9%	1.8%	5.2%	0.0%	0.0%	0.0%	4.7%	14.5%
Iceland, Bridge Street, Andover	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Marks & Spencer, High Street, Andover	0.0%	0.0%	0.0%	6.7%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	2.9%
Sainsbury's Superstore, Bridge Street, Andover	0.0%	0.0%	0.0%	1.0%	6.5%	1.8%	0.0%	0.0%	0.0%	0.0%	0.5%	1.3%
Wairore, Chantry Centre, Andover	0.0%	0.0%	0.9%	8.7%	8.3%	0.0%	5.2%	0.0%	0.0%	0.6%	1.6%	4.4%
Andover TC - Other	0.0%	0.0%	0.0%	16.4%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	6.2%
Romsey	52.4%	14.2%	14.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	3.6%	11.6%
Aldi, The Hundred, Romsey	22.5%	9.6%	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	1.8%	5.6%
Co-op, The Hundred, Romsey	4.5%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.8%	0.9%
Wairore, Alma Road, Romsey	22.4%	2.8%	8.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	1.4%	4.4%
Romsey TC - Other	3.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.8%
Key Service Centres	0.6%	15.6%	34.1%	11.0%	9.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	13.7%
Charlton	0.0%	0.0%	0.0%	11.0%	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	4.9%
Chilworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
North Baddesley	0.6%	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	1.2%
Nursling and Rowhams	0.0%	11.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	2.9%
Stockbridge	0.0%	0.0%	34.1%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	4.7%
Valley 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%
Rural Villages	0.0%	1.6%	24.5%	0.0%	12.9%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	5.3%
Test Valley Out of Centre	41.7%	3.5%	20.2%	50.8%	39.2%	1.9%	1.7%	0.0%	1.0%	0.0%	9.5%	32.0%
Andover Out of Centre Total	0.0%	1.0%	5.7%	50.8%	38.0%	1.9%	1.7%	0.0%	1.0%	0.0%	7.4%	24.5%
Aldi, Weyhill Road, Andover	0.0%	0.0%	0.9%	5.2%	7.0%	0.0%	0.0%	0.0%	0.0%	0.8%	2.9%	2.9%
Acacia Superstore, Anton Mill Road, Andover	0.0%	0.0%	3.9%	2.2%	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.9%
Lidl, Western Avenue, Andover	0.0%	0.0%	0.0%	6.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	2.2%
Sainsbury's Superstore, Shepherds Spring Lane, Andover	0.0%	0.0%	0.9%	5.7%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	2.8%
Tesco Extra, River Way, Andover	0.0%	0.0%	0.0%	16.8%	10.9%	1.9%	1.7%	0.0%	0.0%	0.0%	2.3%	7.5%
Andover Out of Centre - Other	0.0%	1.0%	0.0%	15.1%	9.9%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	7.0%
Romsey Out of Centre - Other	41.7%	7.2%	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	1.2%	6.2%
Test Valley Out of Centre - Other	0.0%	0.0%	9.4%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	1.4%
Other Centres/Stores outside LPA areas	4.1%	65.2%	5.2%	5.3%	18.1%	93.4%	93.1%	100.0%	99.0%	97.1%	76.6%	22.3%
Alderbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.3%	0.0%
Amesbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.9%	1.0%	1.5%	1.5%	0.0%
Applemore	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	0.0%	0.0%	0.0%	2.2%	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.6%	0.8%
Bournemouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brookenhurst	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Chandlers Ford	1.2%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	1.7%
Devizes	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dibden Purlieu	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Durrington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	3.7%	0.0%	0.6%	0.0%
Eastrington	0.6%	37.1%	2.5%	0.0%	0.0%	0.0%	0.0%	1.0%	1.0%	50.0%	10.6%	10.0%
Fordingbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.4%	0.0%	1.5%	1.5%	0.0%
Hedge End	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.2%	0.2%
Hungerford	0.0%	0.0%	0.0%	0.0%	0.0%	4.7%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%
Ludgershall	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	36.5%	0.0%	0.0%	0.0%	2.7%	0.2%
Marlborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Newbury	0.0%	0.0%	0.0%	1.1%	2.3%	25.0%	1.8%	0.0%	0.0%	0.8%	1.8%	0.0%
Overton	0.0%	0.0%	0.0%	0.0%	0.0%	13.7%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%
Pewsey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	24.0%	0.0%	0.0%	0.0%	1.8%	0.0%
Ringwood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	0.0%	0.5%	0.5%	0.0%
Salisbury	0.0%	1.0%	1.8%	0.0%	2.5%	0.0%	40.3%	0.0%	0.6%	0.5%	6.8%	0.8%
Southampton	0.6%	5.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	47.2%	0.0%	14.8%	1.4%
Swindon	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.7%
Tidworth	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	20.8%	0.0%	0.0%	0.0%	1.6%	0.0%
Totton	1.1%	11.5%	0.0%	0.0%	0.0%	0.0%	0.0%	34.4%	0.0%	0.0%	11.3%	3.1%
Whitchurch	0.0%	0.0%	0.0%	6.3%	39.7%	0.0%	0.0%	0.0%	0.6%	0.0%	21.6%	0.9%
Winchester	0.6%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	16.0%	2.5%	0.5%
Outside LPA areas - Other	0.0%	2.9%	0.0%	0.0%	0.0%	3.8%	8.2%	29.0%	15.5%	12.2%	11.4%	0.7%
SPT	1.2%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.7%	0.3%	0.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Test Valley	16.7%	34.8%	16.8%	54.7%	81.9%	3.7%	6.5%	0.0%	1.0%	2.2%	23.0%	10.0%

TABLE 5: OTHER TOP UP FOOD PURCHASES - 2017 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

ZONE:	1	2	3	4	5	6	7	8	9	10	Total Study	Test Valley Council Area
												Zones 1 to 5
Andover	0.0%	0.0%	3.1%	27.9%	36.7%	0.0%	0.0%	0.0%	0.0%	0.0%	4.3%	15.5%
Iceland, Bridge Street, Andover	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.4%
Marks & Spencer, High Street, Andover	0.0%	0.0%	0.0%	3.2%	14.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	3.2%
Sainsbury's Superstore, Bridge Street, Andover	0.0%	0.0%	0.0%	3.4%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	1.6%
Waitrose, Chantry Centre, Andover	0.0%	0.0%	0.0%	21.3%	18.9%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	10.3%
Andover TC - 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%
Romsey	57.9%	13.1%	11.9%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	4.0%	11.6%
Aldi, The Hundred, Romsey	23.1%	2.3%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	3.7%
Co-op, The Hundred, Romsey	25.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	2.9%
Waitrose, Alma Road, Romsey	6.9%	10.8%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	1.8%	4.0%
Romsey TC - Other	2.7%	0.0%	5.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	1.1%
Key Service Centres	0.0%	0.0%	23.5%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	3.4%
Charlton	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.4%
Chilworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
North Baddesley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nursling and Rowenhams	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stockbridge	0.0%	0.0%	23.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	3.0%
Valley 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%
Rural Villages	0.0%	0.0%	9.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	1.2%
Test Valley Out of Centre	37.3%	6.4%	26.9%	72.1%	42.5%	0.0%	16.3%	0.0%	0.0%	0.0%	12.7%	41.3%
Andover Out of Centre Total	0.0%	0.0%	5.9%	72.1%	39.8%	0.0%	7.9%	0.0%	0.0%	0.0%	9.6%	32.2%
Aldi, Weyhill Road, Andover	0.0%	0.0%	0.0%	18.1%	5.3%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	7.2%
Asda Superstore, Anton Mill Road, Andover	0.0%	0.0%	0.0%	9.7%	9.6%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	4.8%
Lidl, Western Avenue, Andover	0.0%	0.0%	3.0%	13.1%	9.6%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	6.4%
Sainsbury's Superstore, Shepherds Spring Lane, Andover	0.0%	0.0%	3.0%	17.7%	2.9%	0.0%	7.9%	0.0%	0.0%	0.0%	2.6%	7.1%
Tesco Extra, River Way, Andover	0.0%	0.0%	0.0%	3.4%	12.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	2.9%
Andover Out of Centre - Other	0.0%	0.0%	0.0%	10.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	3.7%
Romsey Out of Centre	37.3%	6.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	6.0%
Test Valley Out of Centre - Other	0.0%	0.0%	21.0%	0.0%	2.7%	0.0%	8.4%	0.0%	0.0%	0.0%	1.5%	3.1%
Other Centres/Stores outside LPA areas	4.9%	80.5%	25.6%	0.0%	17.9%	100.0%	83.7%	100.0%	97.6%	100.0%	77.6%	27.0%
Alderbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Amesbury	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	0.0%	3.4%	0.0%	0.0%	0.6%	0.4%
Applemore	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	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
Bournemouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brookhurst	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.6%
Chandlers Ford	0.0%	27.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	30.7%	6.6%	7.4%
Devises	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.9%	0.0%	0.0%	0.0%	0.6%	0.0%
Dibden Purlieu	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Durrington	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	4.9%	34.3%	10.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	64.9%	12.6%	10.7%
Fordingbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0%	0.0%	0.9%	0.0%
Hedge End	0.0%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	2.0%
Hungerford	0.0%	0.0%	0.0%	0.0%	0.0%	6.2%	8.4%	0.0%	0.0%	0.0%	1.0%	0.0%
Ludgershall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	43.5%	0.0%	0.0%	0.0%	3.2%	0.0%
Marlborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.9%	0.0%	0.0%	0.0%	0.6%	0.0%
Newbury	0.0%	0.0%	0.0%	0.0%	0.0%	25.1%	0.0%	3.6%	0.0%	0.0%	2.0%	0.0%
Overton	0.0%	0.0%	0.0%	0.0%	0.0%	5.4%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%
Pewsey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ringwood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.5%	0.0%	0.0%	0.9%	0.0%
Salisbury	0.0%	2.3%	5.8%	0.0%	0.0%	0.0%	0.0%	30.1%	0.0%	0.0%	4.4%	1.3%
Southampton	0.0%	6.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	27.6%	0.0%	8.9%	1.8%
Swindon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tidworth	0.0%	0.0%	3.1%	0.0%	5.7%	0.0%	7.9%	0.0%	0.0%	0.0%	0.9%	1.2%
Totton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	62.9%	0.0%	19.1%	0.0%
Whitchurch	0.0%	0.0%	0.0%	0.0%	4.7%	50.4%	0.0%	0.0%	0.0%	0.0%	3.2%	0.7%
Winchester	0.0%	0.0%	3.1%	0.0%	4.7%	0.0%	0.0%	0.0%	2.4%	4.4%	1.7%	1.1%
Outside LPA areas - Other	0.0%	0.0%	0.0%	0.0%	0.0%	9.7%	7.9%	49.8%	4.7%	0.0%	9.3%	0.0%
SFT	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Total	100.0%	100.0%	100.1%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Test Valley	95.1%	19.5%	74.5%	100.0%	82.0%	0.0%	16.3%	0.0%	2.4%	0.0%	22.4%	73.0%

Appendix Note: Figures may not add up due to rounding

Appendix 5: COMPARISON GOODS MARKET SHARES

TABLE 1: ALL COMPARISON GOODS - 2017 MARKET SHARE ANALYSIS (%M)
Including Internet Shopping and other Special Forms of Trading

ZONE:	1	2	3	4	5	6	7	8	9	10	STUDY AREA	Test Valley Council Area	Andover PCA	Romsey PCA
												Zones 1 to 5	Zones 4 and 5	Zones 1 and 2
Andover	0.0%	0.0%	12.4%	19.5%	26.6%	3.6%	9.7%	0.7%	0.0%	0.0%	4.5%	12.0%	21.6%	0.0%
Romsey	25.2%	7.5%	9.4%	0.0%	0.2%	0.0%	0.0%	0.3%	1.4%	1.0%	2.4%	6.2%	0.0%	12.7%
Key Service Centres	0.2%	1.0%	0.6%	0.0%	0.3%	0.0%	0.0%	0.0%	0.4%	0.0%	0.2%	0.4%	0.1%	0.8%
Charlton	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Chilworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
North Baddesley	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.4%
Nursling and Rownhams	0.2%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.1%	0.1%	0.0%	0.4%
Stockbridge	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.1%	0.1%	0.0%	0.0%
Valley Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rural Villages	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Test Valley Out of Centre	4.3%	2.6%	4.4%	19.6%	14.5%	3.6%	7.9%	1.3%	4.9%	0.0%	5.4%	10.5%	18.1%	3.1%
Andover OUT OF CENTRE	0.0%	0.0%	4.2%	19.6%	14.5%	3.4%	7.9%	0.9%	0.0%	0.0%	3.6%	9.2%	18.1%	0.0%
Aldi, Weyhill Road, Andover	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Andover - Other Out Of Centre	0.0%	0.0%	0.3%	0.1%	0.5%	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%	0.0%
Andover Trade Park, Joule Road	0.0%	0.0%	0.1%	0.8%	0.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%	0.6%	0.0%
Asda Superstore, Anton Mill Road, Andover	0.0%	0.0%	0.3%	3.3%	0.7%	0.4%	1.5%	0.4%	0.0%	0.0%	0.5%	1.3%	2.5%	0.0%
Churchill Retail Park	0.0%	0.0%	1.8%	10.2%	8.4%	1.6%	1.8%	0.2%	0.0%	0.0%	1.7%	4.9%	9.7%	0.0%
Enham Arch Retail Park, Andover	0.0%	0.0%	1.3%	4.3%	3.7%	1.1%	4.3%	0.3%	0.0%	0.0%	1.1%	2.2%	4.1%	0.0%
Lidl, Western Avenue, Andover	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Northern Avenue Retail Park, Andover	0.0%	0.0%	0.3%	0.6%	0.7%	0.0%	0.1%	0.0%	0.0%	0.0%	0.1%	0.3%	0.6%	0.0%
The Commercial Centre, Picket Piece, Andover	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%
Romsey Out of Centre	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Test Valley Out of Centre - Other	4.2%	2.6%	0.1%	0.0%	0.0%	0.1%	0.0%	0.4%	4.9%	0.0%	1.8%	1.2%	0.0%	3.1%
Other Centres/Stores outside LPA areas	47.0%	63.4%	55.6%	20.9%	31.0%	62.6%	54.3%	70.6%	76.3%	77.4%	63.1%	41.6%	23.9%	58.6%
Amesbury	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	2.3%	3.2%	0.0%	0.0%	0.6%	0.1%	0.1%	0.0%
Basingstoke	0.0%	0.1%	1.2%	8.5%	6.3%	13.6%	2.9%	0.4%	0.0%	1.6%	2.5%	3.9%	7.9%	0.0%
Bournemouth	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	2.5%	0.9%	0.0%	0.7%	0.2%	0.0%	0.5%
Chandlers Ford	0.0%	3.2%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	4.1%	0.9%	1.0%	0.0%	2.3%
Devizes	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%
Eastleigh	5.4%	11.8%	2.7%	0.1%	0.0%	0.0%	0.0%	0.3%	0.9%	26.5%	5.5%	4.2%	0.1%	9.9%
Hedge End	4.6%	5.3%	1.1%	1.2%	0.5%	0.5%	1.2%	0.1%	4.6%	6.4%	3.1%	2.6%	1.0%	5.1%
London	0.0%	0.3%	0.8%	0.7%	0.5%	0.4%	0.3%	1.9%	0.0%	0.0%	0.5%	0.5%	0.6%	0.2%
Marlborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	7.9%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%
Newbury	0.0%	0.0%	0.0%	1.4%	0.9%	33.9%	2.1%	0.0%	0.0%	0.2%	2.5%	0.6%	1.2%	0.0%
Northfields	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%
Pewsey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.1%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%
Portsmouth	0.1%	0.2%	1.8%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.1%	0.3%	0.0%	0.2%
Reading	0.0%	0.2%	0.0%	0.0%	0.0%	1.3%	0.3%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%
Ringwood	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%	0.0%	0.5%	0.0%	0.0%	0.1%
Salisbury	0.8%	1.9%	8.9%	3.3%	7.7%	0.3%	8.5%	44.9%	0.4%	0.0%	8.3%	4.0%	4.6%	1.6%
Southampton	28.7%	30.7%	25.0%	2.4%	6.0%	1.4%	2.6%	7.7%	53.7%	17.4%	23.8%	16.7%	3.5%	30.1%
Swindon	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%	11.7%	0.0%	0.0%	0.0%	0.9%	0.0%	0.1%	0.0%
Tidworth	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	3.4%	0.0%	0.0%	0.0%	0.3%	0.1%	0.3%	0.0%
Totton	0.3%	1.5%	0.2%	0.0%	0.0%	0.0%	0.0%	0.2%	13.7%	0.2%	4.0%	0.5%	0.0%	1.1%
Whitchurch	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	2.0%	0.4%	0.0%	0.0%	0.0%
Winchester	3.7%	5.2%	10.7%	2.6%	6.4%	4.5%	0.9%	0.0%	0.3%	18.4%	4.7%	5.1%	3.7%	4.7%
Other Centres/Stores outside LPA areas - Other	1.7%	3.0%	2.5%	0.6%	1.2%	3.6%	2.0%	5.6%	1.7%	0.8%	2.3%	1.7%	0.8%	2.6%
SFT	23.2%	25.5%	17.6%	40.1%	27.4%	30.2%	28.1%	27.3%	17.1%	21.6%	24.4%	29.3%	36.3%	24.8%
Total Study Area	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Test Valley	29.5%	10.1%	26.3%	39.0%	41.3%	7.2%	17.6%	2.2%	6.3%	1.0%	12.2%	28.7%	39.7%	15.8%

TABLE 2: CLOTHING & FOOTWEAR - 2017 MARKET SHARE ANALYSIS (%M)
Including Internet Shopping and other Special Forms of Trading

ZONE:	1	2	3	4	5	6	7	8	9	10	Total Study	Test Valley Council Area
												Zones 1 to 5
Andover	0.0%	0.0%	13.9%	11.1%	13.2%	2.8%	11.3%	1.4%	0.0%	0.0%	3.4%	7.5%
Romsey	11.1%	4.4%	5.0%	0.0%	0.7%	0.0%	0.0%	0.0%	2.7%	1.8%	1.9%	3.2%
Key Service Centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.2%	0.0%
Charlton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chilworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
North Baddesley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nursling and Rownhams	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stockbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.2%	0.0%
Valley 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%
Rural Villages	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Test Valley Out of Centre	0.0%	0.0%	0.0%	2.3%	4.3%	0.7%	1.7%	1.3%	0.0%	0.0%	0.8%	1.4%
Andover OUT OF CENTRE	0.0%	0.0%	0.0%	2.3%	4.3%	0.7%	1.7%	1.3%	0.0%	0.0%	0.8%	1.4%
Aldi, Weyhill 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%
Andover - Other Out Of Centre	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Andover Trade Park, Joule 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%
Asda Superstore, Anton Mill Road, Andover	0.0%	0.0%	0.0%	1.7%	0.0%	0.7%	1.7%	1.3%	0.0%	0.0%	0.5%	0.6%
Churchill Retail Park	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.4%
Enham Arch Retail Park, Andover	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Lidl, Western Avenue, 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%
Northern Avenue Retail Park, 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%
The Commercial Centre, Picket Piece, 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%
Romsey Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Test Valley Out of Centre - 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%
Other Centres/Stores outside LPA areas	71.3%	71.2%	65.1%	42.5%	49.2%	65.3%	63.1%	64.4%	80.6%	88.8%	70.6%	57.3%
Amesbury	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	1.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Basingstoke	0.0%	0.0%	4.0%	21.9%	13.1%	17.5%	6.1%	0.7%	0.0%	1.2%	4.7%	10.0%
Bournemouth	6.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	2.0%	1.3%	0.0%	0.9%	0.7%
Chandlers Ford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Devizes	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	9.3%	3.4%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	20.9%	3.9%	2.1%
Hedge End	4.0%	8.8%	0.0%	1.1%	0.7%	0.0%	0.0%	0.0%	2.1%	7.4%	2.6%	3.3%
London	0.0%	0.7%	1.7%	0.5%	0.7%	0.7%	0.0%	0.7%	0.0%	0.0%	0.3%	0.7%
Marlborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.9%	0.0%	0.0%	0.0%	0.5%	0.0%
Newbury	0.0%	0.0%	0.0%	1.6%	1.3%	36.2%	2.6%	0.0%	0.0%	0.6%	2.7%	0.8%
Northfields	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pewsey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Portsmouth	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.1%	0.1%
Reading	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Ringwood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.1%	0.0%	0.0%	0.6%	0.0%
Salisbury	1.4%	1.8%	10.4%	9.7%	15.8%	1.3%	17.4%	48.0%	0.7%	0.0%	10.7%	7.6%
Southampton	42.3%	45.3%	32.2%	4.3%	6.2%	0.0%	0.0%	7.5%	71.6%	22.6%	31.3%	23.5%
Swindon	0.0%	0.0%	0.0%	0.0%	0.7%	0.7%	21.5%	0.0%	0.0%	0.0%	1.8%	0.1%
Tidworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.1%	0.0%
Totton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.6%	0.5%	0.0%
Whitchurch	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	7.4%	1.3%	0.0%
Winchester	7.0%	9.9%	12.7%	2.2%	8.3%	3.8%	1.7%	0.0%	0.7%	28.1%	6.8%	7.0%
Other Centres/Stores outside LPA areas - Other	1.4%	1.4%	2.0%	1.1%	1.3%	2.0%	2.7%	0.7%	2.1%	0.0%	1.4%	1.3%
SFT	17.6%	24.4%	15.9%	44.1%	32.7%	31.2%	24.0%	32.9%	15.9%	9.4%	23.1%	30.6%
Total Study Area	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Test Valley	11.1%	4.4%	19.0%	13.4%	18.1%	3.5%	13.0%	2.7%	3.5%	1.8%	6.3%	12.0%

TABLE 3: RECORDING MEDIA- 2017 MARKET SHARE ANALYSIS (%M)
Including Internet Shopping and other Special Forms of Trading

ZONE:	1	2	3	4	5	6	7	8	9	10	STUDY AREA	Rough MKBC Area Zones 1-7, 9 and 10
Andover	0.0%	0.0%	0.0%	3.0%	4.5%	1.4%	4.0%	0.0%	0.0%	0.0%	0.9%	1.7%
Romsey	4.0%	4.2%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	1.7%
Key Service Centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Charlton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chilworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
North Baddesley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nursling and Rownhams	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stockbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Valley 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%
Rural Villages	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Test Valley Out of Centre	0.0%	0.0%	6.2%	6.5%	17.4%	4.7%	2.5%	0.0%	0.0%	0.0%	2.1%	5.6%
Andover OUT OF CENTRE	0.0%	0.0%	6.2%	6.5%	17.4%	4.7%	2.5%	0.0%	0.0%	0.0%	2.1%	5.6%
Aldi, Weyhill Road, Andover	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Andover - Other Out Of Centre	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 Trade Park, Joule 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%
Asda Superstore, Anton Mill Road, Andover	0.0%	0.0%	0.0%	2.4%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	1.0%
Churchill Retail Park	0.0%	0.0%	6.2%	4.1%	14.4%	4.7%	2.5%	0.0%	0.0%	0.0%	1.7%	4.4%
Enham Arch Retail Park, 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%
Lidl, Western Avenue, 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%
Northern Avenue Retail Park, 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%
The Commercial Centre, Picket Piece, 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%
Romsey Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Test Valley Out of Centre - 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%
Other Centres/Stores outside LPA areas	20.4%	25.1%	47.9%	7.4%	6.4%	30.6%	22.5%	37.2%	34.5%	27.7%	28.2%	18.9%
Amesbury	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	0.0%	0.0%	0.0%	4.3%	6.4%	8.0%	1.7%	3.5%	0.0%	0.0%	1.8%	2.4%
Bournemouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	2.4%	0.0%	0.9%	0.0%
Chandlers Ford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Deves	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	3.6%	8.4%	14.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.6%	2.6%	4.6%
Hedge End	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.3%	0.1%
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%
Marlborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.1%	0.0%
Newbury	0.0%	0.0%	0.0%	0.0%	0.0%	13.3%	1.5%	0.0%	0.0%	0.0%	1.0%	0.0%
Northfields	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pewsey	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	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.2%	0.0%
Reading	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Ringwood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	0.0%	0.9%	0.0%
Salisbury	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	20.6%	0.0%	0.0%	2.9%	0.3%
Southampton	15.1%	12.4%	17.5%	1.5%	0.0%	0.0%	0.0%	3.2%	16.1%	2.4%	7.6%	7.9%
Swindon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	0.3%	0.0%
Tidworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.5%	0.0%	0.0%	0.0%	1.1%	0.0%
Totton	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.8%	0.0%	4.3%	0.5%
Whitchurch	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Winchester	0.8%	2.1%	14.1%	1.5%	0.0%	1.4%	0.0%	0.0%	1.2%	13.5%	3.4%	3.2%
Other Centres/Stores outside LPA areas - Other	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	1.7%	0.0%	0.0%	0.3%	0.0%
SFT	75.6%	70.7%	44.7%	83.2%	71.7%	63.3%	71.0%	62.8%	65.5%	72.3%	68.3%	72.1%
Total Study Area	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Test Valley	4.0%	4.2%	7.3%	9.5%	21.9%	6.1%	6.5%	0.0%	0.0%	0.0%	3.5%	9.0%

TABLE 4: AUDIO VISUAL AND DOMESTIC ELECTRICAL GOODS - 2017 MARKET SHARE ANALYSIS (%M)
Including Internet Shopping and other Special Forms of Trading

ZONE:	1	2	3	4	5	6	7	8	9	10	STUDY AREA	Test Valley Council Area 1-5
Andover	0.0%	0.0%	7.2%	9.5%	15.2%	3.1%	6.4%	0.0%	0.0%	0.0%	2.4%	6.1%
Romsey	9.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	1.3%
Key Service Centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Charlton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chilworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
North Baddesley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nursling and Rownhams	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stockbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Valley 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%
Rural Villages	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Test Valley Out of Centre	0.0%	0.0%	11.9%	28.7%	17.5%	0.8%	14.5%	0.8%	0.0%	0.0%	5.1%	13.3%
Andover OUT OF CENTRE	0.0%	0.0%	11.9%	28.7%	17.5%	0.8%	14.5%	0.8%	0.0%	0.0%	5.1%	13.3%
Aldi, Weyhill 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%
Andover - Other Out Of Centre	0.0%	0.0%	0.0%	0.7%	0.7%	0.0%	1.0%	0.0%	0.0%	0.0%	0.2%	0.3%
Andover Trade Park, Joule 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%
Asda Superstore, Anton Mill Road, Andover	0.0%	0.0%	0.0%	8.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	2.6%
Churchill Retail Park	0.0%	0.0%	3.6%	16.9%	13.5%	0.8%	10.1%	0.8%	0.0%	0.0%	3.2%	7.9%
Enham Arch Retail Park, Andover	0.0%	0.0%	8.3%	1.9%	3.3%	0.0%	3.4%	0.0%	0.0%	0.0%	0.9%	2.1%
Lidl, Western Avenue, 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%
Northern Avenue Retail Park, Andover	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.4%
The Commercial Centre, Picket Piece, 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%
Romsey Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Test Valley Out of Centre - 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%
Other Centres/Stores outside LPA areas	60.8%	59.2%	57.2%	3.7%	26.4%	48.6%	40.6%	57.2%	74.6%	53.3%	53.7%	36.3%
Amesbury	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Basingstoke	0.0%	0.7%	0.0%	0.0%	7.4%	12.6%	2.2%	0.0%	0.0%	7.5%	2.5%	1.2%
Bournemouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.6%	0.0%	0.0%	0.3%	0.0%
Chandlers Ford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Deves	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	0.5%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.7%	1.0%
Hedge End	11.8%	12.4%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	8.5%	15.9%	6.4%	5.2%
London	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Marlborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newbury	0.0%	0.0%	0.0%	0.0%	0.0%	25.1%	0.6%	0.0%	0.0%	0.0%	1.6%	0.0%
Northfields	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pewsey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.9%	0.0%	0.0%	0.0%	0.4%	0.0%
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%
Reading	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Ringwood	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	0.0%	2.9%	6.3%	0.0%	3.4%	0.0%	4.1%	33.6%	0.0%	0.0%	5.5%	2.1%
Southampton	47.1%	29.1%	35.5%	1.2%	7.7%	2.9%	2.9%	17.3%	52.9%	21.5%	26.7%	19.9%
Swindon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.6%	0.0%	0.0%	0.0%	1.5%	0.0%
Tidworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.1%	0.0%
Totton	0.0%	11.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	13.1%	0.6%	4.7%	3.3%
Whitchurch	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Winchester	0.9%	0.0%	11.5%	2.5%	6.5%	3.8%	1.7%	0.0%	0.0%	4.9%	2.1%	3.2%
Other Centres/Stores outside LPA areas - Other	0.5%	0.0%	2.1%	0.0%	0.7%	1.7%	2.9%	4.8%	0.0%	0.0%	1.1%	0.4%
SFT	30.2%	40.0%	23.7%	58.1%	40.8%	47.5%	38.5%	41.9%	25.4%	46.7%	38.5%	43.0%
Total Study Area	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Test Valley	9.0%	0.7%	19.1%	38.1%	32.8%	3.9%	20.9%	0.8%	0.0%	0.0%	7.8%	20.7%

TABLE 5: BOOKS, STATIONARY - 2017 MARKET SHARE ANALYSIS (%M)
Including Internet Shopping and other Special Forms of Trading

ZONE:	1	2	3	4	5	6	7	8	9	10	STUDY AREA	Test Valley Council Area 1-5
Andover	0.0%	0.0%	4.4%	23.7%	31.0%	5.5%	13.8%	0.0%	0.0%	0.0%	5.0%	12.7%
Romsey	34.9%	11.8%	9.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.6%	2.7%	8.6%
Key Service Centres	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Charlton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chilworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
North Baddesley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nursling and Rownhams	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stockbridge	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Valley 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%
Rural Villages	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Test Valley Out of Centre	0.0%	0.0%	2.1%	18.8%	3.1%	4.9%	2.5%	0.0%	0.0%	0.0%	2.4%	6.5%
Andover OUT OF CENTRE	0.0%	0.0%	2.1%	18.8%	3.1%	4.9%	2.5%	0.0%	0.0%	0.0%	2.4%	6.5%
Aldi, Weyhill 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%
Andover - Other Out Of Centre	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 Trade Park, Joule 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%
Asda Superstore, Anton Mill Road, Andover	0.0%	0.0%	0.7%	8.5%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.9%	2.7%
Churchill Retail Park	0.0%	0.0%	1.4%	10.3%	3.1%	4.9%	1.3%	0.0%	0.0%	0.0%	1.5%	3.8%
Enham Arch Retail Park, 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%
Lidl, Western Avenue, 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%
Northern Avenue Retail Park, 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%
The Commercial Centre, Picket Piece, 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%
Romsey Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Test Valley Out of Centre - 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%
Other Centres/Stores outside LPA areas	21.3%	34.4%	45.1%	0.0%	5.9%	37.3%	37.0%	76.0%	58.4%	48.8%	45.6%	19.7%
Amesbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.1%	6.0%	0.0%	0.0%	1.6%	0.0%
Basingstoke	0.0%	0.0%	0.0%	0.0%	1.5%	6.2%	0.0%	0.0%	0.0%	0.0%	0.5%	0.2%
Bournemouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	1.5%	0.0%	0.4%	0.0%
Chandlers Ford	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.0%	1.0%	0.2%
Devizes	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.1%	0.0%
Eastleigh	3.3%	15.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	16.2%	4.4%	4.7%
Hedge End	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.2%	0.2%
London	0.0%	0.0%	0.7%	0.0%	0.8%	0.8%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Marlborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.6%	0.0%	0.0%	0.0%	0.7%	0.0%
Newbury	0.0%	0.0%	0.0%	0.0%	0.0%	23.7%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%
Northfields	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pewsey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.2%	0.0%
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%
Reading	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ringwood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.4%	0.0%	0.0%	0.7%	0.0%
Salisbury	0.9%	1.4%	9.7%	0.0%	0.8%	0.0%	1.3%	47.9%	0.8%	0.0%	8.1%	2.1%
Southampton	14.0%	10.1%	12.4%	0.0%	0.0%	0.0%	0.7%	0.9%	42.0%	5.4%	14.2%	6.2%
Swindon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tidworth	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	11.0%	0.0%	0.0%	0.0%	0.9%	0.2%
Totton	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.1%	0.0%	3.0%	0.1%
Whitchurch	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	2.6%	5.4%	20.0%	0.0%	1.3%	5.2%	1.3%	0.0%	0.0%	19.9%	4.9%	5.1%
Other Centres/Stores outside LPA areas - Other	0.0%	0.0%	2.4%	0.0%	0.0%	1.5%	0.7%	16.8%	0.8%	0.6%	3.1%	0.4%
SFT	43.8%	53.9%	38.3%	57.5%	60.0%	52.2%	46.6%	24.0%	40.8%	50.5%	44.2%	52.3%
Total Study Area	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Test Valley	34.9%	11.8%	16.6%	42.5%	34.1%	10.4%	16.4%	0.0%	0.8%	0.6%	10.2%	27.9%

TABLE 6: PETS, SPORTS, HOBBIES, BIKES - 2017 MARKET SHARE ANALYSIS (%M)
Including Internet Shopping and other Special Forms of Trading

ZONE:	1	2	3	4	5	6	7	8	9	10	STUDY AREA	Test Valley Council Area 1-5
Andover	0.0%	0.0%	10.3%	12.5%	28.3%	3.9%	7.8%	0.0%	0.0%	0.0%	3.5%	9.5%
Romsey	16.2%	7.6%	9.6%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	2.1%	5.1%
Key Service Centres	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Charlton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chilworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
North Baddesley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nursling and Rownhams	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stockbridge	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Valley 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%
Rural Villages	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Test Valley Out of Centre	0.0%	1.0%	4.9%	27.7%	18.3%	6.1%	4.1%	1.2%	0.0%	0.0%	4.6%	13.1%
Andover OUT OF CENTRE	0.0%	0.0%	4.9%	27.7%	18.3%	6.1%	4.1%	1.2%	0.0%	0.0%	4.5%	12.9%
Aldi, Weyhill 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%
Andover - Other Out Of Centre	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Andover Trade Park, Joule Road	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	1.0%
Asda Superstore, Anton Mill Road, Andover	0.0%	0.0%	0.9%	0.8%	0.9%	1.2%	0.7%	0.0%	0.0%	0.0%	0.3%	0.5%
Churchill Retail Park	0.0%	0.0%	0.8%	13.6%	8.4%	2.2%	0.0%	0.0%	0.0%	0.0%	1.8%	6.0%
Enham Arch Retail Park, Andover	0.0%	0.0%	1.7%	10.5%	9.0%	2.6%	3.4%	1.2%	0.0%	0.0%	2.0%	5.1%
Lidl, Western Avenue, 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%
Northern Avenue Retail Park, 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%
The Commercial Centre, Picket Piece, 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%
Romsey Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Test Valley Out of Centre - Other	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%
Other Centres/Stores outside LPA areas	33.2%	47.6%	47.5%	8.3%	19.8%	44.3%	35.7%	49.8%	74.6%	73.1%	52.9%	28.3%
Amesbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	4.8%	0.0%	0.0%	0.8%	0.0%
Basingstoke	0.0%	0.0%	0.0%	6.2%	3.0%	7.5%	2.9%	0.0%	0.0%	0.8%	1.5%	2.6%
Bournemouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	2.2%	0.0%	0.7%	0.0%
Chandlers Ford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.3%	0.0%
Devizes	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.2%	0.0%
Eastleigh	9.4%	25.7%	10.4%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	33.1%	8.1%	9.4%
Hedge End	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.7%	0.3%
London	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Marlborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	0.0%	0.0%	0.0%	0.4%	0.0%
Newbury	0.0%	0.0%	0.0%	0.0%	0.9%	33.0%	0.7%	0.0%	0.0%	0.0%	2.1%	0.1%
Northfields	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pewsey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.2%	0.0%
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%
Reading	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ringwood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.6%	0.0%	0.0%	0.7%	0.0%
Salisbury	0.0%	1.0%	8.0%	0.7%	2.9%	0.0%	12.2%	29.1%	0.0%	0.0%	5.7%	1.9%
Southampton	15.2%	12.1%	14.5%	0.0%	2.6%	0.0%	0.7%	1.1%	42.5%	15.2%	16.6%	7.2%
Swindon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.1%	0.0%
Tidworth	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	3.6%	0.0%	0.0%	0.0%	0.3%	0.1%
Totton	1.1%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	1.1%	27.7%	0.0%	8.0%	0.2%
Whitchurch	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	4.7%	6.7%	13.8%	1.4%	8.6%	1.3%	0.7%	0.0%	0.0%	19.4%	4.7%	5.7%
Other Centres/Stores outside LPA areas - Other	0.0%	2.0%	0.0%	0.0%	0.0%	2.4%	0.7%	6.9%	0.0%	3.1%	1.8%	0.5%
SFT	50.6%	43.9%	26.2%	51.5%	33.5%	45.7%	52.4%	49.0%	23.2%	26.9%	36.9%	43.8%
Total Study Area	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Test Valley	16.2%	8.6%	26.3%	40.2%	46.7%	10.0%	11.9%	1.2%	2.2%	0.0%	10.2%	28.0%

TABLE 7: FURNITURE, FLOOR COVERINGS, HOUSEHOLD TEXTILES - 2017 MARKET SHARE ANALYSIS (%M)
Including Internet Shopping and other Special Forms of Trading

ZONE:	1	2	3	4	5	6	7	8	9	10	STUDY AREA	Test Valley Council Area 1-5
Andover	0.0%	0.0%	18.6%	20.5%	26.6%	3.4%	8.3%	0.0%	0.0%	0.0%	4.8%	13.4%
Romsey	9.1%	2.6%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.8%	1.1%	1.8%
Key Service Centres	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.6%	1.1%
Charton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chilworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
North Baddesley	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Nursling and Rownhams	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.5%	0.9%
Stockbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Valley 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%
Rural Villages	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Test Valley Out of Centre	17.6%	0.9%	1.8%	20.7%	13.2%	2.0%	16.7%	1.1%	13.9%	0.0%	8.4%	10.9%
Andover OUT OF CENTRE	0.0%	0.0%	1.8%	20.7%	13.2%	1.0%	16.7%	0.0%	0.0%	0.0%	3.9%	8.8%
Aldi, Weyhill 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%
Andover - Other Out Of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.1%	0.0%
Andover Trade Park, Joule 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%
Asda Superstore, Anton Mill 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%
Churchill Retail Park	0.0%	0.0%	0.9%	15.1%	9.9%	1.0%	2.5%	0.0%	0.0%	0.0%	2.1%	6.4%
Enham Arch Retail Park, Andover	0.0%	0.0%	0.9%	3.7%	0.0%	0.0%	13.4%	0.0%	0.0%	0.0%	1.4%	1.3%
Lidl, Western Avenue, 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%
Northern Avenue Retail Park, Andover	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.5%
The Commercial Centre, Picket Piece, Andover	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.6%
Romsey Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Test Valley Out of Centre - Other	17.6%	0.9%	0.0%	0.0%	0.0%	1.0%	0.0%	1.1%	13.9%	0.0%	4.5%	2.1%
Other Centres/Stores outside LPA areas	62.3%	76.2%	66.4%	23.0%	45.3%	65.7%	60.7%	69.5%	79.4%	74.7%	66.8%	51.8%
Amesbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	0.5%	0.0%
Basingstoke	0.0%	0.0%	0.0%	7.2%	4.4%	12.2%	2.0%	0.0%	0.0%	2.7%	2.3%	2.9%
Bournemouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.1%	0.0%
Chandlers Ford	0.0%	11.2%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	9.5%	2.6%	3.3%
Devizes	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.3%	0.0%
Eastleigh	2.6%	0.9%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	2.8%	19.0%	3.8%	0.7%
Hedge End	12.0%	11.5%	2.5%	4.5%	2.6%	3.7%	8.8%	1.1%	15.8%	19.5%	10.1%	6.6%
London	0.0%	0.9%	0.0%	0.0%	0.9%	0.0%	0.7%	0.0%	0.0%	0.0%	0.2%	0.4%
Marlborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.2%	0.0%
Newbury	0.0%	0.0%	0.0%	0.6%	2.7%	28.6%	4.6%	0.0%	0.0%	0.0%	2.5%	0.6%
Northfields	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pewsey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.2%	0.0%	0.0%	0.0%	0.8%	0.0%
Portsmouth	0.0%	1.5%	10.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	2.1%
Reading	0.0%	0.0%	0.0%	0.0%	0.0%	6.3%	0.7%	0.0%	0.0%	0.0%	0.5%	0.0%
Ringwood	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Salisbury	1.6%	3.2%	8.8%	1.3%	11.7%	0.0%	2.1%	41.7%	1.0%	0.0%	7.9%	4.6%
Southampton	32.8%	45.9%	34.7%	6.2%	15.7%	6.5%	6.8%	20.2%	50.6%	23.4%	28.2%	25.7%
Swindon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.1%	0.0%	0.0%	0.0%	1.3%	0.0%
Tidworth	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	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0%	1.4%	0.0%
Whitchurch	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Winchester	0.8%	0.0%	4.7%	1.9%	6.2%	4.4%	0.0%	0.0%	0.9%	0.8%	1.4%	2.4%
Other Centres/Stores outside LPA areas - Other	10.8%	0.9%	3.3%	0.6%	0.9%	4.0%	2.1%	3.2%	2.0%	0.0%	2.1%	2.3%
SFT	11.0%	16.3%	12.4%	35.8%	14.9%	28.9%	14.4%	29.5%	3.8%	24.5%	18.3%	21.0%
Total Study Area	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Test Valley	26.7%	7.5%	21.2%	41.2%	39.8%	5.5%	25.0%	1.1%	16.8%	0.8%	14.9%	27.2%

TABLE 8: DIY, GARDENING - 2017 MARKET SHARE ANALYSIS (%M)
Including Internet Shopping and other Special Forms of Trading

ZONE:	1	2	3	4	5	6	7	8	9	10	STUDY AREA	Test Valley Council Area 1-5
Andover	0.6%	0.0%	12.7%	15.7%	31.9%	1.8%	9.5%	0.8%	0.0%	0.0%	4.4%	11.8%
Romsey	17.4%	3.7%	12.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	4.9%
Key Service Centres	4.1%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.7%
Charlton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chilworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
North Baddesley	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Nursling and Rownhams	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.6%	0.5%
Stockbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Valley 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%
Rural Villages	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Test Valley Out of Centre	38.4%	40.5%	16.5%	57.7%	47.0%	20.4%	40.8%	4.4%	61.7%	0.0%	34.0%	42.7%
Andover OUT OF CENTRE	0.0%	0.0%	13.1%	57.7%	47.0%	20.4%	40.8%	2.1%	0.0%	0.0%	12.6%	26.8%
Aldi, Weyhill 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%
Andover - Other Out Of Centre	0.0%	0.0%	2.0%	1.7%	2.4%	1.5%	1.1%	0.0%	0.0%	0.0%	0.5%	1.2%
Andover Trade Park, Joulie Road	0.0%	0.0%	2.1%	6.6%	4.6%	1.7%	0.7%	0.8%	0.0%	0.0%	1.2%	3.0%
Asda Superstore, Anton Mill 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%
Churchill Retail Park	0.0%	0.0%	0.0%	4.0%	4.5%	5.6%	1.3%	0.0%	0.0%	0.0%	1.1%	1.9%
Enham Arch Retail Park, Andover	0.0%	0.0%	4.9%	36.6%	31.8%	11.6%	35.1%	1.3%	0.0%	0.0%	8.5%	16.7%
Lidl, Western Avenue, Andover	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Northern Avenue Retail Park, Andover	0.0%	0.0%	4.1%	8.8%	3.8%	0.0%	1.9%	0.0%	0.0%	0.0%	1.3%	3.9%
The Commercial Centre, Picket Piece, 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%
Romsey Out of Centre	1.8%	0.8%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.6%
Test Valley Out of Centre - Other	36.5%	39.7%	2.0%	0.0%	0.0%	0.0%	0.0%	2.2%	61.7%	0.0%	21.2%	15.3%
Other Centres/Stores outside LPA areas	37.1%	46.6%	56.0%	26.6%	15.9%	71.5%	47.8%	89.9%	35.9%	92.5%	55.7%	36.3%
Amesbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.3%	0.0%
Basingstoke	0.0%	0.0%	2.4%	0.6%	4.1%	21.1%	1.9%	0.0%	0.0%	0.6%	2.2%	1.2%
Bournemouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.3%	0.0%
Chandlers Ford	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.2%	0.2%
Devises	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Eastleigh	5.7%	37.1%	10.6%	1.2%	0.0%	0.0%	0.0%	0.0%	3.2%	71.3%	15.9%	12.9%
Hedge End	3.9%	3.7%	9.4%	7.6%	0.0%	0.0%	0.0%	0.0%	9.4%	6.4%	5.1%	5.2%
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%
Marlborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.2%	0.0%
Newbury	0.0%	0.8%	0.0%	0.0%	0.0%	45.6%	2.4%	0.0%	0.8%	0.0%	3.8%	0.2%
Northfields	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	18.6%	0.0%	0.0%	0.0%	1.3%	0.0%
Pewsey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.1%	0.0%
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%
Reading	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ringwood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.4%	0.0%
Salisbury	3.2%	2.6%	17.4%	0.0%	4.8%	0.0%	13.4%	73.2%	1.6%	0.0%	12.7%	4.6%
Southampton	16.8%	1.6%	11.4%	0.0%	0.0%	0.0%	1.9%	2.3%	17.9%	0.6%	6.5%	4.1%
Swindon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	0.2%	0.0%
Tidworth	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	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	0.8%	0.0%
Whitchurch	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Winchester	7.6%	0.0%	4.8%	17.2%	7.0%	3.9%	0.0%	0.0%	0.0%	13.0%	4.7%	7.9%
Other Centres/Stores outside LPA areas - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	6.8%	0.0%	0.0%	1.1%	0.0%
SFT	2.4%	8.4%	2.1%	0.0%	5.2%	6.3%	1.9%	5.0%	0.8%	7.5%	3.8%	3.7%
Total Study Area	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Test Valley	60.5%	45.0%	41.9%	73.4%	78.9%	22.2%	50.3%	5.1%	63.3%	0.0%	40.5%	60.0%

TABLE 9: PERSONAL CARE (Personal App+Medical Gds+Therapeutic) - 2017 MARKET SHARE ANALYSIS (%M)
Including Internet Shopping and other Special Forms of Trading

ZONE:	1	2	3	4	5	6	7	8	9	10	STUDY AREA	Test Valley Council Area 1-5
Andover	0.0%	0.0%	15.5%	39.5%	53.5%	6.9%	10.7%	0.8%	0.0%	0.0%	7.9%	23.1%
Romsey	90.7%	21.7%	27.1%	0.0%	0.0%	0.0%	0.0%	1.6%	0.7%	1.7%	6.3%	20.1%
Key Service Centres	0.0%	3.1%	2.2%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	1.5%
Charlton	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%
Chilworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
North Baddesley	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.8%
Nursling and Rownhams	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stockbridge	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%
Valley 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%
Rural Villages	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Test Valley Out of Centre	0.0%	0.0%	8.4%	37.9%	22.3%	4.1%	7.0%	1.6%	0.0%	0.0%	5.9%	17.2%
Andover OUT OF CENTRE	0.0%	0.0%	8.4%	37.9%	22.3%	4.1%	7.0%	0.8%	0.0%	0.0%	5.7%	17.2%
Aldi, Weyhill Road, Andover	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Andover - Other Out Of Centre	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 Trade Park, Joulie 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%
Asda Superstore, Anton Mill Road, Andover	0.0%	0.0%	1.1%	11.3%	3.9%	0.0%	4.2%	0.0%	0.0%	0.0%	1.6%	4.5%
Churchill Retail Park	0.0%	0.0%	7.3%	26.1%	18.4%	3.3%	2.8%	0.8%	0.0%	0.0%	4.0%	12.4%
Enham Arch Retail Park, 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%
Lidl, Western Avenue, Andover	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Northern Avenue Retail Park, 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%
The Commercial Centre, Picket Piece, 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%
Romsey Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Test Valley Out of Centre - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.1%	0.0%
Other Centres/Stores outside LPA areas	5.8%	66.8%	38.4%	3.3%	13.9%	77.2%	67.2%	90.6%	88.9%	87.6%	69.2%	26.8%
Amesbury	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	8.4%	9.7%	0.0%	0.0%	2.2%	0.1%
Basingstoke	0.0%	0.0%	0.6%	0.0%	0.0%	11.8%	0.0%	0.0%	0.0%	0.6%	0.8%	0.1%
Bournemouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.1%	0.0%	0.0%	1.5%	0.0%
Chandlers Ford	0.0%	11.7%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.7%	3.4%	3.5%
Devises	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	0.0%	0.0%	0.0%	0.3%	0.0%
Eastleigh	3.0%	18.7%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	40.1%	7.5%	5.4%
Hedge End	0.5%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.1%	0.2%
London	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.1%	0.1%
Marlborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.1%	0.0%	0.0%	0.0%	1.3%	0.0%
Newbury	0.0%	0.0%	0.0%	1.5%	0.0%	41.7%	1.0%	0.0%	0.0%	0.0%	2.7%	0.5%
Northfields	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pewsey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	17.0%	0.0%	0.0%	0.0%	1.4%	0.0%
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%
Reading	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ringwood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.5%	0.0%	0.0%	0.8%	0.0%
Salisbury	0.0%	0.0%	7.4%	0.0%	2.0%	0.0%	1.7%	50.8%	0.0%	0.0%	8.3%	1.3%
Southampton	1.4%	21.8%	10.7%	0.0%	2.6%	0.0%	6.1%	3.1%	43.6%	5.9%	16.2%	7.8%
Swindon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Tidworth	0.0%	0.0%	0.0%	0.0%	4.6%	0.0%	9.7%	0.0%	0.0%	0.0%	1.0%	0.7%
Totton	0.5%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	39.6%	0.0%	11.2%	0.4%
Whitchurch	0.0%	0.0%	0.0%	0.0%	0.0%	10.5%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%
Winchester	0.5%	2.0%	15.1%	1.8%	1.8%	4.5%	1.1%	0.0%	0.0%	23.7%	4.8%	3.5%
Other Centres/Stores outside LPA areas - Other	0.0%	10.6%	0.0%	0.0%	2.3%	8.7%	0.6%	11.5%	4.9%	0.0%	4.6%	3.1%
SFT	3.5%	8.4%	8.4%	19.2%	7.9%	11.8%	15.1%	5.4%	10.4%	10.7%	10.4%	11.4%
Total Study Area	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Test Valley	90.7%	24.8%	53.3%	77.5%	78.2%	11.1%	17.7%	4.0%	0.7%	1.7%	20.4%	61.8%

TABLE 10: ALL OTHER COMPARISON GOODS - 2017 MARKET SHARE ANALYSIS (%M)
Including Internet Shopping and other Special Forms of Trading

ZONE:	1	2	3	4	5	6	7	8	9	10	STUDY AREA	Test Valley Council Area 1-5
Andover	0.0%	0.0%	8.6%	33.6%	27.5%	2.3%	11.0%	1.4%	0.0%	0.0%	5.9%	16.4%
Romsey	16.9%	9.0%	12.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	2.1%	6.0%
Key Service Centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Charlton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chilworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
North Baddesley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nursling and Rownhams	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stockbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Valley 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%
Rural Villages	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Test Valley Out of Centre	0.0%	0.0%	0.0%	3.2%	7.1%	0.0%	1.9%	0.0%	0.0%	0.0%	0.7%	2.1%
Andover OUT OF CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aldi, Weyhill 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%
Andover - Other Out Of Centre	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 Trade Park, Joule 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%
Asda Superstore, Anton Mill Road, Andover	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.1%	0.0%
Churchill Retail Park	0.0%	0.0%	0.0%	3.2%	5.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.9%
Enham Arch Retail Park, Andover	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Lidl, Western Avenue, 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%
Northern Avenue Retail Park, 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%
The Commercial Centre, Picket Piece, 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%
Romsey Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Test Valley Out of Centre - 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%
Other Centres/Stores outside LPA areas	54.0%	74.4%	56.8%	25.3%	32.9%	77.1%	58.5%	94.5%	80.5%	76.2%	70.1%	47.4%
Amesbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.2%	0.0%
Basingstoke	0.0%	0.0%	0.0%	4.5%	7.9%	16.8%	1.9%	1.5%	0.0%	0.0%	2.2%	2.6%
Bournemouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.3%	0.0%
Chandlers Ford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Devizes	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%	0.0%	0.0%	0.0%	0.3%	0.0%
Eastleigh	1.5%	10.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	24.5%	4.7%	2.9%
Hedge End	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.6%	0.0%	1.4%	0.3%
London	0.0%	0.0%	1.3%	4.9%	0.0%	1.2%	0.0%	19.2%	0.0%	0.0%	3.0%	1.8%
Marlborough	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	21.6%	0.0%	0.0%	0.0%	1.7%	0.0%
Newbury	0.0%	0.0%	0.0%	6.0%	0.0%	33.4%	3.5%	0.0%	0.0%	0.0%	3.0%	2.0%
Northfields	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pewsey	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	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Reading	0.0%	1.4%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%
Ringwood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	0.0%	0.5%	0.0%
Salisbury	0.0%	3.6%	6.4%	3.3%	6.2%	0.0%	2.9%	54.1%	0.0%	0.0%	7.9%	3.9%
Southampton	46.4%	41.0%	34.5%	3.3%	7.8%	2.2%	2.8%	7.3%	69.8%	27.9%	33.0%	23.3%
Swindon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.2%	0.0%	0.0%	0.0%	1.0%	0.0%
Tidworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Totton	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	0.0%	1.4%	0.7%
Whitchurch	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	2.9%	9.5%	4.0%	1.1%	7.9%	11.6%	0.0%	0.0%	0.0%	21.3%	5.6%	5.0%
Other Centres/Stores outside LPA areas - Other	0.0%	6.2%	10.6%	2.2%	3.1%	6.7%	4.8%	6.8%	1.1%	2.6%	3.6%	4.4%
SFT	29.1%	16.6%	22.3%	37.9%	32.6%	20.6%	28.7%	4.2%	19.5%	22.0%	21.2%	28.1%
Total Study Area	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Test Valley	16.9%	9.0%	20.9%	36.8%	34.6%	2.3%	12.9%	1.4%	0.0%	1.7%	8.7%	24.5%

Appendix 6: FORECAST CONVENIENCE GOODS TURNOVER

TABLE 1: ALL CONVENIENCE GOODS - 2017 MARKET SHARE ANALYSIS (%)
Excluding Internet Shopping and other Special Forms of Trading

ZONE	1	2	3	4	5	6	7	8	9	10
Andover	0.3%	0.0%	8.5%	21.4%	26.3%	2.1%	4.4%	0.0%	0.0%	0.0%
Iceland, Bridge Street, Andover	0.0%	0.0%	0.9%	0.0%	0.2%	0.2%	0.0%	0.0%	0.0%	0.0%
Marks & Spencer, High Street, Andover	0.0%	0.0%	0.3%	6.5%	3.2%	0.4%	0.1%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Bridge Street, Andover	0.3%	0.0%	0.3%	1.5%	3.1%	0.8%	0.3%	0.0%	0.0%	0.0%
Waitrose, Chantry Centre, Andover	0.0%	0.0%	6.5%	10.5%	19.4%	0.7%	3.8%	0.0%	0.0%	0.0%
Andover TC - Other	0.0%	0.0%	0.3%	2.6%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Romsey	64.2%	20.1%	23.5%	0.0%	0.0%	0.0%	0.0%	1.2%	6.1%	1.5%
Aldi, The Hundred, Romsey	39.5%	11.9%	9.7%	0.0%	0.0%	0.0%	0.0%	0.4%	3.2%	0.4%
Co-op, The Hundred, Romsey	3.4%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Waitrose, Alma Road, Romsey	22.2%	7.7%	12.7%	0.0%	0.0%	0.0%	0.0%	0.7%	2.9%	1.1%
Romsey TC - Other	1.1%	0.5%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Key Service Centres	0.1%	2.9%	10.4%	1.7%	1.7%	0.0%	0.0%	0.2%	0.0%	0.0%
Charlton	0.0%	0.0%	0.3%	1.7%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Chilworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
North Baddesley	0.1%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nursling and Rowhams	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stockbridge	0.0%	0.0%	10.0%	0.0%	0.4%	0.0%	0.0%	0.2%	0.0%	0.0%
Valley Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rural Villages	0.0%	0.2%	4.8%	0.9%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Test Valley Out of Centre	11.0%	1.4%	18.2%	74.8%	54.9%	20.8%	18.7%	0.9%	0.3%	0.0%
Andover Out of Centre Total	0.0%	0.2%	13.7%	74.8%	54.4%	20.8%	17.8%	0.9%	0.3%	0.0%
Aldi, Weyhill Road, Andover	0.0%	0.0%	0.7%	12.5%	5.7%	2.3%	6.0%	0.3%	0.0%	0.0%
Auda Superstore, Anton Mill Road, Andover	0.0%	0.0%	3.8%	8.7%	11.2%	7.4%	5.2%	0.4%	0.3%	0.0%
Lidl, Western Avenue, Andover	0.0%	0.0%	3.3%	9.1%	5.6%	3.9%	0.8%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Shepherds Spring Lane, Andover	0.0%	0.0%	1.7%	11.5%	7.0%	0.0%	3.8%	0.0%	0.0%	0.0%
Tesco Extra, River Way, Andover	0.0%	0.0%	4.7%	29.8%	23.5%	7.0%	2.2%	0.0%	0.0%	0.0%
Andover Out of Centre - Other	0.0%	0.2%	0.0%	3.4%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Romsey Out of Centre	11.0%	1.3%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Test Valley Out of Centre - Other	0.0%	0.0%	3.7%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Centres/Stores outside LPA areas	22.4%	75.3%	34.6%	2.1%	14.8%	77.1%	76.9%	97.7%	93.6%	98.5%
Alderbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%
Amesbury	0.0%	0.0%	0.0%	1.6%	0.0%	6.8%	14.6%	0.1%	0.0%	0.0%
Applemore	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%
Basingstoke	0.0%	0.0%	0.0%	0.8%	0.0%	10.7%	0.0%	0.0%	0.0%	0.3%
Bournemouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%
Brookenhurst	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chandlers Ford	0.2%	11.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.4%	15.1%	0.0%
Devises	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.3%	0.0%	0.0%	0.0%
Dibden Purlieu	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%
Durrington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	1.3%	0.0%	0.0%
Eastleigh	9.1%	33.5%	6.2%	0.0%	0.0%	0.0%	0.2%	5.5%	48.2%	0.0%
Fordingbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.5%	0.0%	0.0%
Hedge End	0.3%	2.6%	0.2%	0.0%	0.0%	0.0%	0.0%	0.2%	2.2%	0.0%
Hungerford	0.0%	0.0%	0.0%	0.0%	0.0%	4.4%	0.0%	0.0%	0.0%	0.0%
Ludgershall	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	12.0%	0.0%	0.0%	0.0%
Marlborough	0.0%	0.0%	0.0%	0.6%	0.0%	2.1%	8.8%	0.0%	0.0%	0.0%
Newbury	0.0%	0.0%	0.0%	0.0%	0.0%	26.3%	1.1%	0.4%	0.0%	0.0%
Overton	0.0%	0.0%	0.0%	0.0%	0.0%	4.6%	0.0%	0.0%	0.0%	0.0%
Pensey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.6%	0.0%	0.0%	0.0%
Ringwood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.6%	0.0%	0.0%
Salisbury	0.1%	0.8%	7.0%	0.2%	2.7%	0.0%	1.5%	49.2%	0.0%	0.0%
Southampton	3.5%	15.0%	3.9%	0.0%	0.0%	0.0%	0.0%	0.4%	33.7%	1.5%
Swindon	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%	0.0%	0.0%	0.0%
Tidworth	0.0%	0.0%	0.6%	0.0%	6.0%	0.0%	26.8%	0.0%	0.0%	0.0%
Totton	3.1%	8.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	49.5%	0.5%
Whitchurch	0.0%	0.0%	1.5%	0.0%	1.5%	12.3%	0.0%	0.0%	0.0%	0.0%
Winchester	6.1%	3.0%	33.6%	0.0%	2.4%	3.4%	0.0%	0.0%	0.7%	28.9%
Outside LPA areas - Other	0.0%	0.5%	0.4%	0.0%	0.0%	2.3%	2.2%	12.8%	3.6%	1.9%
Total Study Area - No SFT	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total Test Valley - No SFT	77.6%	24.7%	60.4%	97.0%	85.2%	22.9%	23.1%	2.3%	6.4%	1.5%

TABLE 2: 2017 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

TOTAL STUDY AREA											TEST VALLEY	
ZONE:	1	2	3	4	5	6	7	8	9	10	Zones 1-5	
TOTAL AVAILABLE SPEND (excluding SFT)	31.1	72.8	36.2	101.8	38.9	61.2	74.9	135.1	307.5	149.7	1011.2	282.8
Andover	£0.1	£0.0	£3.1	£21.8	£10.2	£1.3	£3.3	£0.0	£0.0	£0.0	£39.8	£35.2
Iceland, Bridge Street, Andover	£0.0	£0.0	£0.3	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.5	£0.4
Marks & Spencer, High Street, Andover	£0.0	£0.0	£0.1	£6.6	£1.2	£0.3	£0.1	£0.0	£0.0	£0.0	£8.3	£8.0
Sainsbury's Superstore, Bridge Street, Andover	£0.1	£0.0	£0.1	£1.5	£1.2	£0.5	£0.4	£0.0	£0.0	£0.0	£3.8	£2.9
Waitrose, Chantry Centre, Andover	£0.0	£0.0	£2.4	£11.1	£7.5	£0.4	£2.9	£0.0	£0.0	£0.0	£24.3	£10.0
Andover TC - Other	£0.0	£0.0	£0.1	£2.6	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£2.9	£2.9
Romsey	£21.9	£14.6	£8.5	£0.0	£0.0	£0.0	£0.0	£1.6	£18.9	£2.2	£67.7	£45.0
Aldi, The Hundred, Romsey	£13.1	£8.6	£3.5	£0.0	£0.0	£0.0	£0.0	£0.6	£10.0	£0.6	£36.4	£25.2
Co-op, The Hundred, Romsey	£1.1	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£1.3
Waitrose, Alma Road, Romsey	£7.3	£5.6	£4.6	£0.0	£0.0	£0.0	£0.0	£1.0	£8.9	£1.6	£29.1	£17.6
Romsey TC - Other	£0.3	£0.4	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.9
Key Service Centres	£0.0	£2.1	£3.8	£1.8	£0.7	£0.0	£0.0	£0.3	£0.0	£0.0	£18.7	£8.3
Charlton	£0.0	£0.0	£0.1	£1.8	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£2.4	£2.4
Chilworth	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
North Baddesley	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.7
Nursling and Rowhams	£0.0	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5	£1.5
Stockbridge	£0.0	£0.0	£3.6	£0.0	£0.1	£0.0	£0.0	£0.3	£0.0	£0.0	£4.1	£3.8
Valley 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
Rural Villages	£0.0	£0.2	£1.8	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£2.9	£2.9
Test Valley Out of Centre	£3.6	£1.1	£6.6	£76.1	£21.3	£12.7	£14.0	£1.2	£1.0	£0.0	£137.7	£108.7
Andover Out of Centre Total	£0.0	£0.1	£5.0	£76.1	£21.1	£12.7	£13.3	£1.2	£1.0	£0.0	£139.6	£102.4
Aldi, Weyhill Road, Andover	£0.0	£0.0	£0.3	£12.7	£2.2	£1.5	£4.5	£0.6	£0.0	£0.0	£21.8	£15.2
Auda Superstore, Anton Mill Road, Andover	£0.0	£0.0	£1.4	£8.9	£4.3	£4.5	£3.9	£0.6	£1.0	£0.0	£24.6	£14.6
Lidl, Western Avenue, Andover	£0.0	£0.0	£1.2	£9.2	£2.2	£2.4	£0.6	£0.0	£0.0	£0.0	£15.5	£12.6
Sainsbury's Superstore, Shepherds Spring Lane, Andover	£0.0	£0.0	£0.6	£11.7	£2.7	£0.0	£2.7	£0.0	£0.0	£0.0	£17.8	£15.1
Tesco Extra, River Way, Andover	£0.0	£0.0	£1.5	£30.1	£9.1	£4.3	£1.6	£0.0	£0.0	£0.0	£46.7	£40.8
Andover Out of Centre - Other	£0.0	£0.1	£0.0	£3.5	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£4.2	£4.2
Romsey Out of Centre	£3.6	£0.9	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.9	£4.9
Test Valley Out of Centre - Other	£0.0	£0.0	£1.3	£0.0	£0.2	£0.0	£0.7	£0.0	£0.0	£0.0	£2.2	£1.5
Other Centres/Roads outside LPA areas	£7.4	£54.8	£12.5	£2.1	£5.7	£47.2	£57.6	£131.9	£297.7	£149.5	£794.5	£482.7
Alderbury	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.4	£0.0
Amesbury	£0.0	£0.0	£0.1	£0.0	£0.6	£0.0	£5.1	£19.7	£0.5	£0.0	£26.0	£0.8
Applemore	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.2	£0.0	£3.2	£0.0
Basingstoke	£0.0	£0.0	£0.0	£0.8	£0.0	£6.6	£0.0	£0.0	£0.0	£0.5	£7.9	£0.8
Bournemouth	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£1.2	£0.0
Brookhurst	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.3	£0.3
Chandlers Ford	£0.1	£8.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£22.6	£32.9	£8.9
Devises	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£4.1	£0.0	£0.0	£0.0	£4.4	£0.0
Dibden Purlieu	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.5	£0.0	£2.5	£0.0
Durrington	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£1.7	£0.0	£0.0	£2.0	£0.0
Eastleigh	£3.0	£24.4	£2.3	£0.0	£0.0	£0.0	£0.0	£0.2	£10.8	£7.21	£132.7	£29.6
Fordingbridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Hedge End	£0.1	£1.8	£0.1	£0.0	£0.0	£0.0	£0.0	£0.2	£0.5	£0.0	£5.8	£0.2
Hungerford	£0.0	£0.0	£0.0	£0.0	£0.0	£2.7	£0.7	£0.0	£0.0	£0.0	£3.4	£0.0
Ludgershall	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£9.0	£0.0	£0.0	£0.0	£9.0	£0.1
Marlborough	£0.0	£0.0	£0.0	£0.0	£1.3	£4.6	£0.0	£0.0	£0.0	£0.0	£5.9	£0.0
Newbury	£0.0	£0.0	£0.0	£0.2	£0.1	£22.3	£0.8	£0.5	£0.0	£0.0	£24.0	£0.3
Owerton	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8	£0.0	£0.0	£0.0	£0.0	£2.8	£0.0
Penny	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Ringwood	£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	£0.0	£0.6	£2.5	£0.2	£1.1	£0.0	£1.2	£66.9	£0.0	£0.0	£12.9	£0.0
Southampton	£1.2	£10.9	£1.4	£1.0	£0.0	£0.0	£0.6	£105.5	£2.2	£119.8	£133.5	£13.5
Swindon	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.2	£0.0	£0.0	£0.0	£0.7	£0.0
Tidworth	£0.0	£0.0	£0.2	£0.0	£2.3	£0.0	£20.1	£0.0	£0.0	£0.0	£22.6	£2.5
Totton	£0.0	£6.2	£0.0	£0.0	£0.0	£0.0	£0.7	£152.2	£0.7	£160.9	£17.7	£10.9
Whitchurch	£0.0	£0.0	£0.0	£0.0	£0.0	£7.5	£0.0	£0.0	£0.0	£0.0	£8.1	£0.6
Winchester	£2.0	£2.2	£4.9	£0.0	£0.9	£2.1	£0.0	£0.0	£2.0	£43.3	£57.5	£7.1
Outside LPA areas - Other	£0.0	£0.3	£0.2	£0.0	£0.0	£1.4	£1.7	£17.3	£11.2	£2.8	£34.9	£0.5
Total Study Area - No SFT	£33.1	£72.8	£36.2	£101.8	£38.9	£61.2	£74.9	£135.1	£307.5	£149.7	£1011.2	£282.8
Total Test Valley - No SFT	£25.7	£18.0	£23.7	£99.7	£33.1	£14.0	£17.3	£5.2	£19.8	£2.2	£256.7	£200.2

TABLE 5:

2021 SURVEY-DERIVED MARKET SHARE ANALYSIS (EM)

ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

ZONE:	1	2	3	4	5	6	7	8	9	10	Total Study	Test Valley
	TOTAL AVAILABLE SPEND (excluding SFT)											
Andover	£1.8	£2.8	£3.4	£25.2	£1.6	£1.9	£1.5	£3.6	£0.0	£15.7	1055.2	325.9
Island, Bridge Street, Andover	£0.1	£0.0	£0.3	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£44.4	£19.4
Marks & Spencer, High Street, Andover	£0.0	£0.0	£0.1	£8.0	£1.2	£0.3	£0.1	£0.0	£0.0	£0.0	£9.7	£9.3
Sainsbury's Superstore, Bridge Street, Andover	£0.1	£0.0	£0.1	£1.8	£1.2	£0.5	£0.4	£0.0	£0.0	£0.0	£4.1	£3.2
Waitrose, Chantry Centre, Andover	£0.0	£0.0	£2.3	£13.4	£7.3	£0.5	£3.1	£0.0	£0.0	£0.0	£26.6	£23.0
Andover TC - Other	£0.0	£0.0	£0.1	£3.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£3.4	£3.4
Romsey	£22.4	£18.2	£8.6	£0.0	£0.0	£0.0	£0.0	£1.7	£18.3	£2.4	£75.3	£48.9
Aldi, The Hundred, Romsey	£13.4	£11.4	£3.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£10.2	£0.6	£99.6
Co-op, The Hundred, Romsey	£1.2	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£1.3
Waitrose, Alma Road, Romsey	£7.5	£7.4	£4.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£9.1	£1.8	£31.3
Romsey TC - Other	£0.4	£0.5	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£1.0
Key Service Centres	£0.0	£2.8	£3.7	£2.1	£0.6	£0.0	£0.0	£0.4	£0.0	£0.0	£9.6	£9.3
Charlton	£0.0	£0.0	£0.1	£2.1	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£2.7
Chilworth	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
North Baddesley	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.9
Nursling and Rowenhams	£0.0	£1.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9	£1.9
Stockbridge	£0.0	£0.0	£3.6	£0.0	£0.1	£0.0	£0.0	£0.4	£0.0	£0.0	£4.1	£3.7
Valley 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
Rural Villages	£0.0	£0.2	£1.7	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£2.9	£2.9
Test Valley Out of Centre	£3.7	£1.4	£6.5	£92.1	£20.6	£34.6	£15.0	£1.3	£1.0	£0.0	£156.2	£124.3
Andover Out of Centre Total	£0.0	£0.1	£4.9	£92.1	£20.4	£34.6	£14.2	£1.3	£1.0	£0.0	£148.7	£117.6
Aldi, Weyhill Road, Andover	£0.0	£0.0	£0.3	£15.4	£2.1	£1.7	£4.8	£0.7	£0.0	£0.0	£25.0	£17.8
Aula Superstore, Anton Mill Road, Andover	£0.0	£0.0	£1.3	£10.7	£4.2	£5.2	£4.2	£0.6	£1.0	£0.0	£27.3	£16.3
Julia, Western Avenue, Andover	£0.0	£0.0	£1.2	£11.2	£2.1	£2.7	£0.6	£0.0	£0.0	£0.0	£17.8	£14.4
Sainsbury's Superstore, Shepherds Spring Lane, Andover	£0.0	£0.0	£0.6	£14.2	£2.6	£0.0	£2.9	£0.0	£0.0	£0.0	£20.3	£17.4
Tesco Extra, River Way, Andover	£0.0	£0.0	£1.5	£36.4	£8.8	£4.9	£1.8	£0.0	£0.0	£0.0	£51.5	£46.8
Andover Out of Centre - Other	£0.0	£0.1	£0.0	£4.2	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£4.9	£4.9
Romsey Out of Centre	£3.7	£1.2	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.2	£5.2
Test Valley Out of Centre - Other	£0.0	£0.0	£1.7	£0.0	£0.7	£0.0	£0.2	£0.0	£0.0	£0.0	£2.7	£1.5
Other Centres/Stores outside LPA areas	£7.6	£72.1	£12.3	£2.6	£5.5	£54.1	£61.7	£140.3	£295.2	£157.3	£808.7	£100.1
Alderbury	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.4	£0.0
Amesbury	£0.0	£0.0	£0.0	£0.6	£0.0	£5.4	£21.0	£0.5	£0.0	£0.0	£27.6	£0.7
Applemore	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.3	£0.0	£3.3	£0.0
Basingstoke	£0.0	£0.0	£0.0	£1.0	£0.0	£7.5	£0.0	£0.0	£0.0	£0.5	£9.1	£1.0
Bournemouth	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	£1.3	£0.0
Brookenhurst	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.4
Chandlers Ford	£0.1	£10.5	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£24.1	£36.9	£11.4
Devizes	£0.0	£0.0	£0.0	£0.2	£0.1	£25.6	£0.9	£0.6	£0.0	£0.0	£27.4	£2.3
Dibden Purlieu	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.5	£0.0	£2.5	£0.0
Durrington	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£1.9	£0.0	£0.0	£2.1	£0.0
Eastleigh	£0.1	£22.0	£2.1	£0.0	£0.0	£0.0	£0.2	£11.0	£0.0	£79.9	£125.5	£37.2
Fordingbridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£10.7	£0.0	£0.0	£10.7	£0.0
Hedge End	£0.1	£2.5	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£3.5	£6.6	£2.7
Hungerford	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.7	£0.0	£0.0	£0.0	£1.8	£0.0
Ludgershall	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£9.6	£0.0	£0.0	£0.0	£9.7	£0.1
Marlborough	£0.0	£0.0	£0.0	£0.8	£0.0	£1.5	£7.0	£0.0	£0.0	£0.0	£9.3	£0.8
Newbury	£0.0	£0.6	£0.7	£0.1	£25.6	£0.9	£0.6	£0.0	£0.0	£0.0	£27.4	£2.3
Overton	£0.0	£0.0	£0.0	£0.0	£0.0	£3.2	£0.0	£0.0	£0.0	£0.0	£3.2	£0.0
Pewsey	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£8.5	£0.0	£0.0	£0.0	£8.5	£0.0
Ringwood	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£18.8	£0.0	£0.0	£18.8	£0.0
Salisbury	£0.0	£0.8	£2.5	£0.0	£1.0	£0.0	£1.2	£79.6	£0.0	£0.0	£76.4	£4.5
Southampton	£1.2	£14.4	£1.4	£0.0	£0.0	£0.0	£0.0	£0.6	£106.2	£2.4	£126.2	£17.0
Swindon	£0.0	£0.0	£0.4	£0.0	£0.2	£0.2	£0.2	£0.0	£0.0	£0.0	£0.8	£0.4
Tidworth	£0.0	£0.0	£0.2	£0.0	£2.2	£0.0	£21.5	£0.0	£0.0	£0.0	£23.9	£2.4
Totton	£1.1	£8.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£156.2	£0.8	£166.9	£9.2
Whitchurch	£0.0	£0.0	£0.0	£0.0	£0.5	£8.6	£0.0	£0.0	£0.0	£0.0	£9.2	£0.5
Winchester	£2.1	£2.4	£4.8	£0.0	£0.9	£2.4	£0.0	£0.2	£2.1	£46.2	£51.4	£10.7
Outside LPA areas - Other	£0.0	£0.4	£0.2	£0.0	£0.0	£1.6	£1.8	£18.4	£11.5	£3.0	£36.9	£0.6
Total Study Area - No SFT	£33.8	£95.8	£35.6	£128.2	£37.6	£70.2	£80.2	£143.7	£315.5	£159.7	£1,095.2	£325.9
Total Test Valley - No SFT	£26.2	£23.7	£23.3	£126.6	£32.0	£36.1	£18.5	£3.4	£26.1	£2.4	£286.4	£225.8

TABLE 6:

2026 SURVEY-DERIVED MARKET SHARE ANALYSIS (EM)

ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

Excluding member shopping and other special services (if relevant)												
ZONE:	1	2	3	4	5	6	7	8	9	10	Total Study	Test Valley
TOTAL AVAILABLE SPEND (including SFT)	1	2	3	4	5	6	7	8	9	10	11	1-5
Andover	£0.1	£0.0	£3.0	£28.1	£9.8	£1.5	£3.6	£0.0	£0.0	£0.0	£46.2	£45.0
Island, Bridge Street, Andover	£0.0	£0.0	£0.3	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.6	£0.4
Marks & Spencer, High Street, Andover	£0.0	£0.0	£0.1	£8.5	£1.2	£0.3	£0.1	£0.0	£0.0	£0.0	£10.3	£9.8
Sainsbury's Superstore, Bridge Street, Andover	£0.1	£0.0	£0.1	£1.9	£1.2	£0.6	£0.4	£0.0	£0.0	£0.0	£4.3	£3.3
Waitrose, Chantry Centre, Andover	£0.0	£0.0	£2.3	£14.2	£7.3	£0.5	£3.1	£0.0	£0.0	£0.0	£27.5	£23.9
Andover TC - Other	£0.0	£0.0	£0.1	£3.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£3.6	£3.6
Romsey	£22.6	£20.9	£8.4	£0.0	£0.0	£0.0	£0.0	£1.7	£19.6	£2.4	£75.6	£51.9
Aldi, The Hundred, Romsey	£13.5	£12.3	£3.4	£0.0	£0.0	£0.0	£0.0	£0.7	£10.4	£0.6	£46.9	£23.3
Co-op, The Hundred, Romsey	£1.2	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£1.3
Waitrose, Alma Road, Romsey	£7.6	£8.0	£4.5	£0.0	£0.0	£0.0	£0.0	£1.1	£9.2	£1.8	£32.3	£20.1
Romsey TC - Other	£0.4	£0.5	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£1.1
Key Service Centres	£0.0	£3.0	£3.7	£2.3	£0.6	£0.0	£0.0	£0.4	£0.0	£0.0	£10.0	£9.6
Charlton	£0.0	£0.0	£0.1	£2.3	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£2.9	£2.9
Chilworth	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
North Baddesley	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£1.0
Nursling and Rowenhams	£0.0	£2.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1	£2.1
Stockbridge	£0.0	£0.0	£3.6	£0.0	£0.1	£0.0	£0.0	£0.4	£0.0	£0.0	£4.1	£3.7
Valley Park	£0.0	£2.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.0	£0.0
Rural Villages	£0.0	£0.3	£1.7	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£2.9	£2.9
Test Valley Out of Centre	£3.8	£1.5	£6.5	£97.9	£20.5	£35.3	£15.4	£1.3	£1.0	£0.0	£163.2	£130.2
Andover Out of Centre Total	£0.0	£0.2	£4.9	£97.9	£20.3	£35.3	£14.6	£1.3	£1.0	£0.0	£155.6	£123.3
Aldi, Weyhill Road, Andover	£0.0	£0.0	£0.3	£16.4	£2.1	£1.8	£4.9	£0.7	£0.0	£0.0	£26.2	£18.7
Aula Superstore, Anton Mill Road, Andover	£0.0	£0.0	£1.3	£11.4	£4.2	£5.5	£4.3	£0.7	£1.0	£0.0	£28.3	£16.9
Julia, Western Avenue, Andover	£0.0	£0.0	£1.2	£11.9	£2.1	£2.9	£0.6	£0.0	£0.0	£0.0	£18.6	£15.1
Sainsbury's Superstore, Shepherds Spring Lane, Andover	£0.0	£0.0	£0.6	£15.1	£2.6	£0.0	£3.0	£0.0	£0.0	£0.0	£21.3	£18.3
Tesco Extra, River Way, Andover	£0.0	£0.0	£1.5	£38.7	£8.8	£5.2	£1.8	£0.0	£0.0	£0.0	£56.0	£49.0
Andover Out of Centre - Other	£0.0	£0.2	£0.0	£3.6	£0.0	£4.5	£0.0	£0.0	£0.0	£0.0	£5.2	£5.2
Romsey Out of Centre	£1.8	£1.4	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.5	£3.5
Test Valley Out of Centre - Other	£1.7	£1.8	£1.1	£0.0	£0.2	£0.0	£0.8	£0.0	£0.0	£0.0	£3.6	£3.6
Test Valley Centres/Wares outside UK areas	£78.7	£78.7	£123.3	£2.2	£5.5	£56.2	£43.9	£4.5	£29.4	£19.4	£289.4	£195.5
Alderbury	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.5	£0.0
Amesbury	£0.0	£0.0	£0.1	£0.0	£0.6	£0.0	£5.6	£21.4	£0.5	£0.0	£28.2	£0.7
Appledram	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.3	£0.0	£0.0	£3.3	£0.0
Basingstoke	£0.0	£0.0	£0.0	£1.1	£0.0	£7.9	£0.0	£0.0	£0.0	£0.5	£9.5	£1.1
Bournemouth	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	£1.3	£0.0
Brickenhurst	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Chandlers Ford	£0.1	£11.5	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£24.8	£38.5	£12.3
Debden	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£4.5	£0.0	£0.0	£0.0	£4.9	£0.0
Dives	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.6	£0.0	£2.6	£0.0
Durridge	£0.0	£0.0	£0.0	£0.0	£0.2	£1.9	£0.0	£0.0	£0.0	£2.1	£2.1	£0.0
Eastleigh	£3.1	£34.8	£2.2	£0.0	£0.0	£0.0	£0.2	£11.2	£79.0	£130.5	£40.1	
Fordebridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£11.0	£0.0	£0.0	£0.0	£11.0	£0.0
Hedger 2nd	£0.1	£2.7	£0.1	£0.0	£0.0	£0.0	£0.5	£0.0	£0.5	£1.6	£2.9	£0.0
Hungerford	£0.0	£0.0	£0.0	£0.0	£0.3	£0.8	£0.0	£0.0	£0.0	£0.0	£4.0	£0.0
Ludgershall	£0.0	£0.0	£0.0	£0.1	£0.0	£9.8	£0.0	£0.0	£0.0	£0.0	£9.9	£0.1
Marblehead	£0.0	£1.5	£7.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£9.6	£0.0
Newbury	£0.0	£0.0	£0.0	£0.2	£0.1	£26.9	£0.9	£0.6	£0.0	£0.0	£28.7	£0.4
Overton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Peasey	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£8.7	£0.0	£0.7	£0.0	£9.7	£0.0
Ringswood	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£1.0	£0.0	£0.0	£2.4	£1.0
Salisbury	£0.0	£0.9	£2.5	£0.2	£1.0	£0.0	£1.3	£72.1	£0.0	£0.0	£78.0	£4.6
Southampton	£1.2	£15.6	£1.4	£0.0	£0.0	£0.0	£0.7	£107.7	£2.4	£129.0	£38.2	
Swindon	£0.0	£0.0	£0.2	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0
Tidworth	£0.0	£0.0	£0.2	£0.0	£2.2	£0.0	£22.1	£0.0	£0.0	£0.0	£24.5	£2.4
Totton	£1.1	£8.9	£0.0	£0.0	£0.0	£0.0	£0.7	£158.4	£0.8	£169.9	£9.9	
Whitchurch	£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	£2.1	£3.1	£4.8	£0.0	£0.9	£2.5	£0.0	£0.0	£2.1	£47.4	£63.0	£11.0
Outside UK areas - Other	£0.5	£0.2	£0.0	£0.0	£1.7	£1.8	£3.8	£11.6	£3.0	£37.7	£0.0	£0.0
Test Valley Area - No SFT	£34.2	£129.5	£136.2	£37.4	£48.5	£112.2	£148.5	£14.0	£138.5	£5.9	£610.5	£402.2
Total Test Valley - No SFT	£26.5	£25.7	£23.3	£128.3	£31.9	£16.8	£150.4	£4.4	£20.4	£2.4	£297.9	£235.6

Appendix 7: FORECAST COMPARISON GOODS TURNOVER

TABLE 1: ALL COMPARISON GOODS - 2017 MARKET SHARE ANALYSIS (%M)
Excluding Internet Shopping and other Special Forms of Trading

ZONE:	1	2	3	4	5	6	7	8	9	10
Andover	0.0%	0.0%	15.1%	32.4%	36.7%	5.2%	13.4%	0.9%	0.0%	0.0%
Romsey	32.8%	10.1%	11.4%	0.0%	0.2%	0.0%	0.0%	0.4%	1.7%	1.3%
Key Service Centres	0.3%	1.4%	0.7%	0.0%	0.5%	0.0%	0.0%	0.0%	0.5%	0.0%
Charlton	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Chilworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
North Baddesley	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nursling and Rownhams	0.3%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
Stockbridge	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
Valley Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rural Villages	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Test Valley Out of Centre	5.6%	3.6%	5.4%	32.7%	19.9%	5.1%	11.0%	1.7%	5.9%	0.0%
Andover OUT OF CENTRE	0.0%	0.0%	5.1%	32.7%	19.9%	4.9%	11.0%	1.2%	0.0%	0.0%
Aldi, Weyhill Road, Andover	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Andover - Other Out Of Centre	0.0%	0.0%	0.4%	0.2%	0.7%	0.1%	0.3%	0.0%	0.0%	0.0%
Andover Trade Park, Joule Road	0.0%	0.0%	0.2%	1.3%	0.4%	0.2%	0.0%	0.1%	0.0%	0.0%
Asda Superstore, Anton Mill Road, Andover	0.0%	0.0%	0.4%	5.5%	1.0%	0.5%	2.0%	0.5%	0.0%	0.0%
Churchill Retail Park	0.0%	0.0%	2.2%	17.0%	11.6%	2.3%	2.5%	0.3%	0.0%	0.0%
Enham Arch Retail Park, Andover	0.0%	0.0%	1.6%	7.2%	5.1%	1.6%	5.9%	0.3%	0.0%	0.0%
Lidl, Western Avenue, Andover	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%
Northern Avenue Retail Park, Andover	0.0%	0.0%	0.3%	0.9%	1.0%	0.0%	0.1%	0.0%	0.0%	0.0%
The Commercial Centre, Picket Piece, Andover	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Romsey Out of Centre	0.1%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Test Valley Out of Centre - Other	5.5%	3.5%	0.2%	0.0%	0.0%	0.2%	0.0%	0.5%	5.9%	0.0%
Other Centres/Stores outside LPA areas	61.2%	85.0%	67.4%	34.9%	42.7%	89.7%	75.6%	97.0%	91.9%	98.7%
Amesbury	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	3.1%	4.4%	0.0%	0.0%
Basingstoke	0.0%	0.1%	1.5%	14.2%	8.7%	19.5%	4.0%	0.5%	0.0%	2.0%
Bournemouth	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	3.4%	1.1%	0.0%
Chandlers Ford	0.0%	4.3%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	5.2%
Deveses	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%
Eastleigh	7.0%	15.8%	3.3%	0.2%	0.0%	0.0%	0.0%	0.5%	1.1%	33.8%
Hedge End	6.1%	7.1%	1.3%	2.0%	0.7%	0.7%	1.6%	0.2%	5.5%	8.1%
London	0.0%	0.4%	0.9%	1.1%	0.6%	0.6%	0.3%	2.7%	0.0%	0.0%
Marlborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	10.9%	0.0%	0.0%	0.0%
Newbury	0.0%	0.1%	0.0%	2.3%	1.2%	48.6%	2.9%	0.0%	0.0%	0.2%
Northfields	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%
Pewsey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.1%	0.0%	0.0%	0.0%
Portsmouth	0.1%	0.3%	2.2%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%
Reading	0.0%	0.2%	0.0%	0.0%	0.0%	1.8%	0.4%	0.0%	0.0%	0.0%
Ringwood	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	0.0%	0.0%
Salisbury	1.0%	2.6%	10.8%	5.5%	10.6%	0.5%	11.8%	61.7%	0.5%	0.0%
Southampton	37.3%	41.2%	30.3%	4.1%	8.3%	2.0%	3.6%	10.6%	64.7%	22.2%
Swindon	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%	16.2%	0.0%	0.0%	0.0%
Tidworth	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	4.7%	0.0%	0.0%	0.0%
Totton	0.3%	2.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.2%	16.5%	0.3%
Whitchurch	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	0.0%	2.5%
Winchester	4.8%	6.9%	13.0%	4.3%	8.8%	6.5%	1.3%	0.0%	0.4%	23.4%
Other Centres/Stores outside LPA areas - Other	2.3%	4.0%	3.0%	1.0%	1.7%	5.2%	2.8%	7.7%	2.0%	1.0%
Total Study Area	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Test Valley	38.8%	15.0%	32.6%	65.1%	57.3%	10.3%	24.4%	3.0%	8.1%	1.3%

TABLE 2: 2017 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M)
ALL COMPARISON GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

ZONE:	1	2	3	4	5	6	7	8	9	10	STUDY AREA	Test Valley Council Area
	46.7	112.6	56.3	139.1	59.1	91.6	111.8	206.0	402.9	219.9	1445.9	Zones 1 to 5
Andover	£0.0	£0.0	£8.5	£45.1	£21.6	£4.8	£15.0	£1.9	£0.0	£0.0	£97.0	£75.3
Romsey	£15.3	£11.3	£6.4	£0.0	£0.1	£0.0	£0.0	£0.7	£6.9	£2.9	£43.7	£33.2
Key Service Centres	£0.1	£1.5	£0.4	£0.0	£0.3	£0.0	£0.0	£0.0	£1.9	£0.0	£4.3	£2.3
Charlton	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3
Chilworth	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
North Baddesley	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.9
Nursling and Rownhams	£0.1	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£1.7	£0.8
Stockbridge	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£1.3	£0.4
Valley 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
Rural Villages	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Test Valley Out of Centre	£2.6	£4.0	£3.0	£45.4	£11.8	£4.7	£12.3	£3.5	£23.6	£0.0	£111.0	£66.8
Andover OUT OF CENTRE	£0.0	£0.0	£2.9	£45.4	£11.8	£4.5	£12.3	£2.4	£0.0	£0.0	£79.3	£60.1
Aldi, Weyhill Road, Andover	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2
Andover - Other Out Of Centre	£0.0	£0.0	£0.2	£0.3	£0.4	£0.1	£0.4	£0.0	£0.0	£0.0	£1.5	£1.0
Andover Trade Park, Joule Road	£0.0	£0.0	£0.1	£1.8	£0.2	£0.1	£0.1	£0.1	£0.0	£0.0	£2.5	£2.1
Asda Superstore, Anton Mill Road, Andover	£0.0	£0.0	£0.2	£7.6	£0.6	£0.5	£2.3	£1.0	£0.0	£0.0	£12.2	£8.4
Churchill Retail Park	£0.0	£0.0	£1.2	£23.7	£6.9	£2.1	£2.8	£0.6	£0.0	£0.0	£37.3	£31.8
Enham Arch Retail Park, Andover	£0.0	£0.0	£0.9	£10.0	£3.0	£1.5	£6.6	£0.7	£0.0	£0.0	£22.7	£13.9
Lidl, Western Avenue, Andover	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0
Northern Avenue Retail Park, Andover	£0.0	£0.0	£0.2	£1.3	£0.6	£0.0	£0.1	£0.0	£0.0	£0.0	£2.2	£2.1
The Commercial Centre, Picket Piece, Andover	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.5
Romsey Out of Centre	£0.1	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2
Test Valley Out of Centre - Other	£2.6	£3.9	£0.1	£0.0	£0.0	£0.2	£0.0	£1.1	£23.6	£0.0	£31.5	£6.6
Other Centres/Stores outside LPA areas	£28.6	£95.8	£38.0	£48.5	£25.2	£82.2	£84.5	£199.8	£370.4	£217.0	£1,190.0	£236.1
Amesbury	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£3.5	£9.1	£0.0	£0.0	£12.9	£0.4
Basingstoke	£0.0	£0.1	£0.8	£19.7	£5.1	£17.9	£4.4	£1.1	£0.0	£4.5	£53.7	£25.8
Bournemouth	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£7.0	£4.4	£0.0	£13.0	£1.0
Chandlers Ford	£0.0	£4.9	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£11.5	£17.4	£5.3
Deveses	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.1	£0.0	£0.0	£0.0	£3.1	£0.0
Eastleigh	£3.3	£17.9	£1.9	£0.3	£0.0	£0.0	£0.0	£0.9	£4.3	£74.2	£102.8	£23.3
Hedge End	£2.8	£8.0	£0.7	£2.8	£0.4	£0.7	£1.8	£0.4	£22.2	£17.9	£57.8	£14.9
London	£0.0	£0.4	£0.5	£1.6	£0.4	£0.5	£0.4	£5.5	£0.0	£0.0	£9.3	£2.9
Marlborough	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£12.2	£0.0	£0.0	£0.0	£12.8	£0.0
Newbury	£0.0	£0.1	£0.0	£0.3	£0.7	£44.5	£3.3	£0.0	£0.2	£0.4	£52.4	£4.0
Northfields	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£0.0	£0.0	£0.0	£1.4	£0.0
Pewsey	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£8.0	£0.0	£0.0	£0.0	£8.0	£0.0
Portsmouth	£0.0	£0.3	£1.2	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.1	£2.2	£1.6
Reading	£0.0	£0.2	£0.0	£0.0	£0.0	£1.7	£0.4	£0.0	£0.0	£0.0	£2.3	£0.2
Ringwood	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£9.9	£0.0	£0.0	£10.1	£0.1
Salisbury	£0.5	£2.9	£6.1	£7.7	£6.3	£0.5	£13.2	£127.2	£2.1	£0.0	£166.3	£23.4
Southampton	£17.4	£46.4	£17.1	£5.7	£4.9	£1.8	£4.0	£21.8	£260.7	£48.8	£428.5	£91.5
Swindon	£0.0	£0.0	£0.0	£0.0	£0.1	£0.2	£18.2	£0.0	£0.0	£0.0	£18.5	£0.1
Tidworth	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£5.3	£0.0	£0.0	£0.0	£6.0	£0.7
Totton	£0.2	£2.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.5	£66.3	£0.6	£69.9	£2.6
Whitchurch	£0.0	£0.0	£0.0	£0.0	£0.0	£3.1	£0.0	£0.0	£0.0	£5.5	£8.6	£0.0
Winchester	£2.2	£7.8	£7.3	£6.0	£5.2	£5.9	£1.5	£0.0	£1.6	£51.4	£89.0	£28.6
Other Centres/Stores outside LPA areas - Other	£1.1	£4.5	£1.7	£1.4	£1.0	£4.8	£3.1	£15.8	£8.2	£2.2	£43.7	£9.7
Total Study Area	£46.7	£112.6	£56.3	£139.1	£59.1	£91.6	£111.8	£206.0	£402.9	£219.9	£1,445.9	£413.8
Test Valley	£18.1	£16.9	£18.3	£90.6	£33.8	£9.4	£27.3	£6.2	£32.5	£2.9	£256.0	£177.7

TABLE 3: 2021 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M)
ALL COMPARISON GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

ZONE:	1	2	3	4	5	6	7	8	9	10	STUDY AREA	Test Valley Council Area Zones 1 to 5
	50.2	131.9	59.7	160.0	62.1	103.3	121.7	223.9	433.6	239.5	1586.0	464.0
Andover	£0.0	£0.0	£9.0	£51.9	£22.8	£5.4	£16.4	£2.1	£0.0	£0.0	£107.5	£83.7
Romsey	£16.5	£13.3	£6.8	£0.0	£0.1	£0.0	£0.0	£0.8	£7.4	£3.1	£48.1	£36.7
Key Service Centres	£0.2	£1.8	£0.4	£0.0	£0.3	£0.0	£0.0	£0.0	£2.1	£0.0	£4.7	£2.6
Charlton	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3
Chilworth	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
North Baddesley	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£1.1
Nursling and Rownhams	£0.2	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	£1.9	£0.9
Stockbridge	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£1.4	£0.4
Valley 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
Rural Villages	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Test Valley Out of Centre	£2.8	£4.7	£3.2	£52.3	£12.4	£5.3	£13.4	£3.9	£25.4	£0.0	£123.3	£75.4
Andover OUT OF CENTRE	£0.0	£0.0	£3.0	£52.3	£12.4	£5.1	£13.4	£2.7	£0.0	£0.0	£88.8	£67.7
Aldi, Weyhill Road, Andover	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2
Andover - Other Out Of Centre	£0.0	£0.0	£0.3	£0.4	£0.5	£0.1	£0.4	£0.0	£0.0	£0.0	£1.6	£1.1
Andover Trade Park, Joule Road	£0.0	£0.0	£0.1	£2.1	£0.2	£0.2	£0.1	£0.1	£0.0	£0.0	£2.8	£2.4
Asda Superstore, Anton Mill Road, Andover	£0.0	£0.0	£0.2	£8.8	£0.6	£0.5	£2.5	£1.1	£0.0	£0.0	£13.7	£9.6
Churchill Retail Park	£0.0	£0.0	£1.3	£27.2	£7.2	£2.4	£3.0	£0.6	£0.0	£0.0	£41.9	£35.8
Enham Arch Retail Park, Andover	£0.0	£0.0	£1.0	£11.5	£3.2	£1.6	£7.2	£0.8	£0.0	£0.0	£25.3	£15.6
Lidl, Western Avenue, Andover	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.1	£0.0	£0.0	£0.0	£0.2	£0.0
Northern Avenue Retail Park, Andover	£0.0	£0.0	£0.2	£1.5	£0.6	£0.0	£0.2	£0.0	£0.0	£0.0	£2.4	£2.3
The Commercial Centre, Picket Piece, Andover	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.6
Romsey Out of Centre	£0.1	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2
Test Valley Out of Centre - Other	£2.8	£4.6	£0.1	£0.0	£0.0	£0.2	£0.0	£1.2	£25.4	£0.0	£34.3	£7.4
Other Centres/Stores outside LPA areas	£30.8	£112.1	£40.3	£55.8	£26.5	£92.6	£92.0	£217.2	£398.7	£236.3	£1,302.4	£265.5
Amesbury	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£3.8	£9.9	£0.0	£0.0	£14.1	£0.4
Basingstoke	£0.0	£0.1	£0.9	£22.7	£5.4	£20.2	£4.8	£1.2	£0.0	£4.9	£60.2	£29.1
Bournemouth	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£7.6	£4.7	£0.0	£14.1	£1.0
Chandlers Ford	£0.0	£5.7	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£12.5	£19.3	£6.2
Devizes	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.4	£0.0	£0.0	£0.0	£3.4	£0.0
Eastleigh	£3.5	£20.9	£2.0	£0.4	£0.0	£0.0	£0.0	£1.0	£4.7	£80.8	£113.3	£26.8
Hedge End	£3.0	£9.4	£0.8	£3.3	£0.5	£0.8	£2.0	£0.5	£23.8	£19.5	£63.5	£16.9
London	£0.0	£0.5	£0.6	£1.8	£0.4	£0.6	£0.4	£6.0	£0.0	£0.0	£10.3	£3.3
Marlborough	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£13.3	£0.0	£0.0	£0.0	£14.0	£0.0
Newbury	£0.0	£0.1	£0.0	£3.7	£0.7	£50.1	£3.6	£0.0	£0.2	£0.5	£59.0	£4.6
Northfields	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5	£0.0	£0.0	£0.0	£1.5	£0.0
Pewsey	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£8.7	£0.0	£0.0	£8.7	£0.0
Portsmouth	£0.0	£0.4	£1.3	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.1	£2.4	£1.7
Reading	£0.0	£0.3	£0.0	£0.0	£0.0	£1.9	£0.4	£0.0	£0.0	£0.0	£2.6	£0.3
Ringwood	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£10.8	£0.0	£0.0	£10.9	£0.1
Salisbury	£0.5	£3.4	£6.4	£8.9	£6.6	£0.5	£14.4	£138.3	£2.2	£0.0	£181.2	£25.8
Southampton	£18.8	£54.3	£18.1	£6.5	£5.1	£2.1	£4.4	£23.7	£280.6	£53.1	£466.6	£102.8
Swindon	£0.0	£0.0	£0.0	£0.0	£0.2	£0.3	£19.8	£0.0	£0.0	£0.0	£20.2	£0.2
Tidworth	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£5.7	£0.0	£0.0	£0.0	£6.5	£0.7
Totton	£0.2	£2.7	£0.1	£0.0	£0.0	£0.0	£0.0	£0.5	£71.4	£0.6	£75.5	£3.0
Whitchurch	£0.0	£0.0	£0.0	£0.0	£0.0	£3.5	£0.0	£0.0	£0.0	£6.0	£9.4	£0.0
Winchester	£2.4	£9.2	£7.8	£6.9	£5.5	£6.7	£1.6	£0.0	£1.7	£56.0	£97.7	£31.7
Other Centres/Stores outside LPA areas - Other	£1.1	£5.3	£1.8	£1.6	£1.0	£5.4	£3.4	£17.2	£8.8	£2.4	£48.0	£10.9
Total Study Area	£50.2	£131.9	£59.7	£160.0	£62.1	£103.3	£121.7	£223.9	£433.6	£239.5	£1,586.0	£464.0
Test Valley	£19.5	£19.7	£19.5	£104.2	£35.6	£10.7	£29.7	£6.7	£35.0	£3.1	£283.6	£198.4

TABLE 4: 2026 SURVEY-DERIVED MARKET SHARE ANALYSIS (EM)
ALL COMPARISON GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

ZONE:	1	2	3	4	5	6	7	8	9	10	STUDY AREA	Test Valley Council Area Zones 1 to 5
	58.5	168.5	68.7	196.0	71.4	124.4	145.0	265.9	506.7	283.9	1889.0	563.1
Andover	£0.0	£0.0	£10.4	£63.6	£26.2	£6.5	£19.5	£2.4	£0.0	£0.0	£128.6	£100.2
Romsey	£19.2	£16.9	£7.8	£0.0	£0.2	£0.0	£0.0	£1.0	£8.7	£3.7	£57.5	£44.1
Key Service Centres	£0.2	£2.3	£0.5	£0.0	£0.3	£0.0	£0.0	£0.0	£2.4	£0.0	£5.7	£3.3
Charlton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3
Chilworth	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
North Baddesley	£0.0	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£1.4
Nursling and Rownhams	£0.2	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£2.3	£1.1
Stockbridge	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£1.7	£0.5
Valley 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
Rural Villages	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Test Valley Out of Centre	£3.3	£6.0	£3.7	£64.0	£14.2	£6.4	£15.9	£4.6	£29.7	£0.0	£147.8	£91.2
Andover OUT OF CENTRE	£0.0	£0.0	£3.5	£64.0	£14.2	£6.1	£15.9	£3.2	£0.0	£0.0	£106.9	£81.7
Aldi, Weyhill Road, Andover	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3
Andover - Other Out Of Centre	£0.0	£0.0	£0.3	£0.5	£0.5	£0.2	£0.5	£0.0	£0.0	£0.0	£1.9	£1.3
Andover Trade Park, Joule Road	£0.0	£0.0	£0.1	£2.6	£0.3	£0.2	£0.1	£0.2	£0.0	£0.0	£3.4	£3.0
Asda Superstore, Anton Mill Road, Andover	£0.0	£0.0	£0.3	£10.7	£0.7	£0.6	£2.9	£1.3	£0.0	£0.0	£16.6	£11.7
Churchill Retail Park	£0.0	£0.0	£1.5	£33.4	£8.3	£2.9	£3.6	£0.8	£0.0	£0.0	£50.5	£43.2
Enham Arch Retail Park, Andover	£0.0	£0.0	£1.1	£14.1	£3.7	£2.0	£8.6	£0.9	£0.0	£0.0	£30.4	£18.8
Lidl, Western Avenue, Andover	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.1	£0.0	£0.0	£0.0	£0.3	£0.0
Northern Avenue Retail Park, Andover	£0.0	£0.0	£0.2	£1.8	£0.7	£0.0	£0.2	£0.0	£0.0	£0.0	£2.9	£2.7
The Commercial Centre, Picket Piece, Andover	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.7
Romsey Out of Centre	£0.1	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3
Test Valley Out of Centre - Other	£3.2	£5.9	£0.1	£0.0	£0.0	£0.3	£0.0	£1.4	£29.7	£0.0	£40.6	£9.2
Other Centres/Stores outside LPA areas	£35.8	£143.3	£46.4	£68.4	£30.5	£111.6	£109.6	£257.9	£465.8	£280.2	£1,549.5	£324.4
Amesbury	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£4.6	£11.7	£0.0	£0.0	£16.7	£0.4
Basingstoke	£0.0	£0.2	£1.0	£27.8	£6.2	£24.3	£5.8	£1.4	£0.0	£5.8	£72.5	£35.2
Bournemouth	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£9.0	£5.5	£0.0	£16.7	£1.2
Chandlers Ford	£0.0	£7.3	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£14.9	£23.4	£7.9
Devises	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.1	£0.0	£0.0	£0.0	£4.1	£0.0
Eastleigh	£4.1	£26.7	£2.3	£0.4	£0.0	£0.0	£0.0	£1.2	£5.4	£95.8	£136.1	£33.6
Hedge End	£3.5	£12.0	£0.9	£4.0	£0.5	£0.9	£2.3	£0.5	£27.9	£23.1	£75.7	£21.0
London	£0.0	£0.7	£0.6	£2.2	£0.5	£0.7	£0.5	£7.1	£0.0	£0.0	£12.3	£4.0
Marlborough	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£15.9	£0.0	£0.0	£0.0	£16.7	£0.0
Newbury	£0.0	£0.1	£0.0	£4.6	£0.8	£60.4	£4.3	£0.0	£0.2	£0.6	£71.0	£5.5
Northfields	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8	£0.0	£0.0	£0.0	£1.8	£0.0
Pewsey	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£10.3	£0.0	£0.0	£0.0	£10.3	£0.0
Portsmouth	£0.1	£0.4	£1.5	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.1	£2.9	£2.0
Reading	£0.0	£0.3	£0.0	£0.0	£0.0	£2.3	£0.5	£0.0	£0.0	£0.0	£3.1	£0.3
Ringwood	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£12.8	£0.0	£0.0	£13.0	£0.2
Salisbury	£0.6	£4.4	£7.4	£10.9	£7.6	£0.6	£17.1	£164.2	£2.6	£0.0	£215.3	£30.8
Southampton	£21.9	£69.4	£20.8	£8.0	£5.9	£2.5	£5.2	£28.1	£327.8	£63.0	£552.6	£126.0
Swindon	£0.0	£0.0	£0.0	£0.0	£0.2	£0.3	£23.6	£0.0	£0.0	£0.0	£24.0	£0.2
Tidworth	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£6.8	£0.0	£0.0	£0.0	£7.7	£0.9
Totton	£0.2	£3.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.6	£83.4	£0.7	£88.5	£3.8
Whitchurch	£0.0	£0.0	£0.0	£0.0	£0.0	£4.2	£0.0	£0.0	£0.0	£7.1	£11.3	£0.0
Winchester	£2.8	£11.7	£8.9	£8.5	£6.3	£8.0	£1.9	£0.0	£2.0	£66.4	£116.5	£38.2
Other Centres/Stores outside LPA areas - Other	£1.3	£6.7	£2.1	£2.0	£1.2	£6.5	£4.0	£20.4	£10.3	£2.8	£57.3	£13.3
Total Study Area	£58.5	£168.5	£68.7	£196.0	£71.4	£124.4	£145.0	£265.9	£506.7	£283.9	£1,889.0	£563.1
Test Valley	£22.7	£25.2	£22.4	£127.6	£40.9	£12.8	£35.4	£8.0	£40.9	£3.7	£339.6	£238.8

TABLE 5: 2031 SURVEY-DERIVED MARKET SHARE ANALYSIS (EM)
ALL COMPARISON GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

ZONE:	1	2	3	4	5	6	7	8	9	10	STUDY AREA	Test Valley Council Area Zones 1 to 5
	68.8	213.7	79.8	242.7	82.4	151.6	172.7	316.0	596.4	338.4	2262.5	687.3
Andover	£0.0	£0.0	£12.0	£78.7	£30.2	£7.9	£23.2	£2.9	£0.0	£0.0	£155.0	£121.0
Romsey	£22.6	£21.5	£9.1	£0.0	£0.2	£0.0	£0.0	£1.1	£10.2	£4.4	£69.1	£53.3
Key Service Centres	£0.2	£2.9	£0.6	£0.0	£0.4	£0.0	£0.0	£0.0	£2.9	£0.0	£6.9	£4.0
Charlton	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.4
Chilworth	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
North Baddesley	£0.0	£1.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£1.7
Nursling and Rownhams	£0.2	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5	£0.0	£2.8	£1.4
Stockbridge	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£0.0	£2.0	£0.6
Valley 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
Rural Villages	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Test Valley Out of Centre	£3.9	£7.6	£4.3	£79.3	£16.4	£7.8	£19.0	£5.4	£35.0	£0.0	£178.6	£111.4
Andover OUT OF CENTRE	£0.0	£0.0	£4.1	£79.3	£16.4	£7.5	£19.0	£3.7	£0.0	£0.0	£129.9	£99.8
Aldi, Weyhill Road, Andover	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.4
Andover - Other Out Of Centre	£0.0	£0.0	£0.3	£0.6	£0.6	£0.2	£0.6	£0.0	£0.0	£0.0	£2.3	£1.5
Andover Trade Park, Joule Road	£0.0	£0.0	£0.1	£3.2	£0.3	£0.2	£0.1	£0.2	£0.0	£0.0	£4.1	£3.6
Asda Superstore, Anton Mill Road, Andover	£0.0	£0.0	£0.3	£13.3	£0.8	£0.8	£3.5	£1.6	£0.0	£0.0	£20.3	£14.4
Churchill Retail Park	£0.0	£0.0	£1.7	£41.3	£9.6	£3.6	£4.3	£0.9	£0.0	£0.0	£61.4	£52.6
Enham Arch Retail Park, Andover	£0.0	£0.0	£1.3	£17.4	£4.2	£2.4	£10.2	£1.1	£0.0	£0.0	£36.7	£22.9
Lidl, Western Avenue, Andover	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£0.3	£0.0
Northern Avenue Retail Park, Andover	£0.0	£0.0	£0.3	£2.3	£0.8	£0.0	£0.2	£0.0	£0.0	£0.0	£3.5	£3.3
The Commercial Centre, Picket Piece, Andover	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.9
Romsey Out of Centre	£0.1	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3
Test Valley Out of Centre - Other	£3.8	£7.5	£0.1	£0.0	£0.0	£0.3	£0.0	£1.7	£35.0	£0.0	£48.3	£11.4
Other Centres/Stores outside LPA areas	£42.1	£181.7	£53.8	£84.7	£35.2	£136.0	£130.5	£306.5	£548.3	£334.0	£1,852.8	£397.5
Amesbury	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£5.4	£13.9	£0.0	£0.0	£19.8	£0.5
Basingstoke	£0.0	£0.2	£1.2	£34.4	£7.2	£29.6	£6.9	£1.7	£0.0	£6.9	£88.0	£43.0
Bournemouth	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£10.8	£6.5	£0.0	£19.7	£1.4
Chandlers Ford	£0.0	£9.2	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£17.7	£28.4	£9.9
Devises	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.8	£0.0	£0.0	£0.0	£4.8	£0.0
Eastleigh	£4.8	£33.9	£2.7	£0.6	£0.0	£0.0	£0.0	£1.5	£6.4	£114.2	£164.0	£41.9
Hedge End	£4.2	£15.2	£1.0	£5.0	£0.6	£1.1	£2.8	£0.7	£32.8	£27.5	£90.9	£26.0
London	£0.0	£0.8	£0.7	£2.8	£0.5	£0.9	£0.6	£8.4	£0.0	£0.0	£14.7	£4.9
Marlborough	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£18.9	£0.0	£0.0	£0.0	£19.9	£0.0
Newbury	£0.0	£0.1	£0.0	£5.7	£1.0	£73.6	£5.1	£0.0	£0.3	£0.7	£86.4	£6.8
Northfields	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1	£0.0	£0.0	£0.0	£2.1	£0.0
Pewsey	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£12.3	£0.0	£0.0	£0.0	£12.3	£0.0
Portsmouth	£0.1	£0.6	£1.8	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.1	£3.4	£2.4
Reading	£0.0	£0.4	£0.0	£0.0	£0.0	£2.8	£0.6	£0.0	£0.0	£0.0	£3.8	£0.4
Ringwood	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£15.3	£0.0	£0.0	£15.4	£0.2
Salisbury	£0.7	£5.5	£8.6	£13.5	£8.7	£0.7	£20.4	£195.1	£3.1	£0.0	£256.4	£37.0
Southampton	£25.7	£88.0	£24.2	£9.9	£6.8	£3.0	£6.2	£33.4	£385.9	£75.0	£658.2	£154.6
Swindon	£0.0	£0.0	£0.0	£0.0	£0.2	£0.4	£28.1	£0.0	£0.0	£0.0	£28.6	£0.2
Tidworth	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£8.2	£0.0	£0.0	£0.0	£9.1	£1.0
Totton	£0.2	£4.3	£0.2	£0.0	£0.0	£0.0	£0.0	£0.7	£98.2	£0.9	£104.5	£4.7
Whitchurch	£0.0	£0.0	£0.0	£0.0	£0.0	£5.1	£0.0	£0.0	£0.0	£8.4	£13.5	£0.0
Winchester	£3.3	£14.8	£10.4	£10.5	£7.3	£9.8	£2.3	£0.0	£2.3	£79.2	£139.8	£46.3
Other Centres/Stores outside LPA areas - Other	£1.6	£8.5	£2.4	£2.5	£1.4	£7.9	£4.8	£24.2	£12.1	£3.3	£68.8	£16.4
Total Study Area	£68.8	£213.7	£79.8	£242.7	£82.4	£151.6	£172.7	£316.0	£596.4	£338.4	£2,262.5	£687.3
Test Valley	£26.7	£32.0	£26.0	£158.0	£47.2	£15.6	£42.2	£9.5	£48.1	£4.4	£409.6	£289.8

TABLE 6: 2036 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M)
ALL COMPARISON GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

ZONE:	1	2	3	4	5	6	7	8	9	10	STUDY AREA	Test Valley Council Area Zones 1 to 5
	81.0	269.6	92.7	299.9	95.2	184.6	205.8	374.8	703.0	403.7	2710.5	838.5
Andover	£0.0	£0.0	£14.0	£97.3	£34.9	£9.6	£27.7	£3.4	£0.0	£0.0	£187.0	£146.3
Romsey	£26.6	£27.1	£10.6	£0.0	£0.2	£0.0	£0.0	£1.4	£12.1	£5.3	£83.1	£64.5
Key Service Centres	£0.2	£3.6	£0.6	£0.0	£0.4	£0.0	£0.0	£0.0	£3.4	£0.0	£8.4	£5.0
Charlton	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.4
Chilworth	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
North Baddesley	£0.0	£2.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2	£2.2
Nursling and Rownhams	£0.2	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	£3.4	£1.7
Stockbridge	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	£2.3	£0.6
Valley 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
Rural Villages	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Test Valley Out of Centre	£4.5	£9.6	£5.0	£98.0	£19.0	£9.5	£22.6	£6.4	£41.2	£0.0	£215.8	£136.1
Andover OUT OF CENTRE	£0.0	£0.0	£4.7	£98.0	£19.0	£9.1	£22.6	£4.4	£0.0	£0.0	£157.8	£121.7
Aldi, Weyhill Road, Andover	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.4
Andover - Other Out Of Centre	£0.0	£0.0	£0.4	£0.7	£0.7	£0.2	£0.7	£0.0	£0.0	£0.0	£2.7	£1.8
Andover Trade Park, Joule Road	£0.0	£0.0	£0.2	£3.9	£0.4	£0.3	£0.1	£0.2	£0.0	£0.0	£5.1	£4.4
Asda Superstore, Anton Mill Road, Andover	£0.0	£0.0	£0.4	£16.4	£1.0	£0.9	£4.2	£1.9	£0.0	£0.0	£24.7	£17.7
Churchill Retail Park	£0.0	£0.0	£2.0	£51.1	£11.1	£4.3	£5.1	£1.1	£0.0	£0.0	£74.7	£64.2
Enham Arch Retail Park, Andover	£0.0	£0.0	£1.5	£21.5	£4.9	£2.9	£12.2	£1.3	£0.0	£0.0	£44.4	£27.9
Lidl, Western Avenue, Andover	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£0.4	£0.0
Northern Avenue Retail Park, Andover	£0.0	£0.0	£0.3	£2.8	£0.9	£0.0	£0.3	£0.0	£0.0	£0.0	£4.3	£4.0
The Commercial Centre, Picket Piece, Andover	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£1.1
Romsey Out of Centre	£0.1	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.4
Test Valley Out of Centre - Other	£4.4	£9.4	£0.1	£0.0	£0.0	£0.4	£0.0	£2.0	£41.2	£0.0	£57.6	£14.0
Other Centres/Stores outside LPA areas	£49.6	£229.3	£62.5	£104.6	£40.7	£165.6	£155.5	£363.6	£646.3	£398.5	£2,216.2	£486.7
Amesbury	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£6.5	£16.5	£0.0	£0.0	£23.6	£0.6
Basingstoke	£0.0	£0.3	£1.4	£42.5	£8.3	£36.1	£8.2	£2.0	£0.0	£8.2	£106.9	£52.4
Bournemouth	£1.7	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£12.8	£7.7	£0.0	£23.3	£1.7
Chandlers Ford	£0.0	£11.6	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£21.1	£34.5	£12.4
Devizes	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.8	£0.0	£0.0	£0.0	£5.8	£0.0
Eastleigh	£5.7	£42.7	£3.1	£0.7	£0.0	£0.0	£0.0	£1.7	£7.5	£136.3	£197.8	£52.2
Hedge End	£4.9	£19.2	£1.2	£6.1	£0.7	£1.4	£3.3	£0.8	£38.7	£32.8	£109.1	£32.1
London	£0.0	£1.1	£0.9	£3.4	£0.6	£1.1	£0.7	£10.0	£0.0	£0.0	£17.7	£5.9
Marlborough	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£22.5	£0.0	£0.0	£0.0	£23.7	£0.0
Newbury	£0.0	£0.2	£0.0	£7.0	£1.1	£89.6	£6.0	£0.0	£0.3	£0.8	£105.1	£8.3
Northfields	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.5	£0.0	£0.0	£0.0	£2.5	£0.0
Pewsey	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£14.7	£0.0	£0.0	£0.0	£14.7	£0.0
Portsmouth	£0.1	£0.7	£2.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£0.2	£4.0	£2.8
Reading	£0.0	£0.5	£0.0	£0.0	£0.0	£3.4	£0.7	£0.0	£0.0	£0.0	£4.7	£0.5
Ringwood	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£18.1	£0.0	£0.0	£18.3	£0.2
Salisbury	£0.8	£7.0	£10.0	£16.6	£10.1	£0.9	£24.3	£231.4	£3.6	£0.0	£304.8	£44.5
Southampton	£30.2	£111.1	£28.1	£12.2	£7.9	£3.7	£7.4	£39.6	£454.8	£89.5	£784.6	£189.5
Swindon	£0.0	£0.0	£0.0	£0.0	£0.2	£0.5	£33.4	£0.0	£0.0	£0.0	£34.1	£0.2
Tidworth	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	£9.7	£0.0	£0.0	£0.0	£10.9	£1.1
Totton	£0.3	£5.5	£0.2	£0.0	£0.0	£0.0	£0.0	£0.9	£115.7	£1.1	£123.6	£5.9
Whitchurch	£0.0	£0.0	£0.0	£0.0	£0.0	£6.2	£0.0	£0.0	£0.0	£10.0	£16.3	£0.0
Winchester	£3.9	£18.7	£12.0	£13.0	£8.4	£11.9	£2.7	£0.0	£2.7	£94.5	£167.8	£56.0
Other Centres/Stores outside LPA areas - Other	£1.8	£10.8	£2.8	£3.0	£1.6	£9.6	£5.7	£28.8	£14.3	£4.0	£82.4	£20.1
Total Study Area	£81.0	£269.6	£92.7	£299.9	£95.2	£184.6	£205.8	£374.8	£703.0	£403.7	£2,710.5	£838.5
Test Valley	£31.4	£40.3	£30.2	£195.3	£54.6	£19.0	£50.3	£11.2	£56.7	£5.3	£494.3	£351.8

Appendix 8: CONVENIENCE GOODS CAPACITY ASSESSMENT

TABLE 1: ALL CONVENIENCE GOODS - MARKET SHARE DERIVED TURNOVER & ASSUMED 'INFLOW' FROM OUTSIDE STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

Estimated 'inflow' from Outside Study Area		2017	2021	2026	2031	2036
Andover	5%	41.9	43.5	44.9	46.8	48.6
Romsey	3%	69.8	71.3	73.3	75.6	78.0
Key Service Centres	0%	8.7	8.9	9.3	9.6	10.0
Rural Villages	0%	2.9	2.9	2.9	2.9	2.9
Test Valley Out of Centre	0%	137.7	143.8	149.4	156.2	163.2
Total Test Valley - No SFT		260.9	270.3	279.8	291.0	302.7

Note: The inflow figures have been estimated by Carter Jonas - see the main report for more information.

TABLE 2: COMMITTED CONVENIENCE GOODS FLOORSPACE (i.e. with planning permission or under construction at the time of preparing the capacity assessment)

Locality (Name of TC, Retail Park, etc)	Location (In Centre / Out of Centre)	Planning Ref	Net Convenience Sales Floorspace (sqm)	Sales Density 2017 (£ per sqm)	Turnover (£m)				
					2017	2021	2026	2031	2036
LAND AT PICKET TWENTY - LOCAL CENTRE RETAIL DEVELOPMENT	New Local Centre- near Andover	TVN 9275	375	£7,960	-	£3.0	£3.0	£3.0	£3.0
LAND AT PICKET PIECE LOCKSBRIDGE ROAD - MIXED DEVELOPMENT; A1/A3/A5 RETAIL	New Local Centre - near Andover	10/00242/OUTN	182	£7,960	-	£1.4	£1.4	£1.5	£1.5
82 SALISBURY ROAD - A1 RETAIL UNIT AND 2 A5 UNITS	Out of Centre - Andover	15/03026/FULLN & 10/02952/FULLN	372	£7,960	-	£2.9	£3.0	£3.0	£3.0
WEYHILL SERVICES SOUTH A.303 WEYHILL, ANDOVER - REDEVELOP FOR RETAIL STORE/TWO A1 RETAIL UNITS/COFFEE SHOP	Out of Centre - Andover	14/02116 FULLN and 14/02115/FULLN	508	£7,229	-	£3.7	£3.7	£3.7	£3.7
NORTHERN LOCAL CENTRE EAST ANTON FARM ROAD - LOCAL CENTRE INCLUDING A1/A2/A3 AND A5 RETAIL USES	New Local Centre - near Andove	15/00729/FULLN	408	£7,960	-	£3.2	£3.2	£3.3	£3.3
TOTAL			1845		-	£14.3	£14.3	£14.4	£14.4

Note: where the exact convenience floorspace has not been specified by planning permission, Carter Jonas estimated the likely figure.

It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2021.

TABLE 3: TEST VALLEY COUNCIL LOCAL AUTHORITY AREA - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2017	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN LOCAL AUTHORITY AREA (£m):	£260.9	£270.3	£279.8	£291.0	£302.7
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN LOCAL AUTHORITY AREA (£m) ⁽¹⁾ :	£260.9	£259.8	£260.3	£261.7	£263.0
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£10.4	£19.5	£29.4	£39.7
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)		£14.3	£14.3	£14.4	£14.4
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):		-£3.8	£5.2	£15.0	£25.3
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,000	£11,952	£11,976	£12,036	£12,096
	(ii) Net Floorspace Capacity (sq m):	0	-320	434	1249	2093
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-457	619	1784	2990
STEP 7:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,500	£7,470	£7,485	£7,522	£7,560
	(ii) Net Floorspace Capacity (sq m):	0	-511	694	1998	3349
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-730	991	2854	4785

STEP 1: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).

STEP 2: It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian *Retail Planner Briefing Note 15* (December 2017) and other research evidence.

STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage.

STEP 4: The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2021.

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

STEPS 6 & 7: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waitrose, Morrisons and Marks & Spencer) and the lower average sales performance of supermarket and discount operators (e.g. Aldi, Lidl, Netto, Co-Op, Budgens, etc.).

TABLE 4: ANDOVER TOWN CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2017	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN LOCAL AUTHORITY AREA (£m):	£41.9	£43.5	£44.9	£46.8	£48.6
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN LOCAL AUTHORITY AREA (£m) ⁽¹⁾ :	£41.9	£41.7	£41.8	£42.0	£42.2
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£1.7	£3.1	£4.7	£6.4
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):		£1.7	£3.1	£4.7	£6.4
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,000	£11,952	£11,976	£12,036	£12,096
	(ii) Net Floorspace Capacity (sq m):	0	145	262	393	529
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		207	374	561	755
STEP 7:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,500	£7,470	£7,485	£7,522	£7,560
	(ii) Net Floorspace Capacity (sq m):	0	232	418	628	846
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		331	598	897	1208

TABLE 5: ROMSEY TOWN CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2017	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN LOCAL AUTHORITY AREA (£m):	£69.8	£71.3	£73.3	£75.6	£78.0
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN LOCAL AUTHORITY AREA (£m) ⁽¹⁾ :	£69.8	£69.5	£69.6	£70.0	£70.3
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£1.8	£3.7	£5.6	£7.7
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):		£1.8	£3.7	£5.6	£7.7
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,000	£11,952	£11,976	£12,036	£12,096
	(ii) Net Floorspace Capacity (sq m):	0	148	310	468	633
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		211	443	668	904
STEP 7:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,500	£7,470	£7,485	£7,522	£7,560
	(ii) Net Floorspace Capacity (sq m):	0	237	497	748	1013
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		338	709	1069	1447

TABLE 6: KEY SERVICE CENTRES - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2017	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN LOCAL AUTHORITY AREA (£m):	£8.7	£8.9	£9.3	£9.6	£10.0
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN LOCAL AUTHORITY AREA (£m) ⁽¹⁾ :	£8.7	£8.6	£8.6	£8.7	£8.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.3	£0.6	£0.9	£1.3
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)		£7.7	£7.7	£7.7	£7.7
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):		-£7.3	-£7.0	-£6.8	-£6.5
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,000	£11,952	£11,976	£12,036	£12,096
	(ii) Net Floorspace Capacity (sq m):	0	-614	-588	-562	-534
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-877	-840	-802	-763
STEP 7:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,500	£7,470	£7,485	£7,522	£7,560
	(ii) Net Floorspace Capacity (sq m):	0	-983	-941	-899	-855
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-1404	-1344	-1284	-1221

TABLE 7: RURAL VILLAGES - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2017	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN LOCAL AUTHORITY AREA (£m):	£2.9	£2.9	£2.9	£2.9	£2.9
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN LOCAL AUTHORITY AREA (£m) ⁽¹⁾ :	£2.9	£2.9	£2.9	£2.9	£2.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):		£0.0	£0.0	£0.0	£0.0
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,000	£11,952	£11,976	£12,036	£12,096
	(ii) Net Floorspace Capacity (sq m):	0	-1	-1	-1	-1
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-1	-1	-2	-1
STEP 7:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,500	£7,470	£7,485	£7,522	£7,560
	(ii) Net Floorspace Capacity (sq m):	0	-1	-1	-2	-2
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-2	-2	-3	-2

TABLE 8:

OUT OF CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT

Assume Equilibrium at Base Year and Constant Market Shares

		2017	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN LOCAL AUTHORITY AREA (£m):	£137.7	£143.8	£149.4	£156.2	£163.2
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN LOCAL AUTHORITY AREA (£m) ⁽¹⁾ :	£137.7	£137.1	£137.4	£138.1	£138.8
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£6.6	£12.0	£18.1	£24.4
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)		£6.6	£6.6	£6.7	£6.7
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):		£0.0	£5.4	£11.5	£17.7
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,000	£11,952	£11,976	£12,036	£12,096
	(ii) Net Floorspace Capacity (sq m):	0	2	451	951	1,467
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		3	644	1,359	2,096
STEP 7:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,500	£7,470	£7,485	£7,522	£7,560
	(ii) Net Floorspace Capacity (sq m):	0	4	721	1,522	2,347
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		5	1,030	2,175	3,353

TABLE 9: SUMMARY TABLE - CONVENIENCE GOODS CAPACITY ASSESSMENT FOR NEW SUPERSTORE-FORMAT FLOORSPACE (NET SQ M)
Assume Equilibrium at 2017 and Constant Market Shares

	2021	2026	2031	2036
Andover Town Centre	145	262	393	529
Romsey Town Centre	148	310	468	633
Key Service Centres	-614	-588	-562	-534
Rural Villages	-1	-1	-1	-1
Test Valley Out of Centre	2	451	951	1,467
TOTAL CONVENIENCE GOODS CAPACITY	-320	434	1,249	2,093

TABLE 10: SUMMARY TABLE - CONVENIENCE GOODS CAPACITY ASSESSMENT FOR NEW SUPERMARKET/DISCOUNTER FORMAT FLOORSPACE (NET SQ M)
Assume Equilibrium at 2017 and Constant Market Shares

	2021	2026	2031	2036
Andover Town Centre	232	418	628	846
Romsey Town Centre	237	497	748	1,013
Key Service Centres	-983	-941	-899	-855
Rural Villages	-1	-1	-2	-2
Test Valley Out of Centre	4	721	1,522	2,347
TOTAL CONVENIENCE GOODS CAPACITY	-511	694	1,998	3,349

Appendix 9: COMPARISON GOODS CAPACITY ASSESSMENT

TABLE 1: **ALL COMPARISON GOODS - MARKET SHARE DERIVED TURNOVER**
Excluding Internet Shopping and other Special Forms of Trading

	Estimated 'Inflow' from Outside Study Area	2017	2021	2026	2031	2036
Andover Town Centre	5%	102.1	113.2	135.3	163.2	196.8
Romsey Town Centre	10%	48.6	53.4	63.9	76.8	92.4
Key Service Centres	0%	4.3	4.7	5.7	6.9	8.4
Rural Villages	0%	0.0	0.0	0.0	0.0	0.0
Test Valley Out of Centre	0%	111.0	123.3	147.8	178.6	215.8
Test Valley Area		265.9	294.6	352.7	425.5	513.4

Note: The Inflow figures have been estimated by Carter Jonas - see the main report for more information

TABLE 2: COMMITTED COMPARISON GOODS FLOORSPACE

Locality (Name of TC, Retail Park, etc)	Location (In Centre / Out of Centre)	Planning Ref	Net Comparison Sales Floorspace (sqm)	Sales Density 2017 (£ per sqm)	Turnover (£m)				
					2017	2021	2026	2031	2036
LAND AT PICKET TWENTY - LOCAL CENTRE RETAIL DEVELOPMENT	New Local Centre- near Andover	TVN 9275	300	£6,000	-	£1.9	£2.2	£2.4	£2.7
NORTHERN LOCAL CENTRE EAST ANTON FARM ROAD - LOCAL CENTRE INCLUDING A1/A2/A3 AND A5 RETAIL USES	New Local Centre - near Andover	15/00729/FULLN	150	£6,000	-	£1.0	£1.1	£1.2	£1.3
TOTAL			450		-	£2.9	£3.2	£3.6	£4.0

Note: The exact comparison floorspace is not specified by the planning permissions. Carter Jonas has therefore necessarily estimated the likely figures. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2021.

TABLE 3: TEST VALLEY COUNCIL LOCAL AUTHORITY AREA - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2017	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	265.9	294.6	352.7	425.5	513.4
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	265.9	285.9	319.7	356.4	397.4
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£8.8	£33.1	£69.1	£116.0
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£2.9	£3.2	£3.6	£4.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	£5.9	29.8	65.5	112.0
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,450	£7,212	£8,041	£8,966
	(ii) Net Floorspace Capacity (sq m):	-	909	4,134	8,139	12,487
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		1,299	5,905	11,628	17,839

STEP 1: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).

STEP 2: It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest *Experiential Planner Briefing Note 15* (December 2017) and other research evidence.

STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage.

STEP 4: The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2021.

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

STEP 6: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade at different average sales levels and this will need to be taken into account when assessing the relative merits and need for different types of retail floorspace.

TABLE 4: **ANDOVER TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT**
Assume Equilibrium at Base Year and Constant Market Shares

		2017	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	102.1	113.2	135.3	163.2	196.8
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	102.1	109.7	122.7	136.8	152.5
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£3.5	£12.6	£26.4	£44.3
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	£3.5	12.6	26.4	44.3
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,450	£7,212	£8,041	£8,966
	(ii) Net Floorspace Capacity (sq m):	-	535	1,749	3,278	4,938
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		765	2,498	4,683	7,054

TABLE 5: **ROMSEY TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT**
Assume Equilibrium at Base Year and Constant Market Shares

		2017	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	48.6	53.4	63.9	76.8	92.4
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	48.6	52.2	58.4	65.1	72.6
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£1.2	£5.5	£11.7	£19.8
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	£1.2	5.5	11.7	19.8
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,450	£7,212	£8,041	£8,966
	(ii) Net Floorspace Capacity (sq m):	-	183	762	1,455	2,207
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		261	1,089	2,078	3,153

TABLE 6: KEY SERVICE CENTRES - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2017	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	4.3	4.7	5.7	6.9	8.4
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	4.3	4.6	5.1	5.7	6.4
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.1	£0.6	£1.2	£2.0
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	£0.1	0.6	1.2	2.0
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,450	£7,212	£8,041	£8,966
	(ii) Net Floorspace Capacity (sq m):	-	21	79	147	221
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		30	113	210	316

TABLE 7: OUT OF CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2017	2021	2026	2031	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	111.0	123.3	147.8	178.6	215.8
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	111.0	119.3	133.4	148.8	165.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£4.0	£14.4	£29.8	£49.9
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£2.9	£3.2	£3.6	£4.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	£1.1	11.1	26.2	45.9
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,450	£7,212	£8,041	£8,966
	(ii) Net Floorspace Capacity (sq m):	-	170	1,543	3,259	5,121
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		243	2,204	4,656	7,316

TABLE 8: SUMMARY TABLE - COMPARISON GOODS CAPACITY (NET SQ M)
Assume Equilibrium at 2017 and Constant Market Shares

	2021	2026	2031	2036
Andover Town Centre	535	1,749	3,278	4,938
Romsey Town Centre	183	762	1,455	2,207
Key Service Centres	21	79	147	221
Test Valley Out of Centre	170	1,543	3,259	5,121
TOTAL COUNCIL COMPARISON GOODS CAPACITY	909	4,134	8,139	12,487

Appendix 10: NEMS HOUSEHOLD SURVEY RESULTS



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**Test Valley Household Survey
for
Carter Jonas**

October 2017

Job Ref: 070917

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Introduction

1.1 Research Background & Objectives

To conduct a survey amongst residents in the Test Valley area to assess shopping habits for main food and grocery, top-up food, non-food shopping and leisure activities.

1.2 Research Methodology

A total of 1,000 telephone interviews were conducted between Monday 2nd October 2017 and Friday 13th October 2017. 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 10 zones, defined by a ward-based map (see Appendix 4). The zone details were:

Zone	Ward Name	Number of Interviews
1	Abbey, Cupernham, Tadburn	100
2	Blackwater, Chilworth, North Baddesley, Nursling & Rownhams, Romsey Extra, Valley Park	100
3	Ampfield & Braishfield, Broughton & Stockbridge, Dun Valley, Kings Somborne & Michelmersh, Over Wallop	100
4	Alamein, Charlton, Harroway, Millway, St. Mary's, Winton	100
5	Amport, Anna, Bourne Valley, Harewood, Penton Bellinger	100
6	Burghclere, Highclere & St. Mary Bourne, East Woodhay, Kintbury, Overton, Laverstoke & Steventon,	100
7	Burbage & The Bedwyns, Ludgershall & Perham Down, Pewsey, Pewsey Vale, Tidworth, The Collingbournes & Netheravon,	100
8	Alderbury & Whiteparish, Amesbury East, Amesbury West, Bourne & Woodford Valley, Bulford, Allington & Figheldean, Downlands & Forest, Downton & Ebbles Valley, Durrington & Larkhill, Forest North West, Laverstock, Ford & Old Sarum, Redlynch & Landford, Winterslow	100
9	Ashurst, Copythorne South & Netley Marsh, Bassett, Bramshaw, Copythorne North & Minstead, Coxford, Lyndhurst, Millbrook, Portswood, Redbridge, Shirley, Swaythling, Totton Central, Totton East, Totton North, Totton South, Totton West,	100
10	Badger Farm & Oliver's Battery, Chandler's Ford East, Chandler's Ford West, Eastleigh Central, Eastleigh North, Eastleigh South, Hiltingbury East, Hiltingbury West, Wonston & Micheldever	100
Total		1,000

1.3.2 Telephone Numbers

All available telephone numbers are used to obtain the sample of interviews. This includes published telephone numbers (land-lines and some mobile numbers) but is supplemented with ex-directory numbers as the demographic profile of this sub-set is different to the demographics of the published numbers sample. Ex-directory numbers are randomly generated using the published numbers 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 random 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	21.6%	28	7.3537
35-44	18.0%	84	2.0345
45-54	18.2%	286	0.6063
55-64	18.2%	155	1.1151
65+	24.1%	399	0.5741
(Refused)	n/a	48	1.0000
Total		1,000	

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	14,503	100	131	0.2447
2	29,958	100	87	0.7600
3	13,871	100	107	0.2865
4	46,138	100	116	0.8777
5	16,242	100	89	0.4011
6	24,512	100	87	0.6255
7	35,488	100	107	0.7311
8	58,400	100	84	1.5390
9	146,076	100	87	3.6969
10	67,561	100	105	1.4250
Total	452,749	1,000		

* Source: Client-supplied ward-based map (Appendix 4)

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 1,000 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 - Filtered

Test Valley Household Survey for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Q01 Where do you NORMALLY shop for all your household's main food and grocery shopping needs (i.e. primarily bulk trolley purchases)?																						
Excl. Nulls																						
Aldi, Salisbury Road, Amesbury	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	4.2%	4	0.0%	0	0.0%	0
Aldi, Weyhill Road, Andover	2.7%	25	0.0%	0	0.0%	0	1.1%	1	9.7%	9	7.4%	7	3.4%	3	4.3%	4	1.1%	1	0.0%	0	0.0%	0
Aldi, London Road, Newbury	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	0.0%	0	0.0%	0
Aldi, The Hundred, Romsey	7.0%	65	42.1%	40	14.1%	13	10.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.2%	2	0.0%	0
Aldi, London Road, Salisbury	0.3%	3	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Aldi, Burnett Close, Winchester	0.8%	7	0.0%	0	0.0%	0	3.4%	3	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Asda Superstore, Anton Mill Road, Andover	3.8%	35	0.0%	0	0.0%	0	5.6%	5	9.7%	9	10.5%	10	3.4%	3	7.5%	7	1.1%	1	0.0%	0	0.0%	0
Asda Superstore, 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	0.0%	0	0.0%	0
Asda Supercentre, Bournemouth Road, Chandlers Ford, Eastleigh	8.1%	75	10.5%	10	37.0%	34	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	5	24.7%	24
Asda Supermarket, High Street, West End, Southampton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.1%	2
Asda Superstore, Maynard Road, Totton	2.3%	21	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.5%	20	0.0%	0
Co-op, Winchester Road, Chandlers Ford, Eastleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Co-op, Andover Road, Ludgershall	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0
Co-op, Botley Road, Romsey	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Stockbridge	0.3%	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	0.0%	0	0.0%	0
Iceland, Shirley High Street, Southampton	0.3%	3	0.0%	0	1.1%	1	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, London Road, Amesbury	0.3%	3	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, Western Avenue, Andover	1.9%	18	0.0%	0	0.0%	0	3.4%	3	7.5%	7	6.3%	6	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Coles Close, off Twyford Road, Eastleigh	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	6
Lidl, Hatches Lane, Salisbury	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	4.2%	4	0.0%	0	0.0%	0
Lidl, Shirley Road,	0.2%	2	0.0%	0	1.1%	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

Test Valley Household Survey
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Southampton																						
Lidl, Pennings Road, Tidworth	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Andover	0.6%	6	0.0%	0	0.0%	0	1.1%	1	3.2%	3	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, New Canal, Salisbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Morrisons, Worting Road, Basingstoke	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Estcourt Street, Devizes	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	5.4%	5	0.0%	0	0.0%	0	0.0%	0
Morrisons, Spruce Drive, Totton	2.3%	21	4.2%	4	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.1%	15	1.0%	1
Morrisons, Chiltern Drive, Verwood	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Nisa, The Crescent, Rowbarrow, Salisbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Bridge Street, Andover	0.8%	7	1.1%	1	0.0%	0	1.1%	1	3.2%	3	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Shepherds Spring Lane, Andover	2.3%	21	0.0%	0	0.0%	0	1.1%	1	7.5%	7	8.4%	8	0.0%	0	5.4%	5	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Leigh Road, Eastleigh	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	9
Sainsbury's Superstore, The Maltings, Salisbury	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	5.3%	5	0.0%	0	0.0%	0
Sainsbury's Superstore, Lordshill District Centre, Southampton	3.0%	28	4.2%	4	16.3%	15	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	7	0.0%	0
Sainsbury's Superstore, Portswood Road, Southampton	0.8%	7	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	5	1.0%	1
Sainsbury's Superstore, Badgers Farm Road, Winchester	2.3%	21	3.2%	3	1.1%	1	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.4%	14
Tesco Extra, River Way, Andover	9.7%	90	0.0%	0	0.0%	0	5.6%	5	45.2%	42	30.5%	29	10.1%	9	5.4%	5	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pinchington Lane, Newbury	2.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Bourne Centre, Salisbury	2.6%	24	0.0%	0	0.0%	0	4.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.1%	20	0.0%	0	0.0%	0
Tesco Extra, Easton Lane, Winchester	1.3%	12	0.0%	0	1.1%	1	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	9
Tesco Superstore, London Road, Amesbury	1.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	3.2%	3	14.7%	14	0.0%	0	0.0%	0
Tesco Superstore, District Shopping 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	0.0%	0	0.0%	0

Test Valley Household Survey
for Carter Jonas

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Chineham, Basingstoke												
Tesco Superstore, Everland Road, Hungerford	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Salisbury Road, Marlborough Business Park, Marlborough	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Newbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Sizer Way, Dibden, Southampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Tesco Superstore, Tebourba Way, Milbrook, Southampton	1.5%	14	3.2%	3	2.2%	2	0.0%	0	0.0%	0	9.7%	9
Tesco Superstore, Station Road, Tidworth	3.1%	29	0.0%	0	0.0%	0	0.0%	0	8.4%	8	0.0%	0
Tesco Metro, The Swan Centre, Eastleigh	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Castle Street, Salisbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Tesco Express, Charlton Road, Charlton, Andover	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Tesco Express, Bulford Road, Salisbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Waitrose, Chantry Centre, Andover	4.0%	37	0.0%	0	0.0%	0	4.5%	4	11.8%	11	16.8%	16
Waitrose, Oakmount Road, Chandlers Ford	2.8%	26	0.0%	0	8.7%	8	1.1%	1	0.0%	0	0.0%	0
Waitrose, Alma Road, Romsey	7.5%	70	29.5%	28	12.0%	11	27.0%	24	0.0%	0	0.0%	0
Waitrose, Churchill Way West, Salisbury	1.8%	17	0.0%	0	0.0%	0	4.5%	4	0.0%	0	1.1%	1
Waitrose, Portswood Road, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Waitrose, Stockbridge Road, Winchester	1.4%	13	0.0%	0	0.0%	0	7.9%	7	0.0%	0	1.1%	1
The Weyhill Farm Shop, Weyhill Road, Weyhill, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Aldi, Palmerston Road, Boscombe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Booker Cash & Carry, Netherhampton Road, Salisbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Co-op, Burgess Road, Bassett, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1

Test Valley Household Survey for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Co-op, High Street, Fordingbridge	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	8	0.0%	0	0.0%	0
Co-op, High Street, Pewsey	1.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	11	0.0%	0	0.0%	0	0.0%	0
Co-op, The Borough, Downton, Salisbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Co-op, Winchester Street, Overton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Christchurch Road, Ringwood	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	4	0.0%	0	0.0%	0
Lidl, Commercial Road, Totton	1.1%	10	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	9	0.0%	0
Lidl, London Road, Devizes	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	0.0%	0	0.0%	0
Lidl, London Road, Newbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Andover Town 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	0.0%	0	0.0%	0
Local shops, Badger Farm Local Centre, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Marks & Spencer, Northbrook Street, Newbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Hector's Way, Newbury	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	7	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Lyndhurst Road, Christchurch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Sainsbury's Superstore, Meeting House Lane, Ringwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Monday Market Street, Devizes	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	0.0%	0	0.0%	0
Sainsbury's Superstore, Redcar Street, Shirley, Southampton	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4	0.0%	0
Sainsbury's Superstore, The Malls Shopping Centre, Station Road, Basingstoke	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sainsbury's Superstore, Tollbar Way, Hedge End, Southampton	0.4%	4	0.0%	0	2.2%	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
Sainsbury's Superstore, Wallop Drive, Kempshott, Basingstoke	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Beaulieu Road, Dibden Purlieu, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0

Test Valley Household Survey for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Tesco Extra, Riverside Avenue, Bournemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Waitrose, Basing View, Basingstoke	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Marlborough	1.3%	12	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	3.4%	3	8.6%	8	0.0%	0	0.0%	0	0.0%	0
Waitrose, Oxford Road, Newbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Broadway, Thatcham	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	0.0%	0	0.0%	0
Waitrose, The Furlong, Ringwood	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	5	0.0%	0	0.0%	0
Base:	931		95		92		89		93		95		89		93		95		93		97	

Q01AWhich retailer do you purchase your main food internet / home delivery shopping from?

Those who said 'Internet - delivered' or 'Internet - collected (click and collect)' at Q01 AND Excl. Nulls

Amazon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda	5.8%	4	0.0%	0	12.5%	1	0.0%	0	14.3%	1	0.0%	0	0.0%	0	0.0%	0	14.3%	1	33.3%	1
Co-op	0.0%	0	0.0%	0	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	0.0%	0
HelloFresh	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	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	0.0%	0
Ocado	20.3%	14	0.0%	0	25.0%	2	18.2%	2	28.6%	2	20.0%	1	36.4%	4	28.6%	2	0.0%	0	14.3%	1
Riverford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	11.6%	8	0.0%	0	12.5%	1	0.0%	0	0.0%	0	20.0%	1	27.3%	3	0.0%	0	20.0%	1	14.3%	1
Tesco	49.3%	34	60.0%	3	50.0%	4	54.5%	6	57.1%	4	20.0%	1	36.4%	4	42.9%	3	80.0%	4	57.1%	4
Waitrose	13.0%	9	40.0%	2	0.0%	0	27.3%	3	0.0%	0	40.0%	2	0.0%	0	28.6%	2	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		69		5		8		11		7		5		11		7		5		7

Test Valley Household Survey for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Q02 What do you like about (LOCATION MENTIONED AT Q01)? [MR]																						
<i>Not those who said 'Internet - delivered' or 'Internet - collected (click and collect)'</i> at Q01																						
Clean store	2.1%	20	1.1%	1	3.3%	3	1.1%	1	5.4%	5	1.1%	1	1.1%	1	4.3%	4	1.1%	1	2.2%	2	1.0%	1
Close to family / friends	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Convenient to home	33.4%	311	18.9%	18	42.4%	39	30.3%	27	31.2%	29	28.4%	27	31.5%	28	35.5%	33	43.2%	41	37.6%	35	35.1%	34
Convenient to work	1.0%	9	0.0%	0	0.0%	0	3.4%	3	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	2	2.1%	2
Delivery service	0.4%	4	0.0%	0	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	1	0.0%	0
Easy to get to by car	3.5%	33	3.2%	3	4.3%	4	5.6%	5	0.0%	0	9.5%	9	2.2%	2	2.2%	2	1.1%	1	2.2%	2	5.2%	5
Easy to get to by foot	0.4%	4	1.1%	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	2.1%	2
Easy to get to by public transport	0.8%	7	0.0%	0	0.0%	0	2.2%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	1.1%	1	0.0%	0
Ethical policy	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly / helpful staff	4.5%	42	2.1%	2	1.1%	1	2.2%	2	4.3%	4	6.3%	6	5.6%	5	6.5%	6	8.4%	8	2.2%	2	6.2%	6
Good layout / easy to get around	2.1%	20	3.2%	3	2.2%	2	2.2%	2	1.1%	1	3.2%	3	2.2%	2	1.1%	1	0.0%	0	2.2%	2	4.1%	4
Good offers	0.9%	8	0.0%	0	0.0%	0	2.2%	2	1.1%	1	0.0%	0	1.1%	1	0.0%	0	3.2%	3	1.1%	1	0.0%	0
Habit / always used it / familiarity	5.9%	55	11.6%	11	4.3%	4	6.7%	6	3.2%	3	4.2%	4	2.2%	2	5.4%	5	5.3%	5	5.4%	5	10.3%	10
Has a cafe	0.3%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has a petrol station	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Large store	1.7%	16	2.1%	2	1.1%	1	0.0%	0	2.2%	2	1.1%	1	2.2%	2	2.2%	2	1.1%	1	1.1%	1	4.1%	4
Long opening hours	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Low prices / value for money	20.7%	193	46.3%	44	23.9%	22	21.3%	19	15.1%	14	15.8%	15	18.0%	16	15.1%	14	17.9%	17	17.2%	16	16.5%	16
Loyalty scheme / reward points	0.9%	8	1.1%	1	0.0%	0	1.1%	1	1.1%	1	0.0%	0	4.5%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Online shopping is convenient	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	0.0%	0	0.0%	0
Only one in the area	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	1
Parking is free	2.3%	21	2.1%	2	1.1%	1	3.4%	3	2.2%	2	9.5%	9	0.0%	0	2.2%	2	1.1%	1	0.0%	0	1.0%	1
Parking prices are low	0.3%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Parking provision is good	3.9%	36	1.1%	1	5.4%	5	6.7%	6	3.2%	3	6.3%	6	1.1%	1	3.2%	3	2.1%	2	3.2%	3	6.2%	6
Pleasant shopping environment	1.4%	13	1.1%	1	1.1%	1	2.2%	2	1.1%	1	0.0%	0	1.1%	1	0.0%	0	3.2%	3	2.2%	2	2.1%	2
Preference for retailer	1.8%	17	3.2%	3	3.3%	3	2.2%	2	1.1%	1	2.1%	2	2.2%	2	0.0%	0	2.1%	2	1.1%	1	1.0%	1
Quality of food goods available	16.8%	156	26.3%	25	18.5%	17	22.5%	20	10.8%	10	16.8%	16	14.6%	13	14.0%	13	18.9%	18	15.1%	14	10.3%	10
Self-service checkouts	0.3%	3	1.1%	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	1.0%	1
Quality of non-food goods available	1.3%	12	4.2%	4	1.1%	1	0.0%	0	3.2%	3	1.1%	1	0.0%	0	0.0%	0	2.1%	2	0.0%	0	1.0%	1
Range of food goods available	15.8%	147	24.2%	23	12.0%	11	10.1%	9	15.1%	14	14.7%	14	12.4%	11	18.3%	17	16.8%	16	16.1%	15	17.5%	17
Range of non-food goods available	2.3%	21	3.2%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	3.2%	3	3.2%	3	6.5%	6	5.2%	5
Safe shopping environment	0.2%	2	1.1%	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	0.0%	0
Small / quiet store	2.0%	19	1.1%	1	1.1%	1	0.0%	0	0.0%	0	7.4%	7	1.1%	1	1.1%	1	2.1%	2	2.2%	2	4.1%	4
Staff discount / work there	2.3%	21	0.0%	0	0.0%	0	4.5%	4	3.2%	3	5.3%	5	1.1%	1	0.0%	0	0.0%	0	3.2%	3	5.2%	5

Test Valley Household Survey for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
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	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Close to other shops / services	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	0.0%	0	0.0%
Has everything I need	1.2%	11	3.2%	3	2.2%	2	2.2%	2	2.2%	2	0.0%	0	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%
Offers free tea / coffee	0.2%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
(Don't know / nothing)	7.2%	67	2.1%	2	8.7%	8	4.5%	4	10.8%	10	6.3%	6	14.6%	13	11.8%	11	2.1%	2	7.5%	7	4.1%
Base:	931	95		92		89		93		95		89		93		95		93		97	

Q03 How do you normally travel to (LOCATION MENTIONED AT Q01)?

Not those who said 'Internet - delivered' or 'Internet - collected (click and collect)' at Q01

Car / van (as driver)	82.3%	766	74.7%	71	87.0%	80	83.1%	74	79.6%	74	91.6%	87	87.6%	78	81.7%	76	84.2%	80	73.1%	68	80.4%	78
Car / van (as passenger)	7.5%	70	5.3%	5	8.7%	8	12.4%	11	7.5%	7	4.2%	4	6.7%	6	9.7%	9	7.4%	7	7.5%	7	6.2%	6
Bus, minibus or coach	3.2%	30	2.1%	2	0.0%	0	2.2%	2	4.3%	4	3.2%	3	2.2%	2	2.2%	2	3.2%	3	10.8%	10	2.1%	2
Using park & ride facility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0
Walk	6.0%	56	14.7%	14	2.2%	2	2.2%	2	8.6%	8	0.0%	0	3.4%	3	6.5%	6	3.2%	3	7.5%	7	11.3%	11
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	1.1%	1	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.3%	3	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / wheelchair	0.2%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	0.3%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Base:		931		95		92		89		93		95		89		93		95		93		97

Test Valley Household Survey for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Q04 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]																						
<i>Not those who said 'Internet - delivered' or 'Internet - collected (click and collect)' at Q01</i>																						
Yes - non-food shopping	12.5%	116	13.7%	13	14.1%	13	23.6%	21	9.7%	9	12.6%	12	14.6%	13	7.5%	7	9.5%	9	12.9%	12	7.2%	7
Yes - other food shopping	7.2%	67	9.5%	9	2.2%	2	7.9%	7	6.5%	6	8.4%	8	9.0%	8	7.5%	7	8.4%	8	5.4%	5	7.2%	7
Yes - bars / pubs	0.2%	2	0.0%	0	1.1%	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
Yes - bingo	0.0%	0	0.0%	0	0.0%	0	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 - cafés	2.3%	21	5.3%	5	1.1%	1	2.2%	2	2.2%	2	1.1%	1	1.1%	1	1.1%	1	3.2%	3	3.2%	3	2.1%	2
Yes - cinemas	0.0%	0	0.0%	0	0.0%	0	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 - get petrol	2.4%	22	0.0%	0	1.1%	1	5.6%	5	2.2%	2	3.2%	3	1.1%	1	0.0%	0	0.0%	0	5.4%	5	5.2%	5
Yes - go to park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Yes - gyms / health and fitness	1.4%	13	1.1%	1	2.2%	2	1.1%	1	2.2%	2	1.1%	1	1.1%	1	1.1%	1	1.1%	1	3.2%	3	0.0%	0
Yes - library	0.5%	5	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Yes - markets	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	3.2%	3	0.0%	0	0.0%	0
Yes - meeting family	1.3%	12	0.0%	0	0.0%	0	3.4%	3	1.1%	1	0.0%	0	2.2%	2	1.1%	1	4.2%	4	1.1%	1	0.0%	0
Yes - meeting friends	1.2%	11	5.3%	5	2.2%	2	0.0%	0	2.2%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.1%	1	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	0.0%	0	0.0%	0
Yes - other service (e.g. travel agent, estate agent etc.)	1.2%	11	1.1%	1	1.1%	1	0.0%	0	2.2%	2	3.2%	3	0.0%	0	2.2%	2	1.1%	1	0.0%	0	1.0%	1
Yes - personal service (e.g. hairdressers, beauty salon etc.)	1.2%	11	2.1%	2	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.2%	2	0.0%	0	2.2%	2	3.1%	3
Yes - restaurants	1.0%	9	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1	3.4%	3	0.0%	0	2.1%	2	0.0%	0	2.1%	2
Yes - swimming	0.1%	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	0.0%	0	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	0.0%	0	0.0%	0
Yes - visiting services such as banks and other financial institutions	4.8%	45	6.3%	6	3.3%	3	9.0%	8	0.0%	0	2.1%	2	4.5%	4	7.5%	7	3.2%	3	8.6%	8	4.1%	4
Yes - work	3.3%	31	0.0%	0	0.0%	0	7.9%	7	4.3%	4	5.3%	5	4.5%	4	1.1%	1	2.1%	2	2.2%	2	6.2%	6
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	0.0%	0	0.0%	0
Yes - leisure activity	0.6%	6	1.1%	1	1.1%	1	1.1%	1	0.0%	0	1.1%	1	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Yes - medical appointment (e.g. doctor, dentist, optician etc.)	0.3%	3	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Yes - school / college / university run	0.6%	6	0.0%	0	1.1%	1	2.2%	2	0.0%	0	1.1%	1	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0
Yes - walking the dog	0.4%	4	0.0%	0	2.2%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Yes - window shopping / browsing	0.3%	3	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No)	65.6%	611	62.1%	59	72.8%	67	47.2%	42	73.1%	68	68.4%	65	60.7%	54	72.0%	67	67.4%	64	60.2%	56	71.1%	69
(Don't know)	0.4%	4	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	1	1.1%	1	0.0%	0	0.0%	0
Base:		931		95		92		89		93		95		89		93		95		93		97

Test Valley Household Survey for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Q05 When you combine your trip with other activities, where do you normally go?																						
Not those who said '(No)' or '(Don't know)' at Q04 and not those who said 'Internet - delivered' or 'Internet - collected (click and collect)' at Q01 AND Excl. Nulls																						
Aldi, Salisbury Road, Amesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Weyhill Road, Andover	0.3%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Newbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, The Hundred, Romsey	1.3%	4	2.9%	1	4.0%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Aldi, London Road, 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	0.0%	0	0.0%	0
Aldi, Bevois Valley 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	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Superstore, Anton Mill 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	0.0%	0	0.0%	0
Asda Superstore, Brighton Way, Brighton Hill, 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	0.0%	0	0.0%	0
Asda Supercentre, Bournemouth Road, Chandlers Ford, Eastleigh	2.0%	6	0.0%	0	8.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	11.1%	3
Asda Supermarket, High Street, West End, 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	0.0%	0	0.0%	0	3.7%	1
Asda Superstore, Marlands Shopping 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	0.0%	0	0.0%	0
Asda Superstore, Maynard Road, Totton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, London Road, Amesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Western Avenue, 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	0.0%	0	0.0%	0
Lidl, Coles Close, off Twyford 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	0.0%	0	0.0%	0
Lidl, Hatches 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	0.0%	0	0.0%	0
Lidl, Shirley Road, 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	0.0%	0	2.7%	1	0.0%	0
Lidl, Pennings Road, Tidworth	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	2	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Andover	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	8.7%	2	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, New	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Test Valley Household Survey
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Canal, Salisbury																						
Marks & Spencer, High 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	0.0%	0	0.0%	0
Morrisons, 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	0.0%	0	0.0%	0
Morrisons, Estcourt Street, Devizes	0.0%	0	0.0%	0	0.0%	0	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, Spruce Drive, Totton	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	3	3.7%	1
Morrisons, Chiltern Drive, Verwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bridge Street, 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	0.0%	0	0.0%	0
Sainsbury's Superstore, Shepherds Spring Lane, Andover	0.7%	2	0.0%	0	0.0%	0	2.3%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, 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	0.0%	0	0.0%	0
Sainsbury's Superstore, The Maltings, 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	0.0%	0	0.0%	0
Sainsbury's Superstore, Lordshill District Centre, Southampton	0.7%	2	0.0%	0	4.0%	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
Sainsbury's Superstore, Portswood 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	0.0%	0	0.0%	0
Sainsbury's Superstore, Badgers Farm Road, Winchester	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2
Sainsbury's Superstore, 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	0.0%	0	0.0%	0
Tesco Extra, River Way, Andover	2.6%	8	0.0%	0	0.0%	0	2.3%	1	13.0%	3	6.9%	2	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pinchington Lane, Newbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Bourne Centre, 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	0.0%	0	0.0%	0
Tesco Extra, Hamble Lane, Bursledon, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Easton Lane, 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	0.0%	0	0.0%	0
Tesco Superstore, London Road, Amesbury	0.0%	0	0.0%	0	0.0%	0	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 Superstore, District Shopping Centre, Chineham, 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	0.0%	0	0.0%	0

Test Valley Household Survey
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Tesco Superstore, Everland Road, Hungerford	0.0%	0	0.0%	0	0.0%	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 Superstore, Salisbury Road, Marlborough Business Park, Marlborough	0.0%	0	0.0%	0	0.0%	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 Superstore, London Road, Newbury	0.0%	0	0.0%	0	0.0%	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 Superstore, Sizer Way, Dibden, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Tebourba Way, Milbrook, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Station Road, Tidworth	0.0%	0	0.0%	0	0.0%	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, Chantry Centre, Andover	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Oakmount Road, Chandlers Ford	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%
Waitrose, Alma Road, Romsey	2.3%	7	5.7%	2	0.0%	0	9.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%
Waitrose, Churchill Way West, Salisbury	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	2	0.0%	0	0.0%
Waitrose (Little), West Quay Shopping 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	0.0%	0	0.0%
Waitrose, Portswood 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	0.0%	0	0.0%
Waitrose, Stockbridge Road, Winchester	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Lister 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	0.0%	0	0.0%
B&Q, Shakespeare 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	0.0%	0	0.0%
B&Q, Charles Watts Way, Hedge End	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, London Road, Newbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Southampton Road, Salisbury	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%
Bradbeers Department Store, Bell Street, 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	0.0%	0	0.0%
Homebase, Winchester 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	0.0%	0	0.0%
Homebase, Southampton Road, 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	0.0%	0	0.0%

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Homebase, Auckland Road, Millbrook, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Easton Labne, Winchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Pincents Kiln, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, West Quay Road, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Southampton Road, Salisbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, East Portway Industrial Estate, Andover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Bone Lane, Newbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Romsey Industrial Estate, Greatbridge Road, Romsey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Southampton Road, Salisbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Millbrook Road West, Millbrook, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Wykeham Industrial Estate, Winnall, Winchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Winchester Road, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Topps Tiles, Southampton Road, Salisbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chantry Centre, ANDOVER	1.3%	4	0.0%	0	0.0%	0	6.8%	3	0.0%	0	0.0%	0
Festival Place, BASINGSTOKE	0.3%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0
The Walks Shopping Centre, BASINGSTOKE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Malls Shopping Centre, BASINGSTOKE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chineham Shopping Centre, BASINGSTOKE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fryern Arcade, CHANDLERS FORD	1.3%	4	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	11.1%
Swan Centre, EASTLEIGH	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	7.4%
Kennet Shopping Centre, NEWBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parkway Shopping Centre, NEWBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Oracle Shopping Centre, READING	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Cross Keys Shopping Centre, 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	0.0%	0	0.0%	0
Old George Mall, 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	0.0%	0	0.0%	0
Wilton Shopping Village, 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	0.0%	0	0.0%	0
Marlands Shopping 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	0.0%	0	0.0%	0
West Quay Shopping Centre, SOUTHAMPTON (a roofed shopping centre)	0.3%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Totton Precinct, TOTTON	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	4	0.0%	0
Whiteley Shopping Village, WHITELEY	0.0%	0	0.0%	0	0.0%	0	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 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	0.0%	0	0.0%	0
Andover Road Retail Park, WINCHESTER (Brewers Decorator Centre, HSS Hire Shop, Majestic Wine, Pets Corner)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bourne Retail Park, SALISBURY (Dunelm, Wickes)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0
Bradbeers Retail Park, Tollbar Way, HEDGE END (Bensons For Beds, Bradbeers Furniture Store, Carpet Right, Harveys)	0.0%	0	0.0%	0	0.0%	0	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 Hill Retail Park, BASINGSTOKE (Bensons for Beds, Carpet Right, Currys PC World, DFS, Harveys Furniture, McDonald's, Office Outlet, Pizza Hut,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Channon Retail Park, EASTLEIGH (Costa Coffee, Halfords, Home Bargains, Matalan, Pets at Home)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chestnut Avenue Retail Park, EASTLEIGH (American Golf, Dreams)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Churchill Retail Park, ANDOVER (Carpet Right, Currys PC World, TK	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Maxx)																						
Dolphin Retail Park, SALISBURY (Argos)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enham Arch Retail Park, ANDOVER (Bensons for Beds, Halfords, Homebase, Next, Pets at Home)	0.3%	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	0.0%	0	0.0%	0
Gastons Wood Retail Area, Reading Road, BASINGSTOKE (Dunelm, Lidl, The Range)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatch Warren Retail Park, BASINGSTOKE (Argos, Dreams, Pets at Home, Ponden Home, Poundstretcher, The Groom Room)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End Park, Tollbar Way, HEDGE END (Currys PC World, Homebase, Marks & Spencer, Pets at Home, Sainsbury's)	0.7%	2	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Hedge End Retail Park, Charles Watts Way, HEDGE END (Carphone Warehouse, DFS, Dwell, Fabb Sofas, Next, Oak Furniture Land, SCS, Starbucks	0.0%	0	0.0%	0	0.0%	0	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 Trade Park, Tollbar Way, HEDGE END (American Golf, Halfords, Hammonds Bedroom Furniture, Topps Tiles, The Tile Source)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moorside Road Retail Park, WINCHESTER (Currys PC World, Halfords)	0.0%	0	0.0%	0	0.0%	0	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 Retail Park, NEWBURY (Argos, Costa Coffee, Currys PC World, Homebase, Matalan, Miss Selfridge, Mothercare, New Look, Next, Pizza	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Hut, Sports D																						
Northern Avenue Retail Park, ANDOVER (KFC, The Range, Wickes)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Shirley Retail Park, Winchester Road, SOUTHAMPTON (Halfords, Pets at Home, Wickes)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Solstice Retail Park, AMESBURY (Co-op, Costa Coffee, Holiday Inn, Home Bargains, KFC, McDonald's, Pizza Hut)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Southampton Retail Park, NURSLING (B&Q, Carpet Right, Harveys, Tapi Carpets & Floors, Trade Point)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Southampton Road Retail Park, SALISBURY (Currys PC World, Benson for Beds, B&M, DFS, Harveys, Homebase, Next, Oak Furniture Land, Starbucks, Topps Til	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Totton Retail Park, TOTTON (Argos, Jollyes Pet Superstore, Lidl, Poundstretcher)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
West Quay Retail Park, SOUTHAMPTON (Argos, Boots, Currys PC World, Decathlon, Furniture Village, Halfords, JD Sports, Mamas & Papas, Matalan, Motherca	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Amesbury Town Centre	2.0%	6	0.0%	0	0.0%	0	2.3%	1	0.0%	0	6.9%	2	0.0%	0	0.0%	0	10.3%	3	0.0%	0	0.0%	0
Andover Town Centre	16.7%	51	0.0%	0	0.0%	0	11.4%	5	56.5%	13	65.5%	19	15.2%	5	39.1%	9	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	1.0%	3	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre	0.3%	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	0.0%	0	0.0%	0
Bulford 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	0.0%	0	0.0%	0
Chandlers Ford Town Centre	2.0%	6	0.0%	0	4.0%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	11.1%	3
Durrington 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	0.0%	0	0.0%	0
Eastleigh Town Centre	2.0%	6	2.9%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	11.1%	3
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	0.0%	0	0.0%	0

Test Valley Household Survey for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
(NOT any of the retail parks)																					
Hungerford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lordshill District Centre, Southampton	0.3%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ludgershall Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marlborough Town Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	2	0.0%	0	0.0%	0	0.0%
Newbury Town Centre	3.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%
North Baddesley 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	0.0%	0	0.0%
Nursling Village Centre	0.3%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Portswood Local Centre, Southampton	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	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	0.0%	0	0.0%
Romsey Town Centre	19.7%	60	80.0%	28	48.0%	12	34.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	4	3.7%
Salisbury City Centre	5.2%	16	0.0%	0	0.0%	0	11.4%	5	0.0%	0	0.0%	0	0.0%	0	4.3%	1	34.5%	10	0.0%	0	0.0%
Southampton City Centre	1.3%	4	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	3	0.0%
Stockbridge Town Centre	0.3%	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	0.0%	0	0.0%
Swindon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thornhill Local 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	0.0%	0	0.0%
Tidworth Town Centre	1.3%	4	0.0%	0	0.0%	0	0.0%	0	4.3%	1	3.4%	1	0.0%	0	8.7%	2	0.0%	0	0.0%	0	0.0%
Totton Town Centre	3.9%	12	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.7%	11	0.0%
Valley Park Local 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	0.0%	0	0.0%
Whitchurch Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Winchester City Centre	3.0%	9	0.0%	0	0.0%	0	6.8%	3	8.7%	2	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%
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	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	0.0%	0	0.0%
Internet / catalogue / TV shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Abridge 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	0.0%	0	0.0%
Andover Trade Park, Joule 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	0.0%	0	0.0%
Asda Superstore, Caxton Road, Highbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Franconia Drive, Nursling Industrial Estate, Nursling, Southampton	0.3%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Great Western Way, Swindon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Hambleton Avenue, Devizes	0.0%	0	0.0%	0	0.0%	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 Retail Park, Wallop Drive, 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	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	0.0%	0	0.0%

Test Valley Household Survey
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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Bitterne 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	0.0%	0	0.0%
Bluewater Shopping Centre, Greenhithe, Kent	0.0%	0	0.0%	0	0.0%	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 Industrial Estate, Eastleigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
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	0.0%	0	0.0%
Burbage 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	0.0%	0	0.0%
Cardiff City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Carpetright, New Park Street, Devizes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Carvers Trading Estate, Southampton Road, Ringwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Castlepoint Shopping Park, Castle Lane West, Bournemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
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	0.0%	0	0.0%
Charlton 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	0.0%	0	0.0%
Cheshire Oaks Designer Outlet, Ellesmere Port	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chilworth Village Centre	0.3%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chippenham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Christchurch 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	0.0%	0	2.7%	1	0.0%
Churchfields Industrial Estate, Stephenson Road, 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	0.0%	0	0.0%
Clarks Village, Street	0.0%	0	0.0%	0	0.0%	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 District Centre, Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Devizes Town Centre	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	8.7%	2	0.0%	0	0.0%	0	0.0%
Dibden Purlieu 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	0.0%	0	2.7%	1	0.0%
Downton 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	3.4%	1	0.0%	0	0.0%
Elk Mill Retail Park, Southampton Road, Titchfield, Park Gate, Fareham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ferndown Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fordingbridge Town Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	2	0.0%	0	0.0%
Glastonbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Go Outdoors, Third Avenue, Millbrook Road West, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Greenbridge Retail Park, Drakes Way, Swindon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Guildford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gunwharf Quays,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Test Valley Household Survey for Carter Jonas

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10							
Portsmouth																		
Hansard Pet Centre, Hansard Farm, Romsey Road, Romsey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Hartley Wintney Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Heathrow Airport, Nelson Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Highclere Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Home Sense, Churchill Way West, Salisbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Homebase, Enham Arch Retail Park, Newbury Road, Andover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Hopton Park Industrial Estate, Hopton Road, Devizes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0						
Iceland, Castle Street, Salisbury	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0		
In-Excess DIY, Netherhampton Road, Harnham, 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		
International Furniture, The Commercial Centre, Picket Piece, 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		
Leekes Department Store, Beanacre Road, Melksham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
London Colney 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		
London Road Retail Park, London Road, Newbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Lymington 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		
Lyndhurst 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		
Marks & Spencer Simply Food, Pinchington Lane, Newbury	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0		
Marks & Spencer, The Meadows Centre, Marshall Road, Sandhurst	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Millbrook Local Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Mole Country Stores, Easton Lane, 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
Mole Country Stores, Hectors Way, Newbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mountbatten Retail Park, Western Esplanade, 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

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Netley Marsh Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakley Carpets & Furniture, Andover Road, Oakley, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Olivers Battery Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Overton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peter Green Furnishers, School Lane, Chandlers Ford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets at Home, London Road, Newbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pewsey Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Picket Piece Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poole Town Centre	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
Quarley Village Centre	0.3%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Ringwood Town Centre	2.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rosebourne, Amesbury Road, Weyhill, Andover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Hector's Way, Newbury	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Sainsbury's Superstore, Wallop Drive, Kempshott, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Stanstead Industrial Estate, Goodwood Road, Eastleigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Thorney Croft Industrial Estate, Worting Road, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherfield English Village Centre	0.3%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shirley District Centre	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Street Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sweet Briar Retail Park, Sweet Briar Road, Norwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Designer Outlet, Kemble Drive, Swindon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tadley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Shirley Road, Shirley, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Swan Centre, Eastleigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thatcham Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
The Commercial Centre, Picket Piece, 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	0.0%	0	0.0%	0
The Maltings, West Dean, 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	0.0%	0	0.0%	0
Thruxton Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	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	0.0%	0	0.0%	0
Trowbridge Town Centre	0.3%	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	0.0%	0	0.0%	0
Verwood 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	3.4%	1	0.0%	0	0.0%	0
Waitrose, Basing View, 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	0.0%	0	0.0%	0
Walworth Industrial Estate, North Way, Andover	0.3%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterlooville Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellington park, Tollbar 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	0.0%	0	0.0%	0
Wellow 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	0.0%	0	0.0%	0
West Totton 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	0.0%	0	0.0%	0
Whitehall Garden Centre, Nursery Farm, Pewsey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Canal View Road, Newbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Millenium Court, Churchill Way West, 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	0.0%	0	0.0%	0
Wilton Flooring, Winchester Road, Chandlers 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	0.0%	0	0.0%	0
Wilton House Garden Centre, Salisbury Road, Wilton, 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	0.0%	0	0.0%	0
Winnall Industrial Estate, Easton Lane, 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	0.0%	0	0.0%	0
Winnall 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	0.0%	0	0.0%	0	3.7%	1
Woodborough 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	0.0%	0	0.0%	0
Woodfalls 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	0.0%	0	0.0%	0
Wyevale Garden Centre, Bath Road, Thatcham, Newbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Netherhampton Road, Netherhampton, 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	0.0%	0	0.0%	0
Wyevale Garden Centre, Salisbury 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	0.0%	0	0.0%	0
Yeovil Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Test Valley Household Survey
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		305		35		25		44		23		29		33		23		29		37		27

Test Valley Household Survey for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Q06 In addition to (LOCATION MENTIONED AT Q01), is there anywhere else you regularly use for your main-food shopping?																						
Excl. Nulls																						
Aldi, Salisbury Road, Amesbury	0.2%	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	0.0%	0	0.0%	0
Aldi, Weyhill Road, Andover	2.2%	12	0.0%	0	0.0%	0	2.0%	1	17.0%	9	1.7%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Newbury	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	0.0%	0	0.0%	0
Aldi, The Hundred, Romsey	4.3%	23	16.4%	9	13.5%	7	8.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	1.8%	1
Aldi, London Road, Salisbury	0.4%	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	0.0%	0	0.0%	0
Aldi, Bevois Valley Road, Southampton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0
Aldi, Burnett Close, Winchester	0.7%	4	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3
Asda Superstore, Anton Mill Road, Andover	4.6%	25	0.0%	0	0.0%	0	2.0%	1	17.0%	9	13.3%	8	4.3%	2	6.9%	4	0.0%	0	1.8%	1	0.0%	0
Asda Supercentre, Bournemouth Road, Chandlers Ford, Eastleigh	3.2%	17	10.9%	6	7.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	7
Asda Superstore, Marlands Shopping Centre, 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	0.0%	0	1.8%	1	0.0%	0
Asda Superstore, Maynard Road, Totton	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	7	0.0%	0
Co-op, Falkland Road, Chandlers Ford	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2
Co-op, Andover Road, Ludgershall	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Botley Road, North Baddesley	0.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Abbotswood Close, Romsey	0.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Hundred, Romsey	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Nursling Street, Southampton	0.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Stockbridge	0.6%	3	0.0%	0	0.0%	0	6.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bridge Street, Andover	0.7%	4	0.0%	0	0.0%	0	4.1%	2	0.0%	0	1.7%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Castle Street, Salisbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Iceland, Portswood Centre, 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	0.0%	0	1.8%	1	0.0%	0
Iceland, Shirley High Street,	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0

Test Valley Household Survey
for Carter Jonas

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Southampton												
Lidl, London Road, Amesbury	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Western Avenue, Andover	3.0%	16	0.0%	0	0.0%	0	2.0%	1	9.4%	5	6.7%	4
Lidl, Coles Close, off Twyford Road, Eastleigh	1.5%	8	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, Hatches Lane, Salisbury	1.1%	6	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Lidl, Shirley Road, Southampton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Pennings Road, Tidworth	1.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Marks & Spencer, High Street, Andover	0.9%	5	0.0%	0	0.0%	0	0.0%	0	6.7%	4	0.0%	0
Marks & Spencer Foodhall, Coles Close, Eastleigh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, New Canal, Salisbury	0.6%	3	0.0%	0	1.9%	1	2.0%	1	0.0%	0	0.0%	0
Marks & Spencer, High Street, Winchester	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Morrisons, Worting Road, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Morrisons, Estcourt Street, Devizes	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	4
Morrisons, Spruce Drive, Totton	3.3%	18	5.5%	3	3.8%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bridge Street, Andover	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	4
Sainsbury's Superstore, Shepherds Spring Lane, Andover	3.9%	21	0.0%	0	0.0%	0	6.1%	3	17.0%	9	11.7%	7
Sainsbury's Superstore, Leigh Road, Eastleigh	1.5%	8	0.0%	0	5.8%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, The Maltings, Salisbury	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Lordshill District Centre, Southampton	2.8%	15	7.3%	4	5.8%	3	2.0%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Portswood Road, Southampton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Badgers Farm Road, Winchester	2.6%	14	12.7%	7	5.8%	3	4.1%	2	0.0%	0	0.0%	0
Sainsbury's Superstore, Middle Brook Street,	0.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0

Test Valley Household Survey
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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Winchester																						
Tesco Extra, River Way, Andover	5.9%	32	0.0%	0	0.0%	0	12.2%	6	20.8%	11	16.7%	10	8.5%	4	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pinchington Lane, Newbury	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	3	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Bourne Centre, Salisbury	2.0%	11	1.8%	1	1.9%	1	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	7	0.0%	0	0.0%	0
Tesco Extra, Hamble Lane, Bursledon, 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	0.0%	0	0.0%	0	1.8%	1
Tesco Extra, Easton Lane, Winchester	0.6%	3	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Amesbury	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	4	0.0%	0	0.0%	0
Tesco Superstore, Everland Road, Hungerford	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Salisbury Road, Marlborough Business Park, Marlborough	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Newbury	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	0.0%	0	0.0%	0
Tesco Superstore, Sizer Way, Dibden, 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	0.0%	0	1.8%	1	0.0%	0
Tesco Superstore, Tebourba Way, Milbrook, Southampton	1.1%	6	0.0%	0	3.8%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0
Tesco Superstore, Station Road, Tidworth	2.4%	13	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.7%	1	0.0%	0	19.0%	11	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, The Swan Centre, Eastleigh	1.1%	6	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	4
Tesco Metro, Castle Street, Salisbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Tesco Express, Pilgrims Close, Chandlers Ford	0.4%	2	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Tesco Express, Bulford Road, Salisbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Tesco Express, Winchester Street, Whitchurch	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	0.0%	0	0.0%	0
Tesco Express (Esso), Winchester Road, Winchester	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Chantry Centre, Andover	5.9%	32	0.0%	0	0.0%	0	6.1%	3	13.2%	7	23.3%	14	2.1%	1	12.1%	7	0.0%	0	0.0%	0	0.0%	0
Waitrose, Oakmount Road, Chandlers Ford	4.1%	22	0.0%	0	19.2%	10	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.5%	10
Waitrose, Alma Road,	6.5%	35	40.0%	22	5.8%	3	14.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.8%	1	1.8%	1

Test Valley Household Survey for Carter Jonas

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10										
Romsey																						
Waitrose, Churchill Way West, Salisbury	1.9%	10	0.0%	0	0.0%	0	2.0%	1	1.9%	1	3.3%	2	0.0%	0	1.7%	1	10.0%	5	0.0%	0	0.0%	0
Waitrose, Portswood Road, Southampton	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0
Waitrose, Stockbridge Road, Winchester	0.7%	4	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3
John Robinson Butchers, High Street, Stockbridge	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Hampshire Farmers' Market, Alma Road Car Park, Romsey	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	0.0%	0	0.0%	0
Romsey Market, Romsey	0.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Fordingbridge	0.4%	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	0.0%	0	0.0%	0
Co-op, High Street, Pewsey	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Lyndhurst Road, Ashurst	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Co-op, Winchester Street, Overton	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	0.0%	0	0.0%	0
Costco, Templar Avenue, Farnborough	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	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Home Bargains, Solstice Business Park, Equinox Diver, Amesbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Iceland, The Brittox, Devizes	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Christchurch Road, Ringwood	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Lidl, Commercial Road, Totton	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	7	0.0%	0
Lidl, London Road, Newbury	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	0.0%	0	0.0%	0
Local market, Winchester 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	0.0%	0	0.0%	0	1.8%	1
Local shops, Pewsey Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Romsey Town Centre	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	0.0%	0	0.0%	0
Local shops, Woodgreen 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	2.0%	1	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Pinchington Lane, Newbury	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Tollbar	0.7%	4	0.0%	0	1.9%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2

Test Valley Household Survey
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Way, Hedge End, Southampton																						
Morrisons, Dorcan House, Eldene Drive, Swindon	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	0.0%	0	0.0%	0
Sainsbury's Superstore, Brunel Plaza, Swindon	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	0.0%	0	0.0%	0
Sainsbury's Superstore, Hector's Way, Newbury	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Meeting House Lane, Ringwood	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	3	0.0%	0	0.0%	0
Sainsbury's Superstore, Ringwood Road, Ferndown	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Station Mall, Basingstoke	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	0.0%	0	0.0%	0
Sainsbury's Superstore, Tollbar Way, Hedge End, Southampton	1.5%	8	1.8%	1	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	7.0%	4
Sainsbury's Superstore, Wallop Drive, Kempshott, Basingstoke	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	0.0%	0	0.0%	0
Tesco Express, Ashdown Road, Chandlers Ford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Tesco Express, Hampton Lane, Blackfield, 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	0.0%	0	1.8%	1	0.0%	0
Waitrose, Basing View, Basingstoke	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Marlborough	1.5%	8	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	4.3%	2	8.6%	5	0.0%	0	0.0%	0	0.0%	0
Waitrose, Oxford Road, Newbury	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Furlong, Ringwood	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	3	0.0%	0	0.0%	0
Base:	538			55		52		49		53		60		47		58		50		57		57

Test Valley Household Survey for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Q06AWhich internet / home delivery retailer do you also use for your main food shopping?																					
<i>Those who said 'Internet - delivered' or 'Internet - collected (click and collect)' at Q06 AND Excl. Nulls</i>																					
Amazon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda	13.3%	2	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%
Co-op	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%
HelloFresh	0.0%	0	0.0%	0	0.0%	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	13.3%	2	0.0%	0	40.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
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	0.0%	0	0.0%
Ocado	13.3%	2	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%
Riverford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's	13.3%	2	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%
Tesco	40.0%	6	50.0%	1	40.0%	2	0.0%	0	0.0%	0	0.0%	0	50.0%	1	50.0%	1	0.0%	0	100.0%	1	0.0%
Waitrose	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:	15		2		5		0		1		0		2		2		2		1		0

Test Valley Household Survey
for Carter Jonas

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10										
Q07 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</i>																						
Aldi, Weyhill Road, Andover	1.6%	10	0.0%	0	0.0%	0	1.5%	1	7.3%	4	9.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Newbury	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	0.0%	0	0.0%	0
Aldi, The Hundred, Romsey	4.1%	25	21.4%	15	10.1%	7	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Aldi, London Road, Salisbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Aldi, Burnett Close, Winchester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Asda Superstore, Anton Mill Road, Andover	1.3%	8	0.0%	0	0.0%	0	3.1%	2	3.6%	2	5.6%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Asda Supercentre, Bournemouth Road, Chandlers Ford, Eastleigh	2.0%	12	1.4%	1	11.6%	8	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 Superstore, Maynard Road, Totton	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	6	0.0%	0
Co-op, Archers Way, Amesbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Co-op, Boscombe Down, Amesbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0
Co-op, Salisbury Street, Amesbury	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%	1	1.6%	1	0.0%	0
Co-op, London Road, Andover	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Falkland Road, Chandlers Ford	1.3%	8	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	7.7%	5
Co-op, Bulford Road, Durrington	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	1.7%	1	0.0%	0	0.0%	0
Co-op, Sandy Lane, Eastleigh	0.2%	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	0.0%	0	0.0%	0
Co-op, Shakespeare Road, Eastleigh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Co-op, Winchester Road, Chandlers Ford, Eastleigh	0.5%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Co-op, Andover Road, Ludgershall	2.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	33.3%	14	0.0%	0	0.0%	0	0.0%	0
Co-op, Botley Road, North Baddesley	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	0.0%	0	0.0%	0
Co-op, Seymour Parade, North Baddesley	0.5%	3	1.4%	1	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Abbotswood Close, Romsey	0.5%	3	1.4%	1	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Botley Road, Romsey	1.8%	11	11.4%	8	2.9%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Test Valley Household Survey
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Co-op, Saxon Way, Halterworth, Romsey	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, The Hundred, Romsey	1.3%	8	8.6%	6	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Warren Gardens, Romsey	1.6%	10	12.9%	9	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Winchester Hill, Romsey	1.6%	10	14.3%	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%
Co-op, Maybush Corner, Southampton	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	0.0%	0	0.0%
Co-op, Nursling Street, Southampton	1.2%	7	0.0%	0	10.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, High Street, Stockbridge	3.5%	21	0.0%	0	0.0%	0	30.8%	20	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Marchwood Village Centre, Totton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%
Co-op, Bell Street, Winchester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Colden Common, 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	0.0%	0	0.0%	0	1.5%
Iceland, Bridge Street, Andover	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	0.0%	0	0.0%
Iceland, High Street, Eastleigh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%
Lidl, London Road, Amesbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%
Lidl, Western Avenue, Andover	0.7%	4	0.0%	0	0.0%	0	0.0%	0	5.5%	3	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Coles Close, off Twyford Road, Eastleigh	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%
Lidl, Hatches Lane, Salisbury	0.2%	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	0.0%	0	0.0%
Lidl, Pennings Road, Tidworth	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	0.0%	0	0.0%
Marks & Spencer, High Street, Andover	1.0%	6	0.0%	0	0.0%	0	0.0%	0	5.5%	3	5.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer Foodhall, Coles Close, Eastleigh	0.5%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%
Marks & Spencer, New Canal, Salisbury	0.5%	3	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%
Marks & Spencer, High Street, Winchester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%
Morrisons, Worting Road, Basingstoke	0.2%	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	0.0%	0	0.0%
Morrisons, Spruce Drive, Totton	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	6	0.0%
Nisa, Winterslow Road,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%

Test Valley Household Survey
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Porton																					
Nisa, Salisbury Road, West Wellow, Romsey	0.2%	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	0.0%	0	0
One Stop, Silverbirch Road, Andover	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	0.0%	0	0
Sainsbury's Superstore, Bridge Street, Andover	0.7%	4	0.0%	0	0.0%	0	0.0%	0	1.8%	1	3.7%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0
Sainsbury's Superstore, Shepherds Spring Lane, Andover	0.8%	5	0.0%	0	0.0%	0	1.5%	1	5.5%	3	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0
Sainsbury's Superstore, Leigh Road, Eastleigh	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	12.3%	8
Sainsbury's Superstore, Lordshill District Centre, Southampton	2.0%	12	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	10	0
Sainsbury's Superstore, Portswood Road, Southampton	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3	0
Sainsbury's Superstore, Badgers Farm Road, 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	0.0%	0	0.0%	1.5%	1
Tesco Extra, River Way, Andover	2.8%	17	0.0%	0	0.0%	0	0.0%	0	18.2%	10	7.4%	4	3.1%	2	2.4%	1	0.0%	0	0.0%	0	0
Tesco Extra, Pinchington Lane, Newbury	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	7	0.0%	0	0.0%	0	0.0%	0	0
Tesco Extra, The Bourne Centre, Salisbury	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	5	0.0%	0	0
Tesco Superstore, London Road, Amesbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0
Tesco Superstore, Everland Road, Hungerford	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0
Tesco Superstore, Tebourba Way, Milbrook, 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	0.0%	0	1.6%	1	0
Tesco Superstore, Station Road, Tidworth	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	14.3%	6	0.0%	0	0.0%	0	0
Tesco Metro, The Swan Centre, Eastleigh	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	9.2%	6
Tesco Metro, Castle Street, Salisbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0
Tesco Express, Charlton Road, Charlton, Andover	1.6%	10	0.0%	0	0.0%	0	0.0%	0	12.7%	7	5.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0
Tesco Express, Cricketers Way, Andover	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0
Tesco Express, Weyhill Road, Andover	0.8%	5	0.0%	0	1.4%	1	0.0%	0	5.5%	3	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0
Tesco Express, Pilgrims	3.5%	21	0.0%	0	23.2%	16	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4.6%	3

Test Valley Household Survey for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Close, Chandlers Ford																						
Tesco Express (Esso), Twyford Road, Eastleigh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Tesco Express, Andover Road, Ludgershall	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bulford Road, Salisbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Tesco Express, Winchester Street, Whitchurch	1.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Kingsworthy, Winchester	0.2%	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	0.0%	0	0.0%	0
Waitrose, Chantry Centre, Andover	2.1%	13	0.0%	0	0.0%	0	1.5%	1	7.3%	4	9.3%	5	0.0%	0	7.1%	3	0.0%	0	0.0%	0	0.0%	0
Waitrose, Oakmount Road, Chandlers Ford	2.3%	14	0.0%	0	5.8%	4	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	9
Waitrose, Alma Road, Romsey	3.0%	18	12.9%	9	4.3%	3	7.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Waitrose, Churchill Way West, Salisbury	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	6.7%	4	0.0%	0	0.0%	0
Waitrose (Little), West Quay Shopping Centre, Southampton	0.5%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0
Waitrose, Portswood Road, 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	0.0%	0	1.6%	1	0.0%	0
Waitrose, Stockbridge Road, Winchester	0.7%	4	1.4%	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	3.1%	2
Olivers Supermarkets, Olivers Battery Road South, 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	0.0%	0	0.0%	0	1.5%	1
Rosebourne, Weyhill, Andover	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	0.0%	0	0.0%	0
Andover Farmers and Crafts Market, Andover	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	0.0%	0	0.0%	0
Romsey Market, Romsey	0.5%	3	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abbotts Ann Village Shop & Post Office, Duck Street, Abbotts Ann	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, High Street, Lyndhurst	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0
Budgens, Monument Close, Essex Street, Newbury	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Budgens, White Horse Services, Salisbury Road, Middle Wallop	0.5%	3	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central Stores & Post Office, Middleton, Winterslow	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Co-op, Bell Street,	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	7.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Test Valley Household Survey for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Whitchurch																						
Co-op, Brummell Road, Newbury	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	0.0%	0	0.0%	0
Co-op, Commercial Road, 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	0.0%	0	1.6%	1	0.0%	0
Co-op, Foundry Lane, 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	0.0%	0	1.6%	1	0.0%	0
Co-op, High Street, Fordingbridge	1.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	9	0.0%	0	0.0%	0
Co-op, High Street, Hungerford	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	0.0%	0	0.0%	0
Co-op, High Street, Pewsey	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	7	0.0%	0	0.0%	0	0.0%	0
Co-op, Lyndhurst Road, Ashurst	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	6	0.0%	0
Co-op, Monkbrook Filling Station, Passfield Avenue, Eastleigh	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Co-op, Rumbridge Street, Totton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0
Co-op, Salisbury Road, Totton	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3	0.0%	0
Co-op, The Borough, Downton, Salisbury	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	6	0.0%	0	0.0%	0
Co-op, Winchester Street, Overton	1.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferndene Farm Shop, Bashley Cross Road, New Milton	0.2%	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	0.0%	0	0.0%	0
Hexagon Stores, The Hexagon, Andover	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kimbridge Farm Shop, Kimbridge Lane, Romsey	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	0.0%	0	0.0%	0
King's Somborne Post Office, The Cross, King's Somborne	0.3%	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	0.0%	0	0.0%	0
Lidl, Commercial Road, Totton	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Worting Road, Basingstoke	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Alderbury 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	1.7%	1	0.0%	0	0.0%	0
Local shops, Andover Town Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	7.3%	4	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bartley 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	0.0%	0	1.6%	1	0.0%	0
Local shops, Barton Stacey 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	0.0%	0	0.0%	0

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for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Local shops, Basingstoke Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Braishfield Village 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	0.0%	0	0.0%	0
Local shops, Broughton Village Centre	0.5%	3	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Chandlers Ford Town 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	0.0%	0	0.0%	0	3.1%	2
Local shops, Chilbolton Village 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	0.0%	0	0.0%	0
Local shops, Coombe Bissett 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	1.7%	1	0.0%	0	0.0%	0
Local shops, Durrington Village, Wiltshire	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Local shops, Eastleigh Town 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	0.0%	0	1.6%	1	1.5%	1
Local shops, Goodworth Clatford Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Great Bedwyn Village Centre	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	0.0%	0	0.0%	0
Local shops, Harestock 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	0.0%	0	0.0%	0	1.5%	1
Local shops, Hexton Village Centre	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	0.0%	0	0.0%	0
Local shops, Kintbury 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	0.0%	0	0.0%	0
Local shops, Landford 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	1.7%	1	0.0%	0	0.0%	0
Local shops, Ludgershall Town Centre	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	0.0%	0	0.0%	0
Local shops, Middle Wallop Village 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	0.0%	0	0.0%	0
Local shops, Newbury 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	0.0%	0	0.0%	0
Local shops, Otterbourne 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	0.0%	0	0.0%	0	1.5%	1
Local shops, Overton 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	0.0%	0	0.0%	0
Local shops, Pewsey Village Centre	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	0.0%	0	0.0%	0
Local shops, Pitton 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	1.7%	1	0.0%	0	0.0%	0
Local shops, Romsey Town Centre	0.3%	2	1.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, 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	0.0%	0	0.0%	0
Local shops, 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	0.0%	0	3.1%	2	0.0%	0

Test Valley Household Survey
for Carter Jonas

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
City Centre												
Local shops, St. Denys District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stockbridge Town Centre	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Local shops, Upavon Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Local shops, Whitchurch Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Local shops, Winchester City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Woodfalls Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Local shops, Woodgreen Village Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3
Local shops, Woolton Hill Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Londis, High Street, Great Bedwyn, Marlborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Marks & Spencer Simply Food, Pinchington Lane, Newbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Marks & Spencer, Northbrook Street, Newbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Marks & Spencer, Tollbar Way, Hedge End, Southampton	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Martin's Corner House Stores, Winchester Road, King's Somborne	0.3%	2	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0
McColl's, Weyhill Road, Andover	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Old Barn Stores, Church Road, North Waltham, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
One Stop, Church Road, Laverstock, Salisbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Post Office, The Ridge, Woodfalls	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Premier Stores (Country Store), The Packway, Larkhill, Salisbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Premier Stores (TM Stores), Viney Avenue, Romsey	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier Stores, Old Winton Road, Andover	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0

Test Valley Household Survey for Carter Jonas

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10										
Sainsbury's Local, Andover Road, Newbury	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Brookley Road, Brockenhurst	0.2%	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	0.0%	0	0.0%	0
Sainsbury's Local, Burgess Road, 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	0.0%	0	1.6%	1	0.0%	0
Sainsbury's Local, Hill Lane, Shirley, 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	0.0%	0	3.1%	2	0.0%	0
Sainsbury's Superstore, Brunel Plaza, Swindon	0.2%	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	0.0%	0	0.0%	0
Sainsbury's Superstore, Hector's Way, Newbury	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	0.0%	0	0.0%	0
Sainsbury's Superstore, Meeting House Lane, Ringwood	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	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	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Sainsbury's Superstore, Tollbar Way, Hedge End, 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	0.0%	0	0.0%	0	1.5%	1
Sainsbury's Superstore, Wallop Drive, Kempshott, Basingstoke	0.2%	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	0.0%	0	0.0%	0
Saxon Fields Stores, St. Birinus Gardens, Andover	0.2%	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	0.0%	0	0.0%	0
Tesco Express, Ashdown Road, Chandlers Ford	0.3%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Tesco Express, Butlers Lane, Poulner, Ringwood	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0
Tesco Express, Salisbury Street, Fordingbridge	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Tesco Express, Watson Walk, Totton	0.8%	5	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	4	0.0%	0
Tesco Express, West End Road, Bitterne, 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	0.0%	0	1.6%	1	0.0%	0
Tesco Express, Wimpson Lane, 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	0.0%	0	3.1%	2	0.0%	0
Tesco Metro, Northbrook Street, Newbury	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	0.0%	0	0.0%	0
Texaco Service Station, A30, Sutton Scotney	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Thompsons News, Warren Avenue, 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	0.0%	0	1.6%	1	0.0%	0
Waitrose, High Street, Marlborough	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	0.0%	0	0.0%	0

Test Valley Household Survey
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Waitrose, Oxford Road, Newbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Tytherley Village Store, The Village, West Tytherley	0.7%	4	0.0%	0	0.0%	0	6.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West View Stores, High Street, Broughton	0.3%	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	0.0%	0	0.0%	0
Woodfalls Post Office, The Ridge, Woodfalls	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0
Woodgreen Community Shop, Hale Road, Wood Green	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Woolton Hill Post Office, Broadlayings, Wooton Hill	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	0.0%	0	0.0%	0
Base:	608		70		69		65		55		54		64		42		60		64		65	

Q07AWhich retailer do you purchase your top-up food internet / home delivery shopping from?

Those who said 'Internet - delivered' or 'Internet - collected (click and collect)' at Q07 AND Excl. Nulls

Amazon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op	0.0%	0	0.0%	0	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	0.0%	0
HelloFresh	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	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	0.0%	0
Ocado	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0
Tesco	66.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	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	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		3		0		0		0		0		2		0		0		0		1

Test Valley Household Survey for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Q08 In addition to (LOCATION MENTIONED AT Q07), is there anywhere else you regularly use for your household's small scale top-up food shopping?																						
<i>Not those who said '(Don't do this type of shopping)' or '(Don't know)' at Q07 AND Excl. Nulls</i>																						
Aldi, Salisbury Road, Amesbury	0.5%	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	0.0%	0	0.0%	0
Aldi, Weyhill Road, Andover	1.8%	4	0.0%	0	0.0%	0	0.0%	0	15.0%	3	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Newbury	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	2	0.0%	0	6.7%	1	0.0%	0	0.0%	0
Aldi, The Hundred, Romsey	3.2%	7	18.5%	5	3.2%	1	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Salisbury	0.9%	2	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0
Aldi, Bevois Valley Road, Southampton	0.5%	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	0.0%	0	0.0%	0
Asda Superstore, Anton Mill Road, Andover	1.4%	3	0.0%	0	0.0%	0	0.0%	0	10.0%	2	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supercentre, Bournemouth Road, Chandlers Ford, Eastleigh	3.6%	8	3.7%	1	9.7%	3	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	3
Asda Superstore, Marlands Shopping Centre, Southampton	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Asda Superstore, Maynard Road, Totton	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	2	0.0%	0
Co-op, Charlton Road, Andover	0.5%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Falkland Road, Chandlers Ford	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	3
Co-op, Fair Oak Road, Eastleigh	0.5%	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	0.0%	0	0.0%	0
Co-op, Leigh Road, Eastleigh	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Co-op, Winchester Road, Chandlers Ford, Eastleigh	2.7%	6	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	4
Co-op, Andover Road, Ludgershall	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Abbotswood Close, Romsey	2.3%	5	14.8%	4	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Botley Road, Romsey	0.9%	2	3.7%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Saxon Way, Halterworth, Romsey	0.9%	2	7.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Hundred, Romsey	1.8%	4	14.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Warren Gardens, Romsey	0.5%	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	0.0%	0	0.0%	0
Co-op, Winchester Hill, Romsey	0.5%	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	0.0%	0	0.0%	0

Test Valley Household Survey
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Co-op, High Street, Stockbridge	0.9%	2	0.0%	0	0.0%	0	9.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Bell Street, Winchester	3.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Bridge Street, Andover	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	0.0%	0	0.0%
Iceland, Shirley High Street, Southampton	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%
Lidl, Western Avenue, Andover	2.3%	5	0.0%	0	0.0%	0	4.5%	1	15.0%	3	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Coles Close, off Twyford Road, Eastleigh	1.4%	3	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%
Lidl, Hatches Lane, Salisbury	0.9%	2	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%
Lidl, Shirley Road, Southampton	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%
Lidl, Pennings Road, Tidworth	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	2	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%
Marks & Spencer, High Street, Andover	1.4%	3	0.0%	0	0.0%	0	0.0%	0	5.0%	1	9.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, New Canal, Salisbury	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%
Marks & Spencer, High Street, Winchester	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%
Morrisons, Spruce Drive, Totton	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	2	0.0%
Nisa, The Crescent, Rowbarrow, Salisbury	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%
Sainsbury's Superstore, Bridge Street, Andover	0.9%	2	0.0%	0	0.0%	0	0.0%	0	5.0%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Shepherds Spring Lane, Andover	2.3%	5	0.0%	0	0.0%	0	4.5%	1	10.0%	2	4.8%	1	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Leigh Road, Eastleigh	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%
Sainsbury's Superstore, Lordshill District Centre, Southampton	0.9%	2	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Badgers Farm Road, Winchester	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%
Tesco Extra, River Way, Andover	1.4%	3	0.0%	0	0.0%	0	0.0%	0	5.0%	1	9.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Pinchington Lane, Newbury	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Easton Lane, Winchester	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	0.0%	0	0.0%

Test Valley Household Survey for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Tesco Superstore, London Road, Amesbury	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0
Tesco Superstore, Everland Road, Hungerford	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Station Road, Tidworth	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	0.0%	0	0.0%	0
Tesco Express, Charlton Road, Charlton, Andover	0.5%	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	0.0%	0	0.0%	0
Tesco Express, Weyhill Road, Andover	0.5%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Pilgrims Close, Chandlers Ford	2.3%	5	0.0%	0	16.1%	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
Tesco Express (Esso), Twyford Road, Eastleigh	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Tesco Express, Andover Road, Ludgershall	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.3%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lordswood Road, Southampton	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Tesco Express, Winchester Street, Whitchurch	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	8.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Chantry Centre, Andover	4.1%	9	0.0%	0	0.0%	0	0.0%	0	20.0%	4	23.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Oakmount Road, Chandlers Ford	5.0%	11	0.0%	0	12.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.9%	7
Waitrose, Alma Road, Romsey	4.5%	10	18.5%	5	9.7%	3	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Waitrose, Churchill Way West, Salisbury	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0
Waitrose, Stockbridge Road, Winchester	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Beccy's Greengrocer, High Street, Stockbridge	0.9%	2	0.0%	0	0.0%	0	9.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cross Stores, Winchester Road, Stockbridge	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	0.0%	0	0.0%	0
Rosebourne, Weyhill, Andover	0.5%	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	0.0%	0	0.0%	0
Romsey Market, Romsey	0.9%	2	7.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Brummell Road, Newbury	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Fordingbridge	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	2	0.0%	0	0.0%	0
Co-op, High Street, Hungerford	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Market Lavington, Devizes	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Rumbidge Street, Totton	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0

Test Valley Household Survey
for Carter Jonas

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Co-op, The Borough, Downton, Salisbury	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexagon Stores, The Hexagon, Andover	0.5%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Home Bargains, Channon Retail Park, Woodside Avenue, Eastleigh	0.5%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Kimbridge Farm Shop, Kimbridge Lane, Romsey	0.5%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Lidl, Commercial Road, Totton	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, London Road, Devizes	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ashurst Village Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Basingstoke Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Local shops, Hungerford Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Local shops, King's Somborne Village Centre	0.5%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Local shops, Kintbury Village Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Local shops, Middle Wallop Village Centre	0.5%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Local shops, Oakley Village Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Local shops, Overton Village Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Local shops, Romsey Town Centre	0.5%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Local shops, Salisbury City Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stockbridge Town Centre	0.5%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Local shops, Totton & Eling Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Woodgreen Village Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Woolton Hill Village Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Lockerley Green Stores, Lockerley Green, Lockerley, Romsey	0.5%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Pinchington Lane, Newbury	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Marks & Spencer, Harbour	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Test Valley Household Survey for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Parade, West Quay, Southampton																						
Marks & Spencer, Tollbar Way, Hedge End, Southampton	0.5%	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	0.0%	0	0.0%	0
One Stop, Park Road, Southampton	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
One Stop, Portswood Road, Portswood	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Paddock Service Station, Andover Road, Faberstown, Ludgershall	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0
Poundland, High Street, Shirley, Southampton	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Premier Stores (TM Stores), Viney Avenue, Romsey	0.5%	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	0.0%	0	0.0%	0
River Bourne Community Farm Shop, Cow Lane, Laverstock, Salisbury	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0
Sainsbury's Local, Andover Road, Newbury	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bitterne Road, Bitterne, Southampton	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Sainsbury's Superstore, Meeting House Lane, Ringwood	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Redcar Street, Shirley, Southampton	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Tatchbury Manor Farm Shop, Tatchbury Lane, Winsor, Southampton	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Tesco Express, Ashdown Road, Chandlers Ford	1.4%	3	0.0%	0	6.5%	2	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Brookley Road, Brockenhurst	0.5%	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	0.0%	0	0.0%	0
Tesco Express, Nutshalling Close, Calmore	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Tesco Express, Watson Walk, Totton	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	2	0.0%	0
Tesco Metro, Northbrook Street, Newbury	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thyme & Tides Deli, High Street, Stockbridge	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	0.0%	0	0.0%	0
Waitrose, High Street, Marlborough	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0

Test Valley Household Survey for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Woodgreen Community Shop, Hale Road, Wood Green	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0
Base:	222		27		31		22		20		21		23		11		15		26		26	

Q08A Which internet / home delivery retailer do you also use for your top-up food shopping?

Those who said 'Internet - delivered' or 'Internet - collected (click and collect)' at Q08 AND Excl. Nulls

Amazon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gusto	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HelloFresh	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0
Ocado	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	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	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	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		0		0		0		0		0		0		0		0		0		0		0

Meanscore: [%]

Q09 Of all the money you spend on your main and top-up food shopping, what share goes to your main food shopping?

None	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
1 - 10%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
11 - 20%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
21 - 30%	0.6%	6	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1
31 - 40%	0.7%	7	1.0%	1	1.0%	1	0.0%	0	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
41 - 50%	4.3%	43	6.0%	6	2.0%	2	4.0%	4	1.0%	1	5.0%	5	2.0%	2	4.0%	4	7.0%	7	6.0%	6	6.0%	6
51 - 60%	4.5%	45	6.0%	6	5.0%	5	3.0%	3	4.0%	4	3.0%	3	7.0%	7	5.0%	5	2.0%	2	4.0%	4	6.0%	6
61 - 70%	8.2%	82	10.0%	10	14.0%	14	9.0%	9	5.0%	5	7.0%	7	12.0%	12	5.0%	5	6.0%	6	5.0%	5	9.0%	9
71 - 80%	19.1%	191	24.0%	24	26.0%	26	25.0%	25	17.0%	17	18.0%	18	17.0%	17	10.0%	10	20.0%	20	21.0%	21	13.0%	13
81 - 90%	13.8%	138	12.0%	12	11.0%	11	16.0%	16	17.0%	17	8.0%	8	14.0%	14	9.0%	9	11.0%	11	19.0%	19	21.0%	21
91 - 99%	3.6%	36	4.0%	4	3.0%	3	0.0%	0	4.0%	4	4.0%	4	6.0%	6	2.0%	2	4.0%	4	3.0%	3	6.0%	6
100%	37.5%	375	27.0%	27	29.0%	29	35.0%	35	42.0%	42	43.0%	43	34.0%	34	57.0%	57	39.0%	39	35.0%	35	34.0%	34
(Don't know)	7.5%	75	8.0%	8	9.0%	9	7.0%	7	8.0%	8	10.0%	10	6.0%	6	7.0%	7	10.0%	10	6.0%	6	4.0%	4
(Refused)	0.2%	2	1.0%	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	0.0%	0
Mean:		85.89		81.75		83.84		85.32		88.46		87.27		84.89		89.78		86.29		85.93		85.35
Base:		1000		100		100		100		100		100		100		100		100		100		100

Test Valley Household Survey for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Q10 Where do you normally do most of your household's shopping for men's, women's, children's and baby clothing and footwear? NOTE we mean fashion items - NOT sports clothing and footwear																							
Excl. Nulls																							
Asda Superstore, Anton Mill Road, Andover	1.0%	7	0.0%	0	0.0%	0	0.0%	0	5.2%	3	0.0%	0	1.3%	1	2.8%	2	1.3%	1	0.0%	0	0.0%	0	
Asda Supercentre, Bournemouth Road, Chandlers Ford, Eastleigh	1.1%	8	3.9%	3	2.7%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	
Asda Superstore, Maynard Road, Totton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	
Marks & Spencer, High Street, Andover	1.1%	8	0.0%	0	0.0%	0	1.4%	1	6.9%	4	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	
Marks & Spencer, New Canal, Salisbury	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	
Marks & Spencer, High Street, Winchester	0.1%	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	0.0%	0	0.0%	0	
Morrisons, Spruce Drive, Totton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	
Sainsbury's Superstore, Lordshill District Centre, Southampton	0.1%	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	0.0%	0	0.0%	0	
Sainsbury's Superstore, Portswood Road, Southampton	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	0.0%	0	0.0%	0	
Sainsbury's Superstore, Badgers Farm Road, Winchester	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	
Tesco Extra, River Way, Andover	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Extra, Easton Lane, 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	0.0%	0	0.0%	0	
Tesco Superstore, Station Road, Tidworth	0.1%	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	0.0%	0	0.0%	0	
Bradbeers Department Store, Bell Street, Romsey	0.4%	3	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	
Chantry Centre, ANDOVER	0.5%	4	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.6%	2	0.0%	0	0.0%	0	
Festival Place, BASINGSTOKE	1.1%	8	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	6.5%	5	0.0%	0	1.3%	1	0.0%	0	0.0%	0	
Swan Centre, EASTLEIGH	1.0%	7	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	5	
Old George Mall, SALISBURY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	
Marlands Shopping Centre, SOUTHAMPTON	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	
West Quay Shopping Centre, SOUTHAMPTON (a roofed shopping centre)	6.5%	48	11.8%	9	24.7%	18	8.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	15.2%	12	1.2%	1	
Whiteley Shopping Village,	0.4%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	

Test Valley Household Survey
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
WHITELEY																						
Bourne Retail Park, SALISBURY (Dunelm, Wickes)	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	0.0%	0	0.0%	0
Channon Retail Park, EASTLEIGH (Costa Coffee, Halfords, Home Bargains, Matalan, Pets at Home)	0.1%	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	0.0%	0	0.0%	0
Enham Arch Retail Park, ANDOVER (Bensons for Beds, Halfords, Homebase, Next, Pets at Home)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End Park, Tollbar Way, HEDGE END (Currys PC World, Homebase, Marks & Spencer, Pets at Home, Sainsbury's)	2.7%	20	5.3%	4	9.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	7.1%	6
Hedge End Retail Park, Charles Watts Way, HEDGE END (Carphone Warehouse, DFS, Dwell, Fabb Sofas, Next, Oak Furniture Land, SCS, Starbucks	0.4%	3	1.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Hedge End Trade Park, Tollbar Way, HEDGE END (American Golf, Halfords, Hammonds Bedroom Furniture, Topps Tiles, The Tile Source)	0.7%	5	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3
Newbury Retail Park, NEWBURY (Argos, Costa Coffee, Currys PC World, Homebase, Matalan, Miss Selfridge, Mothercare, New Look, Next, Pizza Hut, Sports D	1.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.7%	9	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Southampton Road Retail Park, SALISBURY (Currys PC World, Benson for Beds, B&M, DFS, Harveys, Homebase, Next, Oak Furniture Land, Starbucks, Topps Til	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	0.0%	0	0.0%	0

Test Valley Household Survey for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
West Quay Retail Park, SOUTHAMPTON (Argos, Boots, Currys PC World, Decathlon, Furniture Village, Halfords, JD Sports, Mamas & Papas, Matalan, Motherca	4.1%	30	7.9%	6	1.4%	1	4.1%	3	1.7%	1	0.0%	0	0.0%	0	0.0%	0	3.9%	3	8.9%	7	10.7%	9
Amesbury Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Andover Town Centre	6.1%	45	0.0%	0	0.0%	0	13.5%	10	19.0%	11	14.7%	10	3.9%	3	15.5%	11	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	7.5%	55	0.0%	0	0.0%	0	2.7%	2	27.6%	16	20.6%	14	16.9%	13	11.3%	8	0.0%	0	0.0%	0	2.4%	2
Bath City Centre	0.1%	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	0.0%	0	0.0%	0
Bournemouth Town Centre	0.4%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.3%	1	0.0%	0
Eastleigh Town Centre	2.9%	21	5.3%	4	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	17.9%	15
Hedge End Town Centre (NOT any of the retail parks)	0.3%	2	0.0%	0	1.4%	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
Marlborough Town Centre	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	7	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	5.3%	39	0.0%	0	0.0%	0	0.0%	0	3.4%	2	2.9%	2	41.6%	32	4.2%	3	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.1%	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	0.0%	0	0.0%	0
Romsey Town Centre	4.2%	31	18.4%	14	5.5%	4	9.5%	7	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	3	2.4%	2
Salisbury City Centre	14.8%	109	2.6%	2	1.4%	1	18.9%	14	10.3%	6	29.4%	20	2.6%	2	21.1%	15	63.2%	48	1.3%	1	0.0%	0
Southampton City Centre	17.4%	128	28.9%	22	30.1%	22	18.9%	14	8.6%	5	7.4%	5	0.0%	0	0.0%	0	5.3%	4	49.4%	39	20.2%	17
Stockbridge Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Swindon Town Centre	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	8.5%	6	0.0%	0	0.0%	0	0.0%	0
Tidworth Town Centre	0.1%	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	0.0%	0	0.0%	0
Totton Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Whitchurch Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Winchester City Centre	6.7%	49	3.9%	3	8.2%	6	13.5%	10	6.9%	4	8.8%	6	3.9%	3	2.8%	2	0.0%	0	1.3%	1	16.7%	14
Abroad	0.4%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Asda Superstore, Caxton Road, Highbridge	0.1%	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	0.0%	0	0.0%	0
Bluewater Shopping Centre, Greenhithe, Kent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlepoint Shopping Park, Castle Lane West, Bournemouth	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	0.0%	0	0.0%	0
Central London	1.1%	8	0.0%	0	1.4%	1	4.1%	3	1.7%	1	1.5%	1	1.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Cheshire Oaks Designer Outlet, Ellesmere Port	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Chippenham Town Centre	0.1%	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	0.0%	0	0.0%	0
Clarks Village, Street	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glastonbury 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	1.3%	1	0.0%	0	0.0%	0
Greenbridge Retail Park, Drakes Way, Swindon	0.1%	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	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth	0.3%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Lymington 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	0.0%	0	0.0%	0

Test Valley Household Survey for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Marks & Spencer Simply Food, Pinchington Lane, Newbury	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	0.0%	0	0.0%	0
Marks & Spencer, The Meadows Centre, Marshall Road, Sandhurst	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	0.0%	0	0.0%	0
Overton 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	0.0%	0	0.0%	0
Pewsey Village Centre	0.1%	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	0.0%	0	0.0%	0
Ringwood Town Centre	0.7%	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	0.0%	0	0.0%	0
Sainsbury's Superstore, Hector's Way, Newbury	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	0.0%	0	0.0%	0
Shirley District Centre	0.5%	4	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0
Street Village 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	0.0%	0	0.0%	0
Swindon Designer Outlet, Kemble Drive, Swindon	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Salisbury Road, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	736		76		73		74		58		68		77		71		76		79		84	

Q11 How do you normally travel to (LOCATION MENTIONED AT Q10)?

Not those who said 'Abroad' or 'Internet / catalogue / TV shopping' or '(Varies)' or '(Don't know)' or '(Don't do this type of shopping)' at Q10

Car / van (as driver)	76.8%	563	72.0%	54	87.7%	64	83.8%	62	77.6%	45	83.8%	57	80.5%	62	79.7%	55	72.4%	55	62.0%	49	71.4%	60
Car / van (as passenger)	6.0%	44	2.7%	2	4.1%	3	10.8%	8	3.4%	2	1.5%	1	6.5%	5	13.0%	9	7.9%	6	5.1%	4	4.8%	4
Bus, minibus or coach	7.8%	57	9.3%	7	2.7%	2	0.0%	0	6.9%	4	5.9%	4	3.9%	3	4.3%	3	9.2%	7	24.1%	19	9.5%	8
Using park & ride facility	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	7.9%	6	1.3%	1	1.2%	1
Motorcycle, scooter or moped	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	4.9%	36	9.3%	7	2.7%	2	0.0%	0	8.6%	5	1.5%	1	6.5%	5	1.4%	1	1.3%	1	5.1%	4	11.9%	10
Taxi	0.4%	3	0.0%	0	1.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Train	2.2%	16	5.3%	4	1.4%	1	4.1%	3	3.4%	2	2.9%	2	2.6%	2	1.4%	1	0.0%	0	0.0%	0	1.2%	1
Bicycle	0.1%	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	0.0%	0	0.0%	0
Mobility scooter / wheelchair	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Base:		733		75		73		74		58		68		77		69		76		79		84

Test Valley Household Survey for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Q12 Where do you normally do most of your household's shopping for recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs & DVDs, unexposed films for photographic use, etc.) (Excluding video games)?																						
<i>Excl. Nulls</i>																						
Aldi, Weyhill Road, Andover	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Superstore, Anton Mill Road, Andover	1.9%	3	0.0%	0	0.0%	0	0.0%	0	14.3%	2	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supercentre, Bournemouth Road, Chandlers Ford, Eastleigh	7.6%	12	13.3%	2	29.4%	5	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.7%	4
Asda Superstore, Maynard Road, Totton	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	4	0.0%	0
Marks & Spencer, New Canal, Salisbury	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	0.0%	0	0.0%	0
Morrisons, Spruce Drive, Totton	1.9%	3	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	2	0.0%	0
Sainsbury's Superstore, Bridge Street, Andover	0.6%	1	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Shepherds Spring Lane, Andover	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Lordshill District Centre, Southampton	1.3%	2	6.7%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Portswood Road, 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	0.0%	0	5.0%	1	0.0%	0
Tesco Extra, River Way, Andover	8.9%	14	0.0%	0	0.0%	0	25.0%	3	35.7%	5	28.6%	4	5.0%	1	6.7%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pinchington Lane, Newbury	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Bourne Centre, Salisbury	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	2	0.0%	0	0.0%	0
Tesco Extra, Easton Lane, Winchester	0.6%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Everland Road, Hungerford	0.6%	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	0.0%	0	0.0%	0
Tesco Superstore, Station Road, Tidworth	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	3	0.0%	0	0.0%	0	0.0%	0
Waitrose, Chantry Centre, Andover	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chantry Centre, ANDOVER	0.6%	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	0.0%	0	0.0%	0
Festival Place, BASINGSTOKE	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	2	0.0%	0	12.5%	2	0.0%	0	0.0%	0
The Oracle Shopping Centre, READING	0.6%	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	0.0%	0	0.0%	0

Test Valley Household Survey for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Wilton Shopping Village, SALISBURY	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	0.0%	0	0.0%	0
Marlands Shopping Centre, 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	0.0%	0	5.0%	1	0.0%	0
West Quay Shopping Centre, SOUTHAMPTON (a roofed shopping centre)	1.3%	2	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Hedge End Park, Tollbar Way, HEDGE END (Currys PC World, Homebase, Marks & Spencer, Pets at Home, Sainsbury's)	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1
Hedge End Trade Park, Tollbar Way, HEDGE END (American Golf, Halfords, Hammonds Bedroom Furniture, Topps Tiles, The Tile Source)	0.6%	1	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Quay Retail Park, SOUTHAMPTON (Argos, Boots, Currys PC World, Decathlon, Furniture Village, Halfords, JD Sports, Mamas & Papas, Matalan, Motherca	0.6%	1	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Andover Town Centre	3.8%	6	0.0%	0	0.0%	0	0.0%	0	14.3%	2	7.1%	1	0.0%	0	20.0%	3	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	6.3%	10	0.0%	0	0.0%	0	0.0%	0	14.3%	2	28.6%	4	15.0%	3	6.7%	1	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Eastleigh Town Centre	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	2
Marlborough Town Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	3.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	4	6.7%	1	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romsey Town Centre	5.1%	8	26.7%	4	17.6%	3	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury City Centre	4.4%	7	0.0%	0	0.0%	0	16.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.3%	5	0.0%	0	0.0%	0
Southampton City Centre	17.1%	27	26.7%	4	35.3%	6	33.3%	4	7.1%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	1	45.0%	9	13.3%	2
Swindon Town Centre	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	2	0.0%	0	0.0%	0	0.0%	0
Tidworth Town Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	5.1%	8	6.7%	1	0.0%	0	8.3%	1	7.1%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0	5.0%	1	20.0%	3
Castlepoint Shopping Park, Castle Lane West, Bournemouth	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	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1
Ringwood Town Centre	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.8%	3	0.0%	0	0.0%	0
Swindon Designer Outlet, Kemble Drive, Swindon	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0

Test Valley Household Survey
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Tesco Metro, Swan Centre, Eastleigh	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1
Winnall 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	0.0%	0	0.0%	0	6.7%	1
Base:		158		15		17		12		14		14		20		15		16		20		15

Test Valley Household Survey for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Q13 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</i>																						
Asda Superstore, Anton Mill Road, Andover	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supercentre, Bournemouth Road, Chandlers Ford, Eastleigh	0.9%	5	1.8%	1	6.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Asda Supermarket, High Street, West End, Southampton	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	0.0%	0	0.0%	0
Asda Superstore, Maynard Road, Totton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Morrisons, Spruce Drive, Totton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Morrisons, Chiltern Drive, Verwood	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Lordshill District Centre, 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	0.0%	0	1.5%	1	0.0%	0
Sainsbury's Superstore, Middle Brook Street, Winchester	0.2%	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	0.0%	0	0.0%	0
Tesco Extra, River Way, Andover	1.6%	9	0.0%	0	0.0%	0	0.0%	0	12.5%	5	6.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pinchington Lane, Newbury	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	0.0%	0	0.0%	0
Tesco Extra, Easton Lane, 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	0.0%	0	0.0%	0	1.8%	1
Tesco Superstore, London Road, Amesbury	0.2%	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	0.0%	0	0.0%	0
Tesco Superstore, Tebourba Way, Milbrook, 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	0.0%	0	1.5%	1	0.0%	0
Tesco Superstore, Station Road, Tidworth	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	0.0%	0	0.0%	0
Waitrose, Chantry Centre, Andover	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Churchill Way West, Salisbury	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.8%	1	0.0%	0	0.0%	0
Homebase, Auckland Road, Millbrook, 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	0.0%	0	1.5%	1	0.0%	0
IKEA, West Quay Road, 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	0.0%	0	1.5%	1	0.0%	0
Festival Place, BASINGSTOKE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Test Valley Household Survey for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
West Quay Shopping Centre, SOUTHAMPTON (a roofed shopping centre)	5.3%	29	3.6%	2	14.6%	7	8.9%	5	2.5%	1	0.0%	0	2.0%	1	0.0%	0	1.8%	1	15.4%	10	3.5%	2
Andover Road Retail Park, WINCHESTER (Brewers Decorator Centre, HSS Hire Shop, Majestic Wine, Pets Corner)	1.8%	10	0.0%	0	0.0%	0	0.0%	0	7.5%	3	8.3%	5	2.0%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Bourne Retail Park, SALISBURY (Dunelm, Wickes)	0.9%	5	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	4	0.0%	0	0.0%	0
Brighton Hill Retail Park, BASINGSTOKE (Bensons for Beds, Carpet Right, Currys PC World, DFS, Harveys Furniture, McDonald's, Office Outlet, Pizza Hut,	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Churchill Retail Park, ANDOVER (Carpet Right, Currys PC World, TK Maxx)	7.8%	43	0.0%	0	0.0%	0	8.9%	5	35.0%	14	16.7%	10	2.0%	1	19.7%	12	1.8%	1	0.0%	0	0.0%	0
Dolphin Retail Park, SALISBURY (Argos)	0.2%	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	0.0%	0	0.0%	0
Enham Arch Retail Park, ANDOVER (Bensons for Beds, Halfords, Homebase, Next, Pets at Home)	2.0%	11	0.0%	0	0.0%	0	3.6%	2	7.5%	3	3.3%	2	0.0%	0	6.6%	4	0.0%	0	0.0%	0	0.0%	0
Hatch Warren Retail Park, BASINGSTOKE (Argos, Dreams, Pets at Home, Ponden Home, Poundstretcher, The Groom Room)	0.4%	2	0.0%	0	2.1%	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
Hedge End Park, Tollbar Way, HEDGE END (Currys PC World, Homebase, Marks & Spencer, Pets at Home, Sainsbury's)	7.8%	43	14.5%	8	18.8%	9	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	8	29.8%	17
Hedge End Retail Park, Charles Watts Way, HEDGE END (Carphone Warehouse, DFS, Dwell, Fabb Sofas, Next, Oak Furniture Land, SCS,	0.7%	4	1.8%	1	6.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Test Valley Household Survey for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Starbucks																						
Hedge End Trade Park, Tollbar Way, HEDGE END (American Golf, Halfords, Hammonds Bedroom Furniture, Topps Tiles, The Tile Source)	0.5%	3	1.8%	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	1.8%	1
Moorside Road Retail Park, WINCHESTER (Currys PC World, Halfords)	1.3%	7	0.0%	0	0.0%	0	3.6%	2	0.0%	0	1.7%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	3
Newbury Retail Park, NEWBURY (Argos, Costa Coffee, Currys PC World, Homebase, Matalan, Miss Selfridge, Mothercare, New Look, Next, Pizza Hut, Sports D	3.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.7%	17	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Northern Avenue Retail Park, ANDOVER (KFC, The Range, Wickes)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shirley Retail Park, Winchester Road, SOUTHAMPTON (Halfords, Pets at Home, Wickes)	0.4%	2	1.8%	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	0.0%	0
Southampton Road Retail Park, SALISBURY (Currys PC World, Benson for Beds, B&M, DFS, Harveys, Homebase, Next, Oak Furniture Land, Starbucks, Topps Til	3.7%	20	0.0%	0	2.1%	1	7.1%	4	0.0%	0	0.0%	0	0.0%	0	4.9%	3	21.1%	12	0.0%	0	0.0%	0
Totton Retail Park, TOTTON (Argos, Jollyes Pet Superstore, Lidl, Poundstretcher)	0.7%	4	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0
West Quay Retail Park, SOUTHAMPTON (Argos, Boots, Currys PC World, Decathlon, Furniture Village, Halfords, JD Sports, Mamas & Papas, Matalan, Motherca	13.1%	72	30.9%	17	4.2%	2	25.0%	14	0.0%	0	1.7%	1	0.0%	0	1.6%	1	10.5%	6	21.5%	14	29.8%	17
Andover Town Centre	8.2%	45	0.0%	0	0.0%	0	10.7%	6	22.5%	9	30.0%	18	6.1%	3	14.8%	9	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	2.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3	16.3%	8	4.9%	3	0.0%	0	0.0%	0	1.8%	1
Bournemouth Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.8%	1	0.0%	0	0.0%	0
Eastleigh Town Centre	0.9%	5	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	4

Test Valley Household Survey for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Newbury Town Centre	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romsey Town Centre	1.5%	8	12.7%	7	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury City Centre	4.6%	25	0.0%	0	2.1%	1	5.4%	3	0.0%	0	3.3%	2	0.0%	0	3.3%	2	29.8%	17	0.0%	0	0.0%	0
Southampton City Centre	15.7%	86	25.5%	14	33.3%	16	16.1%	9	2.5%	1	11.7%	7	0.0%	0	3.3%	2	14.0%	8	32.3%	21	14.0%	8
Swindon Town Centre	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	5	0.0%	0	0.0%	0	0.0%	0
Totton Town Centre	0.7%	4	0.0%	0	2.1%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0
Winchester City Centre	0.7%	4	1.8%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.8%	1
Abroad	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	0.0%	0	0.0%	0
Bishop's Waltham Town Centre	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	0.0%	0	0.0%	0
Bluewater Shopping Centre, Greenhithe, Kent	0.2%	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	0.0%	0	0.0%	0
Bristol City 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	0.0%	0	0.0%	0
Burbage 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	0.0%	0	0.0%	0
Cardiff City 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	0.0%	0	0.0%	0
Castlepoint Shopping Park, Castle Lane West, Bournemouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	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	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fordingbridge Town Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	4	0.0%	0	0.0%	0
Greenbridge Retail Park, Drakes Way, Swindon	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3	0.0%	0	0.0%	0	0.0%	0
Pewsey Village Centre	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	6	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Hector's Way, Newbury	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	0.0%	0	0.0%	0
Screwfix, Thorney Croft Industrial Estate, Worting Road, Basingstoke	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	0.0%	0	0.0%	0
Shirley District 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	0.0%	0	1.5%	1	0.0%	0
Sweet Briar Retail Park, Sweet Briar Road, Norwich	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	0.0%	0	0.0%	0
Tadley 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	0.0%	0	0.0%	0
Walworth Industrial Estate, North Way, Andover	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	1	1.7%	1	0.0%	0	1.6%	1	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	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yeovil Town Centre	0.2%	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	0.0%	0	0.0%	0
Base:	548			55		48		56		40		60		49		61		57		65		57

Test Valley Household Survey for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Q14 Where do you normally do most of your household's shopping for books (incl. dictionaries, encyclopaedias, text books, guidebooks and musical scores) and stationary (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?																						
<i>Excl. Nulls</i>																						
Asda Superstore, Anton Mill Road, Andover	0.9%	4	0.0%	0	0.0%	0	2.1%	1	4.7%	2	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Asda Supercentre, Bournemouth Road, Chandlers Ford, Eastleigh	3.4%	16	6.1%	3	16.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	8.9%	4
Asda Supermarket, High Street, West End, Southampton	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	0.0%	0	0.0%	0
Asda Superstore, Maynard Road, Totton	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	3	0.0%	0
Morrisons, Spruce Drive, Totton	0.4%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Morrisons, Chiltern Drive, Verwood	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Shepherds Spring Lane, Andover	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	0.0%	0	0.0%	0
Sainsbury's Superstore, Lordshill District Centre, Southampton	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	0.0%	0	0.0%	0
Sainsbury's Superstore, Portswood Road, Southampton	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	0.0%	0	0.0%	0
Sainsbury's Superstore, Badgers Farm Road, Winchester	0.4%	2	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Tesco Extra, River Way, Andover	4.7%	22	0.0%	0	0.0%	0	4.3%	2	30.2%	13	9.3%	4	6.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pinchington Lane, Newbury	0.6%	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	0.0%	0	0.0%	0
Tesco Extra, The Bourne Centre, Salisbury	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	4	0.0%	0	0.0%	0
Tesco Extra, Easton Lane, 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	0.0%	0	0.0%	0	2.2%	1
Tesco Superstore, London Road, Amesbury	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	5.1%	3	0.0%	0	0.0%	0
Tesco Superstore, Tebourba Way, Milbrook, 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	0.0%	0	2.0%	1	0.0%	0
Tesco Superstore, Station Road, Tidworth	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	3	0.0%	0	0.0%	0	0.0%	0
Waitrose, Chantry Centre, Andover	0.2%	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	0.0%	0	0.0%	0

Test Valley Household Survey for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Chantry Centre, ANDOVER	2.6%	12	0.0%	0	0.0%	0	2.1%	1	4.7%	2	9.3%	4	8.7%	4	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Fryern Arcade, CHANDLERS FORD	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2
Swan Centre, EASTLEIGH	1.1%	5	0.0%	0	7.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2
Parkway Shopping Centre, NEWBURY	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	0.0%	0	0.0%	0
Old George Mall, SALISBURY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Marlands Shopping Centre, SOUTHAMPTON	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	0.0%	0	0.0%	0
West Quay Shopping Centre, SOUTHAMPTON (a roofed shopping centre)	2.4%	11	0.0%	0	7.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	9.8%	5	4.4%	2
Totton Precinct, TOTTON	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
The Brooks Shopping Centre, WINCHESTER	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	0.0%	0	0.0%	0
Brighton Hill Retail Park, BASINGSTOKE (Bensons for Beds, Carpet Right, Currys PC World, DFS, Harveys Furniture, McDonald's, Office Outlet, Pizza Hut,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Channon Retail Park, EASTLEIGH (Costa Coffee, Halfords, Home Bargains, Matalan, Pets at Home)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Hedge End Park, Tollbar Way, HEDGE END (Currys PC World, Homebase, Marks & Spencer, Pets at Home, Sainsbury's)	0.4%	2	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Newbury Retail Park, NEWBURY (Argos, Costa Coffee, Currys PC World, Homebase, Matalan, Miss Selfridge, Mothercare, New Look, Next, Pizza Hut, Sports D	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	0.0%	0	0.0%	0
Southampton Road Retail Park, SALISBURY (Currys PC World, Benson for Beds, B&M, DFS, Harveys, Homebase, Next, Oak Furniture Land,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0

Test Valley Household Survey for Carter Jonas

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Starbucks, Topps Til West Quay Retail Park, SOUTHAMPTON (Argos, Boots, Currys PC World, Decathlon, Furniture Village, Halfords, JD Sports, Mamas & Papas, Matalan, Motherca	2.1%	10	6.1%	3	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	5	2.2%	1
Amesbury Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	1.7%	1	0.0%	0	0.0%	0
Andover Town Centre	15.7%	73	0.0%	0	0.0%	0	6.4%	3	58.1%	25	67.4%	29	4.3%	2	34.1%	14	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	1.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath 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	1.7%	1	0.0%	0	0.0%	0
Bournemouth Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	2.0%	1	0.0%	0
Chandlers Ford Town Centre	1.1%	5	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	4
Durrington 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	1.7%	1	0.0%	0	0.0%	0
Eastleigh Town Centre	2.8%	13	2.0%	1	7.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	17.8%	8
Hungerford Town Centre	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	0.0%	0	0.0%	0
Ludgershall Town Centre	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	0.0%	0	0.0%	0
Marlborough Town Centre	1.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.5%	8	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	3.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romsey Town Centre	11.8%	55	63.3%	31	23.8%	10	25.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.2%	1
Salisbury City Centre	9.0%	42	2.0%	1	2.4%	1	19.1%	9	0.0%	0	2.3%	1	0.0%	0	2.4%	1	47.5%	28	2.0%	1	0.0%	0
Southampton City Centre	7.5%	35	6.1%	3	14.3%	6	6.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.2%	20	6.7%	3
Stockbridge Town Centre	0.2%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tidworth Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Totton Town Centre	1.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	6	0.0%	0
Winchester City Centre	7.7%	36	8.2%	4	9.5%	4	23.4%	11	0.0%	0	2.3%	1	6.5%	3	2.4%	1	0.0%	0	0.0%	0	26.7%	12
Central London	0.6%	3	0.0%	0	0.0%	0	2.1%	1	0.0%	0	2.3%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Devizes Town Centre	0.4%	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	0.0%	0	0.0%	0
Fordingbridge Town Centre	2.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.6%	11	0.0%	0	0.0%	0
Heathrow Airport, Nelson Road, Hounslow	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Lyndhurst 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	0.0%	0	2.0%	1	0.0%	0
Overton Village Centre	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	0.0%	0	0.0%	0
Pewsey Village Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	3	0.0%	0	0.0%	0	0.0%	0
Ringwood Town Centre	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	4	0.0%	0	0.0%	0
Sainsbury's Superstore, Hector's Way, Newbury	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	0.0%	0	0.0%	0
Shirley District Centre	0.6%	3	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0
Winnall 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	0.0%	0	0.0%	0	2.2%	1
Woodfalls 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	3.4%	2	0.0%	0	0.0%	0
Yeovil Town Centre	0.2%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	466		49		42		47		43		43		46		41		59		51		45	

Test Valley Household Survey for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Q15 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?																						
Excl. Nulls																						
Aldi, The Hundred, Romsey	0.7%	3	2.9%	1	2.3%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Superstore, Anton Mill Road, Andover	1.2%	5	0.0%	0	0.0%	0	2.6%	1	2.6%	1	2.4%	1	3.0%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Asda Supercentre, Bournemouth Road, Chandlers Ford, Eastleigh	3.0%	12	5.9%	2	14.0%	6	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	4.4%	2
Asda Superstore, Maynard Road, Totton	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0
Lidl, Pennings Road, Tidworth	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	0.0%	0	0.0%	0
Morrisons, Spruce Drive, Totton	1.2%	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	10.9%	5	0.0%	0
Sainsbury's Superstore, Shepherds Spring Lane, Andover	1.0%	4	0.0%	0	0.0%	0	2.6%	1	2.6%	1	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Leigh Road, Eastleigh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Sainsbury's Superstore, The Maltings, Salisbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Lordshill District Centre, Southampton	1.0%	4	0.0%	0	7.0%	3	2.6%	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, Badgers Farm Road, Winchester	1.5%	6	2.9%	1	2.3%	1	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2
Tesco Extra, River Way, Andover	3.0%	12	0.0%	0	0.0%	0	0.0%	0	15.8%	6	11.9%	5	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pinchington Lane, Newbury	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Bourne Centre, Salisbury	0.2%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Easton Lane, Winchester	0.5%	2	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Tesco Superstore, Tebourba Way, Milbrook, 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	0.0%	0	2.2%	1	0.0%	0
Tesco Superstore, Station Road, Tidworth	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	3	0.0%	0	0.0%	0	0.0%	0
Waitrose, Chantry Centre, Andover	1.0%	4	0.0%	0	0.0%	0	0.0%	0	2.6%	1	2.4%	1	3.0%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Alma Road, Romsey	0.2%	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	0.0%	0	0.0%	0
Waitrose, Churchill Way	0.7%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0

Test Valley Household Survey for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
West, Salisbury																					
Waitrose, Stockbridge Road, Winchester	0.2%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chantry Centre, ANDOVER	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	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	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
The Walks Shopping Centre, BASINGSTOKE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fryern Arcade, CHANDLERS FORD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%
Swan Centre, EASTLEIGH	1.2%	5	2.9%	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	6.7%
Parkway Shopping Centre, NEWBURY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
West Quay Shopping Centre, SOUTHAMPTON (a roofed shopping centre)	1.2%	5	2.9%	1	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	2.2%
Totton Precinct, TOTTON	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%
Andover Road Retail Park, WINCHESTER (Brewers Decorator Centre, HSS Hire Shop, Majestic Wine, Pets Corner)	1.0%	4	0.0%	0	0.0%	0	0.0%	0	2.6%	1	4.8%	2	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%
Channon Retail Park, EASTLEIGH (Costa Coffee, Halfords, Home Bargains, Matalan, Pets at Home)	1.5%	6	0.0%	0	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%
Chestnut Avenue Retail Park, EASTLEIGH (American Golf, Dreams)	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	0.0%	0	0.0%
Churchill Retail Park, ANDOVER (Carpet Right, Currys PC World, TK Maxx)	0.5%	2	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Enham Arch Retail Park, ANDOVER (Bensons for Beds, Halfords, Homebase, Next, Pets at Home)	5.7%	23	0.0%	0	0.0%	0	5.1%	2	23.7%	9	14.3%	6	6.1%	2	7.1%	3	2.5%	1	0.0%	0	0.0%
Hatch Warren Retail Park, BASINGSTOKE (Argos, Dreams, Pets at Home, Ponden Home, Poundstretcher, The Groom Room)	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Hedge End Park, Tollbar Way, HEDGE END	1.0%	4	5.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%

Test Valley Household Survey for Carter Jonas

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
(Currys PC World, Homebase, Marks & Spencer, Pets at Home, Sainsbury's)												
Newbury Retail Park, NEWBURY (Argos, Costa Coffee, Currys PC World, Homebase, Matalan, Miss Selfridge, Mothercare, New Look, Next, Pizza Hut, Sports D	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shirley Retail Park, Winchester Road, SOUTHAMPTON (Halfords, Pets at Home, Wickes)	1.0%	4	2.9%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Southampton Road Retail Park, SALISBURY (Currys PC World, Benson for Beds, B&M, DFS, Harveys, Homebase, Next, Oak Furniture Land, Starbucks, Topps Til	1.2%	5	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Totton Retail Park, TOTTON (Argos, Jollyes Pet Superstore, Lidl, Poundstretcher)	1.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Quay Retail Park, SOUTHAMPTON (Argos, Boots, Currys PC World, Decathlon, Furniture Village, Halfords, JD Sports, Mamas & Papas, Matalan, Motherca	3.5%	14	5.9%	2	2.3%	1	2.6%	1	0.0%	0	0.0%	6
Amesbury Town Centre	1.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	0
Andover Town Centre	9.0%	36	0.0%	0	0.0%	0	12.8%	5	26.3%	10	28.6%	0
Basingstoke Town Centre	2.7%	11	0.0%	0	0.0%	0	0.0%	0	5.3%	2	7.1%	0
Bath City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0
Chandlers Ford Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastleigh Town Centre	4.2%	17	5.9%	2	14.0%	6	0.0%	0	0.0%	0	0.0%	0
Hungerford Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0
Ludgershall Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0
Marlborough Town Centre	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	0
Newbury Town Centre	3.0%	12	0.0%	0	0.0%	0	0.0%	0	2.4%	1	30.3%	0
Romsey Town Centre	6.5%	26	35.3%	12	11.6%	5	20.5%	8	0.0%	0	0.0%	0
Salisbury City Centre	7.0%	28	0.0%	0	2.3%	1	12.8%	5	0.0%	0	7.1%	0

Test Valley Household Survey
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Southampton City Centre	7.5%	30	8.8%	3	9.3%	4	7.7%	3	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0	28.3%	13	11.1%	5
Stockbridge Town 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	0.0%	0	0.0%	0
Swindon Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0
Tidworth Town Centre	0.2%	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	0.0%	0	0.0%	0
Totton Town Centre	1.7%	7	2.9%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	8.7%	4	0.0%	0
Winchester City Centre	3.7%	15	8.8%	3	7.0%	3	5.1%	2	0.0%	0	2.4%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	5
Abroad	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	0.0%	0	0.0%	0
Abridge 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	0.0%	0	0.0%	0
Andover Trade Park, Joule Road, Andover	0.5%	2	0.0%	0	0.0%	0	0.0%	0	5.3%	2	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	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Churchfields Industrial Estate, Stephenson Road, Salisbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Devizes Town Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	3	0.0%	0	0.0%	0	0.0%	0
Elk Mill Retail Park, Southampton Road, Titchfield, Park Gate, Fareham	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	0.0%	0	0.0%	0
Fordingbridge Town Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	3	0.0%	0	0.0%	0
Go Outdoors, Third Avenue, Millbrook Road West, Southampton	0.2%	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	0.0%	0	0.0%	0
Hansard Pet Centre, Hansard Farm, Romsey Road, Romsey	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	0.0%	0	0.0%	0
Mole Country Stores, Easton Lane, Winchester	0.2%	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	0.0%	0	0.0%	0
Mole Country Stores, Hectors Way, Newbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Olivers Battery Local 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	0.0%	0	0.0%	0
Pets at Home, London Road, Newbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pewsey Village Centre	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	0.0%	0	0.0%	0
Ringwood Town 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	10.0%	4	0.0%	0	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Shirley District Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	3	0.0%	0
Waterlooville 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	0.0%	0	0.0%	0	2.2%	1
Whitehall Garden Centre, Nursery Farm, Pewsey	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	0.0%	0	0.0%	0
Winnall 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	0.0%	0	0.0%	0	2.2%	1
Woodfalls 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	2.5%	1	0.0%	0	0.0%	0
Wyevale Garden Centre, Salisbury Road, Andover	0.2%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York 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	0.0%	0	0.0%	0	2.2%	1

Test Valley Household Survey
for Carter Jonas

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Base:	402	34	43	39	38	42	33	42	40	46	45

Test Valley Household Survey for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Q16 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</i>																						
Tesco Extra, River Way, Andover	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Tebourba Way, Milbrook, 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	0.0%	0	1.5%	1	0.0%	0
B&Q, Shakespeare Road, Eastleigh	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.7%	1
B&Q, Charles Watts Way, 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	0.0%	0	0.0%	0	1.7%	1
B&Q, Southampton Road, Salisbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Bradbeers Department Store, Bell Street, Romsey	0.4%	2	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Pincents Kiln, Reading	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, West Quay Road, Southampton	2.3%	13	1.8%	1	1.6%	1	1.9%	1	2.0%	1	0.0%	0	1.9%	1	1.9%	1	1.8%	1	5.9%	4	3.4%	2
Wilton Shopping Village, SALISBURY	0.4%	2	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
West Quay Shopping Centre, SOUTHAMPTON (a roofed shopping centre)	4.4%	25	0.0%	0	13.1%	8	9.6%	5	2.0%	1	1.6%	1	1.9%	1	0.0%	0	1.8%	1	8.8%	6	3.4%	2
Andover Road Retail Park, WINCHESTER (Brewers Decorator Centre, HSS Hire Shop, Majestic Wine, Pets Corner)	0.5%	3	1.8%	1	0.0%	0	0.0%	0	2.0%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradbeers Retail Park, Tollbar Way, HEDGE END (Bensons For Beds, Bradbeers Furniture Store, Carpet Right, Harveys)	0.7%	4	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Brighton Hill Retail Park, BASINGSTOKE (Bensons for Beds, Carpet Right, Currys PC World, DFS, Harveys Furniture, McDonald's, Office Outlet, Pizza Hut,	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Channon Retail Park, EASTLEIGH (Costa Coffee, Halfords, Home Bargains, Matalan, Pets at Home)	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	0.0%	0	0.0%	0

Test Valley Household Survey for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Chestnut Avenue Retail Park, EASTLEIGH (American Golf, Dreams)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Churchill Retail Park, ANDOVER (Carpet Right, Currys PC World, TK Maxx)	3.0%	17	0.0%	0	0.0%	0	1.9%	1	14.0%	7	9.4%	6	1.9%	1	3.8%	2	0.0%	0	0.0%	0	0.0%	0
Dolphin Retail Park, SALISBURY (Argos)	0.4%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Enham Arch Retail Park, ANDOVER (Bensons for Beds, Halfords, Homebase, Next, Pets at Home)	1.8%	10	0.0%	0	0.0%	0	1.9%	1	8.0%	4	0.0%	0	0.0%	0	9.6%	5	0.0%	0	0.0%	0	0.0%	0
Gastons Wood Retail Area, Reading Road, BASINGSTOKE (Dunelm, Lidl, The Range)	0.2%	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	0.0%	0	0.0%	0
Hatch Warren Retail Park, BASINGSTOKE (Argos, Dreams, Pets at Home, Ponden Home, Poundstretcher, The Groom Room)	0.5%	3	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Hedge End Park, Tollbar Way, HEDGE END (Currys PC World, Homebase, Marks & Spencer, Pets at Home, Sainsbury's)	3.5%	20	10.9%	6	3.3%	2	0.0%	0	2.0%	1	1.6%	1	1.9%	1	1.9%	1	0.0%	0	7.4%	5	5.1%	3
Hedge End Retail Park, Charles Watts Way, HEDGE END (Carphone Warehouse, DFS, Dwell, Fabb Sofas, Next, Oak Furniture Land, SCS, Starbucks)	4.4%	25	5.5%	3	6.6%	4	1.9%	1	2.0%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	5.9%	4	18.6%	11
Hedge End Trade Park, Tollbar Way, HEDGE END (American Golf, Halfords, Hammonds Bedroom Furniture, Topps Tiles, The Tile Source)	0.7%	4	0.0%	0	0.0%	0	1.9%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.5%	1	0.0%	0
Moorside Road Retail Park, WINCHESTER (Currys PC World, Halfords)	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	0.0%	0	0.0%	0

Test Valley Household Survey for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Newbury Retail Park, NEWBURY (Argos, Costa Coffee, Currys PC World, Homebase, Matalan, Miss Selfridge, Mothercare, New Look, Next, Pizza Hut, Sports D	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	5	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Northern Avenue Retail Park, ANDOVER (KFC, The Range, Wickes)	0.2%	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	0.0%	0	0.0%	0
Shirley Retail Park, Winchester Road, SOUTHAMPTON (Halfords, Pets at Home, Wickes)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Southampton Retail Park, NURSLING (B&Q, Carpet Right, Harveys, Tapi Carpets & Floors, Trade Point)	3.0%	17	12.7%	7	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.8%	1	10.3%	7	0.0%	0
Southampton Road Retail Park, SALISBURY (Currys PC World, Benson for Beds, B&M, DFS, Harveys, Homebase, Next, Oak Furniture Land, Starbucks, Topps Til	3.3%	19	0.0%	0	0.0%	0	5.8%	3	0.0%	0	3.1%	2	0.0%	0	3.8%	2	21.8%	12	0.0%	0	0.0%	0
West Quay Retail Park, SOUTHAMPTON (Argos, Boots, Currys PC World, Decathlon, Furniture Village, Halfords, JD Sports, Mamas & Papas, Matalan, Motherca	8.8%	50	20.0%	11	3.3%	2	11.5%	6	4.0%	2	3.1%	2	1.9%	1	0.0%	0	16.4%	9	8.8%	6	18.6%	11
Amesbury Town 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	5.5%	3	0.0%	0	0.0%	0
Andover Town Centre	8.6%	49	0.0%	0	0.0%	0	13.5%	7	26.0%	13	32.8%	21	1.9%	1	13.5%	7	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	1.9%	11	0.0%	0	0.0%	0	0.0%	0	6.0%	3	3.1%	2	7.7%	4	3.8%	2	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	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Chandlers Ford Town Centre	1.9%	11	0.0%	0	3.3%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	11.9%	7
Eastleigh Town Centre	2.3%	13	3.6%	2	1.6%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	9
Hedge End Town Centre (NOT any of the retail parks)	0.9%	5	0.0%	0	3.3%	2	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Lordshill District Centre, 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	0.0%	0	0.0%	0
Ludgershall Town Centre	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	0.0%	0	0.0%	0
Marlborough Town Centre	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	0.0%	0	0.0%	0

Test Valley Household Survey for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Newbury Town Centre	4.4%	25	0.0%	0	0.0%	0	0.0%	0	2.0%	1	3.1%	2	34.6%	18	7.7%	4	0.0%	0	0.0%	0	0.0%	0
North Baddesley Village 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	0.0%	0	0.0%	0
Nursling Village Centre	0.4%	2	0.0%	0	1.6%	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
Reading Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Romsey Town Centre	2.3%	13	14.5%	8	3.3%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.7%	1
Salisbury City Centre	6.2%	35	1.8%	1	1.6%	1	7.7%	4	4.0%	2	10.9%	7	0.0%	0	1.9%	1	32.7%	18	1.5%	1	0.0%	0
Southampton City Centre	14.4%	82	18.2%	10	29.5%	18	19.2%	10	4.0%	2	15.6%	10	1.9%	1	7.7%	4	7.3%	4	26.5%	18	8.5%	5
Swindon Town Centre	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	5	0.0%	0	0.0%	0	0.0%	0
Totton Town 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	0.0%	0	4.4%	3	0.0%	0
Winchester City Centre	1.8%	10	0.0%	0	0.0%	0	3.8%	2	2.0%	1	4.7%	3	3.8%	2	0.0%	0	0.0%	0	1.5%	1	1.7%	1
Abroad	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	0.0%	0	0.0%	0
Basingstoke Retail Park, Wallop Drive, 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	0.0%	0	0.0%	0
Bluewater Shopping Centre, Greenhithe, Kent	0.2%	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	0.0%	0	0.0%	0
Boyatt Wood Industrial Estate, Eastleigh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Carpetright, New Park Street, Devizes	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	0.0%	0	0.0%	0
Central London	0.5%	3	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Christchurch 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	1.8%	1	0.0%	0	0.0%	0
Cosham District Centre, Portsmouth	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	0.0%	0	0.0%	0
Devizes 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	0.0%	0	0.0%	0
Ferndown 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	1.8%	1	0.0%	0	0.0%	0
Fordingbridge 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	1.8%	1	0.0%	0	0.0%	0
Greenbridge Retail Park, Drakes Way, Swindon	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	0.0%	0	0.0%	0
Guildford Town 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	0.0%	0	0.0%	0
International Furniture, The Commercial Centre, Picket Piece, Andover	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	0.0%	0	0.0%	0
Leekes Department Store, Beanacre Road, Melksham	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	0.0%	0	0.0%	0
London Road Retail Park, London Road, Newbury	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	0.0%	0	0.0%	0
Marks & Spencer, The Meadows Centre, Marshall Road, Sandhurst	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	0.0%	0	0.0%	0
Mountbatten Retail Park, Western Esplanade, Southampton	0.4%	2	0.0%	0	1.6%	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
Netley Marsh 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	0.0%	0	1.5%	1	0.0%	0
Nottingham 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	0.0%	0	1.5%	1	0.0%	0
Oakley Carpets & Furniture, Andover Road, Oakley,	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	0.0%	0	0.0%	0

Test Valley Household Survey for Carter Jonas

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	
Basingstoke												
Overton Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peter Green Furnishers, School Lane, Chandlers Ford	1.4%	8	0.0%	0	9.8%	6	1.9%	1	0.0%	0	1.7%	1
Pewsey Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Picket Piece Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poole Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth City Centre	0.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Ringwood Town Centre	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Commercial Centre, Picket Piece, Andover	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Trowbridge Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellington park, Tollbar Way, Southampton	0.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Wellow Village Centre	0.7%	4	1.8%	1	1.6%	1	3.8%	2	0.0%	0	0.0%	0
Wilton Flooring, Winchester Road, Chandlers Ford, Eastleigh	0.5%	3	0.0%	0	3.3%	2	0.0%	0	0.0%	0	1.7%	1
Base:	568	55	61	52	50	64	52	52	55	68	59	

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Q17 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)?																						
Excl. Nulls																						
Aldi, The Hundred, Romsey	0.3%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Western Avenue, Andover	0.1%	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	0.0%	0	0.0%	0
B&Q, Lister Road, Basingstoke	1.1%	9	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	8.8%	7	1.4%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Shakespeare Road, Eastleigh	14.8%	117	9.2%	7	37.5%	30	10.1%	7	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	4	75.6%	68
B&Q, Charles Watts Way, Hedge End	2.8%	22	3.9%	3	5.0%	4	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	10	3.3%	3
B&Q, London Road, Newbury	2.0%	16	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	18.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Southampton Road, Salisbury	4.9%	39	1.3%	1	1.3%	1	11.6%	8	0.0%	0	1.3%	1	0.0%	0	4.2%	3	28.0%	23	2.4%	2	0.0%	0
Homebase, Winchester Road, Basingstoke	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	8.8%	7	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Southampton Road, Salisbury	1.1%	9	1.3%	1	0.0%	0	1.4%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	7.3%	6	0.0%	0	0.0%	0
Homebase, Auckland Road, Millbrook, Southampton	1.1%	9	3.9%	3	1.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	1.1%	1
Homebase, Easton Labne, Winchester	1.6%	13	1.3%	1	0.0%	0	4.3%	3	1.2%	1	3.8%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0	4.4%	4
Screwfix, East Portway Industrial Estate, Andover	1.8%	14	0.0%	0	0.0%	0	4.3%	3	6.0%	5	2.5%	2	2.5%	2	1.4%	1	1.2%	1	0.0%	0	0.0%	0
Screwfix, Bone Lane, Newbury	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	0.0%	0	0.0%	0
Screwfix, Romsey Industrial Estate, Greatbridge Road, Romsey	0.8%	6	3.9%	3	1.3%	1	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Southampton Road, Salisbury	0.5%	4	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0
Screwfix, Millbrook Road West, Millbrook, Southampton	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	4.9%	4	0.0%	0
Screwfix, Wykeham Industrial Estate, Winnall, Winchester	0.3%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Chantry Centre, ANDOVER	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	0.0%	0	0.0%	0
Andover Road Retail Park, WINCHESTER (Brewers Decorator Centre, HSS Hire Shop, Majestic Wine, Pets Corner)	1.6%	13	0.0%	0	0.0%	0	1.4%	1	11.9%	10	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bourne Retail Park,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
SALISBURY (Dunelm, Wickes)																						
Channon Retail Park, EASTLEIGH (Costa Coffee, Halfords, Home Bargains, Matalan, Pets at Home)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Churchill Retail Park, ANDOVER (Carpet Right, Currys PC World, TK Maxx)	1.5%	12	0.0%	0	0.0%	0	0.0%	0	4.8%	4	3.8%	3	5.0%	4	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Dolphin Retail Park, SALISBURY (Argos)	0.1%	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	0.0%	0	0.0%	0
Enhnam Arch Retail Park, ANDOVER (Bensons for Beds, Halfords, Homebase, Next, Pets at Home)	11.6%	92	0.0%	0	0.0%	0	10.1%	7	41.7%	35	31.6%	25	6.3%	5	26.8%	19	1.2%	1	0.0%	0	0.0%	0
Hedge End Park, Tollbar Way, HEDGE END (Currys PC World, Homebase, Marks & Spencer, Pets at Home, Sainsbury's)	0.9%	7	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	4.4%	4
Moorside Road Retail Park, WINCHESTER (Currys PC World, Halfords)	0.3%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Retail Park, NEWBURY (Argos, Costa Coffee, Currys PC World, Homebase, Matalan, Miss Selfridge, Mothercare, New Look, Next, Pizza Hut, Sports D	2.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	20	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Northern Avenue Retail Park, ANDOVER (KFC, The Range, Wickes)	1.6%	13	0.0%	0	0.0%	0	7.2%	5	2.4%	2	5.1%	4	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Shirley Retail Park, Winchester Road, SOUTHAMPTON (Halfords, Pets at Home, Wickes)	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	4	0.0%	0
Solstice Retail Park, AMESBURY (Co-op, Costa Coffee, Holiday Inn, Home Bargains, KFC, McDonald's, Pizza Hut)	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	0.0%	0	0.0%	0

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Southampton Retail Park, NURSING (B&Q, Carpet Right, Harveys, Tapi Carpets & Floors, Trade Point)	13.1%	104	43.4%	33	33.8%	27	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	48.8%	40	0.0%	0
Southampton Road Retail Park, SALISBURY (Currys PC World, Benson for Beds, B&M, DFS, Harveys, Homebase, Next, Oak Furniture Land, Starbucks, Topps Til	2.0%	16	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	15.9%	13	0.0%	0	0.0%	0
Totton Retail Park, TOTTON (Argos, Jollyes Pet Superstore, Lidl, Poundstretcher)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
West Quay Retail Park, SOUTHAMPTON (Argos, Boots, Currys PC World, Decathlon, Furniture Village, Halfords, JD Sports, Mamas & Papas, Matalan, Motherca	0.3%	2	1.3%	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	0.0%	0
Amesbury Town 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	0.0%	0	0.0%	0
Andover Town Centre	8.4%	67	1.3%	1	0.0%	0	8.7%	6	21.4%	18	35.4%	28	1.3%	1	16.9%	12	1.2%	1	0.0%	0	0.0%	0
Basingstoke Town Centre	0.9%	7	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.3%	1	5.0%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	1
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	1.2%	1	0.0%	0	0.0%	0
Chandlers Ford Town Centre	0.3%	2	0.0%	0	1.3%	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
Eastleigh Town Centre	0.8%	6	0.0%	0	5.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Hungerford Town Centre	0.1%	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	0.0%	0	0.0%	0
Ludgershall Town Centre	0.1%	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	0.0%	0	0.0%	0
Marlborough Town 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	0.0%	0	0.0%	0
Newbury Town Centre	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	5	2.8%	2	0.0%	0	0.0%	0	0.0%	0
North Baddesley 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	0.0%	0	0.0%	0
Nursling Village Centre	0.9%	7	6.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Romsey Town Centre	2.6%	21	15.8%	12	3.8%	3	8.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury City Centre	2.1%	17	0.0%	0	0.0%	0	2.9%	2	0.0%	0	2.5%	2	0.0%	0	2.8%	2	13.4%	11	0.0%	0	0.0%	0
Southampton City Centre	1.1%	9	3.9%	3	1.3%	1	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.2%	1	0.0%	0
Swindon Town 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	0.0%	0	0.0%	0
Totton 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	0.0%	0	3.7%	3	0.0%	0
Whitchurch 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	0.0%	0	0.0%	0
Winchester City Centre	0.6%	5	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3
Abroad	0.1%	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	0.0%	0	0.0%	0
Andover Trade Park, Joule Road, Andover	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	0.0%	0	0.0%	0
B&Q, Franconia Drive,	1.0%	8	0.0%	0	5.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	4	0.0%	0

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Nursling Industrial Estate, Nursling, Southampton												
B&Q, Great Western Way, Swindon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Hambleton Avenue, Devizes	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boyatt Wood Industrial Estate, Eastleigh	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Carvers Trading Estate, Southampton Road, Ringwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlepoint Shopping Park, Castle Lane West, Bournemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Churchfields Industrial Estate, Stephenson Road, Salisbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Devizes Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fordingbridge Town Centre	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Enham Arch Retail Park, Newbury Road, Andover	0.6%	5	0.0%	0	0.0%	0	0.0%	0	4.8%	4	0.0%	0
Hopton Park Industrial Estate, Hopton Road, Devizes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
In-Excess DIY, Netherhampton Road, Harnham, Salisbury	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Ringwood Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rosebourne, Amesbury Road, Weyhill, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Stanstead Industrial Estate, Goodwood Road, Eastleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shirley District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walworth Industrial Estate, North Way, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Whitehall Garden Centre, Nursery Farm, Pewsey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Canal View Road, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Millenium Court, Churchill Way West, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilton House Garden Centre, Salisbury Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Wilton, Salisbury												
Woodborough Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Bath Road, Thatcham, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Netherhampton Road, Netherhampton, Salisbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Salisbury Road, Andover	0.8%	6	0.0%	0	0.0%	0	2.9%	2	1.2%	1	1.3%	1
Base:	793		76		80		69		84		79	
									80		71	
										82		82
												90

Test Valley Household Survey for Carter Jonas

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Q18 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</i>												
Aldi, Salisbury Road, Amesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Weyhill Road, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Aldi, The Hundred, Romsey	0.8%	7	1.1%	1	2.2%	2	4.5%	4	0.0%	0	0.0%	0
Aldi, London Road, Salisbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Burnett Close, Winchester	0.3%	3	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1
Asda Superstore, Anton Mill Road, Andover	2.0%	17	0.0%	0	0.0%	0	2.3%	2	8.4%	7	5.4%	5
Asda Superstore, Brighton Way, Brighton Hill, Basingstoke	0.2%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.2%	1
Asda Supercentre, Bournemouth Road, Chandlers Ford, Eastleigh	3.1%	27	4.5%	4	13.5%	12	1.1%	1	0.0%	0	0.0%	0
Asda Superstore, Maynard Road, Totton	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Western Avenue, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Lidl, Pennings Road, Tidworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Morrisons, Worting Road, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Morrisons, Estcourt Street, Devizes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Morrisons, Spruce Drive, Totton	0.8%	7	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Chiltern Drive, Verwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Sainsbury's Superstore, Bridge Street, Andover	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Shepherds Spring Lane, Andover	0.8%	7	0.0%	0	0.0%	0	1.1%	1	2.4%	2	1.1%	1
Sainsbury's Superstore, Leigh Road, Eastleigh	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, The Maltings, Salisbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Sainsbury's Superstore, Lordshill District Centre, Southampton	1.1%	10	2.2%	2	5.6%	5	1.1%	1	0.0%	0	0.0%	0

Test Valley Household Survey for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Sainsbury's Superstore, Portswood Road, 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	0.0%	0	2.3%	2	0.0%	0
Sainsbury's Superstore, Badgers Farm Road, Winchester	1.1%	10	1.1%	1	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	7
Sainsbury's Superstore, Middle Brook Street, Winchester	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	0.0%	0	0.0%	0
Tesco Extra, River Way, Andover	5.8%	51	0.0%	0	0.0%	0	8.0%	7	28.9%	24	15.2%	14	4.9%	4	1.2%	1	1.1%	1	0.0%	0	0.0%	0
Tesco Extra, Pinchington Lane, Newbury	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Bourne Centre, Salisbury	1.1%	10	0.0%	0	0.0%	0	4.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	6	0.0%	0	0.0%	0
Tesco Extra, Easton Lane, Winchester	0.3%	3	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Tesco Superstore, London Road, Amesbury	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	4.5%	4	0.0%	0	0.0%	0
Tesco Superstore, Sizer Way, Dibden, 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	0.0%	0	2.3%	2	0.0%	0
Tesco Superstore, Tebourba Way, Milbrook, Southampton	0.7%	6	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	5	0.0%	0
Tesco Superstore, Station Road, Tidworth	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	6.0%	5	0.0%	0	0.0%	0	0.0%	0
Waitrose, Chantry Centre, Andover	0.7%	6	0.0%	0	0.0%	0	1.1%	1	1.2%	1	1.1%	1	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0
Waitrose, Oakmount Road, Chandlers Ford	0.6%	5	0.0%	0	2.2%	2	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Waitrose, Alma Road, Romsey	1.3%	11	5.6%	5	1.1%	1	5.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Churchill Way West, Salisbury	0.8%	7	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	4	0.0%	0	0.0%	0
Waitrose, Stockbridge Road, Winchester	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	0.0%	0	0.0%	0
Chantry Centre, ANDOVER	1.5%	13	0.0%	0	0.0%	0	2.3%	2	3.6%	3	6.5%	6	1.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Festival Place, BASINGSTOKE	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fryern Arcade, CHANDLERS FORD	0.7%	6	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	5
Swan Centre, EASTLEIGH	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	3.3%	3
Cross Keys Shopping Centre, SALISBURY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Old George Mall, SALISBURY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0

Test Valley Household Survey for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
West Quay Shopping Centre, SOUTHAMPTON (a roofed shopping centre)	0.7%	6	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	4	0.0%	0
Totton Precinct, TOTTON	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	8	0.0%	0
Whiteley Shopping Village, 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	0.0%	0	1.1%	1	0.0%	0
Channon Retail Park, EASTLEIGH (Costa Coffee, Halfords, Home Bargains, Matalan, Pets at Home)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Hedge End Park, Tollbar Way, HEDGE END (Currys PC World, Homebase, Marks & Spencer, Pets at Home, Sainsbury's)	0.2%	2	0.0%	0	1.1%	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
Hedge End Trade Park, Tollbar Way, HEDGE END (American Golf, Halfords, Hammonds Bedroom Furniture, Topps Tiles, The Tile Source)	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Retail Park, NEWBURY (Argos, Costa Coffee, Currys PC World, Homebase, Matalan, Miss Selfridge, Mothercare, New Look, Next, Pizza Hut, Sports D	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton Road Retail Park, SALISBURY (Currys PC World, Benson for Beds, B&M, DFS, Harveys, Homebase, Next, Oak Furniture Land, Starbucks, Topps Til	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	0.0%	0	0.0%	0
West Quay Retail Park, SOUTHAMPTON (Argos, Boots, Currys PC World, Decathlon, Furniture Village, Halfords, JD Sports, Mamas & Papas, Matalan, Motherca	1.3%	11	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	5	3.3%	3
Amesbury Town Centre	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.4%	2	8.0%	7	0.0%	0	0.0%	0
Andover Town Centre	13.4%	117	0.0%	0	0.0%	0	9.1%	8	50.6%	42	52.2%	48	6.1%	5	16.9%	14	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Test Valley Household Survey for Carter Jonas

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Bournemouth Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chandlers Ford Town Centre	2.6%	23	0.0%	0	9.0%	8	0.0%	0	0.0%	0	16.5%
Durrington Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Eastleigh Town Centre	3.0%	26	0.0%	0	7.9%	7	0.0%	0	0.0%	0	20.9%
Hungerford Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%
Lordshill District Centre, Southampton	0.3%	3	0.0%	0	2.2%	2	0.0%	0	0.0%	0	1.1%
Ludgershall Town Centre	1.3%	11	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%
Marlborough Town Centre	1.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	11	0.0%
Newbury Town Centre	3.4%	30	0.0%	0	0.0%	0	2.4%	2	32.9%	27	1.2%
North Baddesley Village Centre	0.3%	3	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%
Portsmouth Local Centre, Southampton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Romsey Town Centre	13.9%	121	82.0%	73	24.7%	22	23.9%	21	0.0%	0	0.0%
Salisbury City Centre	4.7%	41	0.0%	0	0.0%	0	2.3%	2	0.0%	0	2.4%
Southampton City Centre	4.0%	35	1.1%	1	11.2%	10	3.4%	3	0.0%	0	1.1%
Stockbridge Town Centre	0.5%	4	0.0%	0	0.0%	0	4.5%	4	0.0%	0	0.0%
Swindon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%
Tidworth Town Centre	1.1%	10	0.0%	0	0.0%	0	0.0%	0	5.4%	5	0.0%
Totton Town Centre	1.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitchurch Town Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	7.3%	6	0.0%
Winchester City Centre	2.8%	24	0.0%	0	1.1%	1	6.8%	6	1.2%	1	3.7%
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%
Bitterne District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Central London	0.2%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.2%
Charlton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%
Devizes Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%
Downton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Fordingbridge Town Centre	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%
Highclere Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%
London Colney Village Centre	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%
Lymington Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lyndhurst Village Centre	0.3%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	2.3%
Millbrook Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Overton Village Centre	0.8%	7	0.0%	0	0.0%	0	0.0%	0	8.5%	7	0.0%
Pewsey Village Centre	1.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%
Ringwood Town Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%
Sainsbury's Superstore, Hector's Way, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%
Sainsbury's Superstore, Wallop Drive, Kempshott, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shirley District Centre	0.9%	8	0.0%	0	2.2%	2	0.0%	0	0.0%	0	6.9%
Tesco Express, Shirley Road, Shirley, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%

Test Valley Household Survey for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
The Maltings, West Dean, Salisbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Verwood 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	1.1%	1	0.0%	0	0.0%	0
Waitrose, Basing View, Basingstoke	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	0.0%	0	0.0%	0
Wellow 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	0.0%	0	0.0%	0
West Totton 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	0.0%	0	1.1%	1	0.0%	0
Base:		872		89		89		88		83		92		82		83		88		87		91

Test Valley Household Survey for Carter Jonas

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Q19 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</i>												
Asda Superstore, Anton Mill Road, Andover	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supercentre, Bournemouth Road, Chandlers Ford, Eastleigh	0.7%	3	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	1
Asda Supermarket, High Street, West End, Southampton	0.2%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Superstore, Maynard Road, Totton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0
Sainsbury's Superstore, Shepherds Spring Lane, Andover	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Sainsbury's Superstore, Portswood Road, Southampton	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Badgers Farm Road, Winchester	0.5%	2	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Tesco Extra, River Way, Andover	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	1	2.9%	0
Tesco Superstore, Station Road, Tidworth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0
B&Q, Lister Road, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
IKEA, West Quay Road, Southampton	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chantry Centre, ANDOVER	0.7%	3	0.0%	0	0.0%	0	3.2%	1	2.5%	1	0.0%	0
Festival Place, BASINGSTOKE	0.7%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Swan Centre, EASTLEIGH	1.0%	4	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0
Kennet Shopping Centre, NEWBURY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Parkway Shopping Centre, NEWBURY	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	0
Marlands Shopping Centre, SOUTHAMPTON	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Quay Shopping Centre, SOUTHAMPTON (a roofed shopping centre)	6.3%	26	2.4%	1	20.5%	9	12.9%	4	0.0%	0	0.0%	0
The Brooks Shopping Centre, WINCHESTER	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Channon Retail Park,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Test Valley Household Survey for Carter Jonas

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
EASTLEIGH (Costa Coffee, Halfords, Home Bargains, Matalan, Pets at Home)												
Enham Arch Retail Park, ANDOVER (Bensons for Beds, Halfords, Homebase, Next, Pets at Home)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End Park, Tollbar Way, HEDGE END (Currys PC World, Homebase, Marks & Spencer, Pets at Home, Sainsbury's)	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2
Hedge End Trade Park, Tollbar Way, HEDGE END (American Golf, Halfords, Hammonds Bedroom Furniture, Topps Tiles, The Tile Source)	0.2%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Retail Park, NEWBURY (Argos, Costa Coffee, Currys PC World, Homebase, Matalan, Miss Selfridge, Mothercare, New Look, Next, Pizza Hut, Sports D	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton Road Retail Park, SALISBURY (Currys PC World, Benson for Beds, B&M, DFS, Harveys, Homebase, Next, Oak Furniture Land, Starbucks, Topps Til	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
West Quay Retail Park, SOUTHAMPTON (Argos, Boots, Currys PC World, Decathlon, Furniture Village, Halfords, JD Sports, Mamas & Papas, Matalan, Motherca	6.5%	27	12.2%	5	0.0%	0	3.2%	1	0.0%	0	2.0%	1
Amesbury Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Andover Town Centre	11.5%	48	0.0%	0	0.0%	0	9.7%	3	47.5%	19	45.7%	16
Basingstoke Town Centre	4.3%	18	0.0%	0	0.0%	0	0.0%	0	7.5%	3	11.4%	4
Bournemouth Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastleigh Town Centre	2.2%	9	4.9%	2	2.3%	1	0.0%	0	0.0%	0	0.0%	0

Test Valley Household Survey for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Hungerford Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Marlborough Town Centre	2.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	21.6%	8	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	5.3%	22	0.0%	0	0.0%	0	0.0%	0	7.5%	3	0.0%	0	33.3%	17	5.4%	2	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.5%	2	0.0%	0	2.3%	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
Romsey Town Centre	7.7%	32	43.9%	18	13.6%	6	19.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2
Salisbury City Centre	10.3%	43	0.0%	0	4.5%	2	12.9%	4	7.5%	3	5.7%	2	0.0%	0	8.1%	3	61.7%	29	0.0%	0	0.0%	0
Southampton City Centre	14.4%	60	22.0%	9	27.3%	12	16.1%	5	7.5%	3	11.4%	4	0.0%	0	2.7%	1	8.5%	4	25.0%	11	23.9%	11
Swindon Town Centre	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	4	0.0%	0	0.0%	0	0.0%	0
Totton Town Centre	0.7%	3	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0
Winchester City Centre	6.3%	26	4.9%	2	9.1%	4	9.7%	3	2.5%	1	11.4%	4	7.8%	4	0.0%	0	0.0%	0	0.0%	0	17.4%	8
Abroad	3.6%	15	0.0%	0	9.1%	4	6.5%	2	2.5%	1	2.9%	1	5.9%	3	8.1%	3	0.0%	0	0.0%	0	2.2%	1
Bluewater Shopping Centre, Greenhithe, Kent	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	0.0%	0	0.0%	0
Central London	1.4%	6	0.0%	0	0.0%	0	3.2%	1	5.0%	2	0.0%	0	2.0%	1	0.0%	0	4.3%	2	0.0%	0	0.0%	0
Devizes Town Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	3	0.0%	0	0.0%	0	0.0%	0
Fordingbridge Town Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	3	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth	0.2%	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	0.0%	0	0.0%	0
Hartley Wintney Village Centre	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	0.0%	0	0.0%	0
Heathrow Airport, Nelson Road, Hounslow	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Home Sense, Churchill Way West, Salisbury	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	0.0%	0	0.0%	0
Lymington Town 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	2.1%	1	2.3%	1	0.0%	0
Poole Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ringwood Town Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	3	0.0%	0	0.0%	0
Sainsbury's Superstore, Hector's Way, Newbury	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	0.0%	0	0.0%	0
Shirley District 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	0.0%	0	4.5%	2	0.0%	0
Thatcham 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	0.0%	0	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	0.0%	0	0.0%	0	2.2%	1
Base:	416			41		44		31		40		35		51		37		47		44		46

Test Valley Household Survey for Carter Jonas

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Meanscore: [Number of visits per week]																						
Q20 How often do you or your household visit Andover for shopping and other town centre uses?																						
Daily	0.5%	5	0.0%	0	0.0%	0	1.0%	1	3.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	0.8%	8	0.0%	0	0.0%	0	1.0%	1	2.0%	2	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 days a week	5.4%	54	0.0%	0	0.0%	0	7.0%	7	17.0%	17	22.0%	22	3.0%	3	5.0%	5	0.0%	0	0.0%	0	0.0%	0
One day a week	12.3%	123	0.0%	0	0.0%	0	17.0%	17	38.0%	38	38.0%	38	8.0%	8	20.0%	20	1.0%	1	0.0%	0	1.0%	1
Every two weeks	4.9%	49	0.0%	0	0.0%	0	5.0%	5	13.0%	13	12.0%	12	5.0%	5	12.0%	12	2.0%	2	0.0%	0	0.0%	0
Monthly	4.6%	46	0.0%	0	2.0%	2	6.0%	6	8.0%	8	12.0%	12	5.0%	5	8.0%	8	5.0%	5	0.0%	0	0.0%	0
Once every two months	2.2%	22	1.0%	1	1.0%	1	4.0%	4	3.0%	3	2.0%	2	2.0%	2	9.0%	9	0.0%	0	0.0%	0	0.0%	0
Three-four times a year	4.0%	40	0.0%	0	1.0%	1	11.0%	11	2.0%	2	2.0%	2	6.0%	6	5.0%	5	11.0%	11	1.0%	1	1.0%	1
Once a year	3.2%	32	2.0%	2	1.0%	1	7.0%	7	0.0%	0	2.0%	2	3.0%	3	6.0%	6	4.0%	4	2.0%	2	5.0%	5
Less often	2.1%	21	2.0%	2	3.0%	3	2.0%	2	6.0%	6	1.0%	1	3.0%	3	0.0%	0	1.0%	1	1.0%	1	2.0%	2
Never	59.0%	590	95.0%	95	90.0%	90	39.0%	39	7.0%	7	3.0%	3	62.0%	62	32.0%	32	75.0%	75	96.0%	96	91.0%	91
(Don't know)	0.6%	6	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	2.0%	2	1.0%	1	0.0%	0	0.0%	0
(Varies)	0.4%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Mean:	0.38		0.00		0.01		0.52		1.22		1.35		0.21		0.44		0.05		0.00		0.01	
Base:	1000		100		100		100		100		100		100		100		100		100		100	

Test Valley Household Survey for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Q21 What do you like about Andover? [MR]																						
<i>Not those who said 'Never' at Q20</i>																						
Attractive environment / nice place	5.9%	24	0.0%	0	30.0%	3	3.3%	2	8.6%	8	3.1%	3	2.6%	1	5.9%	4	8.0%	2	25.0%	1	0.0%	0
Close to friends or relatives	0.5%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Close to home	21.5%	88	0.0%	0	0.0%	0	11.5%	7	25.8%	24	37.1%	36	18.4%	7	20.6%	14	0.0%	0	0.0%	0	0.0%	0
Close to work	1.7%	7	0.0%	0	10.0%	1	0.0%	0	0.0%	0	2.1%	2	7.9%	3	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Compact	4.9%	20	0.0%	0	0.0%	0	1.6%	1	7.5%	7	5.2%	5	5.3%	2	2.9%	2	8.0%	2	0.0%	0	11.1%	1
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	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	0.0%	0	0.0%	0
Easy to get to by car	4.1%	17	0.0%	0	0.0%	0	6.6%	4	1.1%	1	5.2%	5	5.3%	2	5.9%	4	4.0%	1	0.0%	0	0.0%	0
Easy to park	7.8%	32	20.0%	1	10.0%	1	21.3%	13	3.2%	3	5.2%	5	2.6%	1	5.9%	4	12.0%	3	0.0%	0	11.1%	1
Good facilities in general	1.7%	7	0.0%	0	10.0%	1	0.0%	0	1.1%	1	1.0%	1	0.0%	0	1.5%	1	12.0%	3	0.0%	0	0.0%	0
Good food stores	2.0%	8	20.0%	1	0.0%	0	8.2%	5	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good pubs, cafés or restaurants	1.2%	5	0.0%	0	0.0%	0	0.0%	0	2.2%	2	1.0%	1	0.0%	0	1.5%	1	0.0%	0	25.0%	1	0.0%	0
Good range of non-food shops	3.7%	15	0.0%	0	0.0%	0	8.2%	5	2.2%	2	1.0%	1	5.3%	2	2.9%	2	12.0%	3	0.0%	0	0.0%	0
Good range of independent shops	2.4%	10	0.0%	0	0.0%	0	4.9%	3	1.1%	1	0.0%	0	2.6%	1	2.9%	2	12.0%	3	0.0%	0	0.0%	0
Good range of 'high street' retailers/ multiples	1.0%	4	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	2	0.0%	0	0.0%	0
Affordable shops	0.7%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0
High quality shops	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.6%	1	0.0%	0	8.0%	2	0.0%	0	0.0%	0
The street market	1.0%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	1	2.6%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Makes a change from other places	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	4.0%	1	0.0%	0	11.1%	1
Quiet	2.0%	8	0.0%	0	0.0%	0	1.6%	1	4.3%	4	1.0%	1	2.6%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Safe and secure	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	0.0%	0	0.0%	0
Traditional	2.2%	9	20.0%	1	0.0%	0	0.0%	0	1.1%	1	1.0%	1	5.3%	2	1.5%	1	4.0%	1	25.0%	1	11.1%	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	0.0%	0	0.0%	0
Andover Garden Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	1.5%	1	4.0%	1	0.0%	0	0.0%	0
Asda store	0.7%	3	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	4.0%	1	0.0%	0	0.0%	0
Cheap parking	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Clean / tidy streets	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	0.0%	0	0.0%	0
Convenient to other locations	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Familiar / know where everything is	0.5%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Free parking	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	11.1%	1
Friendly people	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Good cinema	0.5%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1
Good disabled access	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Good DIY store	0.2%	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	0.0%	0	0.0%	0
Good library	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	0.0%	0	0.0%	0
Good retail park/s nearby	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Has everything I need	1.2%	5	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	2.9%	2	4.0%	1	0.0%	0	0.0%	0

Test Valley Household Survey for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Iceland store	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer store	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	0.0%	0	0.0%	0
Next store	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	0.0%	0	0.0%	0
Offers undercover shopping	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	11.1%	1
Pedestrianised	0.2%	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	0.0%	0	0.0%	0
Supporting local businesses	0.2%	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	0.0%	0	0.0%	0
Waitrose store	0.7%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0
Wilko store	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0
(Dont know)	3.7%	15	20.0%	1	20.0%	2	6.6%	4	2.2%	2	3.1%	3	5.3%	2	0.0%	0	0.0%	0	0.0%	0	11.1%	1
(Nothing / very little)	39.5%	162	20.0%	1	20.0%	2	44.3%	27	43.0%	40	43.3%	42	31.6%	12	44.1%	30	12.0%	3	50.0%	2	33.3%	3
Base:		410		5		10		61		93		97		38		68		25		4		9

Test Valley Household Survey for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Q22 What could be improved about Andover that would make you visit more often? [MR]																						
Better access by road	0.3%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Better public transport	1.3%	13	3.0%	3	1.0%	1	5.0%	5	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Better signposting	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Cleaner streets	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	0.0%	0	0.0%	0
Facilities which would assist you if shopping with children	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	0.0%	0	0.0%	0
Free car parking	1.4%	14	0.0%	0	0.0%	0	0.0%	0	2.0%	2	10.0%	10	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
More / better town centre events	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	0.0%	0	0.0%	0
More / better comparison retailers (i.e. non-food shops)	3.6%	36	0.0%	0	0.0%	0	3.0%	3	16.0%	16	7.0%	7	2.0%	2	6.0%	6	1.0%	1	1.0%	1	0.0%	0
More / better value or affordable shops	0.4%	4	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
More / better entertainment	0.2%	2	0.0%	0	0.0%	0	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 places for eating out (e.g. cafes and restaurants)	0.5%	5	0.0%	0	0.0%	0	2.0%	2	1.0%	1	1.0%	1	1.0%	1	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	2.0%	2	4.0%	4	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
More / better parking	1.1%	11	0.0%	0	2.0%	2	4.0%	4	0.0%	0	4.0%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
More / better pedestrianised streets	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	0.0%	0	0.0%	0
More / better public conveniences	0.4%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
More / better seats / flower displays	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
More / better services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More advertising	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
More national multiple shops / High Street shops	16.0%	160	1.0%	1	3.0%	3	14.0%	14	41.0%	41	51.0%	51	11.0%	11	27.0%	27	9.0%	9	3.0%	3	0.0%	0
More independent shops	10.7%	107	1.0%	1	1.0%	1	7.0%	7	28.0%	28	34.0%	34	12.0%	12	16.0%	16	5.0%	5	2.0%	2	1.0%	1
Street markets - physical improvements	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Street markets - better range and quality of offer	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Protection from the weather (ie. covered shopping malls)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	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	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A department store	1.3%	13	0.0%	0	0.0%	0	1.0%	1	6.0%	6	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A swimming pool	0.2%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better atmosphere	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Test Valley Household Survey for Carter Jonas

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Bigger Marks & Spencer store	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Cheaper car parking	0.3%	3	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flatter ground	0.2%	2	0.0%	0	1.0%	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
If it was closer	1.7%	17	0.0%	0	3.0%	3	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	2.0%	2	5.0%	5
Improve road surfaces / less potholes	0.1%	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	0.0%	0	0.0%	0
John Lewis store	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less betting shops	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	0.0%	0	0.0%	0
Less charity shops	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Less coffee shops	0.7%	7	0.0%	0	0.0%	0	1.0%	1	2.0%	2	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less empty shops	0.8%	8	0.0%	0	0.0%	0	0.0%	0	2.0%	2	3.0%	3	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0
Lower business rates	0.3%	3	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More disabled 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	0.0%	0	0.0%	0
More leisure facilities	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	0.0%	0	0.0%	0
Needs a refurb	0.7%	7	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	2.0%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Waitrose 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	1.0%	1	0.0%	0	0.0%	0
(Don't know)	18.9%	189	43.0%	43	11.0%	11	15.0%	15	2.0%	2	3.0%	3	10.0%	10	18.0%	18	25.0%	25	21.0%	21	41.0%	41
(Nothing)	49.7%	497	53.0%	53	79.0%	79	45.0%	45	19.0%	19	17.0%	17	66.0%	66	37.0%	37	59.0%	59	73.0%	73	49.0%	49
Base:	1000		100		100		100		100		100		100		100		100		100		100	

Meanscore: [Number of visits per week]

Q23 How often do you or your household visit Romsey for shopping and other town centre uses?

Daily	1.3%	13	10.0%	10	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	2.3%	23	14.0%	14	6.0%	6	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 days a week	7.1%	71	39.0%	39	13.0%	13	16.0%	16	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0
One day a week	7.1%	71	20.0%	20	18.0%	18	18.0%	18	1.0%	1	0.0%	0	0.0%	0	0.0%	0	9.0%	9	5.0%	5	5.0%	5
Every two weeks	4.8%	48	6.0%	6	12.0%	12	9.0%	9	0.0%	0	0.0%	0	0.0%	0	5.0%	5	11.0%	11	5.0%	5	5.0%	5
Monthly	6.6%	66	6.0%	6	18.0%	18	12.0%	12	1.0%	1	8.0%	8	0.0%	0	1.0%	1	3.0%	3	10.0%	10	7.0%	7
Once every two months	4.7%	47	0.0%	0	7.0%	7	4.0%	4	2.0%	2	3.0%	3	0.0%	0	2.0%	2	3.0%	3	15.0%	15	11.0%	11
Three-four times a year	5.2%	52	1.0%	1	8.0%	8	3.0%	3	1.0%	1	4.0%	4	2.0%	2	4.0%	4	9.0%	9	7.0%	7	13.0%	13
Once a year	5.3%	53	0.0%	0	5.0%	5	6.0%	6	6.0%	6	6.0%	6	0.0%	0	4.0%	4	7.0%	7	5.0%	5	14.0%	14
Less often	2.9%	29	0.0%	0	1.0%	1	1.0%	1	6.0%	6	3.0%	3	1.0%	1	3.0%	3	5.0%	5	2.0%	2	7.0%	7
Never	51.5%	515	1.0%	1	9.0%	9	26.0%	26	83.0%	83	74.0%	74	96.0%	96	83.0%	83	66.0%	66	39.0%	39	38.0%	38
(Don't know)	0.5%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
(Varies)	0.7%	7	2.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Mean:	0.51		2.71		1.02		0.96		0.02		0.03		0.00		0.01		0.10		0.22		0.12	
Base:	1000		100		100		100		100		100		100		100		100		100		100	

Test Valley Household Survey for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Q24 What do you like about Romsey? [MR]																						
<i>Not those who said 'Never' at Q23</i>																						
Attractive environment / nice place	30.1%	146	28.3%	28	26.4%	24	35.1%	26	29.4%	5	11.5%	3	25.0%	1	17.6%	3	29.4%	10	34.4%	21	40.3%	25
Close to friends or relatives	1.2%	6	1.0%	1	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	3.2%	2
Close to home	23.5%	114	60.6%	60	30.8%	28	28.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	5	0.0%	0
Close to work	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Compact	12.6%	61	6.1%	6	16.5%	15	10.8%	8	5.9%	1	3.8%	1	0.0%	0	11.8%	2	11.8%	4	23.0%	14	16.1%	10
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	0.4%	2	0.0%	0	1.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	2.5%	12	2.0%	2	0.0%	0	5.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	4	0.0%	0	3.2%	2
Easy to park	7.0%	34	5.1%	5	11.0%	10	13.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	3	1.6%	1	8.1%	5
Good facilities in general	2.3%	11	2.0%	2	1.1%	1	2.7%	2	0.0%	0	3.8%	1	0.0%	0	0.0%	0	5.9%	2	3.3%	2	1.6%	1
Good food stores	1.6%	8	2.0%	2	1.1%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	2	3.3%	2	0.0%	0
Good pubs, cafés or restaurants	3.7%	18	2.0%	2	2.2%	2	8.1%	6	5.9%	1	3.8%	1	0.0%	0	0.0%	0	5.9%	2	4.9%	3	1.6%	1
Good range of non-food shops	6.0%	29	1.0%	1	2.2%	2	10.8%	8	11.8%	2	15.4%	4	0.0%	0	5.9%	1	5.9%	2	8.2%	5	6.5%	4
Good range of independent shops	13.2%	64	10.1%	10	12.1%	11	8.1%	6	17.6%	3	19.2%	5	0.0%	0	5.9%	1	8.8%	3	21.3%	13	19.4%	12
Good range of 'high street' retailers/ multiples	3.3%	16	3.0%	3	3.3%	3	2.7%	2	0.0%	0	7.7%	2	0.0%	0	5.9%	1	8.8%	3	3.3%	2	0.0%	0
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	0.0%	0	0.0%	0
High quality shops	3.1%	15	1.0%	1	2.2%	2	6.8%	5	5.9%	1	15.4%	4	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.6%	1
The street markets	1.2%	6	0.0%	0	1.1%	1	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	3.2%	2
Makes a change from other places	2.1%	10	1.0%	1	1.1%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	1.6%	1	8.1%	5
Quiet	4.5%	22	4.0%	4	3.3%	3	5.4%	4	5.9%	1	0.0%	0	25.0%	1	0.0%	0	8.8%	3	4.9%	3	4.8%	3
Safe and secure	0.8%	4	2.0%	2	1.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The street markets	3.9%	19	8.1%	8	4.4%	4	5.4%	4	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Traditional	12.8%	62	9.1%	9	0.0%	0	16.2%	12	0.0%	0	11.5%	3	50.0%	2	17.6%	3	17.6%	6	16.4%	10	27.4%	17
Traffic free shopping centre	0.2%	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	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi store	0.4%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradbeers Department Store	1.2%	6	1.0%	1	0.0%	0	0.0%	0	5.9%	1	3.8%	1	0.0%	0	0.0%	0	2.9%	1	1.6%	1	1.6%	1
Clarkes shop	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Co-op store	0.2%	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	0.0%	0	0.0%	0
Familiar / know where everything is	1.0%	5	2.0%	2	1.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Flat ground	0.2%	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	0.0%	0	0.0%	0
Free parking	0.8%	4	2.0%	2	1.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly / nice atmosphere	2.1%	10	5.1%	5	1.1%	1	2.7%	2	5.9%	1	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0
Good leisure facilities	0.6%	3	0.0%	0	0.0%	0	0.0%	0	11.8%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Good town centre events	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Has everything I need	0.4%	2	0.0%	0	1.1%	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
M&Co store	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0

Test Valley Household Survey for Carter Jonas

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10									
Pedestrianised	0.2%	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	0.0%	0
Plaza Theatre	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	0.0%	0
Romsey Abbey	0.4%	2	1.0%	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
Romsey Agricultural Show	0.2%	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	0.0%	0
Waitrose store	0.6%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	1.6%	1	0.0%	0
(Dont know)	2.3%	11	2.0%	2	2.2%	2	1.4%	1	0.0%	0	3.8%	1	0.0%	0	2.9%	1	1.6%	1	4.8%	3
(Nothing / very little)	8.7%	42	7.1%	7	11.0%	10	4.1%	3	11.8%	2	7.7%	2	25.0%	1	29.4%	5	5.9%	2	4.9%	3
Base:	485		99		91		74		17		26		4		17		34		61	

Test Valley Household Survey for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Q25 What could be improved about Romsey that would make you visit more often? [MR]																						
Better access by road	2.2%	22	10.0%	10	4.0%	4	3.0%	3	1.0%	1	2.0%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Better public transport	1.0%	10	1.0%	1	0.0%	0	2.0%	2	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	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	0.0%	0	0.0%	0
Cleaner streets	0.1%	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	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	0.0%	0	0.0%	0
Free car parking	2.2%	22	5.0%	5	5.0%	5	4.0%	4	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	6.0%	6	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	0.0%	0	0.0%	0
More / better comparison retailers (i.e. non-food shops)	1.3%	13	5.0%	5	4.0%	4	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
More / better value or affordable shops	0.4%	4	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
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	0.0%	0	0.0%	0
More / better places for eating out (e.g. cafes and restaurants)	0.4%	4	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
More / better food shops	0.9%	9	1.0%	1	1.0%	1	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
More / better parking	6.1%	61	14.0%	14	15.0%	15	9.0%	9	1.0%	1	2.0%	2	1.0%	1	1.0%	1	0.0%	0	8.0%	8	10.0%	10
More / better pedestrianised streets	0.5%	5	2.0%	2	1.0%	1	1.0%	1	0.0%	0	1.0%	1	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	0.0%	0	0.0%	0
More / better seats / flower displays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better services	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
More advertising	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More national multiple shops / High Street shops	4.8%	48	10.0%	10	10.0%	10	12.0%	12	4.0%	4	4.0%	4	0.0%	0	1.0%	1	2.0%	2	2.0%	2	3.0%	3
More independent shops	3.1%	31	4.0%	4	8.0%	8	6.0%	6	2.0%	2	3.0%	3	0.0%	0	1.0%	1	1.0%	1	4.0%	4	2.0%	2
Street markets - physical improvements	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Street markets - better range and quality of offer	0.2%	2	1.0%	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	0.0%	0
Shops / services open on Sundays	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better cycle lanes	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.2%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper car parking	0.2%	2	1.0%	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	0.0%	0
Finish the Bell Street improvements	0.3%	3	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flatter ground	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Test Valley Household Survey for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Garden 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	0.0%	0	0.0%	0
If it was closer	0.3%	3	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve road surfaces / less potholes	0.4%	4	2.0%	2	1.0%	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
Less busy	0.1%	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	0.0%	0	0.0%	0
Less charity shops	1.0%	10	7.0%	7	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less estate agents	0.3%	3	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Less traffic congestion	0.6%	6	2.0%	2	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Lower business rates	0.2%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer store	0.2%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outdoor swimming pool	0.1%	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	0.0%	0	0.0%	0
Primark	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Stop building	0.4%	4	2.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widen / improve the pavements	0.6%	6	5.0%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	14.0%	140	4.0%	4	6.0%	6	8.0%	8	20.0%	20	5.0%	5	20.0%	20	25.0%	25	28.0%	28	8.0%	8	16.0%	16
(Nothing)	64.3%	643	30.0%	30	44.0%	44	57.0%	57	71.0%	71	87.0%	87	76.0%	76	73.0%	73	68.0%	68	72.0%	72	65.0%	65
Base:	1000		100		100		100		100		100		100		100		100		100		100	

Q26 Do you or your household visit the following leisure attractions? [MR/PR]

Bingo / casino / bookmaker	2.9%	29	1.0%	1	2.0%	2	1.0%	1	4.0%	4	4.0%	4	3.0%	3	4.0%	4	3.0%	3	6.0%	6	1.0%	1
Cinema	47.7%	477	45.0%	45	57.0%	57	41.0%	41	56.0%	56	63.0%	63	47.0%	47	38.0%	38	38.0%	38	38.0%	38	54.0%	54
Gym / health club / sports facility	18.6%	186	22.0%	22	26.0%	26	18.0%	18	18.0%	18	15.0%	15	17.0%	17	11.0%	11	13.0%	13	24.0%	24	22.0%	22
Theatre / concert / music venue	39.9%	399	32.0%	32	45.0%	45	36.0%	36	32.0%	32	35.0%	35	48.0%	48	31.0%	31	45.0%	45	45.0%	45	50.0%	50
Museum / gallery or place of historical / cultural interest	20.8%	208	23.0%	23	24.0%	24	18.0%	18	14.0%	14	19.0%	19	25.0%	25	17.0%	17	19.0%	19	29.0%	29	20.0%	20
Pub / bar / nightclub	51.5%	515	55.0%	55	63.0%	63	50.0%	50	49.0%	49	56.0%	56	52.0%	52	35.0%	35	46.0%	46	57.0%	57	52.0%	52
Restaurant / café	62.4%	624	62.0%	62	67.0%	67	55.0%	55	60.0%	60	62.0%	62	64.0%	64	55.0%	55	61.0%	61	64.0%	64	74.0%	74
Family entertainment (e.g. tenpin bowling, skating rink)	12.8%	128	6.0%	6	18.0%	18	6.0%	6	16.0%	16	14.0%	14	16.0%	16	11.0%	11	7.0%	7	19.0%	19	15.0%	15
Other activity	0.0%	0	0.0%	0	0.0%	0	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 visit ANY leisure activities	13.1%	131	10.0%	10	10.0%	10	17.0%	17	10.0%	10	9.0%	9	9.0%	9	24.0%	24	19.0%	19	16.0%	16	7.0%	7
Base:	1000	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Test Valley Household Survey for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Meanscore: [Number of visits per month]																						
Q27 How often do you or your household play bingo or visit casinos or bookmakers?																						
Those who said 'Bingo / casino / bookmaker' at Q26																						
More than once a week	13.8%	4	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	2	0.0%	0	0.0%	0	100.0%	1
Once a week	27.6%	8	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	66.7%	2	25.0%	1	66.7%	2	33.3%	2	0.0%	0
Once a fortnight	3.4%	1	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month	17.2%	5	0.0%	0	0.0%	0	0.0%	0	25.0%	1	50.0%	2	0.0%	0	25.0%	1	0.0%	0	16.7%	1	0.0%	0
Once every two months	10.3%	3	0.0%	0	50.0%	1	100.0%	1	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every six months	13.8%	4	0.0%	0	0.0%	0	0.0%	0	25.0%	1	25.0%	1	0.0%	0	0.0%	0	33.3%	1	16.7%	1	0.0%	0
Once a year or less	6.9%	2	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0
(Dont know / varies)	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0
Mean:	2.72	8.00		0.30		0.50		1.80		0.73		2.83		5.25		2.73		1.86		8.00		
Base:	29	1		2		1		4		4		3		4		3		6		1		
Q28 Where do you or members of your household normally go to play bingo or visit casinos or bookmakers?																						
Those who said 'Bingo / casino / bookmaker' at Q26 AND Excl. Nulls																						
Gala Bingo, West Ham Leisure Park, Basingstoke	15.4%	4	0.0%	0	0.0%	0	0.0%	0	25.0%	1	33.3%	1	100.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gala Bingo, Endless Street, Salisbury	11.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	66.7%	2	0.0%	0	0.0%	0
Gala Bingo, Lordshill District Centre, Southampton	11.5%	3	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.0%	2	0.0%	0
Genting Casino, Terminus House, Southampton	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0
Grosvenor Casino, Leisureworld, Southampton	3.8%	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	0.0%	0	0.0%	0
Leo Leisure (Brown's Leisure), Leigh Road, Eastleigh	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1
Mecca Bingo, Junction Road, Andover	19.2%	5	0.0%	0	0.0%	0	0.0%	0	75.0%	3	33.3%	1	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0
Abroad	7.7%	2	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0
Clarendon Sport & Social Club, Nadder Road, Tidworth	11.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	75.0%	3	0.0%	0	0.0%	0	0.0%	0
Romsey Town Centre	3.8%	1	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury City Centre	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0
Totton & Eling Town Centre	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0
Base:	26	1		2		1		4		3		2		4		3		5		1		

Test Valley Household Survey
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Meanscore: [Number of visits per month]																					
Q29 How often do you or your household go to the cinema?																					
Those who said 'Cinema' at Q26																					
More than once a week	0.2%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Once a week	2.3%	11	2.2%	1	1.8%	1	0.0%	0	3.6%	2	3.2%	2	4.3%	2	2.6%	1	0.0%	0	5.3%	2	0.0%
Once a fortnight	5.7%	27	2.2%	1	3.5%	2	7.3%	3	5.4%	3	7.9%	5	6.4%	3	7.9%	3	5.3%	2	7.9%	3	3.7%
Once a month	26.2%	125	42.2%	19	26.3%	15	22.0%	9	39.3%	22	20.6%	13	12.8%	6	28.9%	11	23.7%	9	21.1%	8	24.1%
Once every two months	33.1%	158	17.8%	8	31.6%	18	31.7%	13	28.6%	16	34.9%	22	44.7%	21	26.3%	10	28.9%	11	44.7%	17	40.7%
Once every six months	24.7%	118	26.7%	12	31.6%	18	34.1%	14	12.5%	7	23.8%	15	23.4%	11	26.3%	10	26.3%	10	15.8%	6	27.8%
Once a year or less	4.6%	22	4.4%	2	5.3%	3	4.9%	2	0.0%	0	4.8%	3	2.1%	1	5.3%	2	13.2%	5	5.3%	2	3.7%
(Dont know / varies)	3.1%	15	2.2%	1	0.0%	0	0.0%	0	10.7%	6	4.8%	3	6.4%	3	2.6%	1	2.6%	1	0.0%	0	0.0%
Mean:	0.73		0.90		0.63		0.60		0.91		0.76		0.75		0.76		0.57		0.84		0.58
Base:	477		45		57		41		56		63		47		38		38		38		54

Test Valley Household Survey for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Q30 Where do you or members of your household normally go to the cinema?																						
<i>Those who said 'Cinema' at Q26 AND Excl. Nulls</i>																						
Cineworld, Ocean Village, Southampton	2.3%	11	6.7%	3	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	15.8%	6	0.0%	0
Everyman, Southgate Street, Winchester	3.4%	16	0.0%	0	5.3%	3	12.2%	5	0.0%	0	1.6%	1	4.5%	2	0.0%	0	0.0%	0	0.0%	0	9.6%	5
Harbour Lights Picturehouse, Maritime Walk, Southampton	4.5%	21	22.2%	10	8.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	5	1.9%	1
Odeon, Anton Mill Road, Andover	31.7%	149	0.0%	0	0.0%	0	36.6%	15	90.9%	50	90.3%	56	9.1%	4	57.9%	22	2.6%	1	0.0%	0	1.9%	1
Odeon, Churchill Way West, Basingstoke	3.6%	17	0.0%	0	0.0%	0	2.4%	1	7.3%	4	3.2%	2	22.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, New Canal, Salisbury	8.7%	41	0.0%	0	1.8%	1	12.2%	5	0.0%	0	3.2%	2	2.3%	1	5.3%	2	78.9%	30	0.0%	0	0.0%	0
Odeon (IMAX), Leisureworld, West Quay Road, Southampton	9.1%	43	24.4%	11	15.8%	9	12.2%	5	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	36.8%	14	5.8%	3
Showcase Cinema de Lux, West Quay, Southampton	4.9%	23	8.9%	4	8.8%	5	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	23.7%	9	3.8%	2
Stockbridge Community Cinema, Stockbridge Town Hall, High Street, Stockbridge	0.4%	2	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, Swan Centre, Eastleigh	20.9%	98	33.3%	15	56.1%	32	12.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2	10.5%	4	76.9%	40
Abroad	0.2%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Cineworld, Shaw Ridge Leisure Park, Whitehill Way, Swindon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Cineworld, Whiteley Shopping Centre, Whiteley Way, Whiteley, Fareham	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	0.0%	0	0.0%	0
Corn Exchange, Market Place, Newbury	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empire, Greenbridge Retail Park, Drakes Way, Swindon	1.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.4%	7	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, St Stephen's Place, Trowbridge	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Palace Cinema, Market Place, Devizes	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Regal Cinema, Branksome China, Shaftesbury Street,	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%	0	0.0%	0

Test Valley Household Survey for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Fordingbridge																						
Romsey Town Hall Cinema, Market Place, Romsey	0.4%	2	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tivoli Theatre, West Borough, Wimborne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Vue, Cheap Street, Newbury	4.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.4%	16	7.9%	3	0.0%	0	0.0%	0	0.0%	0
Vue, Festival Place, Festival Way, Basingstoke	1.5%	7	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	13.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		470		45		57		41		55		62		44		38		38		38		52

Meanscore: [Number of visits per month]

Q31 How often do you or your household use a gym / healthclub / sports facility?

Those who said 'Gym / health club / sports facility' at Q26

More than once a week	64.5%	120	81.8%	18	69.2%	18	55.6%	10	94.4%	17	66.7%	10	64.7%	11	27.3%	3	46.2%	6	66.7%	16	50.0%	11
Once a week	22.6%	42	4.5%	1	23.1%	6	27.8%	5	5.6%	1	20.0%	3	23.5%	4	63.6%	7	46.2%	6	20.8%	5	18.2%	4
Once a fortnight	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	9.1%	2
Once a month	3.2%	6	4.5%	1	3.8%	1	5.6%	1	0.0%	0	6.7%	1	5.9%	1	0.0%	0	0.0%	0	4.2%	1	0.0%	0
Once every two months	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	13.6%	3
Once every six months	2.2%	4	0.0%	0	0.0%	0	11.1%	2	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	4.5%	1
Once a year or less	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1
(Dont know / varies)	3.2%	6	9.1%	2	3.8%	1	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	2	0.0%	0
Mean:		6.35		7.45		6.76		5.63		7.78		6.64		6.21		4.75		5.69		6.77		4.99
Base:		186		22		26		18		18		15		17		11		13		24		22

Test Valley Household Survey for Carter Jonas

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Q32 Where do you or members of your household normally go to use a gym / healthclub / sports facility?											
<i>Those who said 'Gym / health club / sports facility' at Q26 AND Excl. Nulls</i>											
3D Health & Fitness, Trafalgar Close, Chandlers Ford	0.6%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%
Andover Leisure Centre, West Street, Andover	3.5%	6	0.0%	0	0.0%	0	0.0%	0	23.5%	4	18.2%
Attiva Gym & Health Club, Anton Mill Road, Andover	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%
Beechdown Health & Fitness Club, Winchester Road, Basingstoke	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%
Bodyworks Fitness Studio, Abbey Lane, Amesbury	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%
Cross Fit, Romsey Ind. Estate, Romsey	0.6%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Curves Womens Gym, Upper Market Street, Eastleigh	1.2%	2	0.0%	0	8.0%	2	0.0%	0	0.0%	0	0.0%
Curves, Station Approach, Romsey	1.2%	2	4.8%	1	0.0%	0	5.9%	1	0.0%	0	0.0%
David Lloyd Southampton West End, West End, Southampton	5.8%	10	9.5%	2	16.0%	4	17.6%	3	0.0%	0	0.0%
Everest Health & Leisure Club, Oxford Way, Basingstoke	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%
Fitness in Time, City Road, Winchester	0.6%	1	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%
Five Rivers Leisure Centre, Hulse Road, Salisbury	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Knightwood Leisure Centre, Knightwood Road, Valley Park Chandlers Ford	1.8%	3	4.8%	1	4.0%	1	0.0%	0	0.0%	0	0.0%
Parkwood Health & Fitness, London Road, Salisbury	2.3%	4	0.0%	0	0.0%	0	17.6%	3	0.0%	0	0.0%
Progression Fitness Studio, Walworth Industrial Estate, Andover	2.3%	4	0.0%	0	0.0%	0	0.0%	0	11.8%	2	18.2%
Spirit Health Club, Leigh Road, Eastleigh	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Rapids/Romsey Rapids, Southampton Road, Romsey	15.8%	27	71.4%	15	16.0%	4	35.3%	6	0.0%	0	0.0%
Academy Studios, Romsey Industrial Estate,	0.6%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%

Test Valley Household Survey for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Greatbridge Road, Romsey																						
AFS, Towergate Industrial Estate, Colebrook Way, Andover	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ampfield Golf & Country Club, Winchester Road, Romsey	0.6%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Anytime Fitness, The Swan Centre, Eastleigh	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1
Applemore Health & Leisure, Claypits Lane, Dibden, 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	0.0%	0	4.3%	1	0.0%	0
Aspects of Fitness, Worting Road, Basingstoke	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Aquadrome, Worting Road, Basingstoke	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berrydown Sports Facilities, London Road, Overton	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broughton Village Centre	0.6%	1	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheselbourne Village Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chilworth Golf Club, Main Road, Southampton	1.2%	2	0.0%	0	8.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Frogmore Lane, Nursling, Southampton	2.3%	4	0.0%	0	8.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	2	0.0%	0
David Lloyd, Monks Lane, Newbury	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Devizes Leisure Centre, Southbroom Road, Devizes	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0
DM Dance Centre, Spring Crescent, 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	0.0%	0	4.3%	1	0.0%	0
Downton Leisure Centre, Wick Lane, Salisbury	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0
Energie Fitness Clubs, Anton Trading Estate, Anton Mill Road, Andover	4.1%	7	0.0%	0	0.0%	0	0.0%	0	29.4%	5	9.1%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Festival Place, Church Street, Basingstoke	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Five Rivers Indoor Bowls Club, Tollgate Road, Salisbury	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0
Fleming Park Leisure Centre, Passfield Avenue,	8.8%	15	0.0%	0	20.0%	5	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.0%	9

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Eastleigh												
Golden Gecko Climbing, Romsey Industrial Estate, Greatbridge Road, Romsey	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gophysio, Bournemouth Road, Chandler's Ford, Eastleigh	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holiday Inn, Leigh Road, Eastleigh	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Inner City Boxing, St Mary St, Southampton	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	0
Jubilee Sports Centre, University of Southampton, University Road, Highfield, Southampton	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	0
Kintbury Village Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leckford Golf Club, Folly Cottage, Stocksbridge	0.6%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0
Lifestyle Fitness, Recreation Road, Durrington, Salisbury	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	0
Lyndhurst Bowling Club, Lyndhurst	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlborough Leisure Centre, Barton Dene, Marlborough	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.2%	0
Northcroft Leisure Centre, Newbury Leisure Park, Lower Way, Thatcham	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	0
Nuffield Health Fitness & Wellbeing Gym, Racecourse Road, Newbury	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	0
Peter Symonds College, Owens Road, Winchester	0.6%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Poole Town Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	0
PureGym, Mountbatten Retail Park, Western Esplanade, Southampton	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	0
Reasons Fitness, Parnell Court, Andover	2.3%	4	0.0%	0	0.0%	0	0.0%	0	17.6%	3	9.1%	0
River Park Leisure Centre, Gordon Road, Winchester	1.2%	2	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	1
Riverside Indoor Bowling Club, Gordon Road, Winchester	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1

Test Valley Household Survey for Carter Jonas

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Salisbury City Centre	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	7.7%	1	0.0%	0	0.0%	0
Salto Fitness, Charlton Road, Andover	0.6%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandy Balls Leisure Club, Godshill, Fordingbridge	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0
Snap Fitness, Munros Corner, New Street, Andover	0.6%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Testbourne Community School, Micheldever Road, Whitchurch	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Club, Best Western, Chilworth Manor, Chilworth	0.6%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Hampshire Golf Club, Winchester Road, Goodworth Clatford, Andover	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Quays Swimming & Diving Complex, Harbour Parade, 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	0.0%	0	4.3%	1	0.0%	0
Tidworth Leisure Centre, Nadder Road, Tidworth	2.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	2	0.0%	0	33.3%	3	0.0%	0	0.0%	0	0.0%	0
Totton College Sports Centre, Calmore Road, Totton	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Totton Health And Leisure Centre, Water Lane, Totton, Southampton	4.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.8%	8	0.0%	0
University Of Southampton, University Road, 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	0.0%	0	4.3%	1	0.0%	0
Vale Fitness Suite, Fordbrook Business Centre, Marlborough Road, Pewsey	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0
Vodafone Gym, Vodafone House, The Connection, Newbury	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellow Golf Club, Ryedown Lane, West Wellow, Romsey	0.6%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City 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	0.0%	0	0.0%	0	5.0%	1
Base:	171		21		25		17		17		11		15		9		13		23		20	

Test Valley Household Survey for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Meanscore: [Number of visits per month]																						
Q33 How often do you or your household visit a theatre / concert / music venue?																						
Those who said 'Theatre / concert / music venue' at Q26																						
More than once a week	0.5%	2	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Once a week	1.0%	4	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	2.2%	1	0.0%	0
Once a fortnight	1.3%	5	0.0%	0	2.2%	1	2.8%	1	0.0%	0	0.0%	0	2.1%	1	3.2%	1	0.0%	0	0.0%	0	2.0%	1
Once a month	11.5%	46	6.3%	2	15.6%	7	13.9%	5	6.3%	2	14.3%	5	18.8%	9	12.9%	4	13.3%	6	4.4%	2	8.0%	4
Once every two months	28.3%	113	50.0%	16	11.1%	5	16.7%	6	15.6%	5	40.0%	14	20.8%	10	22.6%	7	44.4%	20	31.1%	14	32.0%	16
Once every six months	36.8%	147	28.1%	9	42.2%	19	41.7%	15	43.8%	14	14.3%	5	43.8%	21	45.2%	14	28.9%	13	42.2%	19	36.0%	18
Once a year or less	14.8%	59	15.6%	5	6.7%	3	19.4%	7	15.6%	5	22.9%	8	10.4%	5	12.9%	4	11.1%	5	15.6%	7	20.0%	10
(Dont know / varies)	5.8%	23	0.0%	0	15.6%	7	5.6%	2	18.8%	6	8.6%	3	4.2%	2	0.0%	0	2.2%	1	2.2%	1	2.0%	1
Mean:	0.48		0.38		0.83		0.40		0.30		0.43		0.45		0.54		0.43		0.58		0.38	
Base:	399		32		45		36		32		35		48		31		45		45		50	

Test Valley Household Survey for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Q34 Where do you or members of your household normally go to visit the theatre, watch a concert or watch live music?																					
<i>Those who said 'Theatre / concert / music venue' at Q26 AND Excl. Nulls</i>																					
Central Studio, Basingstoke	0.3%	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	0.0%	0	0.0%
Chesil Theatre, Winchester	0.6%	2	0.0%	0	0.0%	0	3.1%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mayflower Theatre, Southampton	34.8%	126	48.4%	15	66.7%	26	21.9%	7	17.2%	5	18.8%	6	9.5%	4	0.0%	0	13.3%	6	67.4%	29	63.6%
Nuffield, Southampton	3.9%	14	12.9%	4	7.7%	3	9.4%	3	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	7.0%	3	0.0%
Plaza Theatre, Romsey	3.6%	13	25.8%	8	7.7%	3	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%
Regent Centre, Christchurch	0.3%	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	0.0%	0	0.0%
The Anvil, Basingstoke	3.0%	11	0.0%	0	2.6%	1	3.1%	1	0.0%	0	0.0%	0	14.3%	6	8.0%	2	2.2%	1	0.0%	0	0.0%
The Berry Theatre, Southampton	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Haymarket, Basingstoke	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Lights, Andover	7.5%	27	0.0%	0	0.0%	0	3.1%	1	51.7%	15	25.0%	8	0.0%	0	8.0%	2	2.2%	1	0.0%	0	0.0%
The Point, Eastleigh	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%
Theatre Royal, Winchester	3.9%	14	0.0%	0	0.0%	0	15.6%	5	3.4%	1	6.3%	2	2.4%	1	0.0%	0	0.0%	0	0.0%	0	11.4%
Arlington Arts Centre, Mary Hare, Snelsmore Common, Newbury	0.3%	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	0.0%	0	0.0%
Basingstoke Town Centre	0.3%	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	0.0%	0	0.0%
Bath City Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	2	0.0%	0	0.0%	0	0.0%
Bournemouth International Centre, Exeter Road, Bournemouth	1.1%	4	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	4.7%	2	0.0%
Bradford City Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%
Central London / West End	18.8%	68	9.7%	3	7.7%	3	28.1%	9	24.1%	7	12.5%	4	35.7%	15	40.0%	10	15.6%	7	9.3%	4	13.6%
Chichester City Centre	0.3%	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	0.0%	0	0.0%
Chichester Festival Theatre, Oaklands Park, Chichester	0.3%	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	0.0%	0	0.0%
Corn Exchange, Market Place, Newbury	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Minerva Theatre, Oaklands Park, Chichester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%
Newbury Town Centre	0.3%	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	0.0%	0	0.0%
Romsey Town Centre	0.3%	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	0.0%	0	0.0%
Royal Shakespeare Theatre, Waterside, Stratford-upon-Avon	0.3%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Salisbury City Centre	1.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	13.3%	6	0.0%	0	0.0%
Salisbury City Hall, Malthouse Lane, Salisbury	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	4.0%	1	0.0%	0	2.3%	1	0.0%
Salisbury Playhouse, Malthouse Lane, Salisbury	9.7%	35	0.0%	0	0.0%	0	9.4%	3	0.0%	0	9.4%	3	2.4%	1	20.0%	5	46.7%	21	0.0%	0	4.5%
Southampton City 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	0.0%	0	2.3%	1	0.0%
Studio Theatre, Ashley Road, Salisbury	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%

Test Valley Household Survey for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Swindon Town Centre	0.3%	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	0.0%	0	0.0%	0
The Hexagon, Queens Walk, Reading	0.3%	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	0.0%	0	0.0%	0
The Lighthouse, Kingland Road, Poole	0.3%	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	0.0%	0	0.0%	0
The Octagon, Sparkford, Yeovil	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
The Wedgewood Rooms, Albert Road, Portsmouth	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Theatre Royal, Saw Close, Bath	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Turner Sims Concert Hall, Salisbury Road, 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	0.0%	0	2.3%	1	0.0%	0
Watermill Theatre, Bagnor, Newbury	1.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	362			31		39		32		29		32		42		25		45		43		44

Meanscore: [Number of visits per month]

Q35 How often do you or your household go to a museum, gallery, or other place of historical / cultural interest?

Those who said 'Museum / gallery or place of historical / cultural interest' at Q26

More than once a week	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0
Once a fortnight	3.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	8.0%	2	11.8%	2	10.5%	2	3.4%	1	0.0%	0
Once a month	11.5%	24	13.0%	3	8.3%	2	11.1%	2	7.1%	1	10.5%	2	12.0%	3	17.6%	3	5.3%	1	20.7%	6	5.0%	1
Once every two months	16.3%	34	30.4%	7	16.7%	4	27.8%	5	35.7%	5	5.3%	1	8.0%	2	11.8%	2	5.3%	1	10.3%	3	20.0%	4
Once every six months	35.1%	73	21.7%	5	41.7%	10	27.8%	5	14.3%	2	26.3%	5	44.0%	11	41.2%	7	36.8%	7	44.8%	13	40.0%	8
Once a year or less	22.6%	47	17.4%	4	16.7%	4	22.2%	4	35.7%	5	47.4%	9	4.0%	1	5.9%	1	36.8%	7	20.7%	6	30.0%	6
(Dont know / varies)	9.1%	19	17.4%	4	16.7%	4	11.1%	2	7.1%	1	0.0%	0	20.0%	5	11.8%	2	0.0%	0	0.0%	0	5.0%	1
Mean:		0.49		0.42		0.32		0.37		0.34		0.76		0.72		0.63		0.61		0.44		0.27
Base:		208		23		24		18		14		19		25		17		19		29		20

Test Valley Household Survey for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Q36 Where do you or members of your household normally go to a museum, gallery, or other place of historical / cultural interest?																						
<i>Those who said 'Museum / gallery or place of historical / cultural interest' at Q26 AND Excl. Nulls</i>																						
Andover Museum & Museum of the Iron Age, Andover	4.5%	6	0.0%	0	0.0%	0	0.0%	0	12.5%	1	50.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastleigh Museum, Eastleigh	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	2
Hampshire County Arts & Museum Service, Winchester	1.5%	2	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1
Jane Austen's House Museum, Chawton	0.7%	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	0.0%	0	0.0%	0
King Johns House and Tudor Cottage Museum, Romsey	2.2%	3	16.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Motor Museum, Beaulieu	1.5%	2	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0
Royal Marines Museum, Portsmouth	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	6.7%	1
Royal Military Policy Museum, Winchester	0.7%	1	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SeaCity Museum, Southampton	5.2%	7	16.7%	3	15.4%	2	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Southampton City Art Gallery, Southampton	1.5%	2	0.0%	0	7.7%	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
Tudor House & Garden, Southampton	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	2	0.0%	0
Willis Museum, Basingstoke	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	6.7%	1
Winchester City Museum, Winchester	3.0%	4	5.6%	1	0.0%	0	14.3%	1	0.0%	0	10.0%	1	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0
Winchester Science Centre & Planetarium, Winchester	2.2%	3	0.0%	0	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	2
Abroad	8.2%	11	5.6%	1	0.0%	0	14.3%	1	0.0%	0	0.0%	0	10.5%	2	0.0%	0	7.7%	1	28.6%	6	0.0%	0
Baddesley Clinton, Rising Lane, Knowle	0.7%	1	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	0.7%	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	0.0%	0	0.0%	0
Central London / West End	41.8%	56	27.8%	5	53.8%	7	28.6%	2	50.0%	4	40.0%	4	63.2%	12	70.0%	7	23.1%	3	28.6%	6	40.0%	6
Dorset County Museum, High West Street, Dorchester	0.7%	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	0.0%	0	0.0%	0
Fairground Craft Centre, The Fairground, Weyhill	0.7%	1	0.0%	0	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glasgow City Centre	0.7%	1	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Historic Dockyard, Victory Gate, Portsmouth	2.2%	3	11.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1
Mottisfont Abbey, Mottisfont Lane, Romsey	0.7%	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	0.0%	0	0.0%	0

Test Valley Household Survey for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Newbury Town Centre	0.7%	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	0.0%	0	0.0%	0
Newcastle City Centre	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1
Porthmadog Maritime Museum, The Harbour, Porthmadog	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Russel-Cotes Art Gallery & Museum, East Cliff Promenade, Bournemouth	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0
Salisbury Arts Centre, Bedwin Street, Salisbury	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0
Salisbury Cathedral, The Close, Salisbury	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0
Salisbury City Centre	3.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.5%	5	0.0%	0	0.0%	0
Southampton City 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	0.0%	0	9.5%	2	0.0%	0
Stonehenge, Heel Stone, Amesbury	0.7%	1	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taunton Town Centre	0.7%	1	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Salisbury Museum, The Close, Salisbury	2.2%	3	0.0%	0	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0	20.0%	2	0.0%	0	0.0%	0	0.0%	0
Weald & Downland Living Museum, Town Lane, Singleton	0.7%	1	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	134		18		13		7		8		10		19		10		13		21		15	

Meanscore: [Number of visits per month]

Q37 How often do you or your household go to pubs / bars / nightclubs?

Those who said 'Pub / bar / nightclub' at Q26

More than once a week	8.0%	41	10.9%	6	7.9%	5	10.0%	5	8.2%	4	8.9%	5	5.8%	3	14.3%	5	8.7%	4	3.5%	2	3.8%	2
Once a week	27.6%	142	18.2%	10	28.6%	18	34.0%	17	34.7%	17	28.6%	16	32.7%	17	17.1%	6	19.6%	9	35.1%	20	23.1%	12
Once a fortnight	23.3%	120	21.8%	12	22.2%	14	22.0%	11	18.4%	9	21.4%	12	19.2%	10	25.7%	9	28.3%	13	22.8%	13	32.7%	17
Once a month	23.3%	120	27.3%	15	23.8%	15	30.0%	15	24.5%	12	19.6%	11	17.3%	9	25.7%	9	17.4%	8	21.1%	12	26.9%	14
Once every two months	9.1%	47	18.2%	10	9.5%	6	2.0%	1	10.2%	5	7.1%	4	13.5%	7	5.7%	2	13.0%	6	5.3%	3	5.8%	3
Once every six months	3.1%	16	0.0%	0	3.2%	2	2.0%	1	2.0%	1	5.4%	3	0.0%	0	5.7%	2	4.3%	2	5.3%	3	3.8%	2
Once a year or less	0.8%	4	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	2.2%	1	0.0%	0	0.0%	0
(Dont know / varies)	4.9%	25	3.6%	2	3.2%	2	0.0%	0	2.0%	1	8.9%	5	7.7%	4	5.7%	2	6.5%	3	7.0%	4	3.8%	2
Mean:		2.62		2.49		2.60		2.91		2.76		2.78		2.60		2.80		2.45		2.57		2.28
Base:		515		55		63		50		49		56		52		35		46		57		52

Test Valley Household Survey for Carter Jonas

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Q38 What location (e.g. town centre, street/area, shopping centre, retail/ leisure park) do you or members of your household normally go to when visiting pubs / bars / nightclubs?											
<i>Those who said 'Pub / bar / nightclub' at Q26 AND Excl. Nulls</i>											
New Forest Wildlife Park, Totton	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Old Sarum, Salisbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fryern Arcade, CHANDLERS FORD	0.2%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%
Kennet Shopping Centre, NEWBURY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
West Quay Shopping Centre, SOUTHAMPTON (a roofed shopping centre)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Whiteley Shopping Village, WHITELEY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Solstice Retail Park, AMESBURY (Co-op, Costa Coffee, Holiday Inn, Home Bargains, KFC, McDonald's, Pizza Hut)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Amesbury Town Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Andover: High Street, Andover	2.7%	11	0.0%	0	0.0%	0	4.3%	2	17.2%	5	10.0%
Andover: London Street, Andover	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%
Andover: Andover Town Centre	6.3%	26	0.0%	0	0.0%	0	4.3%	2	20.7%	6	42.5%
Basingstoke: Basingstoke Town Centre	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%
Bournemouth Town Centre	0.2%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Chandlers Ford Town Centre	4.9%	20	2.0%	1	25.0%	12	0.0%	0	0.0%	0	0.0%
Durrington Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Eastleigh: High Street, Eastleigh	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Eastleigh: Eastleigh Town Centre	3.2%	13	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%
Hungerford Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%
Ludgershall Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%
Marlborough Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%
Newbury Town Centre	1.2%	5	0.0%	0	0.0%	0	0.0%	0	12.2%	5	0.0%
Nursling Village Centre	0.7%	3	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%
Portsmouth Local Centre, Southampton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Romsey: Latimer Street, Romsey	0.5%	2	2.0%	1	0.0%	0	2.2%	1	0.0%	0	0.0%
Romsey: The Hundred, Romsey	0.2%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Romsey: Romsey Town Centre	15.4%	63	74.0%	37	27.1%	13	15.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	6.5%	3	5.1%	2
Salisbury: Salisbury City Centre	3.7%	15	0.0%	0	0.0%	0	0.0%	0	3.4%	1	2.5%	1	0.0%	0	0.0%	0	27.9%	12	2.2%	1	0.0%	0
Southampton: Bedford Place/London Road, Southampton	0.2%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton: Portswood/Bevois Valley, Southampton	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	0.0%	0	0.0%	0
Southampton: Shirley High Street, Southampton	0.2%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton: Southampton City Centre	4.6%	19	6.0%	3	4.2%	2	2.2%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	26.1%	12	0.0%	0
Stockbridge Town Centre	3.2%	13	0.0%	0	0.0%	0	28.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	0.2%	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	0.0%	0	0.0%	0
Tidworth Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0
Totton: Commercial Road, Totton	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0
Totton: Totton Town Centre	2.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.4%	8	0.0%	0
Valley Park Local Centre, Eastleigh	0.7%	3	0.0%	0	6.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitchurch: Church Street, Whitchurch	0.2%	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	0.0%	0	0.0%	0
Whitchurch: Whitchurch Town Centre	1.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester: High Street, Winchester	1.2%	5	0.0%	0	0.0%	0	2.2%	1	3.4%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2
Winchester: Winchester City Centre	3.9%	16	4.0%	2	6.3%	3	2.2%	1	3.4%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	6.5%	3	12.8%	5
Abroad	0.2%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abbotts Ann Village Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldeby 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	2.3%	1	0.0%	0	0.0%	0
Alresford Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ampfield 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	0.0%	0	0.0%	0	2.6%	1
Andover: River Way, Andover	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Appleshaw Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0
Ashurst 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	0.0%	0	2.2%	1	0.0%	0
Barton Stacey Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree 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	0.0%	0	2.2%	1	0.0%	0
Braishfield Village Centre	1.2%	5	4.0%	2	0.0%	0	6.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brambridge Village 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	0.0%	0	0.0%	0
Breamore 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	2.3%	1	0.0%	0	0.0%	0
Bristol City Centre	0.2%	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	0.0%	0	0.0%	0
Broughton Village Centre	0.7%	3	0.0%	0	0.0%	0	6.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Burghclere Village Centre	0.2%	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	0.0%	0	0.0%	0
Cadnam Village Centre	0.2%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Charlton Village Centre	1.7%	7	0.0%	0	0.0%	0	0.0%	0	20.7%	6	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chilbolton Village 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	0.0%	0	0.0%	0
Christchurch Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0
Chute Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0
Clacton-on-Sea Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clanville Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collingbourne Kingston Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	2	0.0%	0	0.0%	0	0.0%	0
Downton 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	2.3%	1	0.0%	0	0.0%	0
Enford Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	2	0.0%	0	0.0%	0	0.0%	0
Farleigh 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	2.3%	1	0.0%	0	0.0%	0
Fordingbridge Town 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	4.7%	2	0.0%	0	0.0%	0
Freefolk Village Centre	0.2%	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	0.0%	0	0.0%	0
Fritham 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	2.3%	1	0.0%	0	0.0%	0
Frogham 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	2.3%	1	0.0%	0	0.0%	0
Goodworth Clatford Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bedwyn Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	2	0.0%	0	0.0%	0	0.0%	0
Hatherden Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highclere Village Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Houghton Village Centre	0.2%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hythe 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	2.3%	1	0.0%	0	0.0%	0
King's Somborne Village Centre	0.5%	2	0.0%	0	0.0%	0	2.2%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kintbury Village Centre	0.2%	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	0.0%	0	0.0%	0
Landford 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	2.3%	1	0.0%	0	0.0%	0
Laverstoke Village Centre	0.2%	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	0.0%	0	0.0%	0
Longparish Village 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	0.0%	0	0.0%	0
Lower Chute Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0
Lyndhurst 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	0.0%	0	8.7%	4	0.0%	0
Marden Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0
Marsh Benham Village Centre	0.2%	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	0.0%	0	0.0%	0
Minstead 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	0.0%	0	2.2%	1	0.0%	0
Motcombe 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	2.3%	1	0.0%	0	0.0%	0
Nether Wallop Village 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	0.0%	0	0.0%	0
Newton Tony 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	2.3%	1	0.0%	0	0.0%	0
North Stoneham Park, Eastleigh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
North Waltham Village Centre	0.2%	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	0.0%	0	0.0%	0
Otterbourne 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	0.0%	0	0.0%	0	5.1%	2

Test Valley Household Survey
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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Over Wallop Village 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	0.0%	0	0.0%
Overton Village Centre	1.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	6	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%
Penton Mewsey Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pewsey Village Centre	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	4	0.0%	0	0.0%	0	0.0%
Pitton 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	4.7%	2	0.0%	0	0.0%
Poole Town Centre	0.2%	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	0.0%	0	0.0%
Ragged Appleshaw Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ramsbury Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%
Redlynch 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	2.3%	1	0.0%	0	0.0%
Regents Park District Centre, 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	0.0%	0	2.2%	1	0.0%
Rockbourne 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	2.3%	1	0.0%	0	0.0%
Rownhams Village Centre	0.2%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shalbourne Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%
Shawford 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	0.0%	0	0.0%	0	2.6%
Sherfield English Village Centre	0.5%	2	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%
Shirley District Centre	0.7%	3	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%
Southampton: Earls Road, Southampton	0.2%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sparsholt Village Centre	0.5%	2	0.0%	0	0.0%	0	2.2%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Mary Bourne Village Centre	0.2%	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	0.0%	0	0.0%
Sutton Scotney 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	0.0%	0	0.0%	0	2.6%
Timsbury Village Centre	0.5%	2	0.0%	0	0.0%	0	2.2%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Twyford 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	0.0%	0	0.0%	0	2.6%
Upavon Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	2	0.0%	0	0.0%	0	0.0%
Wellow Village Centre	0.7%	3	2.0%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%
West Dean Village 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	0.0%	0	0.0%
West Tytherley Village Centre	0.5%	2	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weyhill Road, Andover	1.0%	4	0.0%	0	0.0%	0	0.0%	0	13.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wherwell Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Whiteparish Village Centre	0.2%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Winsor 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	0.0%	0	2.2%	1	0.0%
Winterslow Village 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	0.0%	0	0.0%
Woodborough Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	2	0.0%	0	0.0%	0	0.0%
Woodfalls 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	2.3%	1	0.0%	0	0.0%
Woodford 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	2.3%	1	0.0%	0	0.0%
Woodgreen Village Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	3	0.0%	0	0.0%
Woolton Hill Village Centre	0.2%	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	0.0%	0	0.0%
Base:	410		50		48		46		29		40		41		28		43		46		39

Test Valley Household Survey
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Meanscore: [Number of visits per month]																						
Q39 How often do you or your household eat out (e.g. visit cafes and restaurants)?																						
Those who said 'Restaurant / café' at Q26																						
More than once a week	6.1%	38	4.8%	3	4.5%	3	5.5%	3	10.0%	6	3.2%	2	7.8%	5	5.5%	3	8.2%	5	6.3%	4	5.4%	4
Once a week	19.9%	124	24.2%	15	20.9%	14	25.5%	14	16.7%	10	25.8%	16	17.2%	11	14.5%	8	26.2%	16	12.5%	8	16.2%	12
Once a fortnight	24.2%	151	24.2%	15	26.9%	18	25.5%	14	25.0%	15	21.0%	13	23.4%	15	18.2%	10	13.1%	8	42.2%	27	21.6%	16
Once a month	29.6%	185	35.5%	22	32.8%	22	29.1%	16	26.7%	16	29.0%	18	25.0%	16	38.2%	21	27.9%	17	17.2%	11	35.1%	26
Once every two months	12.0%	75	6.5%	4	10.4%	7	9.1%	5	10.0%	6	9.7%	6	15.6%	10	10.9%	6	18.0%	11	15.6%	10	13.5%	10
Once every six months	4.2%	26	3.2%	2	1.5%	1	0.0%	0	6.7%	4	3.2%	2	4.7%	3	7.3%	4	4.9%	3	3.1%	2	6.8%	5
Once a year or less	0.5%	3	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
(Dont know / varies)	3.5%	22	1.6%	1	3.0%	2	3.6%	2	5.0%	3	6.5%	4	6.3%	4	5.5%	3	1.6%	1	1.6%	1	1.4%	1
Mean:	2.21		2.27		2.18		2.39		2.42		2.20		2.26		1.94		2.39		2.13		1.97	
Base:	624		62		67		55		60		62		64		55		61		64		74	

Test Valley Household Survey for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Q40 What location (e.g. town centre, street/area, 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 said 'Restaurant / café' at Q26 AND Excl. Nulls</i>																						
Hillier Gardens, Romsey	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
New Forest Wildlife Park, Totton	0.9%	4	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	1.6%	1
The Rapids/Romsey Rapids, Romsey	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Chantry Centre, ANDOVER	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	0.0%	0	0.0%	0
Cross Keys Shopping Centre, SALISBURY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Old George Mall, SALISBURY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Wilton Shopping Village, SALISBURY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
West Quay Shopping Centre, SOUTHAMPTON (a roofed shopping centre)	0.4%	2	0.0%	0	2.3%	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
Whiteley Shopping Village, WHITELEY	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0
Newbury Retail Park, NEWBURY (Argos, Costa Coffee, Currys PC World, Homebase, Matalan, Miss Selfridge, Mothercare, New Look, Next, Pizza Hut, Sports D	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	0.0%	0	0.0%	0
West Quay Retail Park, SOUTHAMPTON (Argos, Boots, Currys PC World, Decathlon, Furniture Village, Halfords, JD Sports, Mamas & Papas, Matalan, Motherca	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	1.6%	1
Amesbury Town Centre	1.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	10.3%	4	3.9%	2	0.0%	0	0.0%	0
Andover: High Street, Andover	3.0%	14	0.0%	0	0.0%	0	0.0%	0	18.9%	7	12.5%	5	0.0%	0	2.6%	1	0.0%	0	1.9%	1	0.0%	0
Andover: London Street, Andover	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Andover: Andover Town Centre	9.0%	42	0.0%	0	0.0%	0	6.4%	3	43.2%	16	37.5%	15	2.3%	1	17.9%	7	0.0%	0	0.0%	0	0.0%	0
Basingstoke: Winchester Street/London Street, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Basingstoke: Basingstoke Town Centre	1.5%	7	0.0%	0	0.0%	0	0.0%	0	5.4%	2	2.5%	1	7.0%	3	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Bath City Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	2.0%	1	0.0%	0	0.0%	0

Test Valley Household Survey
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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Bournemouth Town Centre	0.6%	3	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.9%	1	0.0%	0
Chandlers Ford Town Centre	4.9%	23	0.0%	0	11.6%	5	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.2%	16
Eastleigh: High Street, Eastleigh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Eastleigh: Leigh Road, Eastleigh	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Eastleigh: Market Street, Eastleigh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Eastleigh: Eastleigh Town Centre	2.3%	11	3.6%	2	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	8
Hedge End Town Centre (NOT any of the retail parks)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.6%	1
Hungerford Town Centre	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2	2.6%	1	0.0%	0	0.0%	0	1.6%	1
Lordshill District Centre, Southampton	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	0.0%	0	0.0%	0
Marlborough Town Centre	2.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.2%	11	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	3.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	34.9%	15	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Nursling Village Centre	0.4%	2	0.0%	0	2.3%	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
Portswood Local Centre, 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	0.0%	0	1.9%	1	0.0%	0
Romsey: Latimer Street, Romsey	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	0.0%	0	0.0%	0
Romsey: The Hundred, Romsey	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Romsey: Romsey Town Centre	15.1%	71	72.7%	40	37.2%	16	25.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.9%	1	1.6%	1
Salisbury: High Street, Salisbury	1.3%	6	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	2.6%	1	7.8%	4	0.0%	0	0.0%	0
Salisbury: Market Square, Salisbury	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	2.0%	1	0.0%	0	0.0%	0
Salisbury: New Street, Salisbury	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0
Salisbury: Salisbury City Centre	6.2%	29	0.0%	0	2.3%	1	8.5%	4	0.0%	0	10.0%	4	2.3%	1	2.6%	1	35.3%	18	0.0%	0	0.0%	0
Southampton: Oxford Street, 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	0.0%	0	1.9%	1	0.0%	0
Southampton: Portswood/Bevois Valley, 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	0.0%	0	1.9%	1	0.0%	0
Southampton: Southampton City Centre	6.2%	29	5.5%	3	16.3%	7	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.2%	16	1.6%	1
Stockbridge Town Centre	3.4%	16	0.0%	0	0.0%	0	31.9%	15	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thornhill Local Centre, Southampton	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	0.0%	0	0.0%	0
Tidworth Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0
Totton: Totton Town Centre	1.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.1%	8	1.6%	1

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Whitchurch: Whitchurch Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Winchester: The Broadway, Winchester	0.2%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester: High Street, Winchester	1.7%	8	1.8%	1	4.7%	2	2.1%	1	5.4%	2	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Winchester: Winchester City Centre	9.0%	42	5.5%	3	7.0%	3	10.6%	5	10.8%	4	12.5%	5	11.6%	5	0.0%	0	3.9%	2	3.8%	2	21.3%	13
Abroad	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	2.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Ampfield 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	0.0%	0	0.0%	0	3.3%	2
Ampot Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ball Hill Local Centre	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	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	0.0%	0	0.0%	0	1.6%	1
Bitterne District Centre, 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	2.0%	1	0.0%	0	0.0%	0
Braishfield Village Centre	0.4%	2	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre	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	0.0%	0	0.0%	0
Cadnam 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	0.0%	0	1.9%	1	0.0%	0
Central London / West End	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Charlton Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chilworth 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	0.0%	0	0.0%	0
Clanville Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Curbridge 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	0.0%	0	0.0%	0	1.6%	1
Devizes Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Downton 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	3.9%	2	0.0%	0	0.0%	0
Exeter 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	0.0%	0	1.9%	1	0.0%	0
Goodworth Clatford Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greatbridge Road, Romsey	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	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	0.0%	0	0.0%	0	1.6%	1
Halfway Village Centre	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	0.0%	0	0.0%	0
Highclere Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Houghton Village Centre	0.2%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hurdcott 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	2.0%	1	0.0%	0	0.0%	0
Hythe Town 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	2.0%	1	1.9%	1	0.0%	0
Inkpen Village Centre	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	0.0%	0	0.0%	0
Kingsclere Village Centre	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	0.0%	0	0.0%	0
Larkhill 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	2.0%	1	0.0%	0	0.0%	0
Longstock Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower Chute Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Lymington 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	0.0%	0	1.9%	1	0.0%	0
Lyndhurst Village Centre	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	7.5%	4	0.0%	0
Nether Wallop Village Centre	0.2%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Nomansland 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	2.0%	1	0.0%	0	0.0%	0
Otterbourne 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	0.0%	0	0.0%	0	1.6%	1
Overton Village Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pewsey Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0	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	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Ramsbury Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Ringwood Town Centre	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	5	0.0%	0	0.0%	0
Shipton Bellinger Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton: West End	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	0.0%	0	0.0%	0
Sparsholt Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
St Juste 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	0.0%	0	0.0%	0	1.6%	1
Tangley Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurlestone Village Centre	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	0.0%	0	0.0%	0
Twyford 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	0.0%	0	0.0%	0	1.6%	1
Wellow Village Centre	0.4%	2	0.0%	0	2.3%	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
Woodborough Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Woodley Village Centre	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	0.0%	0	0.0%	0
Woolton Hill Village Centre	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	0.0%	0	0.0%	0
Wyevale Garden Centre, Salisbury Road, Andover	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	469		55		43		47		37		40		43		39		51		53		61	

Meanscore: [Number of visits per month]

Q41 How often do you or your household go to family entertainment venues?

Those who said 'Family entertainment (e.g. tenpin bowling, skating rink)' at Q26

More than once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	2	0.0%	0		
Once a fortnight	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	6.7%	1		
Once a month	9.4%	12	0.0%	0	5.6%	1	16.7%	1	31.3%	5	21.4%	3	0.0%	0	9.1%	1	0.0%	0	0.0%	0	6.7%	1
Once every two months	20.3%	26	50.0%	3	16.7%	3	0.0%	0	25.0%	4	28.6%	4	18.8%	3	27.3%	3	14.3%	1	10.5%	2	20.0%	3
Once every six months	35.9%	46	33.3%	2	44.4%	8	33.3%	2	6.3%	1	21.4%	3	43.8%	7	45.5%	5	28.6%	2	42.1%	8	53.3%	8
Once a year or less	16.4%	21	16.7%	1	11.1%	2	33.3%	2	25.0%	4	7.1%	1	12.5%	2	9.1%	1	14.3%	1	26.3%	5	13.3%	2
(Dont know / varies)	14.8%	19	0.0%	0	22.2%	4	16.7%	1	12.5%	2	21.4%	3	25.0%	4	9.1%	1	42.9%	3	5.3%	1	0.0%	0
Mean:	0.44		0.33		0.31		0.32		0.54		0.52		0.26		0.36		0.25		0.73		0.42	
Base:	128		6		18		6		16		14		16		11		7		19		15	

Test Valley Household Survey for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Q42 Where do you or members of your household normally go for family entertainment?																					
<i>Those who said 'Family entertainment (e.g. tenpin bowling, skating rink)' at Q26 AND Excl. Nulls</i>																					
Go Tenpin, Southampton	1.0%	1	0.0%	0	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hollywood Bowl, Basingstoke	15.6%	15	0.0%	0	0.0%	0	20.0%	1	38.5%	5	30.0%	3	54.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%
Hollywood Bowl, Eastleigh	17.7%	17	25.0%	1	16.7%	2	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	2	78.6%
Hollywood Bowl, Southampton	9.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	53.3%	8	7.1%
Leisure World, Southampton	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	13.3%	2	0.0%
Longdown Activity Farm, Totton	1.0%	1	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marwell Wildlife Park, Winchester	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%
Outburst Indoor Play Area, Salisbury	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%
Riverside Bowl, Andover	4.2%	4	0.0%	0	0.0%	0	0.0%	0	23.1%	3	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tenpin, Southampton	8.3%	8	25.0%	1	16.7%	2	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	13.3%	2	7.1%
Festival Place, BASINGSTOKE	1.0%	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	0.0%	0	0.0%
Brighton Hill Retail Park, BASINGSTOKE (Bensons for Beds, Carpet Right, Currys PC World, DFS, Harveys Furniture, McDonald's, Office Outlet, Pizza Hut,	1.0%	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	0.0%	0	0.0%
Andover: Andover Town Centre	5.2%	5	0.0%	0	0.0%	0	0.0%	0	23.1%	3	10.0%	1	0.0%	0	14.3%	1	0.0%	0	0.0%	0	0.0%
Basingstoke: Basingstoke Town Centre	9.4%	9	0.0%	0	0.0%	0	0.0%	0	15.4%	2	50.0%	5	9.1%	1	14.3%	1	0.0%	0	0.0%	0	0.0%
Eastleigh: Eastleigh Town Centre	4.2%	4	50.0%	2	16.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Salisbury: Salisbury City Centre	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%
Southampton: Southampton City Centre	3.1%	3	0.0%	0	25.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Swindon Town Centre	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.9%	3	0.0%	0	0.0%	0	0.0%
Winchester: Winchester City Centre	3.1%	3	0.0%	0	8.3%	1	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%
Basingstoke Leisure Park, Basingstoke	1.0%	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	0.0%	0	0.0%
Millbrook District Centre, Southampton	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%
St. Mary's Stadium, Britannia Road, Southampton	1.0%	1	0.0%	0	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Test Valley Household Survey
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Tenpin, Shaw Ridge Leisure Park, Whitehill Way, Swindon	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.6%	2	0.0%	0	0.0%	0	0.0%	0
Thatcham Town Centre	1.0%	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	0.0%	0	0.0%	0
Base:		96		4		12		5		13		10		11		7		5		15		14

Meanscore: [Number of visits per month]

Q43 How often do you or your household do (OTHER ACTIVITY FROM Q26)?

Those who said 'Other activity' at Q26

More than once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a fortnight	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every two months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every six months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a year or less	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Dont know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00
Base:		0		0		0		0		0		0		0		0		0		0		0

Test Valley Household Survey for Carter Jonas

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Q45 What improvements could be made to the leisure offer in the Test Valley Borough 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%
A swimming pool	7.3%	73	7.0%	7	5.0%	5	4.0%	4	18.0%	18	13.0%
A theatre	0.3%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%
A multi-screen cinema	1.1%	11	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%
An art house cinema	0.3%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Bingo	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
Cheaper prices	1.6%	16	0.0%	0	4.0%	4	0.0%	0	3.0%	3	2.0%
Improved access by foot and cycle	0.8%	8	2.0%	2	0.0%	0	2.0%	2	0.0%	0	1.0%
Improved public transport	2.1%	21	1.0%	1	1.0%	1	3.0%	3	1.0%	1	2.0%
Improved security / CCTV	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%
Improvements in the built environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More / better car parking	1.1%	11	1.0%	1	0.0%	0	3.0%	3	0.0%	0	3.0%
More / better cultural facilities	0.5%	5	1.0%	1	0.0%	0	1.0%	1	2.0%	2	0.0%
More / better disabled access	0.2%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%
More / better health clubs / gyms	1.3%	13	1.0%	1	4.0%	4	0.0%	0	3.0%	3	3.0%
More / better policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More / better public houses	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
More / better seats	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
More / better signposting and information	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More better parks / green spaces	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
More for children	2.1%	21	1.0%	1	1.0%	1	2.0%	2	4.0%	4	4.0%
More local sports & recreation facilities	4.0%	40	4.0%	4	2.0%	2	3.0%	3	8.0%	8	10.0%
More nightclubs	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
More pavement cafes	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
More quality restaurants	0.9%	9	0.0%	0	3.0%	3	2.0%	2	0.0%	0	1.0%
More street cleaning	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Provision of public toilets	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Ten-pin bowling	0.6%	6	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better quality facilities in general	0.6%	6	1.0%	1	0.0%	0	0.0%	0	2.0%	2	2.0%
Clean up The Rapids, Romsey	0.3%	3	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Dog walking park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Free parking at leisure facilities	0.3%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%
Go-karting centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Test Valley Household Survey
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Ice rink	1.5%	15	1.0%	1	1.0%	1	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	7.0%	7	1.0%	1
Improved access by car	0.5%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Longer / better opening hours at leisure facilities	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More live music venues	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Motorsport activities	0.1%	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	0.0%	0	0.0%	0
Mountain bike track	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Outdoor swimming pool	0.2%	2	1.0%	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	0.0%	0
Skatepark	0.3%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Trampoline park	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Turkish bath house	0.1%	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	0.0%	0	0.0%	0
(Dont do leisure activities)	1.9%	19	0.0%	0	3.0%	3	3.0%	3	3.0%	3	0.0%	0	5.0%	5	1.0%	1	1.0%	1	2.0%	2	1.0%	1
(Don't know)	7.1%	71	5.0%	5	4.0%	4	6.0%	6	6.0%	6	10.0%	10	7.0%	7	15.0%	15	9.0%	9	4.0%	4	5.0%	5
(Nothing)	66.2%	662	69.0%	69	75.0%	75	67.0%	67	51.0%	51	55.0%	55	69.0%	69	69.0%	69	66.0%	66	65.0%	65	76.0%	76
Base:	1000		100		100		100		100		100		100		100		100		100		100	
GEN Gender of respondent:																						
Male	34.2%	342	33.0%	33	29.0%	29	42.0%	42	42.0%	42	33.0%	33	36.0%	36	31.0%	31	33.0%	33	29.0%	29	34.0%	34
Female	65.8%	658	67.0%	67	71.0%	71	58.0%	58	58.0%	58	67.0%	67	64.0%	64	69.0%	69	67.0%	67	71.0%	71	66.0%	66
Base:	1000		100		100		100		100		100		100		100		100		100		100	
AGE Can I ask how old you are please?																						
18-24	1.0%	10	1.0%	1	0.0%	0	3.0%	3	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1	2.0%	2
25-34	1.8%	18	6.0%	6	1.0%	1	1.0%	1	4.0%	4	0.0%	0	0.0%	0	4.0%	4	1.0%	1	0.0%	0	1.0%	1
35-44	8.4%	84	12.0%	12	5.0%	5	10.0%	10	13.0%	13	10.0%	10	8.0%	8	4.0%	4	2.0%	2	10.0%	10	10.0%	10
45-54	28.6%	286	23.0%	23	42.0%	42	28.0%	28	36.0%	36	33.0%	33	27.0%	27	12.0%	12	24.0%	24	32.0%	32	29.0%	29
55-64	15.5%	155	12.0%	12	20.0%	20	12.0%	12	18.0%	18	13.0%	13	15.0%	15	21.0%	21	13.0%	13	13.0%	13	18.0%	18
65+	39.9%	399	43.0%	43	24.0%	24	45.0%	45	25.0%	25	37.0%	37	45.0%	45	47.0%	47	54.0%	54	43.0%	43	36.0%	36
(Refused)	4.8%	48	3.0%	3	8.0%	8	1.0%	1	4.0%	4	6.0%	6	4.0%	4	12.0%	12	5.0%	5	1.0%	1	4.0%	4
Base:	1000		100		100		100		100		100		100		100		100		100		100	
CAR How many cars does your household own or have the use of?																						
None	6.8%	68	6.0%	6	3.0%	3	6.0%	6	7.0%	7	3.0%	3	6.0%	6	8.0%	8	5.0%	5	17.0%	17	7.0%	7
One	31.8%	318	36.0%	36	29.0%	29	31.0%	31	26.0%	26	27.0%	27	32.0%	32	34.0%	34	39.0%	39	32.0%	32	32.0%	32
Two	39.0%	390	38.0%	38	39.0%	39	33.0%	33	48.0%	48	43.0%	43	41.0%	41	41.0%	41	33.0%	33	37.0%	37	37.0%	37
Three or more	17.4%	174	17.0%	17	22.0%	22	26.0%	26	16.0%	16	23.0%	23	18.0%	18	7.0%	7	17.0%	17	11.0%	11	17.0%	17
(Refused)	5.0%	50	3.0%	3	7.0%	7	4.0%	4	3.0%	3	4.0%	4	3.0%	3	10.0%	10	6.0%	6	3.0%	3	7.0%	7
Base:	1000		100		100		100		100		100		100		100		100		100		100	

Test Valley Household Survey for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
EMP What is the chief wage earner of your household's current employment situation?																						
Working full time	44.3%	443	44.0%	44	50.0%	50	43.0%	43	59.0%	59	46.0%	46	41.0%	41	36.0%	36	34.0%	34	45.0%	45	45.0%	45
Working part time	6.3%	63	3.0%	3	10.0%	10	8.0%	8	7.0%	7	5.0%	5	5.0%	5	6.0%	6	4.0%	4	5.0%	5	10.0%	10
Retired on State Pension ONLY	15.2%	152	16.0%	16	10.0%	10	15.0%	15	12.0%	12	20.0%	20	14.0%	14	17.0%	17	22.0%	22	17.0%	17	9.0%	9
Retired NOT on State Pension ONLY	25.4%	254	31.0%	31	19.0%	19	27.0%	27	12.0%	12	22.0%	22	33.0%	33	24.0%	24	33.0%	33	27.0%	27	26.0%	26
Student	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unemployed	0.4%	4	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Housewife / husband	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carer	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1
Disabled / long-term sick	0.3%	3	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	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	0.0%	0	0.0%	0
(Refused)	7.8%	78	6.0%	6	9.0%	9	6.0%	6	9.0%	9	7.0%	7	6.0%	6	15.0%	15	7.0%	7	4.0%	4	9.0%	9
Base:	1000		100		100		100		100		100		100		100		100		100		100	
QUOTA Zone																						
Zone 1	10.0%	100	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	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	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	0.0%	0	0.0%	0
Zone 4	10.0%	100	0.0%	0	0.0%	0	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 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	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	0.0%	0	0.0%	0
Zone 7	10.0%	100	0.0%	0	0.0%	0	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 8	10.0%	100	0.0%	0	0.0%	0	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 9	10.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0
Zone 10	10.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100
Base:	1000		100		100		100		100		100		100		100		100		100		100	

Test Valley Household Survey
for Carter Jonas

		Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
PC	Postcode Sector																					
BH243		0.5%	5	0.0%	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	
RG146		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	0.0%	0	
RG170		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	0.0%	0	
RG179		1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	15	0.0%	0	0.0%	0	0.0%	0	
RG200		0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%	0	
RG208		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	0.0%	0	
RG209		2.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.0%	26	0.0%	0	0.0%	0	0.0%	0	
RG253		2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	20	0.0%	0	0.0%	0	0.0%	0	
RG287		2.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.0%	27	0.0%	0	0.0%	0	0.0%	0	
SN8 3		1.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.0%	18	0.0%	0	0.0%	0	
SN8 4		0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	
SN9 5		2.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.0%	22	0.0%	0	0.0%	0	
SN9 6		0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0	
SO153		0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	
SO154		0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	
SO155		0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	
SO160		0.5%	5	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
SO163		0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	
SO164		0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	
SO165		0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	
SO166		0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	
SO167		0.4%	4	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	
SO168		2.1%	21	0.0%	0	10.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	11	0.0%	0	
SO169		0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%	0	
SO171		0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	
SO172		0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	
SO173		0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	
SO206		4.1%	41	0.0%	0	0.0%	0	41.0%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
SO208		2.1%	21	0.0%	0	0.0%	0	21.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
SO212		0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8	
SO213		1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%	0	6.0%	6	
SO224		0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	
SO226		0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	
SO402		0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	
SO403		1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	13	0.0%	0	
SO407		1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	15	0.0%	0	
SO408		1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	10	0.0%	0	
SO409		0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	9	0.0%	0	
SO437		0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	
SO504		1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	10	
SO505		1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	12	
SO506		0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	
SO509		0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8	
SO510		3.4%	34	3.0%	3	8.0%	8	23.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
SO515		2.4%	24	21.0%	21	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

Test Valley Household Survey
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
SO516	0.7%	7	0.0%	0	7.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
SO517	5.5%	55	52.0%	52	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
SO518	2.5%	25	24.0%	24	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
SO519	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	0.0%	0	0.0%
SO529	1.4%	14	0.0%	0	14.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
SO531	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	12.0%	12
SO532	2.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	21.0%	21
SO533	1.1%	11	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	9.0%	9
SO534	4.4%	44	0.0%	0	43.0%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.0%	1
SO535	1.0%	10	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	7.0%	7
SP1 1	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	12.0%	12	0.0%	0	0.0%	0
SP101	1.5%	15	0.0%	0	0.0%	0	0.0%	0	15.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%	0
SP102	1.9%	19	0.0%	0	0.0%	0	0.0%	0	19.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%	0
SP103	3.6%	36	0.0%	0	0.0%	0	0.0%	0	28.0%	28	8.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%	0
SP104	1.8%	18	0.0%	0	0.0%	0	0.0%	0	18.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%	0
SP105	1.1%	11	0.0%	0	0.0%	0	0.0%	0	11.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%	0
SP110	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%	0
SP116	1.3%	13	0.0%	0	0.0%	0	0.0%	0	9.0%	9	2.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0.0%	0
SP117	4.2%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.0%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%	0
SP118	2.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%	0
SP119	4.1%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	38.0%	38	0.0%	0	0.0%	0.0%	0
SP4 0	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0.0%	0
SP4 6	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0.0%	0
SP4 7	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	15	0.0%	0.0%	0
SP4 8	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0.0%	0
SP4 9	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.0%	1	0.0%	0.0%	0
SP5 1	1.6%	16	0.0%	0	0.0%	0	11.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0.0%	0
SP5 2	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	13	0.0%	0.0%	0
SP5 3	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	12	0.0%	0.0%	0
SP5 4	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0.0%	0
SP6 2	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	20	0.0%	0.0%	0
SP6 3	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0.0%	0
SP9 7	1.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8	0.0%	0	10.0%	10	0.0%	0	0.0%	0.0%	0
Base:	1000		100		100		100		100		100		100		100		100		100		100

Appendix 2:

Data Tabulations

By Zone – Filtered (Weighted)

Test Valley Household Survey for Carter Jonas

Weighted:

October 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
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</i>											
Aldi, Salisbury Road, Amesbury	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0
Aldi, Weyhill Road, Andover	2.7%	25	0.0%	0	0.0%	0	0.6%	0	12.9%	12	6.6%
Aldi, London Road, Newbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0
Aldi, The Hundred, Romsey	4.8%	44	55.1%	16	14.2%	9	13.5%	4	0.0%	0	0.0%
Aldi, London Road, Salisbury	0.2%	2	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%
Aldi, Bevois Valley Road, Southampton	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Burnett Close, Winchester	0.6%	6	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.7%
Asda Superstore, Anton Mill Road, Andover	2.4%	22	0.0%	0	0.0%	0	5.1%	1	5.9%	6	10.8%
Asda Superstore, Brighton Way, Brighton Hill, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
Asda Supercentre, Bournemouth Road, Chandlers Ford, Eastleigh	8.5%	78	10.4%	3	34.7%	21	8.2%	2	0.0%	0	0.0%
Asda Supermarket, High Street, West End, Southampton	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda Superstore, Maynard Road, Totton	7.4%	69	0.0%	0	9.1%	6	0.0%	0	0.0%	0	0.0%
Co-op, Winchester Road, Chandlers Ford, Eastleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Andover Road, Ludgershall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%
Co-op, Botley Road, Romsey	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, High Street, Stockbridge	0.1%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%
Iceland, Shirley High Street, Southampton	0.7%	7	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%
Lidl, London Road, Amesbury	0.1%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.7%
Lidl, Western Avenue, Andover	1.5%	14	0.0%	0	0.0%	0	4.8%	1	10.0%	10	5.4%
Lidl, Coles Close, off Twyford Road, Eastleigh	1.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Hatches Lane, Salisbury	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Lidl, Shirley Road,	0.3%	3	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%

Test Valley Household Survey
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Southampton																						
Lidl, Pennings Road, Tidworth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Andover	1.0%	9	0.0%	0	0.0%	0	0.6%	0	8.7%	8	0.7%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, New Canal, Salisbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Morrisons, Worting Road, Basingstoke	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Estcourt Street, Devizes	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Morrisons, Spruce Drive, Totton	4.7%	44	2.9%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	41	0.6%	1
Morrisons, Chiltern Drive, Verwood	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0
Nisa, The Crescent, Rowbarrow, Salisbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Bridge Street, Andover	0.3%	3	0.5%	0	0.0%	0	0.6%	0	1.6%	2	1.3%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Shepherds Spring Lane, Andover	1.7%	16	0.0%	0	0.0%	0	0.6%	0	11.0%	10	7.3%	2	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Leigh Road, Eastleigh	1.1%	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	6.7%	10
Sainsbury's Superstore, The Maltings, Salisbury	1.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	15.1%	17	0.0%	0	0.0%	0
Sainsbury's Superstore, Lordshill District Centre, Southampton	3.3%	31	1.9%	1	15.9%	10	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	20	0.0%	0
Sainsbury's Superstore, Portswood Road, Southampton	1.8%	16	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	15	0.6%	1
Sainsbury's Superstore, Badgers Farm Road, Winchester	2.4%	22	7.2%	2	0.8%	0	10.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	16
Tesco Extra, River Way, Andover	6.3%	58	0.0%	0	0.0%	0	3.0%	1	41.7%	40	31.6%	11	10.3%	5	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pinchington Lane, Newbury	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Bourne Centre, Salisbury	2.4%	22	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.6%	21	0.0%	0	0.0%	0
Tesco Extra, Easton Lane, Winchester	2.5%	23	0.0%	0	1.4%	1	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.8%	22
Tesco Superstore, London Road, Amesbury	2.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	9.9%	7	12.5%	14	0.0%	0	0.0%	0
Tesco Superstore, District Shopping 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	0.0%	0	0.0%	0

Test Valley Household Survey
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Chineham, Basingstoke																						
Tesco Superstore, Everland Road, Hungerford	0.2%	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	0.0%	0	0.0%	0
Tesco Superstore, Salisbury Road, Marlborough Business Park, Marlborough	0.2%	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	0.0%	0	0.0%	0
Tesco Superstore, London Road, Newbury	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	0.0%	0	0.0%	0
Tesco Superstore, Sizer Way, Dibden, Southampton	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	4	0.0%	0
Tesco Superstore, Tebourba Way, Milbrook, Southampton	3.1%	29	2.4%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	27	0.0%	0
Tesco Superstore, Station Road, Tidworth	2.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	2	0.0%	0	24.3%	17	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, The Swan Centre, Eastleigh	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	4
Tesco Metro, Castle Street, Salisbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	2.1%	2	0.0%	0	0.0%	0
Tesco Express, Charlton Road, Charlton, Andover	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bulford Road, Salisbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Waitrose, Chantry Centre, Andover	2.1%	19	0.0%	0	0.0%	0	9.9%	3	7.0%	7	21.1%	7	0.8%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Waitrose, Oakmount Road, Chandlers Ford	2.5%	23	0.0%	0	7.8%	5	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	10.7%	16
Waitrose, Alma Road, Romsey	3.3%	30	18.2%	5	8.7%	5	16.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	4.2%	13	1.2%	2
Waitrose, Churchill Way West, Salisbury	1.6%	15	0.0%	0	0.0%	0	3.5%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	11.5%	13	0.0%	0	0.0%	0
Waitrose, Portswood Road, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Waitrose, Stockbridge Road, Winchester	1.7%	16	0.0%	0	0.0%	0	4.3%	1	0.0%	0	1.2%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	8.7%	13
The Weyhill Farm Shop, Weyhill Road, Weyhill, Andover	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	0.0%	0	0.0%	0
Aldi, Palmerston Road, Boscombe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Booker Cash & Carry, Netherhampton Road, Salisbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Co-op, Burgess Road, Bassett, 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	0.0%	0	0.7%	2	0.0%	0

Test Valley Household Survey for Carter Jonas

Weighted:

October 2017

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Co-op, High Street, Fordingbridge	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	8	0.0%	0	0.0%	0
Co-op, High Street, Pewsey	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	7	0.0%	0	0.0%	0	0.0%	0
Co-op, The Borough, Downton, Salisbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Co-op, Winchester Street, Overton	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	0.0%	0	0.0%	0
Lidl, Christchurch Road, Ringwood	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	4	0.0%	0	0.0%	0
Lidl, Commercial Road, Totton	5.3%	49	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	48	0.0%	0
Lidl, London Road, Devizes	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	0.0%	0	0.0%	0
Lidl, London Road, Newbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Andover 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	0.0%	0	0.0%	0
Local shops, Badger Farm Local Centre, Winchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0
Marks & Spencer, Northbrook Street, Newbury	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	0.0%	0	0.0%	0
Sainsbury's Superstore, Hector's Way, Newbury	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Lyndhurst Road, Christchurch	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0
Sainsbury's Superstore, Meeting House Lane, Ringwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Monday Market Street, Devizes	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	0.0%	0	0.0%	0
Sainsbury's Superstore, Redcar Street, Shirley, Southampton	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	9	0.0%	0
Sainsbury's Superstore, The Malls Shopping Centre, Station Road, Basingstoke	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Sainsbury's Superstore, Tollbar Way, Hedge End, Southampton	0.4%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Sainsbury's Superstore, Wallop Drive, Kempshott, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Beaulieu Road, Dibden Purlieu, Southampton	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	4	0.0%	0

Test Valley Household Survey for Carter Jonas

Weighted:

October 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Tesco Extra, Riverside Avenue, Bournemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Waitrose, Basing View, Basingstoke	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Marlborough	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	2.3%	1	7.6%	5	0.0%	0	0.0%	0	0.0%	0
Waitrose, Oxford Road, Newbury	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	0.0%	0	0.0%	0
Waitrose, The Broadway, Thatcham	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	0.0%	0	0.0%	0
Waitrose, The Furlong, Ringwood	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	7	0.0%	0	0.0%	0
Weighted base:	925			29		61		28		95		34		47		70		113		302		146
Sample:	931			95		92		89		93		95		89		93		95		93		97

Q01A Which retailer do you purchase your main food internet / home delivery shopping from?

Those who said 'Internet - delivered' or 'Internet - collected (click and collect)' at Q01 AND Excl. Nulls

Amazon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda	8.1%	6	0.0%	0	9.7%	0	0.0%	0	26.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	2	48.6%	2
Co-op	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0
HelloFresh	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0
Ocado	14.9%	11	0.0%	0	42.1%	2	11.9%	0	41.6%	3	13.7%	0	32.5%	2	14.4%	1	0.0%	0	10.7%	2	0.0%	0
Riverford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	10.0%	8	0.0%	0	9.7%	0	0.0%	0	0.0%	0	45.9%	1	30.7%	2	0.0%	0	5.9%	1	10.7%	2	25.0%	1
Tesco	61.6%	46	35.7%	1	38.6%	2	64.9%	2	31.6%	2	13.7%	0	36.8%	3	75.7%	7	94.1%	15	67.8%	14	26.4%	1
Waitrose	5.4%	4	64.3%	2	0.0%	0	23.2%	1	0.0%	0	26.7%	0	0.0%	0	9.9%	1	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	75			3		5		3		7		2		7		9		16		21		3
Sample:	69			5		8		11		7		5		11		7		5		7		3

Test Valley Household Survey for Carter Jonas

Weighted:

October 2017

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Q02 What do you like about (LOCATION MENTIONED AT Q01)? [MR]																						
<i>Not those who said 'Internet - delivered' or 'Internet - collected (click and collect)' at Q01</i>																						
Clean store	1.6%	14	0.5%	0	2.2%	1	0.6%	0	3.7%	3	1.2%	0	0.8%	0	2.4%	2	1.5%	2	1.4%	4	0.6%	1
Close to family / friends	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	4	0.0%	0
Convenient to home	33.0%	305	11.6%	3	48.4%	30	19.2%	5	25.9%	25	26.1%	9	29.4%	14	35.5%	25	40.0%	45	33.1%	100	33.7%	49
Convenient to work	1.5%	14	0.0%	0	0.0%	0	2.9%	1	0.6%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	10	1.7%	2
Delivery service	0.4%	4	0.0%	0	0.0%	0	0.6%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.7%	2	0.0%	0
Easy to get to by car	2.2%	20	1.9%	1	4.3%	3	3.6%	1	0.0%	0	8.0%	3	2.3%	1	1.8%	1	0.8%	1	1.4%	4	3.9%	6
Easy to get to by foot	0.3%	3	0.9%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Easy to get to by public transport	0.6%	5	0.0%	0	0.0%	0	1.2%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.7%	2	0.0%	0
Ethical policy	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly / helpful staff	4.2%	38	1.0%	0	0.7%	0	1.2%	0	2.1%	2	4.7%	2	5.9%	3	4.2%	3	15.5%	18	1.4%	4	4.3%	6
Good layout / easy to get around	1.4%	13	1.5%	0	2.1%	1	1.2%	0	0.9%	1	2.1%	1	1.5%	1	1.2%	1	0.0%	0	1.4%	4	2.2%	3
Good offers	0.8%	7	0.0%	0	0.0%	0	1.7%	0	0.6%	1	0.0%	0	0.8%	0	0.0%	0	3.1%	3	0.7%	2	0.0%	0
Habit / always used it / familiarity	5.5%	51	5.8%	2	3.6%	2	5.1%	1	2.5%	2	4.5%	2	1.6%	1	4.0%	3	4.5%	5	6.6%	20	9.0%	13
Has a cafe	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.7%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has a petrol station	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0
Large store	2.7%	25	2.7%	1	1.4%	1	0.0%	0	2.4%	2	0.7%	0	1.6%	1	1.2%	1	1.5%	2	0.7%	2	10.8%	16
Long opening hours	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1	2.4%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Low prices / value for money	23.5%	217	57.2%	17	20.9%	13	34.0%	9	22.3%	21	15.8%	5	27.5%	13	21.6%	15	17.6%	20	24.7%	74	20.2%	30
Loyalty scheme / reward points	0.7%	7	0.5%	0	0.0%	0	7.6%	2	1.9%	2	0.0%	0	3.8%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Online shopping is convenient	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Only one in the area	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.6%	1
Parking is free	1.2%	11	1.9%	1	1.4%	1	1.8%	0	2.1%	2	6.2%	2	0.0%	0	3.3%	2	1.5%	2	0.0%	0	0.6%	1
Parking prices are low	0.3%	3	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0
Parking provision is good	3.0%	28	0.5%	0	6.7%	4	3.6%	1	1.6%	2	5.8%	2	0.8%	0	2.3%	2	1.6%	2	2.2%	7	5.9%	9
Pleasant shopping environment	1.1%	10	0.5%	0	0.7%	0	1.2%	0	0.6%	1	0.0%	0	0.8%	0	0.0%	0	2.4%	3	1.4%	4	1.1%	2
Preference for retailer	1.2%	11	1.9%	1	2.7%	2	2.7%	1	1.0%	1	1.4%	0	2.3%	1	0.0%	0	1.6%	2	0.7%	2	1.0%	1
Quality of food goods available	19.5%	180	21.5%	6	15.7%	10	28.6%	8	21.7%	21	22.5%	8	14.0%	7	11.1%	8	16.7%	19	22.0%	67	19.4%	28
Self-service checkouts	0.1%	1	0.5%	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	0.6%	1
Quality of non-food goods available	0.8%	7	2.9%	1	0.8%	0	0.0%	0	2.9%	3	0.7%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.6%	1
Range of food goods available	17.4%	161	26.3%	8	10.8%	7	7.5%	2	9.0%	9	15.5%	5	10.1%	5	20.9%	15	24.7%	28	18.0%	54	20.2%	30
Range of non-food goods available	3.8%	35	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	3.9%	3	2.4%	3	7.9%	24	3.4%	5
Safe shopping environment	0.1%	1	0.9%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Small / quiet store	1.6%	14	0.5%	0	0.8%	0	0.0%	0	0.0%	0	7.6%	3	0.8%	0	0.6%	0	2.3%	3	1.4%	4	2.3%	3
Staff discount / work there	1.7%	15	0.0%	0	0.0%	0	2.5%	1	1.7%	2	4.1%	1	0.8%	0	0.0%	0	0.0%	0	2.1%	6	3.4%	5

Test Valley Household Survey for Carter Jonas

Weighted:

October 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
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	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Close to other shops / services	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	0.0%	0	0.0%
Has everything I need	0.4%	4	1.5%	0	1.5%	1	1.7%	0	1.1%	1	0.0%	0	0.0%	0	0.6%	0	0.8%	1	0.0%	0	0.0%
Offers free tea / coffee	0.4%	4	0.0%	0	0.0%	0	7.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.1%	2
(Don't know / nothing)	5.9%	54	1.4%	0	6.5%	4	3.0%	1	8.1%	8	5.9%	2	12.5%	6	8.2%	6	1.6%	2	6.1%	19	5.2%
Weighted base:	925			29		61		28		95		34		47		70		113		302	
Sample:	931			95		92		89		93		95		89		93		95		93	

Q03 How do you normally travel to (LOCATION MENTIONED AT Q01)?*Not those who said 'Internet - delivered' or 'Internet - collected (click and collect)' at Q01*

Car / van (as driver)	80.8%	747	68.3%	20	89.1%	55	76.7%	21	79.9%	76	94.0%	32	82.5%	39	86.3%	60	78.5%	89	79.8%	241	78.7%	115
Car / van (as passenger)	7.5%	69	2.5%	1	7.4%	5	20.5%	6	5.2%	5	2.7%	1	13.7%	6	6.4%	4	5.5%	6	5.7%	17	12.4%	18
Bus, minibus or coach	3.8%	35	6.7%	2	0.0%	0	1.2%	0	2.5%	2	2.5%	1	1.5%	1	1.2%	1	2.3%	3	7.7%	23	1.6%	2
Using park & ride facility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0
Walk	6.8%	63	14.8%	4	2.0%	1	1.6%	0	12.4%	12	0.0%	0	2.3%	1	6.2%	4	11.6%	13	5.4%	16	7.3%	11
Taxi	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	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.2%	2	7.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / wheelchair	0.1%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	0.5%	5	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	4	0.0%	0
Weighted base:	925			29		61		28		95		34		47		70		113		302		146
Sample:	931			95		92		89		93		95		89		93		95		93		97

Test Valley Household Survey
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Q04 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]																						
<i>Not those who said 'Internet - delivered' or 'Internet - collected (click and collect)' at Q01</i>																						
Yes - non-food shopping	10.0%	93	7.7%	2	12.3%	8	21.7%	6	13.3%	13	11.1%	4	11.6%	5	5.4%	4	8.6%	10	11.1%	33	5.5%	8
Yes - other food shopping	5.5%	51	4.8%	1	2.5%	2	5.7%	2	5.1%	5	6.1%	2	8.9%	4	5.8%	4	7.1%	8	5.4%	16	4.5%	7
Yes - bars / pubs	0.1%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - bingo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - cafés	2.8%	26	8.2%	2	0.7%	0	1.7%	0	7.3%	7	0.7%	0	0.8%	0	0.6%	0	2.4%	3	3.3%	10	1.1%	2
Yes - cinemas	0.0%	0	0.0%	0	0.0%	0	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 - get petrol	3.7%	34	0.0%	0	0.7%	0	3.6%	1	7.8%	7	2.6%	1	0.8%	0	0.0%	0	0.0%	0	4.3%	13	7.6%	11
Yes - go to park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Yes - gyms / health and fitness	4.5%	42	0.9%	0	2.1%	1	0.6%	0	1.6%	1	0.7%	0	0.8%	0	0.6%	0	0.8%	1	12.2%	37	0.0%	0
Yes - library	0.5%	5	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	4	0.0%	0
Yes - markets	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	5.1%	6	0.0%	0	0.0%	0
Yes - meeting family	1.2%	11	0.0%	0	0.0%	0	3.3%	1	0.5%	1	0.0%	0	2.3%	1	0.6%	0	3.7%	4	1.4%	4	0.0%	0
Yes - meeting friends	0.8%	7	8.2%	2	2.0%	1	0.0%	0	1.5%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.7%	2	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	0.0%	0	0.0%	0
Yes - other service (e.g. travel agent, estate agent etc.)	0.7%	7	1.7%	0	1.4%	1	0.0%	0	1.6%	2	2.7%	1	0.0%	0	1.8%	1	0.8%	1	0.0%	0	0.6%	1
Yes - personal service (e.g. hairdressers, beauty salon etc.)	1.4%	13	6.7%	2	0.8%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	1.2%	1	0.0%	0	2.1%	6	2.2%	3
Yes - restaurants	0.6%	5	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.3%	0	3.0%	1	0.0%	0	1.6%	2	0.0%	0	1.2%	2
Yes - swimming	0.1%	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	0.0%	0	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	0.0%	0	0.0%	0
Yes - visiting services such as banks and other financial institutions	4.6%	43	3.8%	1	2.8%	2	7.4%	2	0.0%	0	2.0%	1	5.0%	2	7.4%	5	3.1%	4	7.1%	21	3.3%	5
Yes - work	4.8%	44	0.0%	0	0.0%	0	5.9%	2	10.2%	10	6.3%	2	3.9%	2	0.6%	0	2.3%	3	3.2%	10	11.1%	16
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	0.0%	0	0.0%	0
Yes - leisure activity	0.3%	3	0.5%	0	1.2%	1	1.2%	0	0.0%	0	0.7%	0	0.8%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Yes - medical appointment (e.g. doctor, dentist, optician etc.)	0.1%	1	0.5%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Yes - school / college / university run	0.3%	2	0.0%	0	0.8%	0	1.2%	0	0.0%	0	0.7%	0	0.0%	0	0.6%	0	0.8%	1	0.0%	0	0.0%	0
Yes - walking the dog	0.3%	2	0.0%	0	1.5%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Yes - window shopping / browsing	0.1%	1	1.4%	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	0.0%	0
(No)	64.4%	596	73.0%	21	76.6%	47	55.4%	15	60.1%	57	72.3%	25	65.1%	30	78.4%	55	68.0%	77	55.3%	167	69.5%	101
(Don't know)	0.3%	3	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.6%	0	1.5%	2	0.0%	0	0.0%	0
Weighted base:		925		29		61		28		95		34		47		70		113		302		146
Sample:		931		95		92		89		93		95		89		93		95		93		97

Test Valley Household Survey
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Q05 When you combine your trip with other activities, where do you normally go?																						
<i>Not those who said '(No)' or '(Don't know)' at Q04 and not those who said 'Internet - delivered' or 'Internet - collected (click and collect)' at Q01 AND Excl. Nulls</i>																						
Aldi, Salisbury Road, Amesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Weyhill Road, Andover	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Newbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, The Hundred, Romsey	1.1%	3	1.9%	0	5.9%	1	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Aldi, London Road, 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	0.0%	0	0.0%	0
Aldi, Bevois Valley 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	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Superstore, Anton Mill 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	0.0%	0	0.0%	0
Asda Superstore, Brighton Way, Brighton Hill, 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	0.0%	0	0.0%	0
Asda Supercentre, Bournemouth Road, Chandlers Ford, Eastleigh	3.8%	12	0.0%	0	8.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	19.9%	9
Asda Supermarket, High Street, West End, Southampton	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2
Asda Superstore, Marlands Shopping 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	0.0%	0	0.0%	0
Asda Superstore, Maynard Road, Totton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, London Road, Amesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Western Avenue, 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	0.0%	0	0.0%	0
Lidl, Coles Close, off Twyford 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	0.0%	0	0.0%	0
Lidl, Hatches 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	0.0%	0	0.0%	0
Lidl, Shirley Road, Southampton	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Lidl, Pennings Road, Tidworth	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Andover	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, New	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Test Valley Household Survey
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Canal, Salisbury																						
Marks & Spencer, High 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	0.0%	0	0.0%	0
Morrisons, 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	0.0%	0	0.0%	0
Morrisons, Estcourt Street, Devizes	0.0%	0	0.0%	0	0.0%	0	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, Spruce Drive, Totton	2.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	8	1.9%	1
Morrisons, Chiltern Drive, Verwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bridge Street, 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	0.0%	0	0.0%	0
Sainsbury's Superstore, Shepherds Spring Lane, Andover	0.1%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, 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	0.0%	0	0.0%	0
Sainsbury's Superstore, The Maltings, 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	0.0%	0	0.0%	0
Sainsbury's Superstore, Lordshill District Centre, Southampton	0.2%	1	0.0%	0	3.0%	0	1.5%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Badgers Farm Road, Winchester	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	2
Sainsbury's Superstore, 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	0.0%	0	0.0%	0
Tesco Extra, River Way, Andover	1.3%	4	0.0%	0	0.0%	0	1.5%	0	4.4%	2	7.0%	1	10.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pinchington Lane, Newbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Bourne Centre, 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	0.0%	0	0.0%	0
Tesco Extra, Hamble Lane, Bursledon, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Easton Lane, 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	0.0%	0	0.0%	0
Tesco Superstore, London Road, Amesbury	0.0%	0	0.0%	0	0.0%	0	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 Superstore, District Shopping Centre, Chineham, 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	0.0%	0	0.0%	0

Test Valley Household Survey
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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Tesco Superstore, Everland Road, Hungerford	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Salisbury Road, Marlborough Business Park, Marlborough	0.0%	0	0.0%	0	0.0%	0	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 Superstore, London Road, Newbury	0.0%	0	0.0%	0	0.0%	0	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 Superstore, Sizer Way, Dibden, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Tebourba Way, Milbrook, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Station Road, Tidworth	0.0%	0	0.0%	0	0.0%	0	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, Chantry Centre, Andover	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	0.0%	0	0.0%	0
Waitrose, Oakmount Road, Chandlers Ford	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2
Waitrose, Alma Road, Romsey	0.6%	2	3.7%	0	0.0%	0	5.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Waitrose, Churchill Way West, Salisbury	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	3	0.0%	0	0.0%	0
Waitrose (Little), West Quay Shopping 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	0.0%	0	0.0%	0
Waitrose, Portswood 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	0.0%	0	0.0%	0
Waitrose, Stockbridge Road, Winchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Lister 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	0.0%	0	0.0%	0
B&Q, Shakespeare 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	0.0%	0	0.0%	0
B&Q, Charles Watts Way, Hedge End	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, London Road, Newbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Southampton Road, Salisbury	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Bradbeers Department Store, Bell Street, 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	0.0%	0	0.0%	0
Homebase, Winchester 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	0.0%	0	0.0%	0
Homebase, Southampton Road, 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	0.0%	0	0.0%	0

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Homebase, Auckland Road, Millbrook, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Easton Labne, Winchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Pincents Kiln, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, West Quay Road, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Southampton Road, Salisbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, East Portway Industrial Estate, Andover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Bone Lane, Newbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Romsey Industrial Estate, Greatbridge Road, Romsey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Southampton Road, Salisbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Millbrook Road West, Millbrook, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Wykeham Industrial Estate, Winnall, Winchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Winchester Road, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Topps Tiles, Southampton Road, Salisbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chantry Centre, ANDOVER	0.4%	1	0.0%	0	0.0%	0	4.2%	0	0.0%	0	0.0%	0
Festival Place, BASINGSTOKE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
The Walks Shopping Centre, BASINGSTOKE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Malls Shopping Centre, BASINGSTOKE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chineham Shopping Centre, BASINGSTOKE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fryern Arcade, CHANDLERS FORD	1.1%	4	0.0%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	7.4%
Swan Centre, EASTLEIGH	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5.5%
Kennet Shopping Centre, NEWBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parkway Shopping Centre, NEWBURY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Oracle Shopping Centre, READING	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Cross Keys Shopping Centre, 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	0.0%	0	0.0%	0
Old George Mall, 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	0.0%	0	0.0%	0
Wilton Shopping Village, 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	0.0%	0	0.0%	0
Marlands Shopping 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	0.0%	0	0.0%	0
West Quay Shopping Centre, SOUTHAMPTON (a roofed shopping centre)	0.2%	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	0.0%	0	0.0%	0
Totton Precinct, TOTTON	2.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	9	0.0%	0
Whiteley Shopping Village, WHITELEY	0.0%	0	0.0%	0	0.0%	0	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 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	0.0%	0	0.0%	0
Andover Road Retail Park, WINCHESTER (Brewers Decorator Centre, HSS Hire Shop, Majestic Wine, Pets Corner)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bourne Retail Park, SALISBURY (Dunelm, Wickes)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Bradbeers Retail Park, Tollbar Way, HEDGE END (Bensons For Beds, Bradbeers Furniture Store, Carpet Right, Harveys)	0.0%	0	0.0%	0	0.0%	0	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 Hill Retail Park, BASINGSTOKE (Bensons for Beds, Carpet Right, Currys PC World, DFS, Harveys Furniture, McDonald's, Office Outlet, Pizza Hut,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Channon Retail Park, EASTLEIGH (Costa Coffee, Halfords, Home Bargains, Matalan, Pets at Home)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chestnut Avenue Retail Park, EASTLEIGH (American Golf, Dreams)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Churchill Retail Park, ANDOVER (Carpet Right, Currys PC World, TK	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Maxx)												
Dolphin Retail Park, SALISBURY (Argos)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enham Arch Retail Park, ANDOVER (Bensons for Beds, Halfords, Homebase, Next, Pets at Home)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gastons Wood Retail Area, Reading Road, BASINGSTOKE (Dunelm, Lidl, The Range)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatch Warren Retail Park, BASINGSTOKE (Argos, Dreams, Pets at Home, Ponden Home, Poundstretcher, The Groom Room)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End Park, Tollbar Way, HEDGE END (Currys PC World, Homebase, Marks & Spencer, Pets at Home, Sainsbury's)	0.6%	2	0.0%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	2
Hedge End Retail Park, Charles Watts Way, HEDGE END (Carphone Warehouse, DFS, Dwell, Fabb Sofas, Next, Oak Furniture Land, SCS, Starbucks)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End Trade Park, Tollbar Way, HEDGE END (American Golf, Halfords, Hammonds Bedroom Furniture, Topps Tiles, The Tile Source)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moorside Road Retail Park, WINCHESTER (Currys PC World, Halfords)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Retail Park, NEWBURY (Argos, Costa Coffee, Currys PC World, Homebase, Matalan, Miss Selfridge, Mothercare, New Look, Next, Pizza	0.6%	2	0.0%	0	0.0%	0	0.0%	0	11.5%	2	0.0%	0

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Hut, Sports D												
Northern Avenue Retail Park, ANDOVER (KFC, The Range, Wickes)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shirley Retail Park, Winchester Road, SOUTHAMPTON (Halfords, Pets at Home, Wickes)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solstice Retail Park, AMESBURY (Co-op, Costa Coffee, Holiday Inn, Home Bargains, KFC, McDonald's, Pizza Hut)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton Retail Park, NURSLING (B&Q, Carpet Right, Harveys, Tapi Carpets & Floors, Trade Point)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton Road Retail Park, SALISBURY (Currys PC World, Benson for Beds, B&M, DFS, Harveys, Homebase, Next, Oak Furniture Land, Starbucks, Topps Til	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Totton Retail Park, TOTTON (Argos, Jollyes Pet Superstore, Lidl, Poundstretcher)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Quay Retail Park, SOUTHAMPTON (Argos, Boots, Currys PC World, Decathlon, Furniture Village, Halfords, JD Sports, Mamas & Papas, Matalan, Motherca	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amesbury Town Centre	1.3%	4	0.0%	0	0.0%	0	1.4%	0	0.0%	0	7.4%	1
Andover Town Centre	13.8%	44	0.0%	0	0.0%	0	11.9%	1	78.3%	28	66.0%	6
Basingstoke Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Bath City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bulford Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chandlers Ford Town Centre	1.4%	4	0.0%	0	3.2%	0	5.0%	1	0.0%	0	0.0%	0
Durrington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastleigh Town Centre	5.5%	17	1.9%	0	0.0%	0	17.9%	2	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

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Weighted:

October 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
(NOT any of the retail parks)																					
Hungerford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lordshill District Centre, Southampton	0.3%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ludgershall Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marlborough Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	2	0.0%	0	0.0%	0	0.0%
Newbury Town Centre	1.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
North Baddesley 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	0.0%	0	0.0%
Nursling Village Centre	0.3%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Portswood Local Centre, Southampton	2.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	6	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	0.0%	0	0.0%
Romsey Town Centre	11.9%	38	86.8%	7	44.2%	6	25.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.9%	21	1.9%
Salisbury City Centre	4.4%	14	0.0%	0	0.0%	0	14.5%	2	0.0%	0	0.0%	0	0.0%	0	3.3%	0	35.8%	12	0.0%	0	0.0%
Southampton City Centre	2.1%	7	0.0%	0	3.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	6	0.0%
Stockbridge Town Centre	0.1%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Swindon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Thornhill Local 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	0.0%	0	0.0%
Tidworth Town Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	1	2.6%	0	0.0%	0	6.4%	1	0.0%	0	0.0%	0	0.0%
Totton Town Centre	19.3%	62	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.6%	62	0.0%
Valley Park Local 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	0.0%	0	0.0%
Whitchurch Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Winchester City Centre	2.2%	7	0.0%	0	0.0%	0	5.6%	1	7.7%	3	4.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%
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	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	0.0%	0	0.0%
Internet / catalogue / TV shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Abridge 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	0.0%	0	0.0%
Andover Trade Park, Joule 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	0.0%	0	0.0%
Asda Superstore, Caxton Road, Highbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Franconia Drive, Nursling Industrial Estate, Nursling, Southampton	0.1%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Great Western Way, Swindon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Hambleton Avenue, Devizes	0.0%	0	0.0%	0	0.0%	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 Retail Park, Wallop Drive, 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	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	0.0%	0	0.0%

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Bitterne 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	0.0%	0	0.0%
Bluewater Shopping Centre, Greenhithe, Kent	0.0%	0	0.0%	0	0.0%	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 Industrial Estate, Eastleigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
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	0.0%	0	0.0%
Burbage 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	0.0%	0	0.0%
Cardiff City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Carpetright, New Park Street, Devizes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Carvers Trading Estate, Southampton Road, Ringwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Castlepoint Shopping Park, Castle Lane West, Bournemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
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	0.0%	0	0.0%
Charlton 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	0.0%	0	0.0%
Cheshire Oaks Designer Outlet, Ellesmere Port	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chilworth Village Centre	0.2%	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	0.0%	0	0.0%
Chippenham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Christchurch Town Centre	0.7%	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	0.0%	0	0.0%
Churchfields Industrial Estate, Stephenson Road, 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	0.0%	0	0.0%
Clarks Village, Street	0.0%	0	0.0%	0	0.0%	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 District Centre, Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Devizes Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	9.2%	1	0.0%	0	0.0%	0	0.0%
Dibden Purlieu Village Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.7%	2	0.0%	0
Downton 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	0.0%	0	0.0%
Elk Mill Retail Park, Southampton Road, Titchfield, Park Gate, Fareham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ferndown Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fordingbridge Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%	0	0.0%
Glastonbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Go Outdoors, Third Avenue, Millbrook Road West, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Greenbridge Retail Park, Drakes Way, Swindon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Guildford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gunwharf Quays,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Test Valley Household Survey
for Carter Jonas

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Portsmouth												
Hansard Pet Centre, Hansard Farm, Romsey Road, Romsey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow Airport, Nelson Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highclere Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Sense, Churchill Way West, Salisbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Enham Arch Retail Park, Newbury Road, Andover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hopton Park Industrial Estate, Hopton Road, Devizes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Castle Street, Salisbury	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
In-Excess DIY, Netherhampton Road, Harnham, Salisbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
International Furniture, The Commercial Centre, Picket Piece, Andover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leekes Department Store, Beanacre Road, Melksham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Colney Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, London Road, Newbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lymington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lyndhurst Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Pinchington Lane, Newbury	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0
Marks & Spencer, The Meadows Centre, Marshall Road, Sandhurst	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Millbrook Local Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mole Country Stores, Easton Lane, Winchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mole Country Stores, Hectors Way, Newbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mountbatten Retail Park, Western Esplanade, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Test Valley Household Survey
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Netley Marsh 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	0.0%	0	0.0%
Nottingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Oakley Carpets & Furniture, Andover Road, Oakley, 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	0.0%	0	0.0%
Olivers 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	0.0%	0	0.0%
Overton 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	0.0%	0	0.0%
Peter Green Furnishers, School Lane, Chandlers Ford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pets at Home, London Road, Newbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pewsey Village Centre	0.1%	0	0.0%	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	0.0%
Picket Piece 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	0.0%	0	0.0%
Poole Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
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	0.0%	0	0.0%
Quarley Village Centre	0.1%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ringwood Town Centre	2.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.7%	8	0.0%	0	0.0%
Rosebourne, Amesbury Road, Weyhill, 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	0.0%	0	0.0%
Sainsbury's Superstore, Hector's Way, Newbury	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	0.0%	0	0.0%
Sainsbury's Superstore, Wallop Drive, Kempshott, 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	0.0%	0	0.0%
Screwfix, Stanstead Industrial Estate, Goodwood 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	0.0%	0	0.0%
Screwfix, Thorney Croft Industrial Estate, 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	0.0%	0	0.0%
Sherfield English Village Centre	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shirley District Centre	2.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	7	0.0%
Street 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	0.0%	0	0.0%
Sweet Briar Retail Park, Sweet Briar Road, Norwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Swindon Designer Outlet, Kemble Drive, Swindon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tadley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Shirley Road, 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	0.0%	0	0.0%
Tesco Metro, 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	0.0%	0	0.0%
Thatcham Town 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	0.0%	0	0.0%

Test Valley Household Survey
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
The Commercial Centre, Picket Piece, 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	0.0%	0	0.0%
The Maltings, West Dean, 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	0.0%	0	0.0%
Thruxton Village Centre	0.1%	0	0.0%	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	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	0.0%	0	0.0%
Trowbridge Town Centre	0.1%	0	0.0%	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	0.0%
Verwood Town 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	5.1%	2	0.0%	0	0.0%
Waitrose, Basing View, 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	0.0%	0	0.0%
Walworth Industrial Estate, North Way, Andover	0.2%	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	0.0%	0	0.0%
Waterlooville Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wellington park, Tollbar 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	0.0%	0	0.0%
Wellow 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	0.0%	0	0.0%
West Totton 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	0.0%	0	0.0%
Whitehall Garden Centre, Nursery Farm, Pewsey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Canal View Road, Newbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Millenium Court, Churchill Way West, 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	0.0%	0	0.0%
Wilton Flooring, Winchester Road, Chandlers 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	0.0%	0	0.0%
Wilton House Garden Centre, Salisbury Road, Wilton, 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	0.0%	0	0.0%
Winnall Industrial Estate, Easton Lane, 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	0.0%	0	0.0%
Winnall 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	0.0%	0	0.0%	0	1.9%
Woodborough 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	0.0%	0	0.0%
Woodfalls 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	0.0%	0	0.0%
Wyevale Garden Centre, Bath Road, Thatcham, Newbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wyevale Garden Centre, Netherhampton Road, Netherhampton, 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	0.0%	0	0.0%
Wyevale Garden Centre, Salisbury 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	0.0%	0	0.0%
Yeovil Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
York City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Test Valley Household Survey
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		320		8		14		12		36		9		16		13		34		135		44
Sample:		305		35		25		44		23		29		33		23		29		37		27

Test Valley Household Survey
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Q06 In addition to (LOCATION MENTIONED AT Q01), is there anywhere else you regularly use for your main-food shopping?																						
<i>Excl. Nulls</i>																						
Aldi, Salisbury Road, Amesbury	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	0.0%	0	0.0%	0
Aldi, Weyhill Road, Andover	1.6%	8	0.0%	0	0.0%	0	1.4%	0	14.6%	8	1.2%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Newbury	0.2%	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	0.0%	0	0.0%	0
Aldi, The Hundred, Romsey	2.0%	11	9.8%	2	11.6%	4	5.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	4	1.0%	1
Aldi, London Road, Salisbury	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	4	0.0%	0	0.0%	0
Aldi, Bevois Valley Road, Southampton	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4	0.0%	0
Aldi, Burnett Close, Winchester	0.7%	4	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	4
Asda Superstore, Anton Mill Road, Andover	4.1%	22	0.0%	0	0.0%	0	1.4%	0	25.3%	13	18.1%	4	5.9%	2	3.8%	2	0.0%	0	1.0%	2	0.0%	0
Asda Supercentre, Bournemouth Road, Chandlers Ford, Eastleigh	2.1%	11	16.0%	3	9.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	6
Asda Superstore, Marlands Shopping Centre, Southampton	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	4	0.0%	0
Asda Superstore, Maynard Road, Totton	4.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	24	0.0%	0
Co-op, Falkland Road, Chandlers Ford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Co-op, Andover Road, Ludgershall	0.1%	0	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	0.0%	0
Co-op, Botley Road, North Baddesley	0.1%	0	0.0%	0	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
Co-op, Abbotswood Close, Romsey	0.1%	0	0.0%	0	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
Co-op, The Hundred, Romsey	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Nursling Street, Southampton	0.1%	0	0.0%	0	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
Co-op, High Street, Stockbridge	0.1%	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	0.0%	0	0.0%	0
Iceland, Bridge Street, Andover	0.2%	1	0.0%	0	0.0%	0	2.8%	0	0.0%	0	1.1%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Castle Street, Salisbury	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	0.0%	0	0.0%	0
Iceland, Portswood Centre, Southampton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Iceland, Shirley High Street,	2.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	12	0.0%	0

Test Valley Household Survey
for Carter Jonas

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Southampton												
Lidl, London Road, Amesbury	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Western Avenue, Andover	2.3%	12	0.0%	0	0.0%	0	1.4%	0	6.8%	4	7.6%	2
Lidl, Coles Close, off Twyford Road, Eastleigh	1.8%	10	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Hatches Lane, Salisbury	1.0%	5	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Lidl, Shirley Road, Southampton	1.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Pennings Road, Tidworth	1.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0
Marks & Spencer, High Street, Andover	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1
Marks & Spencer Foodhall, Coles Close, Eastleigh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, New Canal, Salisbury	0.3%	2	0.0%	0	1.4%	0	1.4%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Winchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Morrisons, Worting Road, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Morrisons, Estcourt Street, Devizes	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2
Morrisons, Spruce Drive, Totton	10.5%	57	5.0%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bridge Street, Andover	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1
Sainsbury's Superstore, Shepherds Spring Lane, Andover	2.2%	12	0.0%	0	0.0%	0	5.6%	1	14.2%	7	13.3%	3
Sainsbury's Superstore, Leigh Road, Eastleigh	3.5%	19	0.0%	0	7.0%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, The Maltings, Salisbury	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Lordshill District Centre, Southampton	4.7%	26	5.9%	1	4.4%	1	2.7%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Portswood Road, Southampton	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Badgers Farm Road, Winchester	1.4%	8	11.7%	2	10.6%	3	2.8%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Middle Brook Street,	0.1%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0

Test Valley Household Survey
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Winchester																						
Tesco Extra, River Way, Andover	2.5%	14	0.0%	0	0.0%	0	15.5%	2	14.2%	7	12.8%	3	5.3%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pinchington Lane, Newbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Bourne Centre, Salisbury	1.6%	9	0.9%	0	1.5%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	8	0.0%	0	0.0%	0
Tesco Extra, Hamble Lane, Bursledon, 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	0.0%	0	0.0%	0	1.1%	1
Tesco Extra, Easton Lane, Winchester	0.3%	2	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	5.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Amesbury	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	6	0.0%	0	0.0%	0
Tesco Superstore, Everland Road, Hungerford	0.3%	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	0.0%	0	0.0%	0
Tesco Superstore, Salisbury Road, Marlborough Business Park, Marlborough	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Newbury	0.1%	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	0.0%	0	0.0%	0
Tesco Superstore, Sizer Way, Dibden, Southampton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Tesco Superstore, Tebourba Way, Milbrook, Southampton	2.8%	15	0.0%	0	4.3%	1	17.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	12	0.0%	0
Tesco Superstore, Station Road, Tidworth	2.2%	12	0.0%	0	0.0%	0	1.4%	0	0.0%	0	1.1%	0	0.0%	0	26.6%	12	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, The Swan Centre, Eastleigh	0.9%	5	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	4
Tesco Metro, Castle Street, Salisbury	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	0.0%	0	0.0%	0
Tesco Express, Pilgrims Close, Chandlers Ford	0.2%	1	0.0%	0	1.5%	0	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, Bulford Road, Salisbury	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	0.0%	0	0.0%	0
Tesco Express, Winchester Street, Whitchurch	0.1%	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	0.0%	0	0.0%	0
Tesco Express (Esso), Winchester Road, Winchester	0.1%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Chantry Centre, Andover	3.7%	20	0.0%	0	0.0%	0	4.1%	0	21.0%	11	24.4%	5	1.3%	0	8.4%	4	0.0%	0	0.0%	0	0.0%	0
Waitrose, Oakmount Road, Chandlers Ford	3.4%	19	0.0%	0	18.4%	6	4.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	13
Waitrose, Alma Road,	2.9%	16	47.1%	7	6.8%	2	11.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.1%	2	2.0%	2

Test Valley Household Survey
for Carter Jonas

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10										
Romsey																						
Waitrose, Churchill Way West, Salisbury	1.5%	8	0.0%	0	0.0%	0	1.5%	0	1.0%	1	3.4%	1	0.0%	0	1.0%	0	10.8%	6	0.0%	0	0.0%	0
Waitrose, Portswood Road, Southampton	1.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	8	0.0%	0
Waitrose, Stockbridge Road, Winchester	0.6%	3	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3
John Robinson Butchers, High Street, Stockbridge	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Hampshire Farmers' Market, Alma Road Car Park, Romsey	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romsey Market, Romsey	0.1%	0	0.0%	0	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
Co-op, High Street, Fordingbridge	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	3	0.0%	0	0.0%	0
Co-op, High Street, Pewsey	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	0.0%	0	0.0%	0
Co-op, Lyndhurst Road, Ashurst	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Co-op, Winchester Street, Overton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templar Avenue, Farnborough	0.1%	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	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Home Bargains, Solstice Business Park, Equinox Diver, Amesbury	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	0.0%	0	0.0%	0
Iceland, The Brittox, Devizes	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	0.0%	0	0.0%	0
Lidl, Christchurch Road, Ringwood	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	0.0%	0	0.0%	0
Lidl, Commercial Road, Totton	5.0%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.5%	27	0.0%	0
Lidl, London Road, Newbury	0.2%	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	0.0%	0	0.0%	0
Local market, Winchester City Centre	1.9%	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	12.9%	10
Local shops, Pewsey Village Centre	0.1%	0	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	0.0%	0
Local shops, Romsey Town Centre	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Woodgreen 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	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Pinchington Lane, Newbury	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Tollbar	0.4%	2	0.0%	0	1.4%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2

Test Valley Household Survey
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Way, Hedge End, Southampton																						
Morrisons, Dorcan House, Eldene Drive, Swindon	0.1%	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	0.0%	0	0.0%	0
Sainsbury's Superstore, Brunel Plaza, Swindon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Hector's Way, Newbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Meeting House Lane, Ringwood	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	3	0.0%	0	0.0%	0
Sainsbury's Superstore, Ringwood Road, Ferndown	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	0.0%	0	0.0%	0
Sainsbury's Superstore, Station Mall, Basingstoke	0.1%	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	0.0%	0	0.0%	0
Sainsbury's Superstore, Tollbar Way, Hedge End, Southampton	1.4%	8	1.7%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	5.0%	4
Sainsbury's Superstore, Wallop Drive, Kempshott, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Ashdown Road, Chandlers Ford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Express, Hampton Lane, Blackfield, Southampton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Waitrose, Basing View, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Marlborough	1.0%	6	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	3.8%	1	8.2%	4	0.0%	0	0.0%	0	0.0%	0
Waitrose, Oxford Road, Newbury	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Furlong, Ringwood	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	3	0.0%	0	0.0%	0
Weighted base:	544			16		31		12		52		20		28		44		57		204		81
Sample:	538			55		52		49		53		60		47		58		50		57		57

Test Valley Household Survey for Carter Jonas

Weighted:

October 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Q06A Which internet / home delivery retailer do you also use for your main food shopping?											
<i>Those who said 'Internet - delivered' or 'Internet - collected (click and collect)' at Q06 AND Excl. Nulls</i>											
Amazon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda	36.8%	6	77.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op	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%
HelloFresh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland	8.2%	1	0.0%	0	42.5%	1	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%
Ocado	9.2%	1	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%
Riverford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's	8.7%	1	0.0%	0	15.0%	0	0.0%	0	0.0%	1	0.0%
Tesco	34.7%	6	22.9%	0	42.5%	1	0.0%	0	48.6%	0	21.7%
Waitrose	2.4%	0	0.0%	0	0.0%	0	0.0%	0	51.3%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	16	1	3	0	1	0	1	7	2	2	0
Sample:	15	2	5	0	1	0	2	2	2	1	0

Test Valley Household Survey
for Carter Jonas

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10										
Q07 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</i>																						
Aldi, Weyhill Road, Andover	0.6%	4	0.0%	0	0.0%	0	0.9%	0	5.2%	3	7.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Newbury	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, The Hundred, Romsey	1.9%	12	22.7%	5	9.6%	5	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Aldi, London Road, Salisbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Aldi, Burnett Close, Winchester	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Asda Superstore, Anton Mill Road, Andover	0.8%	5	0.0%	0	0.0%	0	3.9%	1	2.2%	1	6.7%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Asda Supercentre, Bournemouth Road, Chandlers Ford, Eastleigh	1.4%	9	0.6%	0	11.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Asda Superstore, Maynard Road, Totton	2.3%	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	6.7%	15	0.0%	0
Co-op, Archers Way, Amesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Co-op, Boscombe Down, Amesbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Co-op, Salisbury Street, Amesbury	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	1.0%	2	0.0%	0
Co-op, London Road, Andover	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Falkland Road, Chandlers Ford	1.7%	11	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	7.0%	8
Co-op, Bulford Road, Durrington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	1.0%	1	0.0%	0	0.0%	0
Co-op, Sandy Lane, Eastleigh	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	0.0%	0	0.0%	0
Co-op, Shakespeare 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	0.0%	0	0.0%	0	0.7%	1
Co-op, Winchester Road, Chandlers Ford, Eastleigh	0.4%	3	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Co-op, Andover Road, Ludgershall	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	30.0%	7	0.0%	0	0.0%	0	0.0%	0
Co-op, Botley Road, North Baddesley	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	0.0%	0	0.0%	0
Co-op, Seymour Parade, North Baddesley	0.2%	1	0.6%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Abbotswood Close, Romsey	0.1%	1	1.2%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Botley Road, Romsey	0.8%	5	15.9%	4	2.5%	1	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Test Valley Household Survey
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Co-op, Saxon Way, Halterworth, Romsey	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, The Hundred, Romsey	0.2%	1	4.6%	1	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Warren Gardens, Romsey	0.6%	4	16.0%	4	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Winchester Hill, Romsey	0.3%	2	7.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Maybush Corner, Southampton	0.2%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Nursling Street, Southampton	0.8%	5	0.0%	0	11.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, High Street, Stockbridge	1.1%	7	0.0%	0	0.0%	0	33.3%	6	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Marchwood Village Centre, Totton	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3.4%	8	0.0%	0
Co-op, Bell Street, Winchester	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	0.0%	0	0.0%
Co-op, Colden Common, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
Iceland, Bridge Street, Andover	0.0%	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	0.0%	0	0.0%
Iceland, High Street, Eastleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
Lidl, London Road, Amesbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%
Lidl, Western Avenue, Andover	0.4%	3	0.0%	0	0.0%	0	0.0%	0	5.0%	2	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Coles Close, off Twyford Road, Eastleigh	0.8%	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	4.8%
Lidl, Hatches Lane, Salisbury	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	0.0%	0	0.0%
Lidl, Pennings Road, Tidworth	0.1%	0	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	0.0%
Marks & Spencer, High Street, Andover	0.6%	4	0.0%	0	0.0%	0	0.0%	0	6.7%	3	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer Foodhall, Coles Close, Eastleigh	0.6%	4	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%
Marks & Spencer, New Canal, Salisbury	1.9%	12	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	12	0.0%	0	0.0%
Marks & Spencer, High Street, Winchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
Morrisons, Worting Road, Basingstoke	0.1%	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	0.0%	0	0.0%
Morrisons, Spruce Drive, Totton	5.9%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.1%	38	0.0%
Nisa, Winterslow Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%

Test Valley Household Survey
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Porton																					
Nisa, Salisbury Road, West Wellow, Romsey	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	0.0%	0	0
One Stop, Silverbirch Road, Andover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0
Sainsbury's Superstore, Bridge Street, Andover	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	6.5%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0
Sainsbury's Superstore, Shepherds Spring Lane, Andover	0.6%	4	0.0%	0	0.0%	0	0.9%	0	6.7%	3	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0
Sainsbury's Superstore, Leigh Road, Eastleigh	2.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%
Sainsbury's Superstore, Lordshill District Centre, Southampton	6.0%	39	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.9%	38	0.0%
Sainsbury's Superstore, Portswood Road, Southampton	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	8	0.0%
Sainsbury's Superstore, Badgers Farm Road, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
Tesco Extra, River Way, Andover	1.8%	11	0.0%	0	0.0%	0	0.0%	0	16.8%	8	10.9%	2	1.9%	1	1.7%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Pinchington Lane, Newbury	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, The Bourne Centre, Salisbury	2.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	17	0.0%	0	0.0%
Tesco Superstore, London Road, Amesbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%
Tesco Superstore, Everland Road, Hungerford	0.2%	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	0.0%	0	0.0%
Tesco Superstore, Tebourba Way, Milbrook, Southampton	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	8	0.0%
Tesco Superstore, Station Road, Tidworth	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	19.1%	5	0.0%	0	0.0%	0	0.0%
Tesco Metro, The Swan Centre, Eastleigh	1.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%
Tesco Metro, Castle Street, Salisbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Tesco Express, Charlton Road, Charlton, Andover	1.0%	7	0.0%	0	0.0%	0	0.0%	0	11.0%	5	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Cricketers Way, Andover	0.4%	3	0.0%	0	0.0%	0	0.0%	0	5.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Weyhill Road, Andover	0.5%	3	0.0%	0	1.0%	0	0.0%	0	4.2%	2	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Pilgrims	1.8%	12	0.0%	0	18.0%	9	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%

Test Valley Household Survey for Carter Jonas

Weighted:

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Close, Chandlers Ford																						
Tesco Express (Esso), 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	0.0%	0	0.0%	0	0.8%	1
Tesco Express, Andover Road, Ludgershall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bulford Road, Salisbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Tesco Express, Winchester Street, Whitchurch	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Kingsworthy, Winchester	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	0.0%	0	0.0%	0
Waitrose, Chantry Centre, Andover	1.1%	7	0.0%	0	0.0%	0	0.9%	0	8.7%	4	8.3%	2	0.0%	0	5.2%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Oakmount Road, Chandlers Ford	2.4%	16	0.0%	0	4.6%	2	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	13
Waitrose, Alma Road, Romsey	1.4%	9	22.7%	5	2.8%	1	8.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Waitrose, Churchill Way West, Salisbury	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	5.6%	5	0.0%	0	0.0%	0
Waitrose (Little), West Quay Shopping Centre, Southampton	1.5%	10	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	10	0.0%	0
Waitrose, Portswood Road, Southampton	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	4	0.0%	0
Waitrose, Stockbridge Road, Winchester	0.4%	3	0.6%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Olivers Supermarkets, Olivers Battery Road South, 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	0.0%	0	0.0%	0	1.3%	1
Rosebourne, Weyhill, Andover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Andover Farmers and Crafts Market, Andover	0.0%	0	0.0%	0	0.0%	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
Romsey Market, Romsey	0.1%	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	0.0%	0	0.0%	0
Abbotts Ann Village Shop & Post Office, Duck Street, Abbotts Ann	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, High Street, Lyndhurst	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	4	0.0%	0
Budgens, Monument Close, Essex Street, Newbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	1.8%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, White Horse Services, Salisbury Road, Middle Wallop	0.1%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central Stores & Post Office, Middleton, Winterslow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Co-op, Bell Street,	1.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	22.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Whitchurch																						
Co-op, Brummell Road, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Commercial Road, 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	0.0%	0	1.0%	2	0.0%	0
Co-op, Foundry Lane, Southampton	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	4	0.0%	0
Co-op, High Street, Fordingbridge	1.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	9	0.0%	0	0.0%	0
Co-op, High Street, Hungerford	0.1%	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	0.0%	0	0.0%	0
Co-op, High Street, Pewsey	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.0%	5	0.0%	0	0.0%	0	0.0%	0
Co-op, Lyndhurst Road, Ashurst	3.2%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	20	0.0%	0
Co-op, Monkbrook Filling Station, Passfield Avenue, Eastleigh	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Co-op, Rumbridge Street, Totton	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	4	0.0%	0
Co-op, Salisbury Road, Totton	1.6%	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	4.7%	10	0.0%	0
Co-op, The Borough, Downton, Salisbury	1.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	9	0.0%	0	0.0%	0
Co-op, Winchester Street, Overton	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferndene Farm Shop, Bashley Cross Road, New Milton	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	0.0%	0	0.0%	0
Hexagon Stores, The Hexagon, Andover	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kimbridge Farm Shop, Kimbridge Lane, Romsey	0.1%	0	0.0%	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	0.0%	0
King's Somborne Post Office, The Cross, King's Somborne	0.1%	0	0.0%	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	0.0%	0
Lidl, Commercial Road, Totton	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Worting Road, Basingstoke	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	0.0%	0	0.0%	0
Local shops, Alderbury 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	1.9%	2	0.0%	0	0.0%	0
Local shops, Andover Town Centre	1.3%	8	0.0%	0	0.0%	0	0.0%	0	16.4%	8	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bartley 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	0.0%	0	1.0%	2	0.0%	0
Local shops, Barton Stacey Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Local shops, Basingstoke Town Centre	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	0.0%	0	0.0%	0
Local shops, Braishfield Village Centre	0.0%	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	0.0%	0	0.0%	0
Local shops, Broughton Village Centre	0.1%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Chandlers Ford Town 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	0.0%	0	0.0%	0	1.5%	2
Local shops, Chilbolton Village Centre	0.0%	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	0.0%	0	0.0%	0
Local shops, Coombe Bissett 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	0.0%	0	0.0%	0
Local shops, Durrington Village, Wiltshire	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Local shops, Eastleigh Town Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	2.6%	3
Local shops, Goodworth Clatford Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Great Bedwyn Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Harestock Village Centre	1.6%	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	9.5%	10
Local shops, Hexton Village Centre	0.1%	0	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	0.0%	0
Local shops, Kintbury Village Centre	0.1%	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	0.0%	0	0.0%	0
Local shops, Landford 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	0.0%	0	0.0%	0
Local shops, Ludgershall Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Middle Wallop Village Centre	0.1%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Newbury Town Centre	0.1%	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	0.0%	0	0.0%	0
Local shops, Otterbourne 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	0.0%	0	0.0%	0	0.7%	1
Local shops, Overton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Pewsey Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Pitton 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	0.0%	0	0.0%	0
Local shops, Romsey Town Centre	0.2%	1	0.6%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Salisbury City Centre	0.0%	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	0.0%	0	0.0%	0
Local shops, Southampton	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	4	0.0%	0

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
City Centre																						
Local shops, St. Denys District 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	0.0%	0	1.0%	2	0.0%	0
Local shops, Stockbridge Town Centre	0.0%	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	0.0%	0	0.0%	0
Local shops, Upavon Village Centre	0.1%	0	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	0.0%	0
Local shops, Whitchurch Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Winchester City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Local shops, Woodfalls 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	0.0%	0	0.0%	0
Local shops, Woodgreen 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	3.8%	3	0.0%	0	0.0%	0
Local shops, Woolton Hill Village Centre	0.1%	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	0.0%	0	0.0%	0
Londis, High Street, Great Bedwyn, Marlborough	0.1%	0	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	0.0%	0
Marks & Spencer Simply Food, Pinchington Lane, Newbury	0.1%	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	0.0%	0	0.0%	0
Marks & Spencer, Northbrook Street, Newbury	0.1%	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	0.0%	0	0.0%	0
Marks & Spencer, Tollbar Way, Hedge End, Southampton	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	0.0%	0	0.0%	0
Martin's Corner House Stores, Winchester Road, King's Somborne	0.1%	0	0.0%	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	0.0%	0
McColl's, Weyhill Road, Andover	0.1%	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	0.0%	0	0.0%	0
Old Barn Stores, Church Road, North Waltham, Basingstoke	0.1%	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	0.0%	0	0.0%	0
One Stop, Church Road, Laverstock, Salisbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Post Office, The Ridge, Woodfalls	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Premier Stores (Country Store), The Packway, Larkhill, Salisbury	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0
Premier Stores (TM Stores), Viney Avenue, Romsey	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier Stores, Old Winton Road, Andover	0.1%	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	0.0%	0	0.0%	0

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Sainsbury's Local, Andover Road, Newbury	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Brookley Road, Brockenhurst	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	0.0%	0	0.0%	0
Sainsbury's Local, Burgess Road, 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	0.0%	0	1.0%	2	0.0%	0
Sainsbury's Local, Hill Lane, Shirley, Southampton	1.5%	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	4.3%	10	0.0%	0
Sainsbury's Superstore, Brunel Plaza, Swindon	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	0.0%	0	0.0%	0
Sainsbury's Superstore, Hector's Way, Newbury	0.1%	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	0.0%	0	0.0%	0
Sainsbury's Superstore, Meeting House Lane, Ringwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Redcar Street, Shirley, 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	0.0%	0	1.0%	2	0.0%	0
Sainsbury's Superstore, Tollbar Way, Hedge End, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Sainsbury's Superstore, Wallop Drive, Kempshott, Basingstoke	0.1%	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	0.0%	0	0.0%	0
Saxon Fields Stores, St. Birinus Gardens, Andover	0.1%	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	0.0%	0	0.0%	0
Tesco Express, Ashdown Road, Chandlers Ford	0.5%	3	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3
Tesco Express, Butlers Lane, Poulner, Ringwood	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0
Tesco Express, Salisbury Street, Fordingbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Express, Watson Walk, Totton	2.2%	14	0.0%	0	11.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	9	0.0%	0
Tesco Express, West End Road, Bitterne, 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	0.0%	0	1.0%	2	0.0%	0
Tesco Express, Wimpson Lane, Southampton	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	4	0.0%	0
Tesco Metro, Northbrook Street, Newbury	0.1%	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	0.0%	0	0.0%	0
Texaco Service Station, A30, Sutton Scotney	1.6%	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	9.5%	10
Thompsons News, Warren Avenue, Southampton	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	4	0.0%	0
Waitrose, High Street, Marlborough	0.1%	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	0.0%	0	0.0%	0

Test Valley Household Survey for Carter Jonas

Weighted:

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Waitrose, Oxford Road, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Tytherley Village Store, The Village, West Tytherley	0.4%	3	0.0%	0	0.0%	0	13.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West View Stores, High Street, Broughton	0.1%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodfalls Post Office, The Ridge, Woodfalls	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0
Woodgreen Community Shop, Hale Road, Wood Green	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	0.0%	0	0.0%	0
Woolton Hill Post Office, Broadlayings, Wooton Hill	0.1%	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	0.0%	0	0.0%	0
Weighted base:	644		23		48		19		49		19		37		24		91		222		110	
Sample:	608		70		69		65		55		54		64		42		60		64		65	

Q07A Which retailer do you purchase your top-up food internet / home delivery shopping from?

Those who said 'Internet - delivered' or 'Internet - collected (click and collect)' at Q07 AND Excl. Nulls

Amazon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0
HelloFresh	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0
Ocado	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0
Tesco	56.8%	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	0.0%	0	0.0%	0
Waitrose	43.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	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	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	2		0		0		0		0		0		1		0		0		0		1	
Sample:	3		0		0		0		0		0		2		0		0		0		1	

Test Valley Household Survey for Carter Jonas

Weighted:

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Q08 In addition to (LOCATION MENTIONED AT Q07), is there anywhere else you regularly use for your household's small scale top-up food shopping?																					
<i>Not those who said '(Don't do this type of shopping)' or '(Don't know)' at Q07 AND Excl. Nulls</i>																					
Aldi, Salisbury Road, Amesbury	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Weyhill Road, Andover	1.4%	3	0.0%	0	0.0%	0	0.0%	0	18.1%	3	5.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, London Road, Newbury	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	1	0.0%	0	3.6%	1	0.0%	0	0.0%
Aldi, The Hundred, Romsey	1.3%	3	23.1%	2	2.3%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, London Road, Salisbury	0.5%	1	0.0%	0	0.0%	0	5.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%
Aldi, Bevois Valley Road, Southampton	0.2%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda Superstore, Anton Mill Road, Andover	1.0%	2	0.0%	0	0.0%	0	0.0%	0	9.7%	2	9.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda Supercentre, Bournemouth Road, Chandlers Ford, Eastleigh	2.6%	6	4.9%	0	8.4%	2	10.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%
Asda Superstore, Marlands Shopping Centre, Southampton	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	4	0.0%
Asda Superstore, Maynard Road, Totton	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	4	0.0%
Co-op, Charlton Road, Andover	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Falkland Road, Chandlers Ford	5.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.5%
Co-op, Fair Oak Road, Eastleigh	0.2%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Leigh Road, Eastleigh	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%
Co-op, Winchester Road, Chandlers Ford, Eastleigh	2.0%	5	0.0%	0	6.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%
Co-op, Andover Road, Ludgershall	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	1	0.0%	0	0.0%	0	0.0%
Co-op, Abbotswood Close, Romsey	0.4%	1	5.7%	1	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Botley Road, Romsey	0.6%	1	4.9%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Saxon Way, Halterworth, Romsey	0.8%	2	19.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, The Hundred, Romsey	1.1%	3	25.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Warren Gardens, Romsey	0.1%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Winchester Hill, Romsey	0.2%	0	4.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Test Valley Household Survey
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Co-op, High Street, Stockbridge	0.2%	0	0.0%	0	0.0%	0	8.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bell Street, Winchester	2.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bridge Street, Andover	0.1%	0	0.0%	0	0.0%	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
Iceland, Shirley High Street, Southampton	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Lidl, Western Avenue, Andover	1.3%	3	0.0%	0	0.0%	0	3.0%	0	13.1%	2	9.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Coles Close, off Twyford Road, Eastleigh	1.1%	3	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2
Lidl, Hatches Lane, Salisbury	0.9%	2	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0
Lidl, Shirley Road, Southampton	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	4	0.0%	0
Lidl, Pennings Road, Tidworth	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	0	0.0%	0	7.9%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Andover	0.8%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	1	14.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, New Canal, Salisbury	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0
Marks & Spencer, High Street, Winchester	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Morrisons, Spruce Drive, Totton	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	4	0.0%	0
Nisa, The Crescent, Rowbarrow, Salisbury	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Bridge Street, Andover	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Shepherds Spring Lane, Andover	1.5%	4	0.0%	0	0.0%	0	3.0%	0	17.7%	3	2.9%	0	0.0%	0	7.9%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Leigh Road, Eastleigh	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	3
Sainsbury's Superstore, Lordshill District Centre, Southampton	0.4%	1	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Badgers Farm Road, Winchester	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Tesco Extra, River Way, Andover	0.7%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	1	12.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pinchington Lane, Newbury	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	0.0%	0	0.0%	0
Tesco Extra, Easton Lane, Winchester	0.1%	0	0.0%	0	0.0%	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

Test Valley Household Survey for Carter Jonas

Weighted:

October 2017

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Tesco Superstore, London Road, Amesbury	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Everland Road, Hungerford	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Station Road, Tidworth	0.1%	0	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0
Tesco Express, Charlton Road, Charlton, Andover	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Weyhill Road, Andover	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Tesco Express, Pilgrims Close, Chandlers Ford	1.3%	3	0.0%	0	15.1%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Twyford Road, Eastleigh	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Andover Road, Ludgershall	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lordswood Road, Southampton	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Winchester Street, Whitchurch	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Chantry Centre, Andover	2.1%	5	0.0%	0	0.0%	0	0.0%	0	21.3%	3	18.9%	2
Waitrose, Oakmount Road, Chandlers Ford	4.7%	11	0.0%	0	14.4%	3	0.0%	0	0.0%	0	0.0%	0
Waitrose, Alma Road, Romsey	2.3%	5	6.9%	1	10.8%	2	3.1%	0	0.0%	0	0.0%	0
Waitrose, Churchill Way West, Salisbury	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Stockbridge Road, Winchester	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beccy's Greengrocer, High Street, Stockbridge	0.1%	0	0.0%	0	0.0%	0	5.9%	0	0.0%	0	0.0%	0
Cross Stores, Winchester Road, Stockbridge	0.1%	0	0.0%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0
Rosebourne, Weyhill, Andover	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romsey Market, Romsey	0.1%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Brummell Road, Newbury	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Fordingbridge	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Hungerford	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Market Lavington, Devizes	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Rumbidge Street, Totton	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Test Valley Household Survey
for Carter Jonas

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10										
Co-op, The Borough, Downton, Salisbury	4.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	43.1%	11	0.0%	0	0.0%	0
Hexagon Stores, The Hexagon, Andover	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Channon Retail Park, Woodside Avenue, Eastleigh	0.4%	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	0.0%	0	0.0%	0
Kimbridge Farm Shop, Kimbridge Lane, Romsey	0.3%	1	0.0%	0	0.0%	0	10.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Commercial Road, Totton	3.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	8	0.0%	0
Lidl, London Road, Devizes	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ashurst Village Centre	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Local shops, Basingstoke Town Centre	0.2%	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	0.0%	0	0.0%	0
Local shops, Hungerford Town Centre	0.2%	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	0.0%	0	0.0%	0
Local shops, King's Somborne Village Centre	0.1%	0	0.0%	0	0.0%	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
Local shops, Kintbury Village Centre	0.2%	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	0.0%	0	0.0%	0
Local shops, Middle Wallop Village Centre	0.3%	1	0.0%	0	0.0%	0	10.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Oakley Village Centre	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	0.0%	0	0.0%	0
Local shops, Overton Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Romsey Town Centre	0.1%	0	0.0%	0	0.0%	0	5.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Salisbury City Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0
Local shops, Stockbridge Town Centre	0.1%	0	0.0%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Totton & Eling Town Centre	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Local shops, Woodgreen 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	3.4%	1	0.0%	0	0.0%	0
Local shops, Woolton Hill Village Centre	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	0.0%	0	0.0%	0
Lockerley Green Stores, Lockerley Green, Lockerley, Romsey	0.1%	0	0.0%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Pinchington Lane, Newbury	0.2%	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	0.0%	0	0.0%	0
Marks & Spencer, Harbour	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0

Test Valley Household Survey for Carter Jonas

Weighted:

October 2017

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Parade, West Quay, Southampton																						
Marks & Spencer, Tollbar Way, Hedge End, Southampton	0.7%	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	0.0%	0	0.0%	0
One Stop, Park Road, Southampton	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
One Stop, Portswood Road, Portswood	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Paddock Service Station, Andover Road, Faberstown, Ludgershall	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	0	0.0%	0	0.0%	0	0.0%	0
Poundland, High Street, Shirley, Southampton	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Premier Stores (TM Stores), Viney Avenue, Romsey	0.1%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
River Bourne Community Farm Shop, Cow Lane, Laverstock, Salisbury	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0
Sainsbury's Local, Andover Road, Newbury	0.3%	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	0.0%	0	0.0%	0
Sainsbury's Superstore, Bitterne Road, Bitterne, Southampton	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Sainsbury's Superstore, Meeting House Lane, Ringwood	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0
Sainsbury's Superstore, Redcar Street, Shirley, Southampton	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Tatchbury Manor Farm Shop, Tatchbury Lane, Winsor, Southampton	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Tesco Express, Ashdown Road, Chandlers Ford	0.6%	1	0.0%	0	6.1%	1	3.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Brookley Road, Brockenhurst	0.2%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Nutshalling Close, Calmore	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Tesco Express, Watson Walk, Totton	14.9%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.4%	35	0.0%	0
Tesco Metro, Northbrook Street, Newbury	0.2%	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	0.0%	0	0.0%	0
Thyme & Tides Deli, High Street, Stockbridge	0.1%	0	0.0%	0	0.0%	0	5.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Marlborough	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	0	0.0%	0	0.0%	0	0.0%	0

Test Valley Household Survey for Carter Jonas

Weighted:

October 2017

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Woodgreen Community Shop, Hale Road, Wood Green	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0
Weighted base:	233		10		20		6		16		8		12		5		26		93		37	
Sample:	222		27		31		22		20		21		23		11		15		26		26	

Q08A Which internet / home delivery retailer do you also use for your top-up food shopping?

Those who said 'Internet - delivered' or 'Internet - collected (click and collect)' at Q08 AND Excl. Nulls

Amazon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0
HelloFresh	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0
Ocado	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	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	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	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		0		0		0		0		0		0		0		0		0		0		0
Sample:		0		0		0		0		0		0		0		0		0		0		0

Test Valley Household Survey for Carter Jonas

Weighted:

October 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Meanscore: [%]											
Q09 Of all the money you spend on your main and top-up food shopping, what share goes to your main food shopping?											
None	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
1 - 10%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
11 - 20%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
21 - 30%	0.3%	3	0.4%	0	0.0%	0	0.0%	0	0.7%	1	0.0%
31 - 40%	0.6%	6	0.5%	0	1.1%	1	0.0%	0	0.7%	0	0.0%
41 - 50%	4.3%	43	7.8%	3	1.3%	1	2.7%	1	0.5%	1	4.5%
51 - 60%	5.0%	50	3.8%	1	4.0%	3	2.6%	1	2.5%	3	3.2%
61 - 70%	9.1%	91	6.4%	2	20.2%	13	7.7%	2	4.7%	5	9.1%
71 - 80%	18.5%	185	29.3%	9	25.6%	17	18.0%	6	20.5%	21	16.6%
81 - 90%	17.9%	179	11.7%	4	10.2%	7	20.1%	6	12.4%	13	9.1%
91 - 99%	3.1%	31	6.9%	2	4.3%	3	0.0%	0	3.3%	3	3.2%
100%	34.6%	346	26.7%	9	25.5%	17	36.8%	11	49.3%	50	43.4%
(Don't know)	6.6%	66	6.1%	2	7.7%	5	11.5%	4	4.4%	5	9.8%
(Refused)	0.1%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mean:	85.66	82.90	82.75	87.56	89.53	87.44	84.64	91.84	85.66	85.35	81.89
Weighted base:	1000	32	66	31	102	36	54	78	129	323	149
Sample:	1000	100	100	100	100	100	100	100	100	100	100

Test Valley Household Survey for Carter Jonas

Weighted:

October 2017

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10										
Q10 Where do you normally do most of your household's shopping for men's, women's, children's and baby clothing and footwear? NOTE we mean fashion items - NOT sports clothing and footwear																						
Excl. Nulls																						
Asda Superstore, Anton Mill Road, Andover	0.7%	5	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	1.0%	0	2.2%	1	2.0%	2	0.0%	0	0.0%	0
Asda Supercentre, Bournemouth Road, Chandlers Ford, Eastleigh	0.9%	7	8.5%	2	1.8%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	4
Asda Superstore, Maynard Road, Totton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Marks & Spencer, High Street, Andover	0.7%	5	0.0%	0	0.0%	0	0.7%	0	5.8%	3	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, New Canal, Salisbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Marks & Spencer, High Street, Winchester	0.1%	0	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	0.0%	0
Morrisons, Spruce Drive, Totton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Sainsbury's Superstore, Lordshill District Centre, Southampton	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Portswood Road, Southampton	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	0.0%	0	0.0%	0
Sainsbury's Superstore, Badgers Farm Road, Winchester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Tesco Extra, River Way, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Easton Lane, Winchester	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	0.0%	0	0.0%	0
Tesco Superstore, Station Road, Tidworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Bradbeers Department Store, Bell Street, Romsey	0.2%	1	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Chantry Centre, ANDOVER	0.3%	2	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Festival Place, BASINGSTOKE	0.9%	7	0.0%	0	0.0%	0	0.0%	0	6.9%	4	0.0%	0	6.0%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Swan Centre, EASTLEIGH	0.8%	6	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	5
Old George Mall, SALISBURY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Marlands Shopping Centre, SOUTHAMPTON	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	6	0.0%	0
West Quay Shopping Centre, SOUTHAMPTON (a roofed shopping centre)	12.5%	93	13.8%	3	28.1%	14	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	27.3%	71	0.6%	1
Whiteley Shopping Village,	0.4%	3	0.0%	0	0.9%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0

Test Valley Household Survey
for Carter Jonas

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
WHITELEY												
Bourne Retail Park, SALISBURY (Dunelm, Wickes)	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Channon Retail Park, EASTLEIGH (Costa Coffee, Halfords, Home Bargains, Matalan, Pets at Home)	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enham Arch Retail Park, ANDOVER (Bensons for Beds, Halfords, Homebase, Next, Pets at Home)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Hedge End Park, Tollbar Way, HEDGE END (Currys PC World, Homebase, Marks & Spencer, Pets at Home, Sainsbury's)	2.5%	19	3.7%	1	8.2%	4	0.0%	0	0.0%	0	0.0%	0
Hedge End Retail Park, Charles Watts Way, HEDGE END (Carphone Warehouse, DFS, Dwell, Fabb Sofas, Next, Oak Furniture Land, SCS, Starbucks)	0.2%	2	0.6%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Hedge End Trade Park, Tollbar Way, HEDGE END (American Golf, Halfords, Hammonds Bedroom Furniture, Topps Tiles, The Tile Source)	0.4%	3	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Retail Park, NEWBURY (Argos, Costa Coffee, Currys PC World, Homebase, Matalan, Miss Selfridge, Mothercare, New Look, Next, Pizza Hut, Sports D	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	5
Southampton Road Retail Park, SALISBURY (Currys PC World, Benson for Beds, B&M, DFS, Harveys, Homebase, Next, Oak Furniture Land, Starbucks, Topps Til	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
West Quay Retail Park, SOUTHAMPTON (Argos, Boots, Currys PC World, Decathlon, Furniture Village, Halfords, JD Sports, Mamas & Papas, Matalan, Motherca	4.7%	35	4.5%	1	1.7%	1	2.6%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	3	6.6%	17	9.3%	12
Amesbury Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Andover Town Centre	3.2%	24	0.0%	0	0.0%	0	15.2%	4	14.0%	7	19.6%	5	3.0%	1	11.9%	7	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	4.8%	36	0.0%	0	0.0%	0	4.7%	1	32.3%	17	19.5%	5	19.5%	7	8.0%	5	0.0%	0	0.0%	0	1.3%	2
Bath City Centre	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre	0.9%	6	7.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	1.6%	4	0.0%	0
Eastleigh Town Centre	3.3%	24	2.3%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	16.3%	21
Hedge End Town Centre (NOT any of the retail parks)	0.2%	2	0.0%	0	1.7%	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
Marlborough Town Centre	0.7%	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	0.0%	0	0.0%	0
Newbury Town Centre	2.4%	18	0.0%	0	0.0%	0	0.0%	0	2.9%	2	2.0%	0	38.5%	14	3.5%	2	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.1%	0	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	0.0%	0
Romsey Town Centre	2.4%	18	11.9%	3	5.8%	3	6.0%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	8	1.3%	2
Salisbury City Centre	12.2%	91	1.7%	0	1.5%	1	12.4%	3	17.4%	9	22.4%	5	2.0%	1	22.8%	13	65.3%	56	0.9%	2	0.0%	0
Southampton City Centre	23.9%	178	32.4%	8	27.5%	14	31.5%	8	6.7%	3	9.2%	2	0.0%	0	0.0%	0	5.2%	4	45.6%	119	15.1%	19
Stockbridge Town 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	0.0%	0	0.9%	2	0.0%	0
Swindon Town Centre	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	16.5%	9	0.0%	0	0.0%	0	0.0%	0
Tidworth Town Centre	0.1%	0	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	0.0%	0
Totton Town 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	0.0%	0	0.8%	2	0.0%	0
Whitchurch Town Centre	1.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	8.2%	10
Winchester City Centre	7.9%	59	8.5%	2	11.4%	6	15.1%	4	4.0%	2	12.4%	3	5.5%	2	1.5%	1	0.0%	0	0.8%	2	29.1%	37
Abroad	0.2%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Asda Superstore, Caxton Road, Highbridge	0.1%	0	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	0.0%	0
Bluewater Shopping Centre, Greenhithe, Kent	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	0.0%	0	0.0%	0
Castlepoint Shopping Park, Castle Lane West, Bournemouth	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Central London	0.4%	3	0.0%	0	0.9%	0	2.0%	1	1.0%	1	1.0%	0	1.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Cheshire Oaks Designer Outlet, Ellesmere Port	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	4	0.0%	0
Chippenham Town Centre	0.1%	0	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	0.0%	0
Clarks Village, Street	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glastonbury 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	0.0%	0	0.0%	0
Greenbridge Retail Park, Drakes Way, Swindon	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	5	0.0%	0	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth	0.2%	1	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Lymington 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	0.0%	0	0.0%	0

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Weighted:

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Marks & Spencer Simply Food, Pinchington Lane, Newbury	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	0.0%	0	0.0%	0
Marks & Spencer, The Meadows Centre, Marshall Road, Sandhurst	0.1%	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	0.0%	0	0.0%	0
Overton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pewsey Village Centre	0.1%	0	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	0.0%	0
Ringwood Town Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	5	0.0%	0	0.0%	0
Sainsbury's Superstore, Hector's Way, Newbury	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	0.0%	0	0.0%	0
Shirley District Centre	1.2%	9	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	8	0.0%	0
Street Village Centre	0.1%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Designer Outlet, Kemble Drive, Swindon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Salisbury Road, Andover	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	0.0%	0	0.0%	0
Weighted base:	744			25		50		25		52		24		37		57		86		261		128
Sample:	736			76		73		74		58		68		77		71		76		79		84

Q11 How do you normally travel to (LOCATION MENTIONED AT Q10)?*Not those who said 'Abroad' or 'Internet / catalogue / TV shopping' or '(Varies)' or '(Don't know)' or '(Don't do this type of shopping)' at Q10*

Car / van (as driver)	75.6%	561	78.2%	19	90.0%	45	76.2%	19	73.4%	38	83.6%	20	83.5%	31	87.4%	48	75.0%	65	72.3%	189	68.7%	88
Car / van (as passenger)	6.0%	45	1.1%	0	3.3%	2	13.2%	3	2.9%	1	1.0%	0	4.9%	2	8.1%	4	6.2%	5	4.8%	13	10.7%	14
Bus, minibus or coach	8.7%	65	4.1%	1	1.7%	1	0.0%	0	4.6%	2	4.6%	1	2.9%	1	2.3%	1	8.0%	7	16.3%	42	6.2%	8
Using park & ride facility	1.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	8.1%	7	0.8%	2	2.3%	3
Motorcycle, scooter or moped	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	0.0%	0	0.0%	0
Walk	4.8%	35	6.3%	2	3.2%	2	0.0%	0	5.7%	3	3.4%	1	6.7%	2	0.8%	0	1.0%	1	4.1%	11	11.0%	14
Taxi	0.3%	2	0.0%	0	0.9%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0
Train	2.2%	16	9.6%	2	0.9%	0	9.9%	2	13.4%	7	4.4%	1	2.0%	1	1.5%	1	0.0%	0	0.0%	0	1.2%	2
Bicycle	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / wheelchair	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Varies)	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	4	0.0%	0
Weighted base:	742			25		50		25		52		24		37		55		86		261		128
Sample:	733			75		73		74		58		68		77		69		76		79		84

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Q12 Where do you normally do most of your household's shopping for recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs & DVDs, unexposed films for photographic use, etc.) (Excluding video games)?																					
<i>Excl. Nulls</i>																					
Aldi, Weyhill Road, Andover	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda Superstore, Anton Mill Road, Andover	1.0%	2	0.0%	0	0.0%	0	0.0%	0	14.0%	2	5.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda Supercentre, Bournemouth Road, Chandlers Ford, Eastleigh	7.2%	12	14.9%	1	28.7%	3	25.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.0%
Asda Superstore, Maynard Road, Totton	11.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.5%	19	0.0%
Marks & Spencer, New Canal, Salisbury	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%
Morrisons, Spruce Drive, Totton	4.1%	7	0.0%	0	7.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	6	0.0%
Sainsbury's Superstore, Bridge Street, Andover	0.3%	1	0.0%	0	0.0%	0	0.0%	0	4.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Shepherds Spring Lane, Andover	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	0	0.0%	0	5.7%	1	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Lordshill District Centre, Southampton	0.5%	1	3.3%	0	6.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Portswood Road, Southampton	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%
Tesco Extra, River Way, Andover	4.2%	7	0.0%	0	0.0%	0	11.3%	1	24.4%	3	45.2%	2	12.9%	1	2.9%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Pinchington Lane, Newbury	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, The Bourne Centre, Salisbury	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	3	0.0%	0	0.0%
Tesco Extra, Easton Lane, Winchester	0.5%	1	0.0%	0	7.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Everland Road, Hungerford	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Station Road, Tidworth	3.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	43.6%	6	0.0%	0	0.0%	0	0.0%
Waitrose, Chantry Centre, Andover	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chantry Centre, ANDOVER	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Festival Place, BASINGSTOKE	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	1	0.0%	0	9.5%	2	0.0%	0	0.0%
The Oracle Shopping Centre, READING	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Test Valley Household Survey for Carter Jonas

Weighted:

October 2017

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Wilton Shopping Village, SALISBURY	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlands Shopping Centre, SOUTHAMPTON	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Quay Shopping Centre, SOUTHAMPTON (a roofed shopping centre)	1.3%	2	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End Park, Tollbar Way, HEDGE END (Currys PC World, Homebase, Marks & Spencer, Pets at Home, Sainsbury's)	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End Trade Park, Tollbar Way, HEDGE END (American Golf, Halfords, Hammonds Bedroom Furniture, Topps Tiles, The Tile Source)	0.1%	0	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Quay Retail Park, SOUTHAMPTON (Argos, Boots, Currys PC World, Decathlon, Furniture Village, Halfords, JD Sports, Mamas & Papas, Matalan, Motherca	0.1%	0	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Andover Town Centre	2.1%	4	0.0%	0	0.0%	0	0.0%	0	12.8%	1	5.3%	0
Basingstoke Town Centre	3.3%	6	0.0%	0	0.0%	0	0.0%	0	25.6%	3	22.5%	1
Bournemouth Town Centre	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastleigh Town Centre	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlborough Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.0%	2
Reading Town Centre	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	1
Romsey Town Centre	1.5%	3	16.4%	1	14.5%	2	2.0%	0	0.0%	0	0.0%	0
Salisbury City Centre	4.5%	8	0.0%	0	0.0%	0	4.0%	0	0.0%	0	0.0%	0
Southampton City Centre	20.7%	35	52.1%	2	35.8%	4	31.6%	3	9.1%	1	0.0%	0
Swindon Town Centre	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	1
Tidworth Town Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0
Winchester City Centre	10.9%	19	3.5%	0	0.0%	0	25.6%	2	9.1%	1	0.0%	0
Castlepoint Shopping Park, Castle Lane West, Bournemouth	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ringwood Town Centre	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.6%	3
Swindon Designer Outlet, Kemble Drive, Swindon	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1

Test Valley Household Survey
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Tesco Metro, Swan Centre, Eastleigh	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Winnall 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	0.0%	0	0.0%	0	2.9%	1
Weighted base:		171		4		12		8		11		4		10		14		20		60		28
Sample:		158		15		17		12		14		14		20		15		16		20		15

Test Valley Household Survey for Carter Jonas

Weighted:

October 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Q13 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</i>																						
Asda Superstore, Anton Mill Road, Andover	1.2%	6	0.0%	0	0.0%	0	0.0%	0	19.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supercentre, Bournemouth Road, Chandlers Ford, Eastleigh	0.4%	2	0.7%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Asda Supermarket, High Street, West End, Southampton	0.1%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Superstore, Maynard Road, Totton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Morrisons, Spruce Drive, Totton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Morrisons, Chiltern Drive, Verwood	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0
Sainsbury's Superstore, Lordshill District Centre, Southampton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Sainsbury's Superstore, Middle Brook Street, Winchester	0.1%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, River Way, Andover	0.7%	4	0.0%	0	0.0%	0	0.0%	0	8.7%	3	6.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pinchington Lane, Newbury	0.1%	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	0.0%	0	0.0%	0
Tesco Extra, Easton Lane, Winchester	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3
Tesco Superstore, London Road, Amesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Tebourba Way, Milbrook, Southampton	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	8	0.0%	0
Tesco Superstore, Station Road, Tidworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Chantry Centre, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Churchill Way West, Salisbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.4%	1	0.0%	0	0.0%	0
Homebase, Auckland Road, Millbrook, Southampton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
IKEA, West Quay Road, Southampton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Festival Place, BASINGSTOKE	0.2%	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	0.0%	0	0.0%	0

Test Valley Household Survey for Carter Jonas

Weighted:

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
West Quay Shopping Centre, SOUTHAMPTON (a roofed shopping centre)	8.2%	45	1.4%	0	13.2%	5	4.7%	1	1.5%	1	0.0%	0	5.5%	1	0.0%	0	1.4%	1	15.3%	33	5.0%	4
Andover Road Retail Park, WINCHESTER (Brewers Decorator Centre, HSS Hire Shop, Majestic Wine, Pets Corner)	0.8%	4	0.0%	0	0.0%	0	0.0%	0	5.9%	2	7.4%	1	1.6%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Bourne Retail Park, SALISBURY (Dunelm, Wickes)	0.7%	4	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	4	0.0%	0	0.0%	0
Brighton Hill Retail Park, BASINGSTOKE (Bensons for Beds, Carpet Right, Currys PC World, DFS, Harveys Furniture, McDonald's, Office Outlet, Pizza Hut,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Churchill Retail Park, ANDOVER (Carpet Right, Currys PC World, TK Maxx)	4.2%	23	0.0%	0	0.0%	0	4.7%	1	31.6%	11	16.8%	3	1.6%	0	16.4%	7	1.5%	1	0.0%	0	0.0%	0
Dolphin Retail Park, SALISBURY (Argos)	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	0.0%	0	0.0%	0
Enham Arch Retail Park, ANDOVER (Bensons for Beds, Halfords, Homebase, Next, Pets at Home)	1.3%	7	0.0%	0	0.0%	0	10.9%	2	4.6%	2	5.6%	1	0.0%	0	5.6%	2	0.0%	0	0.0%	0	0.0%	0
Hatch Warren Retail Park, BASINGSTOKE (Argos, Dreams, Pets at Home, Ponden Home, Poundstretcher, The Groom Room)	0.2%	1	0.0%	0	1.2%	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
Hedge End Park, Tollbar Way, HEDGE END (Currys PC World, Homebase, Marks & Spencer, Pets at Home, Sainsbury's)	9.8%	54	7.4%	2	16.8%	6	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	25	28.7%	21
Hedge End Retail Park, Charles Watts Way, HEDGE END (Carphone Warehouse, DFS, Dwell, Fabb Sofas, Next, Oak Furniture Land, SCS,	0.3%	2	0.7%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Test Valley Household Survey
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Starbucks																						
Hedge End Trade Park, Tollbar Way, HEDGE END (American Golf, Halfords, Hammonds Bedroom Furniture, Topps Tiles, The Tile Source)	0.5%	3	8.8%	2	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Moorside Road Retail Park, WINCHESTER (Currys PC World, Halfords)	0.8%	5	0.0%	0	0.0%	0	2.2%	0	0.0%	0	2.4%	0	5.5%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	3
Newbury Retail Park, NEWBURY (Argos, Costa Coffee, Currys PC World, Homebase, Matalan, Miss Selfridge, Mothercare, New Look, Next, Pizza Hut, Sports D	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.1%	7	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Northern Avenue Retail Park, ANDOVER (KFC, The Range, Wickes)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shirley Retail Park, Winchester Road, SOUTHAMPTON (Halfords, Pets at Home, Wickes)	0.8%	4	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	4	0.0%	0
Southampton Road Retail Park, SALISBURY (Currys PC World, Benson for Beds, B&M, DFS, Harveys, Homebase, Next, Oak Furniture Land, Starbucks, Topps Til	3.1%	17	0.0%	0	1.3%	0	5.2%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	22.0%	14	0.0%	0	0.0%	0
Totton Retail Park, TOTTON (Argos, Jollyes Pet Superstore, Lidl, Poundstretcher)	6.7%	37	0.0%	0	15.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	31	0.0%	0
West Quay Retail Park, SOUTHAMPTON (Argos, Boots, Currys PC World, Decathlon, Furniture Village, Halfords, JD Sports, Mamas & Papas, Matalan, Motherca	15.7%	86	41.7%	9	4.6%	2	24.6%	5	0.0%	0	1.3%	0	0.0%	0	1.8%	1	10.6%	7	20.1%	43	26.6%	20
Andover Town Centre	3.6%	20	0.0%	0	0.0%	0	9.4%	2	21.1%	7	25.7%	5	5.9%	1	10.4%	5	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	3.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1	13.8%	3	3.6%	2	0.0%	0	0.0%	0	14.0%	10
Bournemouth Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.4%	1	0.0%	0	0.0%	0
Eastleigh Town Centre	0.7%	4	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3

Test Valley Household Survey for Carter Jonas

Weighted:

October 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Newbury Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romsey Town Centre	0.6%	3	12.9%	3	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury City Centre	3.9%	22	0.0%	0	2.2%	1	3.1%	1	0.0%	0	3.3%	1	0.0%	0	2.8%	1	28.9%	18	0.0%	0	0.0%	0
Southampton City Centre	17.7%	97	21.3%	4	30.8%	11	17.2%	4	1.5%	1	11.8%	2	0.0%	0	2.8%	1	17.7%	11	26.2%	57	8.9%	7
Swindon Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	3	0.0%	0	0.0%	0	0.0%	0
Totton Town Centre	1.0%	5	0.0%	0	2.4%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	4	0.0%	0
Winchester City Centre	0.8%	5	1.3%	0	0.0%	0	10.0%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.9%	1
Abroad	0.1%	0	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	0.0%	0
Bishop's Waltham Town Centre	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre, Greenhithe, Kent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Burbage Village Centre	0.1%	0	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	0.0%	0
Cardiff City Centre	0.1%	0	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	0.0%	0
Castlepoint Shopping Park, Castle Lane West, Bournemouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Central London	0.1%	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	0.0%	0	0.0%	0
Fordingbridge Town 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	5.5%	4	0.0%	0	0.0%	0
Greenbridge Retail Park, Drakes Way, Swindon	2.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.2%	12	0.0%	0	0.0%	0	0.0%	0
Pewsey Village Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	4	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Hector's Way, Newbury	0.1%	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	0.0%	0	0.0%	0
Screwfix, Thorney Croft Industrial Estate, Worting Road, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shirley District 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	0.0%	0	1.0%	2	0.0%	0
Sweet Briar Retail Park, Sweet Briar Road, Norwich	0.1%	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	0.0%	0	0.0%	0
Tadley Town Centre	0.1%	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	0.0%	0	0.0%	0
Walworth Industrial Estate, North Way, Andover	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.2%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Winnall Industrial Estate, Easton Lane, Winchester	0.0%	0	0.0%	0	0.0%	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
Yeovil Town Centre	0.1%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	551			21		35		21		34		19		23		44		64		216		75
Sample:	548			55		48		56		40		60		49		61		57		65		57

Test Valley Household Survey for Carter Jonas

Weighted:

October 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Q14 Where do you normally do most of your household's shopping for books (incl. dictionaries, encyclopaedias, text books, guidebooks and musical scores) and stationary (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?																						
<i>Excl. Nulls</i>																						
Asda Superstore, Anton Mill Road, Andover	1.7%	8	0.0%	0	0.0%	0	1.1%	0	19.9%	7	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Asda Supercentre, Bournemouth Road, Chandlers Ford, Eastleigh	3.5%	16	5.0%	1	20.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4	9.6%	6
Asda Supermarket, High Street, West End, Southampton	0.1%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Superstore, Maynard Road, Totton	2.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	12	0.0%	0
Morrisons, Spruce Drive, Totton	0.5%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Morrisons, Chiltern Drive, Verwood	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	0.0%	0	0.0%	0
Sainsbury's Superstore, Shepherds Spring Lane, Andover	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	0.0%	0	0.0%	0
Sainsbury's Superstore, Lordshill District Centre, Southampton	0.1%	0	3.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Portswood Road, Southampton	0.1%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Badgers Farm Road, Winchester	0.2%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Tesco Extra, River Way, Andover	2.6%	12	0.0%	0	0.0%	0	2.3%	0	24.3%	9	7.7%	1	10.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pinchington Lane, Newbury	0.2%	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	0.0%	0	0.0%	0
Tesco Extra, The Bourne Centre, Salisbury	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	5	0.0%	0	0.0%	0
Tesco Extra, Easton Lane, 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	0.0%	0	0.0%	0	1.3%	1
Tesco Superstore, London Road, Amesbury	2.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.7%	5	6.7%	5	0.0%	0	0.0%	0
Tesco Superstore, Tebourba Way, Milbrook, Southampton	5.9%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.3%	27	0.0%	0
Tesco Superstore, Station Road, Tidworth	1.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.3%	7	0.0%	0	0.0%	0	0.0%	0
Waitrose, Chantry Centre, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Test Valley Household Survey for Carter Jonas

Weighted:

October 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Chantry Centre, ANDOVER	1.2%	6	0.0%	0	0.0%	0	1.1%	0	5.6%	2	12.5%	2	6.8%	1	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Fryern Arcade, CHANDLERS FORD	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Swan Centre, EASTLEIGH	1.0%	5	0.0%	0	8.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2
Parkway Shopping Centre, NEWBURY	0.1%	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	0.0%	0	0.0%	0
Old George Mall, SALISBURY	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	0.0%	0	0.0%	0
Marlands Shopping Centre, SOUTHAMPTON	0.1%	0	3.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Quay Shopping Centre, SOUTHAMPTON (a roofed shopping centre)	4.8%	22	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	9.8%	16	5.8%	4
Totton Precinct, TOTTON	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0
The Brooks Shopping Centre, WINCHESTER	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, BASINGSTOKE (Bensons for Beds, Carpet Right, Currys PC World, DFS, Harveys Furniture, McDonald's, Office Outlet, Pizza Hut,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Channon Retail Park, EASTLEIGH (Costa Coffee, Halfords, Home Bargains, Matalan, Pets at Home)	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3
Hedge End Park, Tollbar Way, HEDGE END (Currys PC World, Homebase, Marks & Spencer, Pets at Home, Sainsbury's)	0.3%	1	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Newbury Retail Park, NEWBURY (Argos, Costa Coffee, Currys PC World, Homebase, Matalan, Miss Selfridge, Mothercare, New Look, Next, Pizza Hut, Sports D	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton Road Retail Park, SALISBURY (Currys PC World, Benson for Beds, B&M, DFS, Harveys, Homebase, Next, Oak Furniture Land,	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	0.0%	0	0.0%	0

Test Valley Household Survey
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Starbucks, Topps Til																						
West Quay Retail Park, SOUTHAMPTON (Argos, Boots, Currys PC World, Decathlon, Furniture Village, Halfords, JD Sports, Mamas & Papas, Matalan, Motherca	3.2%	15	5.1%	1	0.0%	0	13.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	11	1.3%	1
Amesbury Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	1.2%	1	0.0%	0	0.0%	0
Andover Town Centre	7.6%	35	0.0%	0	0.0%	0	6.0%	1	48.8%	17	65.1%	8	4.8%	1	24.7%	8	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath 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	1.3%	1	0.0%	0	0.0%	0
Bournemouth Town Centre	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	2.5%	4	0.0%	0
Chandlers Ford Town Centre	1.4%	7	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	6
Durrington 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	0.0%	0	0.0%	0
Eastleigh Town Centre	2.8%	13	0.9%	0	5.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	14.8%	9
Hungerford Town Centre	0.1%	0	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	0.0%	0
Ludgershall Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Marlborough Town Centre	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.2%	6	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	1.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romsey Town Centre	4.6%	21	62.2%	10	25.5%	6	15.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	1.3%	1
Salisbury City Centre	9.9%	46	1.6%	0	3.1%	1	15.8%	2	0.0%	0	2.0%	0	0.0%	0	2.4%	1	52.7%	39	1.3%	2	0.0%	0
Southampton City Centre	14.1%	66	13.4%	2	10.8%	3	6.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.5%	57	3.9%	3
Stockbridge Town Centre	0.0%	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	0.0%	0	0.0%	0
Tidworth Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Totton Town Centre	2.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	13	0.0%	0
Winchester City Centre	7.3%	34	4.6%	1	11.8%	3	31.3%	5	0.0%	0	3.3%	0	5.1%	1	2.4%	1	0.0%	0	0.0%	0	36.3%	23
Central London	0.2%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	1.9%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Devizes Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Fordingbridge Town Centre	2.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	11	0.0%	0	0.0%	0
Heathrow Airport, Nelson Road, Hounslow	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Lyndhurst 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	0.0%	0	1.3%	2	0.0%	0
Overton Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pewsey Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0	0.0%	0
Ringwood Town Centre	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	4	0.0%	0	0.0%	0
Sainsbury's Superstore, Hector's Way, Newbury	0.1%	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	0.0%	0	0.0%	0
Shirley District Centre	1.4%	7	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	6	0.0%	0
Winnall 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	0.0%	0	0.0%	0	1.3%	1
Woodfalls 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	2.4%	2	0.0%	0	0.0%	0
Yeovil Town Centre	0.1%	1	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	464			16		25		15		35		12		22		34		75		166		64
Sample:	466			49		42		47		43		43		46		41		59		51		45

Test Valley Household Survey for Carter Jonas

Weighted:

October 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Q15 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</i>											
Aldi, The Hundred, Romsey	0.2%	1	1.3%	0	1.8%	0	1.1%	0	0.0%	0	0.0%
Asda Superstore, Anton Mill Road, Andover	0.4%	2	0.0%	0	0.0%	0	1.2%	0	1.6%	1	1.4%
Asda Supercentre, Bournemouth Road, Chandlers Ford, Eastleigh	3.3%	13	5.7%	1	20.1%	5	14.1%	2	0.0%	0	0.0%
Asda Superstore, Maynard Road, Totton	2.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Pennings Road, Tidworth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Spruce Drive, Totton	3.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Shepherds Spring Lane, Andover	0.3%	1	0.0%	0	0.0%	0	1.1%	0	1.6%	1	4.2%
Sainsbury's Superstore, Leigh Road, Eastleigh	2.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, The Maltings, Salisbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Lordshill District Centre, Southampton	0.4%	2	0.0%	0	5.3%	1	1.2%	0	0.0%	0	0.0%
Sainsbury's Superstore, Badgers Farm Road, Winchester	0.7%	3	4.5%	0	1.8%	0	2.2%	0	0.0%	0	0.0%
Tesco Extra, River Way, Andover	2.1%	9	0.0%	0	0.0%	0	0.0%	0	19.5%	7	8.5%
Tesco Extra, Pinchington Lane, Newbury	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%
Tesco Extra, The Bourne Centre, Salisbury	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%
Tesco Extra, Easton Lane, Winchester	2.8%	11	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Tebourba Way, Milbrook, Southampton	1.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Station Road, Tidworth	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%
Waitrose, Chantry Centre, Andover	1.1%	4	0.0%	0	0.0%	0	0.0%	0	1.6%	1	18.1%
Waitrose, Alma Road, Romsey	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Churchill Way	0.6%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%

Test Valley Household Survey for Carter Jonas

Weighted:

October 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
West, Salisbury																						
Waitrose, Stockbridge Road, Winchester	0.0%	0	0.0%	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	0.0%	0
Chantry Centre, ANDOVER	0.1%	0	0.0%	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	0.0%	0
Festival Place, BASINGSTOKE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Walks Shopping Centre, BASINGSTOKE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fryern Arcade, CHANDLERS FORD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Swan Centre, EASTLEIGH	0.9%	3	4.5%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3
Parkway Shopping Centre, NEWBURY	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	0.0%	0	0.0%	0
West Quay Shopping Centre, SOUTHAMPTON (a roofed shopping centre)	1.6%	6	2.4%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	3.8%	3
Totton Precinct, TOTTON	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	4	0.0%	0
Andover Road Retail Park, WINCHESTER (Brewers Decorator Centre, HSS Hire Shop, Majestic Wine, Pets Corner)	0.6%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	1	6.4%	1	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Channon Retail Park, EASTLEIGH (Costa Coffee, Halfords, Home Bargains, Matalan, Pets at Home)	2.3%	9	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	8
Chestnut Avenue Retail Park, EASTLEIGH (American Golf, Dreams)	0.1%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Churchill Retail Park, ANDOVER (Carpet Right, Currys PC World, TK Maxx)	0.6%	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	0.0%	0	0.0%	0
Enham Arch Retail Park, ANDOVER (Bensons for Beds, Halfords, Homebase, Next, Pets at Home)	3.3%	14	0.0%	0	0.0%	0	2.3%	0	21.7%	7	13.5%	2	4.8%	1	7.1%	2	2.4%	1	0.0%	0	0.0%	0
Hatch Warren Retail Park, BASINGSTOKE (Argos, Dreams, Pets at Home, Ponden Home, Poundstretcher, The Groom Room)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End Park, Tollbar Way, HEDGE END	1.2%	5	5.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0

Test Valley Household Survey
for Carter Jonas

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
(Currys PC World, Homebase, Marks & Spencer, Pets at Home, Sainsbury's)												
Newbury Retail Park, NEWBURY (Argos, Costa Coffee, Currys PC World, Homebase, Matalan, Miss Selfridge, Mothercare, New Look, Next, Pizza Hut, Sports D	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shirley Retail Park, Winchester Road, SOUTHAMPTON (Halfords, Pets at Home, Wickes)	1.3%	5	1.3%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Southampton Road Retail Park, SALISBURY (Currys PC World, Benson for Beds, B&M, DFS, Harveys, Homebase, Next, Oak Furniture Land, Starbucks, Topps Til	2.0%	8	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Totton Retail Park, TOTTON (Argos, Jollyes Pet Superstore, Lidl, Poundstretcher)	3.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Quay Retail Park, SOUTHAMPTON (Argos, Boots, Currys PC World, Decathlon, Furniture Village, Halfords, JD Sports, Mamas & Papas, Matalan, Motherca	4.9%	20	17.4%	2	1.8%	0	14.1%	2	0.0%	0	0.0%	8
Amesbury Town Centre	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	0
Andover Town Centre	4.6%	19	0.0%	0	0.0%	0	13.9%	2	24.2%	8	2.4%	0
Basingstoke Town Centre	1.4%	6	0.0%	0	0.0%	0	0.0%	0	6.9%	2	4.5%	1
Bath City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Chandlers Ford Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastleigh Town Centre	3.7%	15	8.9%	1	15.9%	4	0.0%	0	0.0%	0	0.0%	0
Hungerford Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1
Ludgershall Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Marlborough Town Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	3
Newbury Town Centre	1.5%	6	0.0%	0	0.0%	0	0.0%	0	1.4%	0	35.3%	6
Romsey Town Centre	3.0%	12	30.2%	3	11.7%	3	11.8%	2	0.0%	0	0.0%	0
Salisbury City Centre	5.0%	20	0.0%	0	1.8%	0	8.6%	1	0.0%	0	4.4%	1

Test Valley Household Survey
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Southampton City Centre	14.9%	61	7.1%	1	8.0%	2	4.4%	1	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	35.2%	51	6.6%	5
Stockbridge Town Centre	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	0.0%	0	0.0%	0
Swindon Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Tidworth Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Totton Town Centre	2.9%	12	2.2%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	7.3%	11	0.0%	0
Winchester City Centre	3.1%	12	5.0%	1	5.3%	1	15.3%	2	0.0%	0	5.0%	1	2.4%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	7
Abroad	0.1%	0	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	0.0%	0
Abridge Village Centre	0.1%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Andover Trade Park, Joule Road, Andover	0.5%	2	0.0%	0	0.0%	0	0.0%	0	5.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Churchfields Industrial Estate, Stephenson Road, Salisbury	0.2%	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	0.0%	0	0.0%	0
Devizes Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0
Elk Mill Retail Park, Southampton Road, Titchfield, Park Gate, Fareham	0.1%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fordingbridge Town Centre	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	3	0.0%	0	0.0%	0
Go Outdoors, Third Avenue, Millbrook Road West, Southampton	0.1%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hansard Pet Centre, Hansard Farm, Romsey Road, Romsey	0.1%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mole Country Stores, Easton Lane, Winchester	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	0.0%	0	0.0%	0
Mole Country Stores, Hectors Way, Newbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Olivers Battery Local Centre	0.1%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pets at Home, London Road, Newbury	0.1%	0	0.0%	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	0.0%	0
Pewsey Village Centre	0.1%	0	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	0.0%	0
Ringwood Town Centre	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	4	0.0%	0	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Shirley District Centre	2.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	8	0.0%	0
Waterlooville Town 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	0.0%	0	0.0%	0	2.1%	2
Whitehall Garden Centre, Nursery Farm, Pewsey	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Winnall 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	0.0%	0	0.0%	0	1.1%	1
Woodfalls 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	2.2%	1	0.0%	0	0.0%	0
Wyevale Garden Centre, Salisbury Road, Andover	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	0.0%	0	0.0%	0
York City 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	0.0%	0	0.0%	0	2.1%	2

Test Valley Household Survey
for Carter Jonas

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Weighted base:	406	11	26	15	34	16	16	28	39	146	76
Sample:	402	34	43	39	38	42	33	42	40	46	45

Test Valley Household Survey for Carter Jonas

Weighted:

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Q16 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</i>																						
Tesco Extra, River Way, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Tebourba Way, Milbrook, Southampton	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	8	0.0%	0
B&Q, Shakespeare Road, Eastleigh	2.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	12.9%	10
B&Q, Charles Watts Way, Hedge End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
B&Q, Southampton Road, Salisbury	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	0.0%	0	0.0%	0
Bradbeers Department Store, Bell Street, Romsey	0.1%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Pincents Kiln, Reading	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, West Quay Road, Southampton	2.9%	17	1.0%	0	2.0%	1	1.0%	0	1.1%	1	0.0%	0	1.4%	0	0.8%	0	1.6%	1	4.1%	9	5.3%	4
Wilton Shopping Village, SALISBURY	0.1%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
West Quay Shopping Centre, SOUTHAMPTON (a roofed shopping centre)	5.6%	33	0.0%	0	23.8%	10	17.0%	3	1.1%	1	1.2%	0	4.8%	1	0.0%	0	1.5%	1	6.1%	13	4.6%	4
Andover Road Retail Park, WINCHESTER (Brewers Decorator Centre, HSS Hire Shop, Majestic Wine, Pets Corner)	0.2%	1	1.0%	0	0.0%	0	0.0%	0	1.1%	1	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradbeers Retail Park, Tollbar Way, HEDGE END (Bensons For Beds, Bradbeers Furniture Store, Carpet Right, Harveys)	2.2%	12	0.0%	0	1.1%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	12	0.0%	0
Brighton Hill Retail Park, BASINGSTOKE (Bensons for Beds, Carpet Right, Currys PC World, DFS, Harveys Furniture, McDonald's, Office Outlet, Pizza Hut,	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Channon Retail Park, EASTLEIGH (Costa Coffee, Halfords, Home Bargains, Matalan, Pets at Home)	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Test Valley Household Survey
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Chestnut Avenue Retail Park, EASTLEIGH (American Golf, Dreams)	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	4	0.0%	0
Churchill Retail Park, ANDOVER (Carpet Right, Currys PC World, TK Maxx)	2.7%	16	0.0%	0	0.0%	0	1.0%	0	22.5%	11	10.5%	2	1.4%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Dolphin Retail Park, SALISBURY (Argos)	0.4%	3	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0
Enham Arch Retail Park, ANDOVER (Bensons for Beds, Halfords, Homebase, Next, Pets at Home)	1.9%	11	0.0%	0	0.0%	0	1.0%	0	5.8%	3	0.0%	0	0.0%	0	15.7%	8	0.0%	0	0.0%	0	0.0%	0
Gastons Wood Retail Area, Reading Road, BASINGSTOKE (Dunelm, Lidl, The Range)	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	0.0%	0	0.0%	0
Hatch Warren Retail Park, BASINGSTOKE (Argos, Dreams, Pets at Home, Ponden Home, Poundstretcher, The Groom Room)	1.0%	6	0.0%	0	0.0%	0	0.0%	0	5.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3
Hedge End Park, Tollbar Way, HEDGE END (Currys PC World, Homebase, Marks & Spencer, Pets at Home, Sainsbury's)	4.3%	25	8.2%	1	2.2%	1	0.0%	0	1.9%	1	1.2%	0	2.6%	1	10.3%	5	0.0%	0	5.0%	11	5.7%	5
Hedge End Retail Park, Charles Watts Way, HEDGE END (Carphone Warehouse, DFS, Dwell, Fabb Sofas, Next, Oak Furniture Land, SCS, Starbucks)	4.8%	28	5.3%	1	5.3%	2	1.9%	0	1.1%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	5.0%	11	15.5%	13
Hedge End Trade Park, Tollbar Way, HEDGE END (American Golf, Halfords, Hammonds Bedroom Furniture, Topps Tiles, The Tile Source)	0.7%	4	0.0%	0	0.0%	0	1.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.0%	2	0.0%	0
Moorside Road Retail Park, WINCHESTER (Currys PC World, Halfords)	0.0%	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	0.0%	0	0.0%	0

Test Valley Household Survey for Carter Jonas

Weighted:

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Newbury Retail Park, NEWBURY (Argos, Costa Coffee, Currys PC World, Homebase, Matalan, Miss Selfridge, Mothercare, New Look, Next, Pizza Hut, Sports D	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Northern Avenue Retail Park, ANDOVER (KFC, The Range, Wickes)	0.1%	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	0.0%	0	0.0%	0
Shirley Retail Park, Winchester Road, SOUTHAMPTON (Halfords, Pets at Home, Wickes)	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	4	0.0%	0
Southampton Retail Park, NURSLING (B&Q, Carpet Right, Harveys, Tapi Carpets & Floors, Trade Point)	6.2%	36	19.7%	3	1.1%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	1.5%	1	14.5%	31	0.0%	0
Southampton Road Retail Park, SALISBURY (Currys PC World, Benson for Beds, B&M, DFS, Harveys, Homebase, Next, Oak Furniture Land, Starbucks, Topps Til	2.5%	14	0.0%	0	0.0%	0	2.9%	1	0.0%	0	2.3%	0	0.0%	0	1.6%	1	21.6%	13	0.0%	0	0.0%	0
West Quay Retail Park, SOUTHAMPTON (Argos, Boots, Currys PC World, Decathlon, Furniture Village, Halfords, JD Sports, Mamas & Papas, Matalan, Motherca	8.4%	48	21.9%	3	3.1%	1	10.0%	2	4.5%	2	3.3%	1	1.4%	0	0.0%	0	16.5%	10	7.9%	17	15.0%	12
Amesbury Town 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	4.6%	3	0.0%	0	0.0%	0
Andover Town Centre	5.6%	33	0.0%	0	0.0%	0	21.3%	4	32.0%	16	31.3%	7	4.8%	1	9.7%	5	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	1.1%	6	0.0%	0	0.0%	0	0.0%	0	5.7%	3	3.3%	1	5.5%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre	0.1%	0	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	0.0%	0
Chandlers Ford Town Centre	2.0%	11	0.0%	0	3.2%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	9.6%	8
Eastleigh Town Centre	1.8%	10	2.0%	0	1.1%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	9
Hedge End Town Centre (NOT any of the retail parks)	1.0%	6	0.0%	0	3.2%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3
Lordshill District Centre, Southampton	0.0%	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	0.0%	0	0.0%	0
Ludgershall 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	0.0%	0	0.0%	0
Marlborough Town Centre	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	0.0%	0	0.0%	0

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Newbury Town Centre	2.0%	11	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.2%	1	30.5%	8	4.0%	2	0.0%	0	0.0%	0	0.0%	0
North Baddesley Village Centre	0.1%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nursling Village Centre	0.7%	4	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Reading Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Romsey Town Centre	1.3%	8	7.6%	1	3.1%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	4	1.0%	1
Salisbury City Centre	4.8%	28	1.8%	0	1.8%	1	7.2%	1	2.1%	1	11.5%	2	0.0%	0	0.8%	0	33.0%	19	1.0%	2	0.0%	0
Southampton City Centre	15.1%	88	13.9%	2	24.7%	10	10.7%	2	2.9%	1	14.0%	3	1.4%	0	5.5%	3	9.0%	5	25.8%	56	6.1%	5
Swindon Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	3	0.0%	0	0.0%	0	0.0%	0
Totton Town Centre	2.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	12	0.0%	0
Winchester City Centre	1.3%	8	0.0%	0	0.0%	0	4.3%	1	1.9%	1	6.1%	1	6.2%	2	0.0%	0	0.0%	0	1.0%	2	1.0%	1
Abroad	0.1%	0	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	0.0%	0
Basingstoke Retail Park, Wallop Drive, 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	0.0%	0	0.0%	0
Bluewater Shopping Centre, Greenhithe, Kent	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	0.0%	0	0.0%	0
Boyatt Wood Industrial Estate, Eastleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Carpetright, New Park Street, Devizes	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	0.0%	0	0.0%	0
Central London	0.2%	1	0.0%	0	1.1%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Christchurch 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	1.5%	1	0.0%	0	0.0%	0
Cosham District Centre, Portsmouth	0.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Devizes 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	0.0%	0	0.0%	0
Ferndown 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	1.5%	1	0.0%	0	0.0%	0
Fordingbridge 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	1.5%	1	0.0%	0	0.0%	0
Greenbridge Retail Park, Drakes Way, Swindon	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	7	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	0.0%	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	0.0%	0	0.0%	0
International Furniture, The Commercial Centre, Picket Piece, Andover	0.1%	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	0.0%	0	0.0%	0
Leekes Department Store, Beanacre Road, Melksham	0.1%	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	0.0%	0	0.0%	0
London Road Retail Park, London Road, Newbury	0.1%	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	0.0%	0	0.0%	0
Marks & Spencer, The Meadows Centre, Marshall Road, Sandhurst	0.1%	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	0.0%	0	0.0%	0
Mountbatten Retail Park, Western Esplanade, Southampton	1.4%	8	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	8	0.0%	0
Netley Marsh 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	0.0%	0	1.0%	2	0.0%	0
Nottingham City 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	0.0%	0	1.0%	2	0.0%	0
Oakley Carpets & Furniture, Andover Road, Oakley,	0.1%	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	0.0%	0	0.0%	0

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Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	
Basingstoke												
Overton Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peter Green Furnishers, School Lane, Chandlers Ford	0.7%	4	0.0%	0	7.4%	3	1.0%	0	0.0%	0	1.0%	1
Pewsey Village Centre	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Picket Piece Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poole Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	1	0.0%	0	0.0%	0
Portsmouth City Centre	0.4%	2	0.0%	0	0.0%	0	12.2%	2	0.0%	0	0.0%	0
Ringwood Town Centre	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Commercial Centre, Picket Piece, Andover	0.2%	1	0.0%	0	0.0%	0	0.0%	1	0.0%	0	0.0%	0
Trowbridge Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellington park, Tollbar Way, Southampton	0.1%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Wellow Village Centre	0.4%	3	12.2%	2	1.1%	0	1.9%	0	0.0%	0	0.0%	0
Wilton Flooring, Winchester Road, Chandlers Ford, Eastleigh	0.5%	3	0.0%	0	2.9%	1	0.0%	0	0.0%	0	2.0%	2
Weighted base:	579	15	41	17	50	21	26	52	58	216	81	
Sample:	568	55	61	52	50	64	52	52	55	68	59	

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Q17 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</i>												
Aldi, The Hundred, Romsey	0.2%	2	8.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Western Avenue, Andover	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Lister Road, Basingstoke	0.6%	5	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
B&Q, Shakespeare Road, Eastleigh	14.8%	124	5.8%	1	32.9%	18	10.8%	3	1.2%	1	0.0%	0
B&Q, Charles Watts Way, Hedge End	3.8%	31	4.0%	1	4.1%	2	9.6%	2	0.0%	0	0.0%	0
B&Q, London Road, Newbury	0.9%	8	0.0%	0	0.9%	0	0.0%	0	0.0%	0	17.7%	7
B&Q, Southampton Road, Salisbury	6.5%	54	1.2%	0	2.9%	2	10.4%	2	0.0%	0	1.7%	0
Homebase, Winchester Road, Basingstoke	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Homebase, Southampton Road, Salisbury	0.9%	7	2.1%	0	0.0%	0	1.3%	0	0.0%	0	0.8%	0
Homebase, Auckland Road, Millbrook, Southampton	1.7%	14	3.9%	1	0.9%	0	1.3%	0	0.0%	0	0.0%	0
Homebase, Easton Labne, Winchester	2.1%	18	7.8%	2	0.0%	0	2.1%	1	0.6%	1	2.6%	1
Screwfix, East Portway Industrial Estate, Andover	1.1%	9	0.0%	0	0.0%	0	2.2%	1	6.6%	6	1.8%	0
Screwfix, Bone Lane, Newbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Screwfix, Romsey Industrial Estate, Greatbridge Road, Romsey	0.2%	1	1.9%	0	0.9%	0	1.5%	0	0.0%	0	0.0%	0
Screwfix, Southampton Road, Salisbury	1.6%	13	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Screwfix, Millbrook Road West, Millbrook, Southampton	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Wykeham Industrial Estate, Winnall, Winchester	0.1%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Chantry Centre, ANDOVER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Andover Road Retail Park, WINCHESTER (Brewers Decorator Centre, HSS Hire Shop, Majestic Wine, Pets Corner)	1.8%	15	0.0%	0	0.0%	0	0.7%	0	16.6%	14	1.7%	0
Bourne Retail Park,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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SALISBURY (Dunelm, Wickes)																						
Channon Retail Park, EASTLEIGH (Costa Coffee, Halfords, Home Bargains, Matalan, Pets at Home)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3
Churchill Retail Park, ANDOVER (Carpet Right, Currys PC World, TK Maxx)	0.9%	8	0.0%	0	0.0%	0	0.0%	0	4.0%	3	4.7%	1	6.0%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Dolphin Retail Park, SALISBURY (Argos)	0.1%	0	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	0.0%	0
Enham Arch Retail Park, ANDOVER (Bensons for Beds, Halfords, Homebase, Next, Pets at Home)	8.1%	67	0.0%	0	0.0%	0	5.0%	1	33.1%	28	33.5%	9	11.5%	5	35.8%	23	1.4%	2	0.0%	0	0.0%	0
Hedge End Park, Tollbar Way, HEDGE END (Currys PC World, Homebase, Marks & Spencer, Pets at Home, Sainsbury's)	1.9%	16	0.0%	0	0.0%	0	0.0%	0	7.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	4	3.8%	5
Moorside Road Retail Park, WINCHESTER (Currys PC World, Halfords)	0.2%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Retail Park, NEWBURY (Argos, Costa Coffee, Currys PC World, Homebase, Matalan, Miss Selfridge, Mothercare, New Look, Next, Pizza Hut, Sports D	1.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.2%	9	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Northern Avenue Retail Park, ANDOVER (KFC, The Range, Wickes)	1.3%	11	0.0%	0	0.0%	0	4.1%	1	8.8%	7	4.0%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Shirley Retail Park, Winchester Road, SOUTHAMPTON (Halfords, Pets at Home, Wickes)	2.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	18	0.0%	0
Solstice Retail Park, AMESBURY (Co-op, Costa Coffee, Holiday Inn, Home Bargains, KFC, McDonald's, Pizza Hut)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0

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for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Southampton Retail Park, NURSING (B&Q, Carpet Right, Harveys, Tapi Carpets & Floors, Trade Point)	22.7%	189	37.4%	9	39.5%	21	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	56.4%	156	0.0%	0
Southampton Road Retail Park, SALISBURY (Currys PC World, Benson for Beds, B&M, DFS, Harveys, Homebase, Next, Oak Furniture Land, Starbucks, Topps Til	1.6%	13	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	11.3%	12	0.0%	0	0.0%	0
Totton Retail Park, TOTTON (Argos, Jollyes Pet Superstore, Lidl, Poundstretcher)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0
West Quay Retail Park, SOUTHAMPTON (Argos, Boots, Currys PC World, Decathlon, Furniture Village, Halfords, JD Sports, Mamas & Papas, Matalan, Motherca	0.2%	1	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Amesbury Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Andover Town Centre	4.0%	33	0.6%	0	0.0%	0	12.9%	3	15.7%	13	33.7%	9	1.0%	0	9.7%	6	0.8%	1	0.0%	0	0.0%	0
Basingstoke Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.9%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
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	0.8%	1	0.0%	0	0.0%	0
Chandlers Ford Town Centre	0.2%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Eastleigh Town Centre	0.6%	5	0.0%	0	6.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Hungerford Town Centre	0.1%	0	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	0.0%	0
Ludgershall Town Centre	0.1%	0	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	0.0%	0
Marlborough Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0
North Baddesley 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	0.0%	0	0.0%	0
Nursling Village Centre	0.7%	5	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	4	0.0%	0
Romsey Town Centre	0.9%	7	9.4%	2	4.0%	2	13.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury City Centre	1.8%	15	0.0%	0	0.0%	0	3.2%	1	0.0%	0	2.6%	1	0.0%	0	2.0%	1	11.0%	12	0.0%	0	0.0%	0
Southampton City Centre	1.8%	15	11.1%	3	0.9%	0	10.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	2.7%	8	0.0%	0
Swindon 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	0.0%	0	0.0%	0
Totton Town Centre	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	6	0.0%	0
Whitchurch 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	0.0%	0	0.0%	0
Winchester City Centre	0.6%	5	0.0%	0	0.0%	0	0.7%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4
Abroad	0.1%	0	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	0.0%	0
Andover Trade Park, Joule Road, Andover	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	0.0%	0	0.0%	0
B&Q, Franconia Drive,	2.2%	18	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	16	0.0%	0

Test Valley Household Survey
for Carter Jonas

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Nursling Industrial Estate, Nursling, Southampton												
B&Q, Great Western Way, Swindon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Hambleton Avenue, Devizes	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boyatt Wood Industrial Estate, Eastleigh	0.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Carvers Trading Estate, Southampton Road, Ringwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlepoint Shopping Park, Castle Lane West, Bournemouth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Churchfields Industrial Estate, Stephenson Road, Salisbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Devizes Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fordingbridge Town Centre	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Enham Arch Retail Park, Newbury Road, Andover	0.4%	3	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0
Hopton Park Industrial Estate, Hopton Road, Devizes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
In-Excess DIY, Netherhampton Road, Harnham, Salisbury	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Ringwood Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rosebourne, Amesbury Road, Weyhill, Andover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Screwfix, Stanstead Industrial Estate, Goodwood Road, Eastleigh	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shirley District Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2
Walworth Industrial Estate, North Way, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Whitehall Garden Centre, Nursery Farm, Pewsey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Wickes, Canal View Road, Newbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Wickes, Millenium Court, Churchill Way West, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Wilton House Garden Centre, Salisbury Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Wilton, Salisbury																						
Woodborough Village Centre	0.1%	0	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	0.0%	0
Wyevale Garden Centre, Bath Road, Thatcham, Newbury	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	0.0%	0	0.0%	0
Wyevale Garden Centre, Netherhampton Road, Netherhampton, Salisbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Wyevale Garden Centre, Salisbury Road, Andover	0.4%	3	0.0%	0	0.0%	0	2.0%	0	1.2%	1	1.7%	0	1.6%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:	832			23		54		24		85		27		40		64		110		277		129
Sample:	793			76		80		69		84		79		80		71		82		82		90

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Weighted:

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Q18 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</i>												
Aldi, Salisbury Road, Amesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Weyhill Road, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Aldi, The Hundred, Romsey	0.7%	5	6.0%	2	1.6%	1	10.0%	3	0.0%	0	0.0%	0
Aldi, London Road, Salisbury	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3
Aldi, Burnett Close, Winchester	0.1%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.7%	1
Asda Superstore, Anton Mill Road, Andover	1.9%	16	0.0%	0	0.0%	0	1.2%	0	14.0%	11	4.3%	1
Asda Superstore, Brighton Way, Brighton Hill, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.0%	0
Asda Supercentre, Bournemouth Road, Chandlers Ford, Eastleigh	2.5%	21	3.1%	1	11.7%	7	0.6%	0	0.0%	0	0.0%	0
Asda Superstore, Maynard Road, Totton	1.9%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Western Avenue, Andover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Lidl, Pennings Road, Tidworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Morrisons, Worting Road, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Morrisons, Estcourt Street, Devizes	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Morrisons, Spruce Drive, Totton	1.6%	14	0.5%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Chiltern Drive, Verwood	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Sainsbury's Superstore, Bridge Street, Andover	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Shepherds Spring Lane, Andover	1.1%	10	0.0%	0	0.0%	0	0.6%	0	8.6%	7	2.5%	1
Sainsbury's Superstore, Leigh Road, Eastleigh	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, The Maltings, Salisbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Sainsbury's Superstore, Lordshill District Centre, Southampton	0.9%	8	1.0%	0	5.2%	3	0.6%	0	0.0%	0	0.0%	0

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Sainsbury's Superstore, Portswood Road, Southampton	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	4	0.0%	0
Sainsbury's Superstore, Badgers Farm Road, Winchester	1.2%	10	0.5%	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	7.4%	9
Sainsbury's Superstore, Middle Brook Street, Winchester	0.1%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, River Way, Andover	3.5%	30	0.0%	0	0.0%	0	7.4%	2	23.7%	19	17.5%	6	3.8%	1	0.7%	0	0.9%	1	0.0%	0	0.0%	0
Tesco Extra, Pinchington Lane, Newbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Bourne Centre, Salisbury	0.8%	6	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	5	0.0%	0	0.0%	0
Tesco Extra, Easton Lane, Winchester	0.2%	2	0.0%	0	1.4%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Tesco Superstore, London Road, Amesbury	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	5	3.4%	4	0.0%	0	0.0%	0
Tesco Superstore, Sizer Way, Dibden, Southampton	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	4	0.0%	0
Tesco Superstore, Tebourba Way, Milbrook, Southampton	2.0%	17	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	16	0.0%	0
Tesco Superstore, Station Road, Tidworth	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	5.1%	3	0.0%	0	0.0%	0	0.0%	0
Waitrose, Chantry Centre, Andover	0.6%	5	0.0%	0	0.0%	0	0.6%	0	0.6%	1	9.1%	3	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Oakmount Road, Chandlers Ford	0.4%	4	0.0%	0	2.2%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Waitrose, Alma Road, Romsey	0.3%	2	2.8%	1	0.8%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Churchill Way West, Salisbury	0.7%	6	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	5	0.0%	0	0.0%	0
Waitrose, Stockbridge Road, Winchester	0.0%	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	0.0%	0	0.0%	0
Chantry Centre, ANDOVER	0.7%	6	0.0%	0	0.0%	0	1.2%	0	2.0%	2	7.4%	2	1.0%	0	0.0%	0	0.8%	1	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	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fryern Arcade, CHANDLERS FORD	0.6%	5	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	4
Swan Centre, EASTLEIGH	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	3.2%	4
Cross Keys Shopping Centre, SALISBURY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Old George Mall, SALISBURY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0

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Weighted:

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
West Quay Shopping Centre, SOUTHAMPTON (a roofed shopping centre)	2.0%	17	0.0%	0	0.7%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	16	0.0%	0
Totton Precinct, TOTTON	2.9%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	24	0.0%	0
Whiteley Shopping Village, 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	0.0%	0	0.8%	2	0.0%	0
Channon Retail Park, EASTLEIGH (Costa Coffee, Halfords, Home Bargains, Matalan, Pets at Home)	1.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	13
Hedge End Park, Tollbar Way, HEDGE END (Currys PC World, Homebase, Marks & Spencer, Pets at Home, Sainsbury's)	0.1%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Hedge End Trade Park, Tollbar Way, HEDGE END (American Golf, Halfords, Hammonds Bedroom Furniture, Topps Tiles, The Tile Source)	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Retail Park, NEWBURY (Argos, Costa Coffee, Currys PC World, Homebase, Matalan, Miss Selfridge, Mothercare, New Look, Next, Pizza Hut, Sports D	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton Road Retail Park, SALISBURY (Currys PC World, Benson for Beds, B&M, DFS, Harveys, Homebase, Next, Oak Furniture Land, Starbucks, Topps Til	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
West Quay Retail Park, SOUTHAMPTON (Argos, Boots, Currys PC World, Decathlon, Furniture Village, Halfords, JD Sports, Mamas & Papas, Matalan, Motherca	2.3%	20	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	15	2.0%	3
Amesbury Town Centre	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	1.3%	1	6.0%	6	0.0%	0	0.0%	0
Andover Town Centre	7.7%	64	0.0%	0	0.0%	0	14.5%	4	46.4%	37	41.7%	14	6.9%	3	10.6%	7	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Test Valley Household Survey
for Carter Jonas

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Bournemouth Town Centre	1.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chandlers Ford Town Centre	2.8%	23	0.0%	0	9.3%	5	0.0%	0	0.0%	0	0.0%	0
Durrington Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Eastleigh Town Centre	3.2%	27	0.0%	0	8.7%	5	0.0%	0	0.0%	0	0.0%	0
Hungerford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Lordshill District Centre, Southampton	1.0%	9	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Ludgershall Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Marlborough Town Centre	1.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	12
Newbury Town Centre	1.8%	15	0.0%	0	0.0%	0	0.0%	0	1.9%	2	32.8%	13
North Baddesley Village Centre	0.2%	2	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0
Portsmouth Local Centre, Southampton	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romsey Town Centre	5.8%	49	85.2%	26	21.3%	13	15.4%	4	0.0%	0	0.0%	0
Salisbury City Centre	4.9%	41	0.0%	0	0.0%	0	1.2%	0	0.0%	0	1.5%	0
Southampton City Centre	6.7%	57	0.5%	0	9.1%	5	10.4%	3	0.0%	0	1.4%	0
Stockbridge Town Centre	0.1%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Swindon Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Tidworth Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0
Totton Town Centre	5.0%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitchurch Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	5
Winchester City Centre	3.7%	31	0.0%	0	0.8%	0	10.7%	3	2.2%	2	1.2%	0
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Bitterne District Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	1	0.0%	0	0.0%	0	1.2%	0	0.0%	0	1.2%	1
Charlton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Devizes Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3
Downton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fordingbridge Town Centre	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	7
Highclere Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
London Colney Village Centre	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Lymington Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lyndhurst Village Centre	1.2%	10	0.0%	0	9.5%	6	0.0%	0	0.0%	0	0.0%	0
Millbrook Local Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Overton Village Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	3
Pewsey Village Centre	1.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.1%	13
Ringwood Town Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Hector's Way, Newbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shirley District Centre	2.6%	22	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Shirley Road, Shirley, Southampton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Test Valley Household Survey
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
The Maltings, West Dean, Salisbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Verwood 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	0.8%	1	0.0%	0	0.0%	0
Waitrose, Basing View, Basingstoke	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	0.0%	0	0.0%	0
Wellow Village Centre	0.1%	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	0.0%	0	0.0%	0
West Totton Local Centre	3.2%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	27	0.0%	0
Weighted base:		841		30		59		28		81		33		40		63		106		278		125
Sample:		872		89		89		88		83		92		82		83		88		87		91

Test Valley Household Survey for Carter Jonas

Weighted:

October 2017

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Q19 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</i>												
Asda Superstore, Anton Mill Road, Andover	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Supercentre, Bournemouth Road, Chandlers Ford, Eastleigh	0.9%	4	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	3
Asda Supermarket, High Street, West End, Southampton	0.1%	0	3.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Superstore, Maynard Road, Totton	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Sainsbury's Superstore, Shepherds Spring Lane, Andover	0.2%	1	0.0%	0	0.0%	0	0.0%	3.3%	1	0.0%	0	0
Sainsbury's Superstore, Portswood Road, Southampton	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4
Sainsbury's Superstore, Badgers Farm Road, Winchester	0.2%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Tesco Extra, River Way, Andover	0.3%	1	0.0%	0	0.0%	0	0.0%	1.8%	1	8.2%	1	0
Tesco Superstore, Station Road, Tidworth	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
B&Q, Lister Road, Basingstoke	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
IKEA, West Quay Road, Southampton	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3
Chantry Centre, ANDOVER	0.4%	2	0.0%	0	0.0%	0	1.8%	0	3.3%	1	0.0%	0
Festival Place, BASINGSTOKE	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Swan Centre, EASTLEIGH	0.8%	4	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	2
Kennet Shopping Centre, NEWBURY	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Parkway Shopping Centre, NEWBURY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Marlands Shopping Centre, SOUTHAMPTON	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Quay Shopping Centre, SOUTHAMPTON (a roofed shopping centre)	16.3%	74	3.6%	0	19.8%	6	28.1%	3	0.0%	0	0.0%	4
The Brooks Shopping Centre, WINCHESTER	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1
Channon Retail Park,	2.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
											13.9%	10

Test Valley Household Survey
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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
EASTLEIGH (Costa Coffee, Halfords, Home Bargains, Matalan, Pets at Home)												
Enham Arch Retail Park, ANDOVER (Bensons for Beds, Halfords, Homebase, Next, Pets at Home)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End Park, Tollbar Way, HEDGE END (Currys PC World, Homebase, Marks & Spencer, Pets at Home, Sainsbury's)	2.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	10
Hedge End Trade Park, Tollbar Way, HEDGE END (American Golf, Halfords, Hammonds Bedroom Furniture, Topps Tiles, The Tile Source)	0.1%	0	3.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Retail Park, NEWBURY (Argos, Costa Coffee, Currys PC World, Homebase, Matalan, Miss Selfridge, Mothercare, New Look, Next, Pizza Hut, Sports D	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton Road Retail Park, SALISBURY (Currys PC World, Benson for Beds, B&M, DFS, Harveys, Homebase, Next, Oak Furniture Land, Starbucks, Topps Til	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
West Quay Retail Park, SOUTHAMPTON (Argos, Boots, Currys PC World, Decathlon, Furniture Village, Halfords, JD Sports, Mamas & Papas, Matalan, Motherca	9.3%	42	22.3%	3	0.0%	0	5.9%	1	0.0%	0	2.8%	1
Amesbury Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Andover Town Centre	5.6%	25	0.0%	0	0.0%	0	9.3%	1	50.8%	15	40.8%	4
Basingstoke Town Centre	1.7%	8	0.0%	0	0.0%	0	0.0%	0	5.4%	2	11.7%	1
Bournemouth Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastleigh Town Centre	2.0%	9	2.1%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0

Test Valley Household Survey
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Hungerford Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Marlborough Town Centre	2.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	30.2%	9	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	2.7%	12	0.0%	0	0.0%	0	0.0%	0	9.6%	3	0.0%	0	30.9%	8	5.0%	2	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.2%	1	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romsey Town Centre	2.1%	10	23.8%	3	10.8%	3	15.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Salisbury City Centre	8.6%	39	0.0%	0	4.3%	1	8.3%	1	5.3%	2	6.8%	1	0.0%	0	4.0%	1	55.0%	34	0.0%	0	0.0%	0
Southampton City Centre	17.2%	78	35.9%	5	29.4%	8	10.3%	1	5.4%	2	11.5%	1	0.0%	0	1.4%	0	6.1%	4	26.6%	45	15.3%	12
Swindon Town Centre	1.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.7%	7	0.0%	0	0.0%	0	0.0%	0
Totton Town Centre	1.6%	7	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	6	0.0%	0
Winchester City Centre	6.2%	28	3.0%	0	11.4%	3	5.1%	1	1.8%	1	11.7%	1	9.5%	2	0.0%	0	0.0%	0	0.0%	0	26.2%	20
Abroad	1.8%	8	0.0%	0	7.5%	2	11.9%	1	1.8%	1	2.3%	0	5.6%	1	5.3%	2	0.0%	0	0.0%	0	1.1%	1
Bluewater Shopping Centre, Greenhithe, Kent	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	3.3%	15	0.0%	0	0.0%	0	1.7%	0	7.8%	2	0.0%	0	1.5%	0	0.0%	0	20.0%	12	0.0%	0	0.0%	0
Devizes Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	2	0.0%	0	0.0%	0	0.0%	0
Fordingbridge Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0	0.0%	0
Gunwharf Quays, Portsmouth	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre	0.0%	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	0.0%	0	0.0%	0
Heathrow Airport, Nelson Road, Hounslow	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Home Sense, Churchill Way West, Salisbury	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	0.0%	0	0.0%	0
Lymington Town Centre	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	1.3%	2	0.0%	0
Poole Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ringwood Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0	0.0%	0
Sainsbury's Superstore, Hector's Way, Newbury	0.1%	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	0.0%	0	0.0%	0
Shirley District Centre	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0
Thatcham Town Centre	0.1%	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	0.0%	0	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	0.0%	0	0.0%	0	1.1%	1
Weighted base:	454			14		28		10		29		10		25		31		61		170		75
Sample:	416			41		44		31		40		35		51		37		47		44		46

Test Valley Household Survey for Carter Jonas

Weighted:

October 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Meanscore: [Number of visits per week]																						
Q20 How often do you or your household visit Andover for shopping and other town centre uses?																						
Daily	1.0%	10	0.0%	0	0.0%	0	6.9%	2	7.3%	7	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	0.3%	3	0.0%	0	0.0%	0	1.0%	0	1.0%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 days a week	2.6%	26	0.0%	0	0.0%	0	6.5%	2	12.8%	13	19.9%	7	2.0%	1	3.1%	2	0.0%	0	0.0%	0	0.0%	0
One day a week	7.4%	74	0.0%	0	0.0%	0	13.0%	4	32.4%	33	42.7%	15	16.6%	9	13.6%	11	0.7%	1	0.0%	0	1.0%	1
Every two weeks	3.9%	39	0.0%	0	0.0%	0	9.1%	3	19.3%	20	11.8%	4	4.9%	3	9.4%	7	1.4%	2	0.0%	0	0.0%	0
Monthly	4.0%	40	0.0%	0	1.8%	1	11.9%	4	7.5%	8	10.7%	4	6.8%	4	18.7%	15	4.0%	5	0.0%	0	0.0%	0
Once every two months	1.1%	11	0.5%	0	1.3%	1	2.7%	1	1.6%	2	3.0%	1	1.4%	1	7.6%	6	0.0%	0	0.0%	0	0.0%	0
Three-four times a year	2.9%	29	0.0%	0	0.7%	0	7.0%	2	2.3%	2	1.9%	1	5.7%	3	3.2%	3	10.8%	14	0.7%	2	1.0%	1
Once a year	3.3%	33	6.1%	2	0.7%	0	5.8%	2	0.0%	0	1.9%	1	2.1%	1	4.1%	3	3.4%	4	1.3%	4	10.3%	15
Less often	2.2%	22	1.2%	0	4.3%	3	1.6%	0	10.2%	10	0.6%	0	2.7%	1	0.0%	0	1.3%	2	0.7%	2	1.6%	2
Never	70.8%	708	92.2%	30	88.2%	58	34.6%	11	4.9%	5	3.0%	1	55.8%	30	38.3%	30	77.6%	100	97.3%	314	86.2%	129
(Don't know)	0.4%	4	0.0%	0	0.7%	0	0.0%	0	0.9%	1	0.0%	0	0.7%	0	1.5%	1	0.7%	1	0.0%	0	0.0%	0
(Varies)	0.3%	3	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	0.26		0.00		0.01		0.92		1.34		1.26		0.27		0.33		0.04		0.00		0.01	
Weighted base:	1000		32		66		31		102		36		54		78		129		323		149	
Sample:	1000		100		100		100		100		100		100		100		100		100		100	

Test Valley Household Survey for Carter Jonas

Weighted:

October 2017

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Q21 What do you like about Andover? [MR]																						
Not those who said 'Never' at Q20																						
Attractive environment / nice place	5.7%	17	0.0%	0	17.1%	1	2.3%	0	8.0%	8	2.0%	1	1.5%	0	4.3%	2	6.1%	2	24.7%	2	0.0%	0
Close to friends or relatives	0.6%	2	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	2	0.0%	0	0.0%	0
Close to home	20.8%	61	0.0%	0	0.0%	0	13.6%	3	27.2%	26	41.2%	14	37.4%	9	17.4%	8	0.0%	0	0.0%	0	0.0%	0
Close to work	1.4%	4	0.0%	0	9.8%	1	0.0%	0	0.0%	0	3.6%	1	4.8%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0
Compact	6.1%	18	0.0%	0	0.0%	0	0.8%	0	11.6%	11	3.4%	1	3.1%	1	2.6%	1	6.3%	2	0.0%	0	6.9%	1
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	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	0.0%	0	0.0%	0
Easy to get to by car	2.0%	6	0.0%	0	0.0%	0	4.1%	1	0.5%	1	3.5%	1	3.2%	1	3.6%	2	3.2%	1	0.0%	0	0.0%	0
Easy to park	5.8%	17	72.3%	2	10.9%	1	15.1%	3	1.6%	2	5.1%	2	1.6%	0	5.9%	3	11.6%	3	0.0%	0	6.9%	1
Good facilities in general	1.9%	6	0.0%	0	5.9%	0	0.0%	0	1.8%	2	0.7%	0	0.0%	0	0.9%	0	9.7%	3	0.0%	0	0.0%	0
Good food stores	0.5%	1	5.9%	0	0.0%	0	4.2%	1	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good pubs, cafés or restaurants	1.6%	5	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.7%	0	0.0%	0	1.7%	1	0.0%	0	24.7%	2	0.0%	0
Good range of non-food shops	5.7%	17	0.0%	0	0.0%	0	24.3%	5	7.2%	7	0.7%	0	3.2%	1	2.4%	1	9.4%	3	0.0%	0	0.0%	0
Good range of independent shops	2.5%	7	0.0%	0	0.0%	0	12.2%	2	0.5%	1	0.0%	0	1.6%	0	2.6%	1	9.2%	3	0.0%	0	0.0%	0
Good range of 'high street' retailers/ multiples	0.7%	2	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0	0.0%	0
Affordable shops	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
High quality shops	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.5%	0	0.0%	0	6.3%	2	0.0%	0	0.0%	0
The street market	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	1	2.3%	1	2.6%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Makes a change from other places	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	5.9%	2	0.0%	0	4.2%	1
Quiet	1.2%	3	0.0%	0	0.0%	0	0.9%	0	2.2%	2	1.2%	0	1.6%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Safe and secure	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	0.0%	0	0.0%	0
Traditional	4.6%	14	5.9%	0	0.0%	0	0.0%	0	6.7%	6	2.3%	1	3.0%	1	1.7%	1	3.1%	1	24.7%	2	7.7%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Andover Garden Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	1.5%	1	3.2%	1	0.0%	0	0.0%	0
Asda store	0.9%	3	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	3.1%	1	0.0%	0	0.0%	0
Cheap parking	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Clean / tidy streets	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	0.0%	0	0.0%	0
Convenient to other locations	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0
Familiar / know where everything is	0.2%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Free parking	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	6.9%	1
Friendly people	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Good cinema	3.6%	11	0.0%	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	50.9%	10
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	3.2%	1	0.0%	0	0.0%	0
Good DIY store	0.1%	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	0.0%	0	0.0%	0
Good library	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	0.0%	0	0.0%	0
Good retail park/s nearby	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	5.9%	2	0.0%	0	0.0%	0
Has everything I need	1.3%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.3%	1	0.0%	0	2.4%	1	3.2%	1	0.0%	0	0.0%	0

Test Valley Household Survey for Carter Jonas

Weighted:

October 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	
Iceland store	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer store	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Next store	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Offers undercover shopping	1.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	3
Pedestrianised	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Supporting local businesses	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Waitrose store	0.6%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Wilko store	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.7%	2
(Dont know)	3.2%	9	9.8%	0	39.8%	3	3.3%	1	1.5%	1	4.3%	2
(Nothing / very little)	35.5%	104	5.9%	0	16.5%	1	42.3%	8	38.5%	37	38.0%	13
Weighted base:	292		2		8		20		97		35	
Sample:	410		5		10		61		93		97	

Test Valley Household Survey for Carter Jonas

Weighted:

October 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Q22 What could be improved about Andover that would make you visit more often? [MR]																						
Better access by road	0.3%	3	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport	0.5%	5	1.6%	1	1.1%	1	3.7%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.7%	1	0.0%	0	1.0%	1
Better signposting	0.1%	1	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	0.5%	1
Cleaner streets	0.2%	2	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.2%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Facilities which would assist you if shopping with children	0.2%	2	0.0%	0	0.0%	0	6.9%	2	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	0.0%	0	1.0%	1	9.4%	3	0.7%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
More / better town centre events	0.2%	2	0.0%	0	0.0%	0	7.9%	2	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)	3.0%	30	0.0%	0	0.0%	0	3.0%	1	14.9%	15	6.9%	2	1.3%	1	10.0%	8	0.7%	1	0.7%	2	0.0%	0
More / better value or affordable shops	1.4%	14	0.0%	0	0.0%	0	0.0%	0	13.2%	13	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
More / better entertainment	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	3	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. cafes and restaurants)	0.2%	2	0.0%	0	0.0%	0	1.1%	0	1.0%	1	0.7%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better food shops	0.7%	7	0.0%	0	0.0%	0	7.4%	2	2.5%	3	3.0%	1	0.7%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
More / better parking	0.4%	4	0.0%	0	1.4%	1	2.7%	1	0.0%	0	3.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
More / better pedestrianised streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public conveniences	0.2%	2	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.6%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	1.0%	1
More / better seats / flower displays	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	0.0%	0	0.0%	0
More / better services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More advertising	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0
More national multiple shops / High Street shops	9.9%	99	0.5%	0	2.1%	1	16.0%	5	32.7%	33	46.3%	17	21.6%	12	20.0%	16	6.4%	8	2.0%	7	0.0%	0
More independent shops	6.7%	67	0.5%	0	0.7%	0	4.4%	1	22.3%	23	34.5%	12	20.4%	11	10.9%	9	3.6%	5	1.3%	4	1.1%	2
Street markets - physical improvements	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	6	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	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Protection from the weather (ie. covered shopping malls)	0.2%	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	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	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A department store	0.6%	6	0.0%	0	0.0%	0	0.6%	0	3.1%	3	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A swimming pool	0.2%	2	0.0%	0	0.0%	0	1.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better atmosphere	0.2%	2	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Test Valley Household Survey for Carter Jonas

Weighted:

October 2017

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Bigger Marks & Spencer store	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Cheaper car parking	0.1%	1	0.0%	0	0.0%	0	1.1%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flatter ground	0.1%	1	0.0%	0	0.7%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
If it was closer	1.9%	19	0.0%	0	2.7%	2	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	5	2.0%	6	3.8%	6
Improve road surfaces / less potholes	0.2%	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	0.0%	0	0.0%	0
John Lewis store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less betting shops	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.7%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Less coffee shops	0.2%	2	0.0%	0	0.0%	0	0.6%	0	1.0%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less empty shops	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.2%	2	2.4%	1	0.0%	0	1.1%	1	0.7%	1	0.0%	0	0.0%	0
Lower business rates	0.3%	3	0.0%	0	0.0%	0	2.9%	1	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More disabled parking	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Needs a refurb	0.9%	9	0.0%	0	0.0%	0	0.6%	0	6.3%	6	1.2%	0	2.0%	1	0.5%	0	0.0%	0	0.0%	0	0.5%	1
Waitrose 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	0.0%	0	0.0%	0
(Don't know)	20.4%	204	40.1%	13	11.6%	8	11.4%	3	1.5%	1	2.0%	1	8.0%	4	21.5%	17	30.6%	40	16.4%	53	42.7%	64
(Nothing)	57.9%	579	57.8%	19	79.9%	53	46.4%	14	24.0%	24	23.4%	8	57.2%	31	34.6%	27	57.5%	74	78.9%	255	49.4%	74
Weighted base:	1000			32		66		31		102		36		54		78		129		323		149
Sample:	1000			100		100		100		100		100		100		100		100		100		100

Meanscore: [Number of visits per week]

Q23 How often do you or your household visit Romsey for shopping and other town centre uses?

Daily	0.5%	5	12.3%	4	1.1%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	0.8%	8	8.7%	3	6.3%	4	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 days a week	3.6%	36	29.1%	9	10.4%	7	18.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	12	0.7%	2	0.0%	0
One day a week	6.5%	65	26.8%	9	17.3%	11	17.6%	5	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	32	4.7%	7
Every two weeks	5.4%	54	15.3%	5	9.4%	6	14.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	5	9.3%	30	2.8%	4
Monthly	6.2%	62	4.2%	1	23.6%	16	8.1%	2	0.5%	1	5.2%	2	0.0%	0	0.5%	0	2.7%	3	9.0%	29	4.9%	7
Once every two months	9.5%	95	0.0%	0	5.4%	4	2.7%	1	2.3%	2	2.6%	1	0.0%	0	1.6%	1	2.6%	3	21.3%	69	9.4%	14
Three-four times a year	6.1%	61	0.5%	0	9.2%	6	8.0%	2	0.5%	1	3.8%	1	1.8%	1	2.7%	2	7.4%	10	6.4%	21	11.8%	18
Once a year	5.1%	51	0.0%	0	5.6%	4	5.2%	2	4.3%	4	6.2%	2	0.0%	0	2.6%	2	5.9%	8	4.0%	13	11.0%	16
Less often	3.5%	35	0.0%	0	0.7%	0	0.5%	0	3.9%	4	4.2%	2	2.4%	1	2.6%	2	5.4%	7	3.0%	10	5.8%	9
Never	52.1%	521	0.8%	0	9.0%	6	21.9%	7	87.9%	90	75.8%	27	95.2%	52	88.3%	69	63.0%	81	35.7%	115	49.6%	74
(Don't know)	0.2%	2	0.4%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
(Varies)	0.5%	5	2.0%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.5%	0	0.0%	0	0.7%	2	0.0%	0
Mean:	0.29			2.44		0.98		0.93		0.01		0.02		0.00		0.01		0.27		0.22		0.10
Weighted base:	1000			32		66		31		102		36		54		78		129		323		149
Sample:	1000			100		100		100		100		100		100		100		100		100		100

Test Valley Household Survey for Carter Jonas

Weighted:

October 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Q24 What do you like about Romsey? [MR]																						
Not those who said 'Never' at Q23																						
Attractive environment / nice place	32.7%	157	14.9%	5	22.9%	14	37.5%	9	25.0%	3	8.1%	1	13.7%	0	22.3%	2	25.5%	12	38.6%	80	40.7%	31
Close to friends or relatives	1.3%	6	0.9%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	3.3%	2
Close to home	12.9%	62	72.7%	23	25.4%	15	28.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	16	0.0%	0
Close to work	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Compact	16.7%	80	8.3%	3	14.9%	9	6.2%	1	4.3%	1	5.1%	0	0.0%	0	13.4%	1	12.0%	6	22.8%	47	15.9%	12
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	0.1%	1	0.0%	0	0.7%	0	0.7%	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	1.6%	8	0.9%	0	0.0%	0	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	4	0.0%	0	2.2%	2
Easy to park	4.0%	19	3.0%	1	9.6%	6	8.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	3	1.1%	2	7.6%	6
Good facilities in general	3.2%	15	2.4%	1	1.4%	1	1.4%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	5.4%	3	4.6%	10	1.1%	1
Good food stores	2.0%	10	2.0%	1	0.8%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	2	3.1%	6	0.0%	0
Good pubs, cafés or restaurants	3.2%	15	0.9%	0	2.2%	1	13.0%	3	4.3%	1	2.8%	0	0.0%	0	0.0%	0	3.7%	2	3.2%	7	1.9%	1
Good range of non-food shops	6.1%	29	1.6%	0	2.0%	1	8.6%	2	8.4%	1	24.1%	2	0.0%	0	4.6%	0	3.7%	2	7.8%	16	5.4%	4
Good range of independent shops	13.9%	66	5.6%	2	12.6%	8	6.6%	2	13.0%	2	16.0%	1	0.0%	0	4.6%	0	5.7%	3	17.1%	36	18.4%	14
Good range of 'high street' retailers/ multiples	3.3%	16	1.4%	0	2.9%	2	1.4%	0	0.0%	0	7.8%	1	0.0%	0	4.6%	0	5.7%	3	4.6%	10	0.0%	0
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	0.0%	0	0.0%	0
High quality shops	1.4%	7	0.5%	0	1.5%	1	3.5%	1	4.3%	1	12.9%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	2	1.1%	1
The street markets	1.7%	8	0.0%	0	0.8%	0	10.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	6.0%	4
Makes a change from other places	2.0%	10	0.4%	0	1.4%	1	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.1%	2	6.6%	5
Quiet	9.8%	47	3.3%	1	2.9%	2	4.5%	1	14.5%	2	0.0%	0	23.9%	1	0.0%	0	5.7%	3	15.3%	32	8.1%	6
Safe and secure	0.3%	1	2.0%	1	0.8%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The street markets	2.4%	11	8.8%	3	4.0%	2	4.7%	1	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	4
Traditional	14.6%	70	4.0%	1	0.0%	0	9.6%	2	0.0%	0	14.8%	1	72.5%	2	18.0%	2	14.4%	7	16.8%	35	26.4%	20
Traffic free shopping centre	0.2%	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	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi store	0.2%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	5.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradbeers Department Store	1.6%	8	0.4%	0	0.0%	0	0.0%	0	8.0%	1	2.8%	0	0.0%	0	0.0%	0	3.2%	2	2.0%	4	1.1%	1
Clarkes shop	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Co-op store	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	1	0.0%	0	0.0%	0	0.0%	0
Familiar / know where everything is	0.4%	2	1.3%	0	0.7%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Flat ground	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Free parking	0.6%	3	6.1%	2	0.7%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly / nice atmosphere	1.0%	5	3.0%	1	0.7%	0	9.5%	2	4.3%	1	0.0%	0	0.0%	0	4.6%	0	0.0%	0	0.0%	0	0.0%	0
Good leisure facilities	2.8%	14	0.0%	0	0.0%	0	0.0%	0	18.6%	2	0.0%	0	0.0%	0	0.0%	0	23.7%	11	0.0%	0	0.0%	0
Good town centre events	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Has everything I need	1.7%	8	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	8	0.0%	0
M&Co store	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0

Test Valley Household Survey for Carter Jonas

Weighted:

October 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Pedestrianised	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	0.0%	0	0.0%
Plaza Theatre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%
Romsey Abbey	0.4%	2	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%
Romsey Agricultural Show	0.1%	0	0.0%	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	0.0%
Waitrose store	0.7%	3	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	0	0.0%	0	1.1%	2	0.0%
(Dont know)	2.4%	12	2.4%	1	3.3%	2	0.7%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	1.9%	1	1.0%	2	7.1%
(Nothing / very little)	7.6%	36	4.2%	1	20.6%	12	4.5%	1	8.4%	1	7.3%	1	13.7%	0	27.9%	3	5.4%	3	3.1%	6	10.5%
Weighted base:	479			32		60		24		12		9		3		9		48		208	
Sample:	485			99		91		74		17		26		4		17		34		61	

Test Valley Household Survey for Carter Jonas

Weighted:

October 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Q25 What could be improved about Romsey that would make you visit more often? [MR]																						
Better access by road	1.1%	11	12.0%	4	3.3%	2	2.2%	1	0.9%	1	1.3%	0	2.4%	1	0.0%	0	0.0%	0	0.7%	2	0.0%	0
Better public transport	0.8%	8	0.4%	0	0.0%	0	1.1%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	2.5%	4
Better signposting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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	0.0%	0	0.0%	0
Free car parking	1.9%	19	2.7%	1	3.9%	3	3.5%	1	0.0%	0	0.6%	0	2.4%	1	0.0%	0	0.0%	0	4.0%	13	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	0.0%	0	0.0%	0
More / better comparison retailers (i.e. non-food shops)	1.1%	11	9.7%	3	6.7%	4	1.9%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
More / better value or affordable shops	0.3%	3	0.5%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0
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	0.0%	0	0.0%	0
More / better places for eating out (e.g. cafes and restaurants)	0.3%	3	0.0%	0	2.0%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
More / better food shops	0.3%	3	0.5%	0	0.7%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.6%	1
More / better parking	5.8%	58	13.3%	4	12.8%	8	12.6%	4	0.5%	1	1.3%	0	2.4%	1	1.0%	1	0.0%	0	7.7%	25	8.9%	13
More / better pedestrianised streets	0.2%	2	1.2%	0	1.3%	1	0.6%	0	0.0%	0	1.2%	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	0.0%	0	0.0%	0
More / better seats / flower displays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better services	0.3%	3	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0
More advertising	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More national multiple shops / High Street shops	3.4%	34	10.5%	3	8.4%	6	22.5%	7	2.4%	2	3.2%	1	0.0%	0	0.6%	0	3.2%	4	1.4%	4	4.1%	6
More independent shops	2.6%	26	3.3%	1	6.4%	4	11.0%	3	1.0%	1	2.0%	1	0.0%	0	0.6%	0	0.7%	1	2.7%	9	3.9%	6
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	0.0%	0	0.0%	0
Street markets - better range and quality of offer	0.2%	2	0.4%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops / services open on Sundays	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	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better cycle lanes	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	0.0%	0	0.0%	0
Better disabled access	0.2%	2	5.6%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper car parking	0.1%	1	0.4%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finish the Bell Street improvements	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flatter ground	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	0.0%	0	0.0%	0

Test Valley Household Survey for Carter Jonas

Weighted:

October 2017

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Garden centre	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	0.0%	0	0.0%	0
If it was closer	0.1%	1	0.0%	0	0.0%	0	0.5%	0	0.5%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve road surfaces / less potholes	0.1%	1	0.9%	0	1.3%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less busy	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.3%	3	5.1%	2	1.4%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less estate agents	0.1%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Less traffic congestion	0.3%	3	1.7%	1	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0
Lower business rates	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer store	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outdoor swimming pool	0.1%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Primark	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0
Stop building	0.1%	1	0.9%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widen / improve the pavements	0.1%	1	2.2%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	17.1%	172	2.4%	1	13.1%	9	6.8%	2	21.2%	22	8.2%	3	26.1%	14	19.3%	15	30.4%	39	9.3%	30	24.8%	37
(Nothing)	66.9%	669	31.2%	10	40.8%	27	54.4%	17	73.9%	75	85.9%	31	67.4%	36	79.1%	62	65.1%	84	74.8%	241	57.1%	85
Weighted base:	1000			32		66		31		102		36		54		78		129		323		149
Sample:	1000			100		100		100		100		100		100		100		100		100		100

Q26 Do you or your household visit the following leisure attractions? [MR/PR]

Bingo / casino / bookmaker	4.8%	48	0.4%	0	2.0%	1	0.6%	0	4.5%	5	5.3%	2	2.1%	1	8.5%	7	3.8%	5	7.9%	26	1.1%	2
Cinema	49.4%	494	52.5%	17	63.2%	42	40.9%	13	63.2%	64	63.9%	23	46.7%	25	47.8%	37	39.0%	50	39.9%	129	63.2%	94
Gym / health club / sports facility	24.7%	247	24.1%	8	22.3%	15	12.3%	4	30.6%	31	15.1%	5	16.8%	9	14.8%	12	19.4%	25	30.2%	98	27.6%	41
Theatre / concert / music venue	40.6%	406	31.3%	10	46.6%	31	30.9%	9	32.7%	33	28.2%	10	43.4%	23	29.3%	23	44.9%	58	40.1%	129	52.9%	79
Museum / gallery or place of historical / cultural interest	23.8%	238	24.0%	8	23.2%	15	14.1%	4	19.6%	20	18.2%	7	24.8%	13	20.2%	16	24.3%	31	27.0%	87	24.7%	37
Pub / bar / nightclub	57.0%	570	61.8%	20	67.5%	45	44.9%	14	52.2%	53	55.1%	20	45.0%	24	39.5%	31	55.4%	71	63.8%	206	57.8%	86
Restaurant / café	67.1%	671	54.5%	17	70.8%	47	62.1%	19	62.2%	63	56.4%	20	58.6%	32	61.6%	48	69.4%	90	67.9%	219	77.2%	115
Family entertainment (e.g. tenpin bowling, skating rink)	18.1%	181	4.9%	2	24.6%	16	6.0%	2	21.0%	21	15.8%	6	16.1%	9	15.1%	12	5.6%	7	19.5%	63	29.4%	44
Other activity	0.0%	0	0.0%	0	0.0%	0	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 visit ANY leisure activities	12.4%	124	10.6%	3	8.9%	6	10.6%	3	7.1%	7	14.8%	5	15.1%	8	18.0%	14	15.4%	20	14.7%	47	6.6%	10
Weighted base:	1000		32		66		31		102		36		54		78		129		323		149	
Sample:	1000		100		100		100		100		100		100		100		100		100		100	

Test Valley Household Survey
for Carter Jonas

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Meanscore: [Number of visits per month]											
Q27 How often do you or your household play bingo or visit casinos or bookmakers?											
Those who said 'Bingo / casino / bookmaker' at Q26											
More than once a week	5.3%	3	100.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Once a week	34.5%	17	0.0%	0	0.0%	0	0.0%	0	38.8%	2	0.0%
Once a fortnight	3.7%	2	0.0%	0	0.0%	0	0.0%	0	38.8%	2	0.0%
Once a month	19.3%	9	0.0%	0	0.0%	0	10.9%	1	66.2%	1	0.0%
Once every two months	2.9%	1	0.0%	0	64.8%	1	100.2%	0	0.0%	0	0.0%
Once every six months	8.2%	4	0.0%	0	0.0%	0	0.0%	0	11.5%	1	12.7%
Once a year or less	9.5%	5	0.0%	0	35.2%	0	0.0%	0	0.0%	0	0.0%
(Dont know / varies)	16.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mean:	2.53	8.00	0.36	0.50	2.46	0.87	2.81	2.08	3.28	2.29	8.00
Weighted base:	48	0	1	0	5	2	1	7	5	26	2
Sample:	29	1	2	1	4	4	3	4	3	6	1

Test Valley Household Survey for Carter Jonas

Weighted:

October 2017

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10
Q28 Where do you or members of your household normally go to play bingo or visit casinos or bookmakers?																					
Those who said 'Bingo / casino / bookmaker' at Q26 AND Excl. Nulls																					
Gala Bingo, West Ham Leisure Park, Basingstoke	3.5%	2	0.0%	0	0.0%	0	0.0%	0	11.5%	1	16.1%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Gala Bingo, Endless Street, Salisbury	10.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.7%	0	0.0%	0	0.0%	0	81.1%	4	0.0%	0	0.0%
Gala Bingo, Lordshill District Centre, Southampton	36.8%	16	0.0%	0	64.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	69.9%	15	0.0%
Genting Casino, Terminus House, Southampton	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	2	0.0%
Grosvenor Casino, Leisureworld, Southampton	0.4%	0	0.0%	0	0.0%	0	100.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leo Leisure (Brown's Leisure), Leigh Road, Eastleigh	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%
Mecca Bingo, Junction Road, Andover	23.8%	10	0.0%	0	0.0%	0	0.0%	0	88.4%	4	54.2%	1	0.0%	0	81.0%	5	0.0%	0	0.0%	0	0.0%
Abroad	6.3%	3	0.0%	0	35.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	2	0.0%
Clarendon Sport & Social Club, Nadder Road, Tidworth	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	1	0.0%	0	0.0%	0	0.0%
Romsey Town Centre	0.3%	0	100.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Salisbury City Centre	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.9%	1	0.0%	0	0.0%
Totton & Eling Town Centre	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	2	0.0%
Weighted base:		43		0		1		0		5		2		1		7		5		22	
Sample:		26		1		2		1		4		3		2		4		3		5	

Test Valley Household Survey
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Meanscore: [Number of visits per month]																						
Q29 How often do you or your household go to the cinema?																						
Those who said 'Cinema' at Q26																						
More than once a week	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	3.0%	15	0.9%	0	1.1%	0	0.0%	0	3.6%	2	2.1%	0	2.9%	1	2.2%	1	0.0%	0	7.6%	10	0.0%	0
Once a fortnight	5.6%	28	1.6%	0	2.9%	1	7.3%	1	11.7%	8	7.6%	2	5.7%	1	4.4%	2	4.9%	2	5.1%	7	4.0%	4
Once a month	28.6%	141	53.0%	9	23.3%	10	21.1%	3	46.1%	30	24.5%	6	10.1%	3	41.2%	15	18.9%	9	19.4%	25	34.4%	32
Once every two months	38.0%	188	21.7%	4	28.6%	12	25.4%	3	22.2%	14	36.4%	8	41.5%	10	33.2%	12	42.4%	21	48.7%	63	41.7%	39
Once every six months	18.6%	92	19.4%	3	37.5%	16	28.0%	4	7.6%	5	22.5%	5	29.0%	7	15.6%	6	21.3%	11	14.3%	18	18.2%	17
Once a year or less	4.2%	21	1.7%	0	6.6%	3	18.2%	2	0.0%	0	3.8%	1	1.5%	0	2.3%	1	10.6%	5	4.9%	6	1.7%	2
(Dont know / varies)	2.1%	10	0.8%	0	0.0%	0	0.0%	0	8.8%	6	3.1%	1	9.3%	2	1.1%	0	1.9%	1	0.0%	0	0.0%	0
Mean:	0.77		0.82		0.56		0.56		1.06		0.73		0.66		0.80		0.56		0.88		0.67	
Weighted base:	494		17		42		13		64		23		25		37		50		129		94	
Sample:	477		45		57		41		56		63		47		38		38		38		54	

Test Valley Household Survey for Carter Jonas

Weighted:

October 2017

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Q30 Where do you or members of your household normally go to the cinema?																						
<i>Those who said 'Cinema' at Q26 AND Excl. Nulls</i>																						
Cineworld, Ocean Village, Southampton	3.8%	19	13.2%	2	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	11.7%	15	0.0%	0
Everyman, Southgate Street, Winchester	1.6%	8	0.0%	0	4.2%	2	6.7%	1	0.0%	0	2.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	4.6%	4
Harbour Lights Picturehouse, Maritime Walk, Southampton	4.2%	21	20.5%	3	9.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	13	1.0%	1
Odeon, Anton Mill Road, Andover	24.0%	117	0.0%	0	0.0%	0	32.6%	4	95.8%	60	92.5%	20	13.8%	3	47.1%	18	1.9%	1	0.0%	0	11.6%	10
Odeon, Churchill Way West, Basingstoke	1.9%	9	0.0%	0	0.0%	0	4.7%	1	3.4%	2	2.2%	0	24.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, New Canal, Salisbury	9.5%	46	0.0%	0	1.0%	0	11.3%	1	0.0%	0	2.1%	0	1.5%	0	3.4%	1	84.2%	42	0.0%	0	0.0%	0
Odeon (IMAX), Leisureworld, West Quay Road, Southampton	17.0%	83	15.3%	3	11.5%	5	25.6%	3	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	46.3%	60	13.5%	12
Showcase Cinema de Lux, West Quay, Southampton	9.3%	45	17.5%	3	18.5%	8	3.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	23.8%	31	2.7%	2
Stockbridge Community Cinema, Stockbridge Town Hall, High Street, Stockbridge	0.1%	0	0.0%	0	0.0%	0	2.6%	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, Eastleigh	20.7%	101	31.9%	5	51.0%	21	10.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	8.3%	11	66.7%	60
Abroad	0.1%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	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	0.0%	0	0.0%	0
Cineworld, Shaw Ridge Leisure Park, Whitehill Way, Swindon	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, Whiteley Shopping Centre, Whiteley Way, Whiteley, Fareham	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	0.0%	0	0.0%	0
Corn Exchange, Market Place, Newbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empire, Greenbridge Retail Park, Drakes Way, Swindon	3.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.4%	15	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	0.2%	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	0.0%	0	0.0%	0
Odeon, St Stephen's Place, Trowbridge	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	0.0%	0	0.0%	0
Palace Cinema, Market Place, Devizes	0.1%	0	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	0.0%	0
Regal Cinema, Branksome China, Shaftesbury Street,	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0

Test Valley Household Survey for Carter Jonas

Weighted:

October 2017

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Fordingbridge																						
Romsey Town Hall Cinema, Market Place, Romsey	0.1%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tivoli Theatre, West Borough, Wimborne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Vue, Cheap Street, Newbury	1.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.6%	8	3.5%	1	0.0%	0	0.0%	0	0.0%	0
Vue, Festival Place, Festival Way, Basingstoke	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	14.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		487		17		42		13		63		22		24		37		50		129		90
Sample:		470		45		57		41		55		62		44		38		38		38		52

Meanscore: [Number of visits per month]

Q31 How often do you or your household use a gym / healthclub / sports facility?*Those who said 'Gym / health club / sports facility' at Q26*

More than once a week	75.5%	187	90.8%	7	75.2%	11	45.5%	2	96.9%	30	70.0%	4	72.0%	7	56.9%	7	63.6%	16	82.1%	80	57.6%	24
Once a week	15.4%	38	1.8%	0	18.6%	3	41.3%	2	3.1%	1	17.3%	1	19.9%	2	36.1%	4	32.9%	8	11.1%	11	16.3%	7
Once a fortnight	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	5.8%	2
Once a month	1.5%	4	1.9%	0	3.1%	0	4.6%	0	0.0%	0	4.5%	0	4.2%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Once every two months	2.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	0	0.0%	0	0.0%	0	0.0%	0	16.2%	7
Once every six months	0.8%	2	0.0%	0	0.0%	0	8.7%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	1	0.0%	0	0.0%	0	2.1%	1
Once a year or less	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
(Dont know / varies)	2.3%	6	5.5%	0	3.1%	0	0.0%	0	0.0%	0	8.3%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	4	0.0%	0
Mean:		6.87		7.78		7.01		5.35		7.87		6.90		6.62		6.01		6.47		7.37		5.46
Weighted base:		247		8		15		4		31		5		9		12		25		98		41
Sample:		186		22		26		18		18		15		17		11		13		24		22

Test Valley Household Survey
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10
Q32 Where do you or members of your household normally go to use a gym / healthclub / sports facility?																					
<i>Those who said 'Gym / health club / sports facility' at Q26 AND Excl. Nulls</i>																					
3D Health & Fitness, Trafalgar Close, Chandlers Ford	0.4%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Andover Leisure Centre, West Street, Andover	1.6%	4	0.0%	0	0.0%	0	0.0%	0	10.3%	3	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Attiva Gym & Health Club, Anton Mill Road, Andover	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Beechdown Health & Fitness Club, Winchester Road, Basingstoke	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	0	0.0%	0	0.0%	0	0.0%	0	2.2%
Bodyworks Fitness Studio, Abbey Lane, Amesbury	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	0	3.7%	1	0.0%	0	0.0%
Cross Fit, Romsey Ind. Estate, Romsey	0.8%	2	23.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Curves Womens Gym, Upper Market Street, Eastleigh	0.4%	1	0.0%	0	6.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Curves, Station Approach, Romsey	0.2%	0	3.6%	0	0.0%	0	4.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
David Lloyd Southampton West End, West End, Southampton	2.5%	6	25.7%	2	12.7%	2	14.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%
Everest Health & Leisure Club, Oxford Way, Basingstoke	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fitness in Time, City Road, Winchester	0.1%	0	0.0%	0	0.0%	0	4.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Five Rivers Leisure Centre, Hulse Road, Salisbury	2.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.9%	6	0.0%	0	0.0%
Knightwood Leisure Centre, Knightwood Road, Valley Park Chandlers Ford	0.9%	2	1.9%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%
Parkwood Health & Fitness, London Road, Salisbury	0.7%	2	0.0%	0	0.0%	0	18.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%
Progression Fitness Studio, Walworth Industrial Estate, Andover	1.1%	3	0.0%	0	0.0%	0	0.0%	0	6.1%	2	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spirit Health Club, Leigh Road, Eastleigh	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%
The Rapids/Romsey Rapids, Southampton Road, Romsey	7.7%	18	43.2%	3	12.7%	2	28.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	12	0.0%
Academy Studios, Romsey Industrial Estate,	0.4%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Test Valley Household Survey
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Greatbridge Road, Romsey																						
AFS, Towergate Industrial Estate, Colebrook Way, Andover	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ampfield Golf & Country Club, Winchester Road, Romsey	0.1%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Anytime Fitness, The Swan Centre, Eastleigh	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	3
Applemore Health & Leisure, Claypits Lane, Dibden, Southampton	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Aspects of Fitness, Worting Road, Basingstoke	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Aquadrome, Worting Road, Basingstoke	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Berrydown Sports Facilities, London Road, Overton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broughton Village Centre	0.1%	0	0.0%	0	0.0%	0	8.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheselbourne Village Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chilworth Golf Club, Main Road, Southampton	0.4%	1	0.0%	0	6.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Frogmore Lane, Nursling, Southampton	4.8%	11	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	10	0.0%	0
David Lloyd, Monks Lane, Newbury	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Devizes Leisure Centre, Southbroom Road, Devizes	0.2%	0	0.0%	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	0.0%	0
DM Dance Centre, Spring Crescent, Southampton	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Downton Leisure Centre, Wick Lane, Salisbury	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Energie Fitness Clubs, Anton Trading Estate, Anton Mill Road, Andover	3.0%	7	0.0%	0	0.0%	0	0.0%	0	17.7%	4	5.7%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Festival Place, Church Street, Basingstoke	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Five Rivers Indoor Bowls Club, Tollgate Road, Salisbury	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0
Fleming Park Leisure Centre, Passfield Avenue,	7.7%	18	0.0%	0	18.4%	3	16.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.3%	14

Test Valley Household Survey
for Carter Jonas

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Eastleigh												
Golden Gecko Climbing, Romsey Industrial Estate, Greatbridge Road, Romsey	4.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gophysio, Bournemouth Road, Chandler's Ford, Eastleigh	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holiday Inn, Leigh Road, Eastleigh	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Inner City Boxing, St Mary St, Southampton	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jubilee Sports Centre, University of Southampton, University Road, Highfield, Southampton	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kintbury Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leckford Golf Club, Folly Cottage, Stocksbridge	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lifestyle Fitness, Recreation Road, Durrington, Salisbury	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lyndhurst Bowling Club, Lyndhurst	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlborough Leisure Centre, Barton Dene, Marlborough	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northcroft Leisure Centre, Newbury Leisure Park, Lower Way, Thatcham	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuffield Health Fitness & Wellbeing Gym, Racecourse Road, Newbury	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peter Symonds College, Owens Road, Winchester	0.2%	0	0.0%	0	3.2%	0	0.0%	0	0.0%	0	0.0%	0
Poole Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Mountbatten Retail Park, Western Esplanade, Southampton	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reasons Fitness, Parnell Court, Andover	3.4%	8	0.0%	0	0.0%	0	0.0%	0	30.5%	8	5.7%	0
River Park Leisure Centre, Gordon Road, Winchester	4.6%	11	0.0%	0	0.0%	0	4.8%	0	0.0%	0	0.0%	10
Riverside Indoor Bowling Club, Gordon Road, Winchester	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1

Test Valley Household Survey
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Salisbury City Centre	2.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	5	3.5%	1	0.0%	0	0.0%	0
Salto Fitness, Charlton Road, Andover	0.8%	2	0.0%	0	0.0%	0	0.0%	0	7.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandy Balls Leisure Club, Godshill, Fordingbridge	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0
Snap Fitness, Munros Corner, New Street, Andover	2.8%	6	0.0%	0	0.0%	0	0.0%	0	26.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Testbourne Community School, Micheldever Road, Whitchurch	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Club, Best Western, Chilworth Manor, Chilworth	0.7%	2	0.0%	0	10.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Hampshire Golf Club, Winchester Road, Goodworth Clatford, Andover	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Quays Swimming & Diving Complex, Harbour Parade, Southampton	3.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	8	0.0%	0
Tidworth Leisure Centre, Nadder Road, Tidworth	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.3%	1	0.0%	0	22.7%	2	0.0%	0	0.0%	0	0.0%	0
Totton College Sports Centre, Calmore Road, Totton	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Totton Health And Leisure Centre, Water Lane, Totton, Southampton	19.2%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	46.6%	44	0.0%	0
University Of Southampton, University Road, Southampton	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Vale Fitness Suite, Fordbrook Business Centre, Marlborough Road, Pewsey	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	1	0.0%	0	0.0%	0	0.0%	0
Vodafone Gym, Vodafone House, The Connection, Newbury	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellow Golf Club, Ryedown Lane, West Wellow, Romsey	0.3%	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	0.0%	0	0.0%	0
Winchester 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	0.0%	0	0.0%	0	2.2%	1
Weighted base:	231		8		14		4		25		4		8		11		25		95		37	
Sample:	171		21		25		17		17		11		15		9		13		23		20	

Test Valley Household Survey
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Meanscore: [Number of visits per month]																						
Q33 How often do you or your household visit a theatre / concert / music venue?																						
Those who said 'Theatre / concert / music venue' at Q26																						
More than once a week	1.1%	5	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0
Once a week	1.0%	4	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	1.6%	2	0.0%	0
Once a fortnight	1.1%	4	0.0%	0	1.5%	0	1.7%	0	0.0%	0	0.0%	0	1.5%	0	1.8%	0	0.0%	0	0.0%	0	3.7%	3
Once a month	9.9%	40	5.2%	1	13.8%	4	14.8%	1	4.5%	2	19.7%	2	17.0%	4	9.0%	2	10.7%	6	3.5%	4	17.4%	14
Once every two months	30.3%	123	44.3%	4	11.2%	3	16.8%	2	7.9%	3	36.7%	4	18.2%	4	21.4%	5	55.5%	32	29.0%	37	36.3%	29
Once every six months	35.9%	146	40.0%	4	32.9%	10	41.9%	4	29.7%	10	11.9%	1	45.9%	11	57.0%	13	23.1%	13	44.7%	58	27.3%	22
Once a year or less	17.3%	70	10.6%	1	24.6%	8	21.3%	2	44.8%	15	22.6%	2	13.1%	3	7.5%	2	9.2%	5	16.3%	21	14.2%	11
(Dont know / varies)	3.4%	14	0.0%	0	10.3%	3	3.5%	0	13.1%	4	9.1%	1	4.3%	1	0.0%	0	1.6%	1	1.6%	2	1.1%	1
Mean:	0.51		0.36		0.67		0.39		0.22		0.47		0.41		0.48		0.45		0.62		0.50	
Weighted base:	406		10		31		9		33		10		23		23		58		129		79	
Sample:	399		32		45		36		32		35		48		31		45		45		50	

Test Valley Household Survey for Carter Jonas

Weighted:

October 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Q34 Where do you or members of your household normally go to visit the theatre, watch a concert or watch live music?											
<i>Those who said 'Theatre / concert / music venue' at Q26 AND Excl. Nulls</i>											
Central Studio, Basingstoke	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chesil Theatre, Winchester	0.3%	1	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%
Mayflower Theatre, Southampton	40.9%	149	37.5%	4	68.5%	19	21.7%	2	10.1%	3	19.6%
Nuffield, Southampton	5.1%	19	23.5%	2	6.3%	2	7.5%	1	0.0%	0	2.6%
Plaza Theatre, Romsey	1.6%	6	15.6%	1	6.3%	2	3.6%	0	0.0%	0	0.0%
Regent Centre, Christchurch	0.4%	2	0.0%	0	5.6%	2	0.0%	0	0.0%	0	0.0%
The Anvil, Basingstoke	1.5%	6	0.0%	0	2.7%	1	6.6%	1	0.0%	0	0.0%
The Berry Theatre, Southampton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%
The Haymarket, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%
The Lights, Andover	3.8%	14	0.0%	0	0.0%	0	1.9%	0	29.9%	9	22.3%
The Point, Eastleigh	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Theatre Royal, Winchester	2.7%	10	0.0%	0	0.0%	0	14.3%	1	5.8%	2	7.3%
Arlington Arts Centre, Mary Hare, Snelsmore Common, Newbury	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%
Basingstoke Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%
Bath City Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%
Bournemouth International Centre, Exeter Road, Bournemouth	2.3%	8	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%
Bradford City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%
Central London / West End	20.4%	74	21.8%	2	6.3%	2	30.3%	3	52.4%	16	12.5%
Chichester City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%
Chichester Festival Theatre, Oaklands Park, Chichester	0.2%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%
Corn Exchange, Market Place, Newbury	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%
Minerva Theatre, Oaklands Park, Chichester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Newbury Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%
Romsey Town Centre	0.1%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%
Royal Shakespeare Theatre, Waterside, Stratford-upon-Avon	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Salisbury City Centre	2.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%
Salisbury City Hall, Malthouse Lane, Salisbury	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%
Salisbury Playhouse, Malthouse Lane, Salisbury	10.5%	38	0.0%	0	0.0%	0	10.4%	1	0.0%	0	7.5%
Southampton City Centre	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Studio Theatre, Ashley Road, Salisbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Test Valley Household Survey for Carter Jonas

Weighted:

October 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Swindon Town Centre	0.1%	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	0.0%	0	0.0%	0
The Hexagon, Queens Walk, Reading	0.1%	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	0.0%	0	0.0%	0
The Lighthouse, Kingland Road, Poole	0.1%	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	0.0%	0	0.0%	0
The Octagon, Sparkford, Yeovil	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	0.0%	0	0.0%	0
The Wedgewood Rooms, Albert Road, Portsmouth	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Theatre Royal, Saw Close, Bath	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Turner Sims Concert Hall, Salisbury Road, Southampton	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Watermill Theatre, Bagnor, Newbury	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	364		10		28		9		31		9		21		20		58		119		59	
Sample:	362		31		39		32		29		32		42		25		45		43		44	

Meanscore: [Number of visits per month]

Q35 How often do you or your household go to a museum, gallery, or other place of historical / cultural interest?*Those who said 'Museum / gallery or place of historical / cultural interest' at Q26*

More than once a week	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Once a fortnight	7.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	0	12.3%	2	7.4%	1	39.0%	12	2.6%	2	0.0%	0
Once a month	10.3%	25	10.4%	1	11.1%	2	11.2%	0	2.5%	1	7.3%	0	8.3%	1	12.9%	2	5.5%	2	17.1%	15	2.2%	1
Once every two months	14.6%	35	39.2%	3	16.3%	3	42.0%	2	23.9%	5	12.5%	1	5.5%	1	14.5%	2	4.9%	2	13.8%	12	14.6%	5
Once every six months	38.6%	92	34.2%	3	37.2%	6	23.3%	1	17.8%	4	30.4%	2	50.9%	7	57.0%	9	27.8%	9	46.9%	41	31.6%	12
Once a year or less	24.6%	59	7.5%	1	19.1%	3	15.9%	1	46.8%	9	42.6%	3	2.8%	0	2.8%	0	20.0%	6	19.6%	17	49.4%	18
(Dont know / varies)	3.9%	9	8.8%	1	16.3%	3	7.6%	0	8.9%	2	0.0%	0	17.5%	2	5.3%	1	0.0%	0	0.0%	0	2.2%	1
Mean:	0.47		0.41		0.34		0.42		0.25		0.60		0.69		0.49		1.05		0.41		0.21	
Weighted base:	238		8		15		4		20		7		13		16		31		87		37	
Sample:	208		23		24		18		14		19		25		17		19		29		20	

Test Valley Household Survey for Carter Jonas

Weighted:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Q36 Where do you or members of your household normally go to a museum, gallery, or other place of historical / cultural interest?																						
<i>Those who said 'Museum / gallery or place of historical / cultural interest' at Q26 AND Excl. Nulls</i>																						
Andover Museum & Museum of the Iron Age, Andover	2.0%	3	0.0%	0	0.0%	0	0.0%	0	25.3%	2	41.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastleigh Museum, Eastleigh	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	4
Hampshire County Arts & Museum Service, Winchester	0.6%	1	0.0%	0	0.0%	0	8.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Jane Austen's House Museum, Chawton	0.2%	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	0.0%	0	0.0%	0
King Johns House and Tudor Cottage Museum, Romsey	0.3%	0	6.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
National Motor Museum, Beaulieu	0.4%	1	3.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	0	0.0%	0	0.0%	0	0.0%	0
Royal Marines Museum, Portsmouth	4.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	4	10.5%	3
Royal Military Policy Museum, Winchester	0.1%	0	0.0%	0	0.0%	0	8.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SeaCity Museum, Southampton	4.2%	7	36.9%	2	17.5%	1	30.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0
Southampton City Art Gallery, Southampton	1.6%	3	0.0%	0	6.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0
Tudor House & Garden, Southampton	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	4	0.0%	0
Willis Museum, Basingstoke	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	3.0%	1
Winchester City Museum, Winchester	1.5%	2	2.2%	0	0.0%	0	9.2%	0	0.0%	0	7.2%	0	0.0%	0	0.0%	0	11.6%	2	0.0%	0	0.0%	0
Winchester Science Centre & Planetarium, Winchester	1.6%	3	0.0%	0	0.0%	0	0.0%	0	12.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	2
Abroad	13.7%	21	2.2%	0	0.0%	0	16.9%	0	0.0%	0	0.0%	0	15.3%	2	0.0%	0	6.0%	1	28.1%	18	0.0%	0
Baddesley Clinton, Rising Lane, Knowle	0.2%	0	4.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	39.1%	61	35.8%	2	52.9%	4	25.6%	0	48.0%	3	51.5%	2	59.4%	6	80.0%	9	22.4%	3	36.4%	24	23.6%	7
Dorset County Museum, High West Street, Dorchester	0.2%	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	0.0%	0	0.0%	0
Fairground Craft Centre, The Fairground, Weyhill	0.3%	1	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glasgow City Centre	0.1%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Historic Dockyard, Victory Gate, Portsmouth	0.8%	1	6.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Mottisfont Abbey, Mottisfont Lane, Romsey	0.2%	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	0.0%	0	0.0%	0

Test Valley Household Survey for Carter Jonas

Weighted:

October 2017

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Newbury Town Centre	0.2%	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	0.0%	0	0.0%	0
Newcastle City Centre	6.7%	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	37.8%	10
Porthmadog Maritime Museum, The Harbour, Porthmadog	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0
Russel-Cotes Art Gallery & Museum, East Cliff Promenade, Bournemouth	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	2	0.0%	0	0.0%	0
Salisbury Arts Centre, Bedwin Street, Salisbury	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	0.0%	0	0.0%	0
Salisbury Cathedral, The Close, Salisbury	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	1	0.0%	0	0.0%	0
Salisbury City Centre	3.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.2%	5	0.0%	0	0.0%	0
Southampton City Centre	4.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	6	0.0%	0
Stonehenge, Heel Stone, Amesbury	0.3%	0	0.0%	0	6.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taunton Town Centre	0.3%	0	0.0%	0	5.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Salisbury Museum, The Close, Salisbury	1.5%	2	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0	16.2%	2	0.0%	0	0.0%	0	0.0%	0
Weald & Downland Living Museum, Town Lane, Singleton	0.5%	1	0.0%	0	11.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	157			7		7		2		7		3		11		12		15		66		28
Sample:	134			18		13		7		8		10		19		10		13		21		15

Meanscore: [Number of visits per month]

Q37 How often do you or your household go to pubs / bars / nightclubs?

Those who said 'Pub / bar / nightclub' at Q26

More than once a week	4.8%	27	7.5%	1	5.9%	3	21.3%	3	6.3%	3	9.0%	2	4.6%	1	11.6%	4	6.1%	4	2.1%	4	1.9%	2
Once a week	33.3%	190	10.8%	2	35.9%	16	32.0%	4	25.5%	14	23.2%	5	29.7%	7	26.5%	8	27.1%	19	37.9%	78	42.1%	36
Once a fortnight	24.6%	140	35.7%	7	17.5%	8	17.6%	2	34.4%	18	23.4%	5	21.5%	5	36.6%	11	20.5%	15	22.6%	47	25.8%	22
Once a month	23.0%	131	26.6%	5	22.1%	10	26.7%	4	18.3%	10	21.4%	4	18.6%	5	15.8%	5	27.0%	19	24.1%	50	23.4%	20
Once every two months	5.7%	32	9.1%	2	9.4%	4	1.2%	0	10.4%	6	4.8%	1	15.6%	4	4.1%	1	7.7%	5	3.2%	7	3.0%	3
Once every six months	3.8%	22	0.0%	0	4.5%	2	1.2%	0	1.8%	1	9.5%	2	0.0%	0	2.7%	1	5.6%	4	5.0%	10	2.0%	2
Once a year or less	0.5%	3	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	2.2%	2	0.0%	0	0.0%	0
(Dont know / varies)	4.3%	25	10.3%	2	3.6%	2	0.0%	0	3.4%	2	8.9%	2	7.0%	2	2.7%	1	3.8%	3	5.2%	11	2.0%	2
Mean:	2.59			2.29		2.63		3.61		2.53		2.60		2.42		2.99		2.40		2.53		2.66
Weighted base:	570			20		45		14		53		20		24		31		71		206		86
Sample:	515			55		63		50		49		56		52		35		46		57		52

Test Valley Household Survey for Carter Jonas

Weighted:

October 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Q38 What location (e.g. town centre, street/area, shopping centre, retail/ leisure park) do you or members of your household normally go to when visiting pubs / bars / nightclubs?											
<i>Those who said 'Pub / bar / nightclub' at Q26 AND Excl. Nulls</i>											
New Forest Wildlife Park, Totton	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Old Sarum, Salisbury	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fryern Arcade, CHANDLERS FORD	0.2%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%
Kennet Shopping Centre, NEWBURY	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
West Quay Shopping Centre, SOUTHAMPTON (a roofed shopping centre)	1.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Whiteley Shopping Village, WHITELEY	1.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Solstice Retail Park, AMESBURY (Co-op, Costa Coffee, Holiday Inn, Home Bargains, KFC, McDonald's, Pizza Hut)	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Amesbury Town Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Andover: High Street, Andover	2.6%	12	0.0%	0	0.0%	0	5.9%	1	35.3%	10	9.9%
Andover: London Street, Andover	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%
Andover: Andover Town Centre	2.6%	12	0.0%	0	0.0%	0	2.7%	0	17.5%	5	41.3%
Basingstoke: Basingstoke Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%
Bournemouth Town Centre	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chandlers Ford Town Centre	4.1%	19	2.7%	0	28.2%	8	0.0%	0	0.0%	0	0.0%
Durrington Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Eastleigh: High Street, Eastleigh	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Eastleigh: Eastleigh Town Centre	4.2%	19	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%
Hungerford Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%
Ludgershall Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%
Marlborough Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%
Newbury Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.0%
Nursling Village Centre	0.7%	3	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%
Portsmouth Local Centre, Southampton	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Romsey: Latimer Street, Romsey	0.1%	0	0.8%	0	0.0%	0	1.4%	0	0.0%	0	0.0%
Romsey: The Hundred, Romsey	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Romsey: Romsey Town Centre	7.9%	36	68.3%	12	26.1%	8	13.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	6.8%	12	2.4%	2
Salisbury: Salisbury City Centre	5.5%	25	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.7%	0	0.0%	0	0.0%	0	32.9%	22	1.3%	2	0.0%	0
Southampton: Bedford Place/London Road, Southampton	0.1%	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	0.0%	0	0.0%	0
Southampton: Portswood/Bevois Valley, Southampton	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton: Shirley High Street, Southampton	0.1%	0	0.0%	0	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
Southampton: Southampton City Centre	10.5%	48	11.5%	2	3.2%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	25.7%	44	0.0%	0
Stockbridge Town Centre	0.5%	2	0.0%	0	0.0%	0	18.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	0.1%	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	0.0%	0	0.0%	0
Tidworth Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	1	0.0%	0	0.0%	0	0.0%	0
Totton: Commercial Road, Totton	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0
Totton: Totton Town Centre	10.5%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.9%	48	0.0%	0
Valley Park Local Centre, Eastleigh	0.4%	2	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitchurch: Church Street, Whitchurch	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	0.0%	0	0.0%	0
Whitchurch: Whitchurch Town Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester: High Street, Winchester	0.8%	4	0.0%	0	0.0%	0	4.6%	1	1.9%	1	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2
Winchester: Winchester City Centre	7.2%	33	2.8%	1	7.4%	2	16.6%	2	1.9%	1	1.7%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	12	22.1%	15
Abroad	0.2%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abbotts Ann Village Centre	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	0.0%	0	0.0%	0
Aldeby Village Centre	2.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	11	0.0%	0	0.0%	0
Alresford Town Centre	0.1%	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	0.0%	0	0.0%	0
Ampfield 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	0.0%	0	0.0%	0	1.2%	1
Andover: River Way, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Appleshaw Village 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	0.0%	0	0.0%	0
Ascot Town Centre	0.1%	0	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	0.0%	0
Ashurst 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	0.0%	0	1.3%	2	0.0%	0
Barton Stacey Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree Town 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	0.0%	0	1.3%	2	0.0%	0
Braishfield Village Centre	0.2%	1	1.6%	0	0.0%	0	5.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brambridge Village Centre	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Breamore 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	0.0%	0	0.0%	0
Bristol City Centre	0.1%	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	0.0%	0	0.0%	0
Broughton Village Centre	0.2%	1	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10										
Burghclere Village Centre	0.1%	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	0.0%	0	0.0%	0
Cadnam Village Centre	0.1%	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	0.0%	0	0.0%	0
Central London / West End	2.4%	11	0.0%	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	15.2%	10
Charlton Village Centre	1.1%	5	0.0%	0	0.0%	0	0.0%	0	17.2%	5	1.7%	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	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Christchurch Town Centre	0.1%	0	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	0.0%	0
Chute Village Centre	0.1%	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	0.0%	0	0.0%	0
Clacton-on-Sea Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clanville Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collingbourne Kingston Village Centre	0.3%	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	0.0%	0	0.0%	0
Downton 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	2.6%	2	0.0%	0	0.0%	0
Enford Village Centre	1.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.5%	6	0.0%	0	0.0%	0	0.0%	0
Farleigh 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	0.0%	0	0.0%	0
Fordingbridge Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0
Freefolk Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fritham 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	0.0%	0	0.0%	0
Frogham 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	2.3%	2	0.0%	0	0.0%	0
Goodworth Clatford Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bedwyn Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0
Hatherden Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highclere Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Houghton Village Centre	0.1%	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	0.0%	0	0.0%	0
Hythe 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	0.0%	0	0.0%	0
King's Somborne Village Centre	0.1%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kintbury Village Centre	0.2%	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	0.0%	0	0.0%	0
Landford 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	0.0%	0	0.0%	0
Laverstoke Village Centre	0.2%	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	0.0%	0	0.0%	0
Longparish Village Centre	0.1%	1	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower Chute Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Lyndhurst Village Centre	1.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	9	0.0%	0
Marden Village Centre	0.1%	0	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	0.0%	0
Marsh Benham Village Centre	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	0.0%	0	0.0%	0
Minstead 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	0.0%	0	1.2%	2	0.0%	0
Motcombe 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	0.0%	0	0.0%	0
Nether Wallop Village Centre	0.0%	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	0.0%	0	0.0%	0
Newton Tony 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	0.0%	0	0.0%	0
North Stoneham Park, Eastleigh	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
North Waltham Village Centre	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	0.0%	0	0.0%	0
Otterbourne 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	0.0%	0	0.0%	0	3.6%	2

Test Valley Household Survey
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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Over Wallop Village Centre	0.1%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Overton Village Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	3	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%
Penton Mewsey Village 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	0.0%	0	0.0%
Pewsey Village Centre	1.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.6%	7	0.0%	0	0.0%	0	0.0%
Pitton 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	2.7%	2	0.0%	0	0.0%
Poole Town Centre	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	0.0%	0	0.0%
Ragged Appleshaw Village 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	0.0%	0	0.0%
Ramsbury Village Centre	0.1%	0	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	0.0%
Redlynch 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	0.0%	0	0.0%
Regents Park District Centre, Southampton	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%
Rockbourne 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	2.6%	2	0.0%	0	0.0%
Rownhams Village Centre	0.1%	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	0.0%	0	0.0%
Shalbourne Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%
Shawford 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	0.0%	0	0.0%	0	2.3%
Sherfield English Village Centre	0.6%	3	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%
Shirley District Centre	1.5%	7	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	6	0.0%
Southampton: Earls Road, Southampton	0.2%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sparsholt Village Centre	0.1%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
St. Mary Bourne Village Centre	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	0.0%	0	0.0%
Sutton Scotney 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	0.0%	0	0.0%	0	1.2%
Timsbury Village Centre	0.2%	1	0.0%	0	0.0%	0	4.6%	1	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Twyford 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	0.0%	0	0.0%	0	1.2%
Upavon Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%
Wellow Village Centre	0.7%	3	9.9%	2	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%
West Dean Village Centre	0.0%	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	0.0%	0	0.0%
West Tytherley Village Centre	0.1%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weyhill Road, Andover	0.8%	4	0.0%	0	0.0%	0	0.0%	0	13.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wherwell Village Centre	0.1%	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	0.0%	0	0.0%
Whiteparish Village Centre	0.2%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Winsor 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	0.0%	0	1.3%	2	0.0%
Winterslow Village Centre	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Woodborough Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	2	0.0%	0	0.0%	0	0.0%
Woodfalls 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	0.0%	0	0.0%
Woodford 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	0.0%	0	0.0%
Woodgreen Village Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%
Woolton Hill Village Centre	0.1%	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	0.0%	0	0.0%
Weighted base:	457		18		29		13		28		14		20		27		67		172		69

Test Valley Household Survey
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Sample:	410	50		48		46		29		40		41		28		43		46		39		
Meanscore: [Number of visits per month]																						
Q39 How often do you or your household eat out (e.g. visit cafes and restaurants)?																						
Those who said 'Restaurant / café' at Q26																						
More than once a week	5.2%	35	12.0%	2	4.4%	2	15.0%	3	8.8%	6	2.3%	0	7.9%	2	3.3%	2	5.9%	5	3.9%	8	3.6%	4
Once a week	16.5%	111	17.9%	3	26.1%	12	13.9%	3	14.4%	9	28.6%	6	16.6%	5	10.9%	5	17.0%	15	12.9%	28	20.6%	24
Once a fortnight	34.1%	229	28.6%	5	26.1%	12	22.1%	4	27.2%	17	21.2%	4	21.4%	7	12.7%	6	32.2%	29	52.3%	115	25.6%	30
Once a month	23.7%	159	35.2%	6	27.6%	13	19.3%	4	21.4%	14	28.8%	6	27.8%	9	58.5%	28	24.1%	22	13.3%	29	25.2%	29
Once every two months	14.1%	95	3.2%	1	10.6%	5	16.8%	3	17.7%	11	8.0%	2	16.5%	5	7.7%	4	15.2%	14	13.5%	30	18.2%	21
Once every six months	3.5%	24	1.7%	0	3.3%	2	0.0%	0	4.0%	3	5.2%	1	4.5%	1	4.3%	2	3.9%	3	2.0%	4	6.1%	7
Once a year or less	0.7%	5	0.0%	0	0.0%	0	11.1%	2	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
(Dont know / varies)	2.1%	14	1.4%	0	1.9%	1	1.7%	0	6.4%	4	4.7%	1	5.4%	2	2.6%	1	1.7%	2	1.0%	2	0.7%	1
Mean:	2.12	2.66		2.30		2.53		2.28		2.20		2.21		1.63		2.16		2.10		1.99		
Weighted base:	671	17		47		19		63		20		32		48		90		219		115		
Sample:	624	62		67		55		60		62		64		55		61		64		74		

Test Valley Household Survey for Carter Jonas

Weighted:

October 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	
Q40 What location (e.g. town centre, street/area, 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 said 'Restaurant / café' at Q26 AND Excl. Nulls</i>												
Hillier Gardens, Romsey	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
New Forest Wildlife Park, Totton	1.0%	5	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
The Rapids/Romsey Rapids, Romsey	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chantry Centre, ANDOVER	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cross Keys Shopping Centre, SALISBURY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old George Mall, SALISBURY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilton Shopping Village, SALISBURY	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Quay Shopping Centre, SOUTHAMPTON (a roofed shopping centre)	1.5%	8	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0
Whiteley Shopping Village, WHITELEY	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Retail Park, NEWBURY (Argos, Costa Coffee, Currys PC World, Homebase, Matalan, Miss Selfridge, Mothercare, New Look, Next, Pizza Hut, Sports Direct)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Quay Retail Park, SOUTHAMPTON (Argos, Boots, Currys PC World, Decathlon, Furniture Village, Halfords, JD Sports, Mamas & Papas, Matalan, Motherca)	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2
Amesbury Town Centre	1.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Andover: High Street, Andover	3.3%	18	0.0%	0	0.0%	0	0.0%	0	32.7%	13	17.0%	0
Andover: London Street, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Andover: Andover Town Centre	4.8%	26	0.0%	0	0.0%	0	3.0%	1	38.4%	15	35.3%	0
Basingstoke: Winchester Street/London Street, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke: Basingstoke Town Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	6.0%	2	1.9%	0
Bath City Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Test Valley Household Survey
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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Bournemouth Town Centre	0.7%	4	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.2%	2	0.0%	0
Chandlers Ford Town Centre	4.8%	26	0.0%	0	12.4%	3	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.8%	22
Eastleigh: High Street, Eastleigh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Eastleigh: Leigh Road, Eastleigh	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4
Eastleigh: Market Street, Eastleigh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Eastleigh: Eastleigh Town Centre	3.7%	20	1.8%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.4%	19
Hedge End Town Centre (NOT any of the retail parks)	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.8%	1
Hungerford Town Centre	2.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	1.1%	0	0.0%	0	0.0%	0	10.6%	10
Lordshill District Centre, Southampton	0.1%	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	0.0%	0	0.0%	0
Marlborough Town Centre	3.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.6%	17	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	1.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	30.2%	7	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Nursling Village Centre	0.5%	3	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Portswood Local Centre, Southampton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Romsey: Latimer Street, Romsey	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romsey: The Hundred, Romsey	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Romsey: Romsey Town Centre	6.7%	36	69.7%	11	37.9%	10	31.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	4.1%	8	0.8%	1
Salisbury: High Street, Salisbury	3.5%	19	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	2.1%	1	22.0%	17	0.0%	0	0.0%	0
Salisbury: Market Square, Salisbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	1.1%	1	0.0%	0	0.0%	0
Salisbury: New Street, Salisbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Salisbury: Salisbury City Centre	6.4%	34	0.0%	0	1.7%	0	3.9%	1	0.0%	0	7.4%	1	1.6%	0	3.8%	1	39.4%	30	0.0%	0	0.0%	0
Southampton: Oxford Street, Southampton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Southampton: Portswood/Bevois Valley, Southampton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Southampton: Southampton City Centre	16.2%	87	17.4%	3	14.3%	4	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.0%	78	1.6%	2
Stockbridge Town Centre	0.8%	4	0.0%	0	0.0%	0	22.0%	4	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thornhill Local Centre, Southampton	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	0.0%	0	0.0%	0
Tidworth 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	0.0%	0	0.0%	0
Totton: Totton Town Centre	3.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	20	0.8%	1

Test Valley Household Survey
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Whitchurch: Whitchurch Town Centre	1.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	4.1%	8	0.0%	0
Winchester: The Broadway, Winchester	0.0%	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	0.0%	0	0.0%	0
Winchester: High Street, Winchester	1.4%	8	0.9%	0	7.4%	2	12.2%	2	3.9%	2	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Winchester: Winchester City Centre	8.0%	43	4.1%	1	6.4%	2	16.1%	3	6.4%	2	15.4%	2	13.9%	3	0.0%	0	2.3%	2	2.4%	4	23.8%	24
Abroad	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Alton Town 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	0.0%	0	1.2%	2	0.0%	0
Ampfield 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	0.0%	0	0.0%	0	1.7%	2
Ampot Village Centre	0.0%	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	0.0%	0	0.0%	0
Ball Hill Local Centre	0.1%	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	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	0.0%	0	0.0%	0	0.9%	1
Bitterne District Centre, 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	1.1%	1	0.0%	0	0.0%	0
Braishfield Village Centre	0.1%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre	0.1%	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	0.0%	0	0.0%	0
Cadnam 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	0.0%	0	1.1%	2	0.0%	0
Central London / West End	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Charlton Village Centre	0.1%	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	0.0%	0	0.0%	0
Chilworth Village Centre	0.3%	2	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clanville Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Curbridge 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	0.0%	0	0.0%	0	0.8%	1
Devizes Town Centre	0.1%	0	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	0.0%	0
Downton 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	2.3%	2	0.0%	0	0.0%	0
Exeter City 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	0.0%	0	1.1%	2	0.0%	0
Goodworth Clatford Village Centre	0.1%	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	0.0%	0	0.0%	0
Greatbridge Road, Romsey	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	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	0.0%	0	0.0%	0	1.6%	2
Halfway Village Centre	0.1%	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	0.0%	0	0.0%	0
Highclere Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Houghton Village Centre	0.0%	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	0.0%	0	0.0%	0
Hurdcott 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	0.0%	0	0.0%	0
Hythe Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	2	0.0%	0
Inkpen Village Centre	0.1%	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	0.0%	0	0.0%	0
Kingsclere Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Larkhill Village Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0
Longstock Village Centre	0.0%	0	0.0%	0	0.0%	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
Lower Chute Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Lymington Town 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	0.0%	0	1.1%	2	0.0%	0
Lyndhurst Village Centre	2.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	5.6%	10	0.0%	0
Nether Wallop Village Centre	0.0%	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	0.0%	0	0.0%	0

Test Valley Household Survey
for Carter Jonas

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Nomansland 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	0.0%	0	0.0%	0
Otterbourne 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	0.0%	0	0.0%	0	0.8%	1
Overton Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pewsey Village 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	0.0%	0	0.0%	0
Portsmouth City Centre	0.1%	0	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	0.0%	0
Ramsbury Village Centre	0.1%	0	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	0.0%	0
Ringwood Town Centre	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	5	0.0%	0	0.0%	0
Shipton Bellinger Village Centre	0.0%	0	0.0%	0	0.0%	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
Southampton: West End	0.1%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sparsholt Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
St Juste 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	0.0%	0	0.0%	0	0.8%	1
Tangley Village Centre	0.1%	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	0.0%	0	0.0%	0
Thurlestone Village Centre	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twyford 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	0.0%	0	0.0%	0	0.8%	1
Wellow Village Centre	0.5%	3	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Woodborough Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0
Woodley Village Centre	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woolton Hill Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Salisbury Road, Andover	0.3%	2	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	536		16		27		17		39		13		22		40		77		186		99	
Sample:	469		55		43		47		37		40		43		39		51		53		61	

Meanscore: [Number of visits per month]

Q41 How often do you or your household go to family entertainment venues?

Those who said 'Family entertainment (e.g. tenpin bowling, skating rink)' at Q26

More than once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	5.3%	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	15.3%	10	0.0%	0
Once a fortnight	2.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	6.6%	3
Once a month	13.3%	24	0.0%	0	2.8%	0	31.5%	1	53.5%	11	12.9%	1	0.0%	0	3.7%	0	0.0%	0	0.0%	0	23.9%	10
Once every two months	19.8%	36	50.3%	1	46.7%	8	0.0%	0	11.6%	2	37.1%	2	13.1%	1	14.3%	2	12.8%	1	23.9%	15	9.2%	4
Once every six months	38.9%	70	40.9%	1	24.5%	4	18.7%	0	2.5%	1	32.8%	2	54.5%	5	74.6%	9	25.7%	2	36.5%	23	56.3%	25
Once a year or less	11.7%	21	8.9%	0	12.3%	2	40.9%	1	15.7%	3	4.3%	0	8.7%	1	3.7%	0	12.8%	1	17.2%	11	3.9%	2
(Dont know / varies)	8.2%	15	0.0%	0	13.7%	2	8.9%	0	16.7%	4	12.9%	1	23.7%	2	3.5%	0	48.6%	4	3.6%	2	0.0%	0
Mean:	0.64			0.34		0.37		0.43		0.74		0.44		0.24		0.27		0.25		0.93		0.53
Weighted base:	181			2		16		2		21		6		9		12		7		63		44
Sample:	128			6		18		6		16		14		16		11		7		19		15

Test Valley Household Survey for Carter Jonas

Weighted:

October 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
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Q42 Where do you or members of your household normally go for family entertainment?*Those who said 'Family entertainment (e.g. tenpin bowling, skating rink)' at Q26 AND Excl. Nulls*

Go Tenpin, Southampton	0.3%	0	0.0%	0	5.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Bowl, Basingstoke	6.5%	9	0.0%	0	0.0%	0	34.6%	1	23.4%	4	31.6%	1	50.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Bowl, Eastleigh	23.5%	34	38.5%	0	24.8%	2	10.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	4	65.2%	27
Hollywood Bowl, Southampton	23.9%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	61.9%	34	2.1%	1
Leisure World, Southampton	3.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.2%	1	7.8%	4	0.0%	0
Longdown Activity Farm, Totton	0.4%	1	0.0%	0	0.0%	0	34.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marwell Wildlife Park, Winchester	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.2%	1	0.0%	0	0.0%	0
Outburst Indoor Play Area, Salisbury	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.2%	1	0.0%	0	0.0%	0
Riverside Bowl, Andover	1.7%	2	0.0%	0	0.0%	0	0.0%	0	8.8%	2	19.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenpin, Southampton	11.2%	16	38.5%	0	24.8%	2	10.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.2%	1	17.8%	10	7.1%	3
Festival Place, BASINGSTOKE	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, BASINGSTOKE (Bensons for Beds, Carpet Right, Currys PC World, DFS, Harveys Furniture, McDonald's, Office Outlet, Pizza Hut,	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Andover: Andover Town Centre	7.4%	11	0.0%	0	0.0%	0	0.0%	0	55.1%	10	5.6%	0	0.0%	0	8.8%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke: Basingstoke Town Centre	4.3%	6	0.0%	0	0.0%	0	0.0%	0	12.7%	2	43.1%	2	20.3%	1	17.0%	1	0.0%	0	0.0%	0	0.0%	0
Eastleigh: Eastleigh Town Centre	0.8%	1	23.0%	0	11.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury: Salisbury City 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	20.2%	1	0.0%	0	0.0%	0
Southampton: Southampton City Centre	1.0%	1	0.0%	0	17.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.8%	1	0.0%	0	0.0%	0	0.0%	0
Winchester: Winchester City Centre	7.7%	11	0.0%	0	5.7%	0	10.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.6%	10
Basingstoke Leisure Park, Basingstoke	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Millbrook District Centre, Southampton	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0
St. Mary's Stadium, Britannia Road, Southampton	0.6%	1	0.0%	0	10.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Test Valley Household Survey
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Tenpin, Shaw Ridge Leisure Park, Whitehill Way, Swindon	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	46.4%	2	0.0%	0	0.0%	0	0.0%	0
Thatcham Town Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		144		1		8		2		18		4		6		5		5		54		41
Sample:		96		4		12		5		13		10		11		7		5		15		14

Meanscore: [Number of visits per month]

Q43 How often do you or your household do (OTHER ACTIVITY FROM Q26)?
Those who said 'Other activity' at Q26

More than once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a fortnight	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every two months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every six months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a year or less	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Dont know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00	
Weighted base:	0		0		0		0		0		0		0		0		0		0		0	
Sample:	0		0		0		0		0		0		0		0		0		0		0	

Test Valley Household Survey for Carter Jonas

Weighted:

October 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Q45 What improvements could be made to the leisure offer in the Test Valley Borough 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%
A swimming pool	6.4%	64	6.8%	2	11.2%	7	8.5%	3	16.3%	17	10.8%
A theatre	0.1%	1	0.5%	0	0.0%	0	1.0%	0	0.0%	0	0.7%
A multi-screen cinema	1.0%	10	0.9%	0	0.7%	0	1.0%	0	0.0%	0	0.0%
An art house cinema	0.2%	2	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bingo	0.1%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%
Cheaper prices	2.4%	24	0.0%	0	2.7%	2	0.0%	0	1.9%	2	1.4%
Improved access by foot and cycle	0.6%	6	0.9%	0	0.0%	0	1.1%	0	0.0%	0	1.2%
Improved public transport	2.7%	27	0.9%	0	1.3%	1	3.5%	1	0.5%	1	1.3%
Improved security / CCTV	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%
Improvements in the built environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More / better car parking	0.7%	7	1.6%	0	0.0%	0	1.7%	1	0.0%	0	3.2%
More / better cultural facilities	0.2%	2	0.9%	0	0.0%	0	0.5%	0	1.0%	1	0.0%
More / better disabled access	0.1%	1	0.0%	0	0.0%	0	0.6%	0	0.5%	1	0.0%
More / better health clubs / gyms	1.1%	11	5.6%	2	2.7%	2	0.0%	0	3.2%	3	3.6%
More / better policing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More / better public houses	1.0%	10	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%
More / better seats	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
More / better signposting and information	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More better parks / green spaces	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
More for children	4.0%	40	0.5%	0	1.3%	1	2.4%	1	3.3%	3	5.9%
More local sports & recreation facilities	3.9%	39	3.2%	1	1.4%	1	3.0%	1	12.4%	13	10.5%
More nightclubs	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%
More pavement cafes	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%
More quality restaurants	0.4%	4	0.0%	0	2.6%	2	1.1%	0	0.0%	0	0.7%
More street cleaning	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Provision of public toilets	0.1%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%
Ten-pin bowling	0.4%	4	5.6%	2	0.0%	0	0.0%	0	0.0%	0	1.4%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better quality facilities in general	0.6%	6	0.5%	0	0.0%	0	0.0%	0	2.3%	2	2.9%
Clean up The Rapids, Romsey	0.1%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Dog walking park	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%
Free parking at leisure facilities	0.3%	3	0.5%	0	0.0%	0	0.5%	0	0.0%	0	0.0%
Go-karting centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Test Valley Household Survey
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Ice rink	2.4%	24	0.5%	0	1.3%	1	0.5%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	5.4%	17	1.0%	1
Improved access by car	0.5%	5	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.6%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4
Longer / better opening hours at leisure facilities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More live music venues	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0
Motorsport activities	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mountain bike track	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Outdoor swimming pool	0.1%	1	0.5%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skatepark	0.3%	3	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0
Trampoline park	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.7%	0	1.0%	1	0.7%	1	0.0%	0	0.0%	0
Turkish bath house	0.6%	6	0.0%	0	0.0%	0	0.0%	0	6.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Dont do leisure activities)	1.9%	19	0.0%	0	2.6%	2	2.1%	1	2.4%	2	0.0%	0	3.9%	2	1.0%	1	0.7%	1	3.0%	10	0.5%	1
(Don't know)	8.0%	80	3.3%	1	3.8%	3	15.9%	5	15.1%	15	7.9%	3	14.2%	8	12.4%	10	17.6%	23	2.7%	9	2.8%	4
(Nothing)	62.2%	622	66.8%	21	71.7%	47	57.4%	18	35.8%	36	56.9%	20	61.6%	33	69.7%	55	52.6%	68	69.6%	225	66.0%	99
Weighted base:	1000		32		66		31		102		36		54		78		129		323		149	
Sample:	1000		100		100		100		100		100		100		100		100		100		100	

GEN Gender of respondent:

Male	30.4%	304	25.5%	8	27.3%	18	36.6%	11	46.1%	47	37.6%	14	30.1%	16	36.9%	29	33.4%	43	23.2%	75	28.7%	43
Female	69.6%	696	74.5%	24	72.7%	48	63.4%	19	53.9%	55	62.4%	22	69.9%	38	63.1%	50	66.6%	86	76.8%	248	71.3%	106
Weighted base:	1000			32		66		31		102		36		54		78		129		323		149
Sample:	1000			100		100		100		100		100		100		100		100		100		100

AGE Can I ask how old you are please?

18-24	7.5%	75	5.6%	2	0.0%	0	20.6%	6	0.0%	0	8.2%	3	8.5%	5	0.0%	0	8.8%	11	8.4%	27	14.0%	21
25-34	8.8%	88	33.7%	11	8.4%	6	6.9%	2	25.3%	26	0.0%	0	0.0%	0	27.4%	22	8.8%	11	0.0%	0	7.0%	10
35-44	17.7%	178	18.6%	6	11.7%	8	19.0%	6	22.8%	23	22.7%	8	18.8%	10	7.6%	6	4.9%	6	23.3%	75	19.4%	29
45-54	19.0%	190	10.7%	3	29.2%	19	15.9%	5	18.8%	19	22.4%	8	18.9%	10	6.8%	5	17.4%	22	22.2%	72	16.8%	25
55-64	18.0%	180	10.2%	3	25.6%	17	12.5%	4	17.3%	18	16.2%	6	19.3%	10	21.8%	17	17.3%	22	16.6%	54	19.2%	29
65+	24.9%	249	18.9%	6	15.8%	10	24.2%	7	12.4%	13	23.8%	9	29.8%	16	25.2%	20	37.0%	48	28.3%	91	19.7%	29
(Refused)	4.1%	41	2.3%	1	9.2%	6	0.9%	0	3.4%	4	6.7%	2	4.6%	3	11.2%	9	6.0%	8	1.1%	4	3.8%	6
Weighted base:	1000			32		66		31		102		36		54		78		129		323		149
Sample:	1000			100		100		100		100		100		100		100		100		100		100

CAR How many cars does your household own or have the use of?

None	6.9%	69	8.9%	3	2.0%	1	3.2%	1	4.7%	5	1.9%	1	4.0%	2	4.3%	3	3.4%	4	12.5%	40	5.3%	8
One	30.5%	305	19.0%	6	26.0%	17	26.5%	8	30.3%	31	22.3%	8	26.5%	14	31.8%	25	39.5%	51	32.8%	106	25.9%	39
Two	41.5%	415	45.7%	15	46.5%	31	26.1%	8	52.4%	53	42.6%	15	49.5%	27	43.9%	34	34.2%	44	36.9%	119	46.0%	69
Three or more	16.6%	166	24.4%	8	17.5%	12	33.9%	10	10.4%	11	29.1%	10	16.5%	9	11.0%	9	16.5%	21	15.4%	50	17.7%	26
(Refused)	4.6%	46	2.0%	1	8.0%	5	10.3%	3	2.2%	2	4.0%	1	3.5%	2	8.9%	7	6.4%	8	2.5%	8	5.1%	8
Weighted base:	1000			32		66		31		102		36		54		78		129		323		149
Sample:	1000			100		100		100		100		100		100		100		100		100		100

Test Valley Household Survey for Carter Jonas

Weighted:

October 2017

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
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EMP What is the chief wage earner of your household's current employment situation?

Working full time	57.7%	577	72.3%	23	53.1%	35	51.8%	16	64.5%	66	58.2%	21	53.2%	29	56.7%	44	46.9%	61	58.3%	188	63.0%	94
Working part time	5.5%	55	1.8%	1	9.8%	7	5.8%	2	6.5%	7	5.6%	2	5.3%	3	4.6%	4	2.8%	4	5.1%	16	7.5%	11
Retired on State Pension ONLY	10.5%	105	7.4%	2	7.3%	5	8.1%	2	6.3%	6	15.7%	6	10.4%	6	9.1%	7	17.4%	22	12.4%	40	5.5%	8
Retired NOT on State Pension ONLY	17.9%	179	15.2%	5	16.7%	11	15.6%	5	7.4%	7	14.6%	5	24.4%	13	15.9%	12	25.9%	33	19.0%	61	16.8%	25
Student	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unemployed	0.3%	3	0.0%	0	2.3%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Housewife / husband	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carer	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	6	0.5%	1
Disabled / long-term sick	0.1%	1	0.0%	0	0.7%	0	1.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	7.2%	72	3.4%	1	10.0%	7	17.7%	5	14.8%	15	6.0%	2	6.1%	3	12.1%	10	7.0%	9	3.2%	10	6.7%	10
Weighted base:		1000		32		66		31		102		36		54		78		129		323		149
Sample:		1000		100		100		100		100		100		100		100		100		100		100

QUOTA Zone

Zone 1	3.2%	32	100.0%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	6.6%	66	0.0%	0	100.0%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	3.1%	31	0.0%	0	0.0%	0	100.0%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	10.2%	102	0.0%	0	0.0%	0	0.0%	0	100.0%	102	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	3.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6	5.4%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7	7.8%	78	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	78	0.0%	0	0.0%	0	0.0%	0
Zone 8	12.9%	129	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	129	0.0%	0	0.0%	0
Zone 9	32.3%	323	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	323	0.0%	0
Zone 10	14.9%	149	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	149
Weighted base:		1000		32		66		31		102		36		54		78		129		323		149
Sample:		1000		100		100		100		100		100		100		100		100		100		100

Test Valley Household Survey
for Carter Jonas

		Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
PC	Postcode Sector																						
	BH243	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	5	0.0%	0	0.0%	0
	RG146	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	0.0%	0	0.0%	0
	RG170	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	0.0%	0	0.0%	0
	RG179	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	RG200	0.4%	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	0.0%	0	0.0%	0
	RG208	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	0.0%	0	0.0%	0
	RG209	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	RG253	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	RG287	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	SN8 3	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.8%	16	0.0%	0	0.0%	0	0.0%	0
	SN8 4	0.2%	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	0.0%	0	0.0%	0
	SN9 5	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.1%	19	0.0%	0	0.0%	0	0.0%	0
	SN9 6	0.3%	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	0.0%	0	0.0%	0
	SO153	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	4	0.0%	0
	SO154	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	8	0.0%	0
	SO155	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	6	0.0%	0
	SO160	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	0.0%	0	0.0%	0
	SO163	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	6	0.0%	0
	SO164	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	4	0.0%	0
	SO165	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	4	0.0%	0
	SO166	2.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	21	0.0%	0
	SO167	1.0%	10	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	8	0.0%	0
	SO168	4.5%	45	0.0%	0	8.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%	40	0.0%	0
	SO169	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	20	0.0%	0
	SO171	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	6	0.0%	0
	SO172	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	7	0.0%	0
	SO173	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	8	0.0%	0
	SO206	1.2%	12	0.0%	0	0.0%	0	39.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	SO208	0.8%	8	0.0%	0	0.0%	0	26.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	SO212	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	9
	SO213	2.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	25
	SO224	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3
	SO226	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
	SO402	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	13	0.0%	0
	SO403	3.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	36	0.0%	0
	SO407	4.0%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%	40	0.0%	0
	SO408	5.3%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.3%	53	0.0%	0
	SO409	2.9%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	29	0.0%	0
	SO437	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	8	0.0%	0
	SO504	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	11
	SO505	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	16
	SO506	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
	SO509	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	13
	SO510	1.0%	10	1.4%	0	6.7%	4	18.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	SO515	1.2%	12	29.6%	9	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Test Valley Household Survey
for Carter Jonas

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
SO516	0.4%	4	0.0%	0	5.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SO517	1.7%	17	47.5%	15	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SO518	0.7%	7	21.5%	7	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SO519	0.1%	1	0.0%	0	0.7%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SO529	1.0%	10	0.0%	0	15.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SO531	2.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.5%	23
SO532	2.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.0%	25
SO533	1.1%	11	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	10
SO534	3.3%	33	0.0%	0	48.0%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
SO535	1.0%	10	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	9
SP1 1	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	12	0.0%	0	0.0%	0
SP101	2.0%	20	0.0%	0	0.0%	0	0.0%	0	19.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SP102	2.5%	25	0.0%	0	0.0%	0	0.0%	0	24.9%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SP103	2.6%	26	0.0%	0	0.0%	0	0.0%	0	21.6%	22	10.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SP104	1.3%	13	0.0%	0	0.0%	0	0.0%	0	12.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SP105	0.6%	6	0.0%	0	0.0%	0	0.0%	0	6.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SP110	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SP116	2.2%	22	0.0%	0	0.0%	0	0.0%	0	15.5%	16	3.4%	1	9.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SP117	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SP118	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SP119	2.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	32.7%	26	0.0%	0	0.0%	0	0.0%	0
SP4 0	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	0.0%	0	0.0%	0
SP4 6	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	0.0%	0	0.0%	0
SP4 7	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	14	0.0%	0	0.0%	0
SP4 8	0.8%	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	0.0%	0	0.0%	0
SP4 9	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	7	0.7%	1	0.0%	0	0.0%	0
SP5 1	0.8%	8	0.0%	0	0.0%	0	12.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	5	0.0%	0	0.0%	0
SP5 2	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	12	0.0%	0	0.0%	0
SP5 3	2.9%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.2%	29	0.0%	0	0.0%	0
SP5 4	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	13	0.0%	0	0.0%	0
SP6 2	2.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	22	0.0%	0	0.0%	0
SP6 3	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	5	0.0%	0	0.0%	0
SP9 7	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	2	0.0%	0	7.3%	6	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1000			32		66		31		102		36		54		78		129		323		149
Sample:	1000			100		100		100		100		100		100		100		100		100		100

Appendix 3:

Sample Questionnaire

Good morning / afternoon / evening, I am from NEMS Market Research and we are conducting a short survey in your area about shopping and leisure activities, on behalf of Test Valley Borough Council. Do you have time to answer some questions please? It will take about five to ten 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 Q06, IF STILL VARIES ASK THE PLACE THEY USED LAST.

#Food Food list

CLOSE IF
VARIES/DON'T
KNOW/DON'T DO

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

Q01A Which retailer do you purchase your main food internet / home delivery shopping from?
DO NOT READ OUT. ONE ANSWER ONLY.

#NetFood Internet food list

GO TO Q06

Not those who said 'Internet / delivery' at Q01

Q02 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 Other (PLEASE WRITE IN)
- 037 (Don't know / nothing)

Not those who said 'Internet / delivery' at Q01

Q03 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)

Not those who said 'Internet / delivery' at Q01		
Q04	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?	
001	Yes - non-food shopping	GO TO Q05
002	Yes - other food shopping	GO TO Q05
003	Yes - bars / pubs	GO TO Q05
004	Yes - bingo	GO TO Q05
005	Yes - cafés	GO TO Q05
006	Yes - cinemas	GO TO Q05
007	Yes - get petrol	GO TO Q05
008	Yes - go to park	GO TO Q05
009	Yes - gyms / health and fitness	GO TO Q05
010	Yes - library	GO TO Q05
011	Yes - markets	GO TO Q05
012	Yes - meeting family	GO TO Q05
013	Yes - meeting friends	GO TO Q05
014	Yes - museums / art gallery	GO TO Q05
015	Yes - other service (e.g. travel agent, estate agent etc.)	GO TO Q05
016	Yes - personal service (e.g. hairdressers, beauty salon etc.)	GO TO Q05
017	Yes - restaurants	GO TO Q05
018	Yes - swimming	GO TO Q05
019	Yes - theatre	GO TO Q05
020	Yes - visiting services such as banks and other financial institutions	GO TO Q05
021	Yes - work	GO TO Q05
022	Yes - other (PLEASE WRITE IN)	GO TO Q05
023	(No)	GO TO Q06
024	(Don't know)	GO TO Q06
Those who combine their main food shopping trip with other activities at Q04:		
Q05	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.	
#NonFood	Non Food List	
Q06	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 Q06:		
Q06A	Which internet / home delivery retailer do you also use for your main food shopping? DO NOT READ OUT. ONE ANSWER ONLY.	
#NetFood	Internet food list	
Q07	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 Q07:		
Q07A	Which retailer do you purchase your top-up food internet / home delivery shopping from? DO NOT READ OUT. ONE ANSWER ONLY.	
#NetFood	Internet food list	
Those who do top-up shopping at Q07:		
Q08	In addition to (LOCATION MENTIONED AT Q07), 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 also do top-up shopping via the Internet at Q08:		
Q08A	Which internet / home delivery retailer do you also use for your top-up food shopping? DO NOT READ OUT. ONE ANSWER ONLY.	
#NetFood	Internet food list	
Those who do top-up shopping at Q07:		
Q09	Of all the money you spend on your main and top-up food shopping, what share goes to your main food shopping? DO NOT READ OUT. PLEASE WRITE IN TO THE NEAREST WHOLE %	
X	% (PLEASE WRITE IN)	
Y	(Dont know)	
Z	(Refused)	

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

Q10 **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.

#NonFood Non-Food List

Those who buy clothing and footwear (excluding via the Internet) at Q10:

Q11 **How do you normally travel to (STORE OR CENTRE MENTIONED AT Q10)?**

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)

Q12 **Where do you normally do most of your household's shopping for recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs & DVDs, unexposed films for photographic use, etc.) (Excluding video games)?**

DO NOT READ OUT. ONE ANSWER ONLY.

INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonFood Non-Food List

Q13 **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.

#NonFood Non-Food List

Q14 **Where do you normally do most of your household's shopping for books (incl. dictionaries, encyclopaedias, text books, guidebooks and musical scores) and stationary (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?**

INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonFood Non-Food List

Q15 **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.

#NonFood Non-Food List

Q16 **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)?**

INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonFood Non-Food List

Q17 **Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?**

INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonFood Non-Food List

Q18 **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)?**

INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonFood Non-Food List

Q19 **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):**

INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonFood Non-Food List

Q20 **How often do you or your household visit Andover for shopping and other town centre uses?**
DO NOT READ OUT. ONE ANSWER ONLY.

- | | | |
|---|-------------------------|------------------|
| 1 | Daily | GO TO Q21 |
| 2 | 4-6 days a week | GO TO Q21 |
| 3 | 2-3 days a week | GO TO Q21 |
| 4 | One day a week | GO TO Q21 |
| 5 | Every two weeks | GO TO Q21 |
| 6 | Monthly | GO TO Q21 |
| 7 | Once every two months | GO TO Q21 |
| 8 | Three-four times a year | GO TO Q21 |
| 9 | Once a year | GO TO Q21 |
| A | Less often | GO TO Q21 |
| B | Never | GO TO Q22 |
| C | (Don't know) | GO TO Q21 |
| D | (Varies) | GO TO Q21 |

Q21 **What do you like about Andover?**
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 | Other (PLEASE WRITE IN) |
| 024 | (Dont know) |
| 025 | (Nothing / very little) |

Q22 **What could be improved about Andover that would make you visit more often?**
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY

- | | |
|-----|--|
| 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 (ie. covered shopping malls) |
| 024 | Shops / services open on Sundays |
| 025 | Other (PLEASE WRITE IN) |
| 026 | (Don't know) |
| 027 | (Nothing) |

Q23 **How often do you or your household visit Romsey for shopping and other town centre uses?**
DO NOT READ OUT. ONE ANSWER ONLY.

- | | | |
|---|-------------------------|------------------|
| 1 | Daily | GO TO Q24 |
| 2 | 4-6 days a week | GO TO Q24 |
| 3 | 2-3 days a week | GO TO Q24 |
| 4 | One day a week | GO TO Q24 |
| 5 | Every two weeks | GO TO Q24 |
| 6 | Monthly | GO TO Q24 |
| 7 | Once every two months | GO TO Q24 |
| 8 | Three-four times a year | GO TO Q24 |
| 9 | Once a year | GO TO Q24 |
| A | Less often | GO TO Q24 |
| B | Never | GO TO Q25 |
| C | (Don't know) | GO TO Q24 |
| D | (Varies) | GO TO Q24 |

Q24

What do you like about Romsey?

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 markets
- 019 Makes a change from other places
- 020 Quiet
- 021 Safe and secure
- 022 The street markets
- 023 Traditional
- 024 Traffic free shopping centre
- 025 Other (PLEASE WRITE IN)
- 026 (Dont know)
- 027 (Nothing / very little)

Q25

What could be improved about Romsey that would make you visit more often?

DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY

- 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 Shops / services open on Sundays
- 024 Other (PLEASE WRITE IN)
- 025 (Don't know)
- 026 (Nothing)

Question to be asked to all respondents

Q26

Do you or your household visit the following leisure attractions?

READ OUT. SELECT ALL THAT APPLY.

- 1 Bingo / casino / bookmaker
- 2 Cinema
- 3 Gym / health club / sports facility
- 4 Theatre / concert / music venue
- 5 Museum / gallery or place of historical / cultural interest
- 6 Pub / bar / nightclub
- 7 Restaurant / café
- 8 Family entertainment (e.g. tenpin bowling, skating rink)
- 9 Other activity (PLEASE WRITE IN)
- A Don't visit **ANY** leisure activities

Those who visit Bingo / casino / bookmakers at Q26:

Q27

How often do you or your household play bingo or visit casinos or bookmakers?

ONE ANSWER ONLY. DO NOT READ OUT.

- 1 More than once a week
- 2 Once a week
- 3 Once a fortnight
- 4 Once a month
- 5 Once every two months
- 6 Once every six months
- 7 Once a year or less
- 8 (Dont know / varies)

Those who visit Bingo / casino / bookmakers at Q26:	
Q28	Where do you or members of your household normally go to play bingo or visit casinos or bookmakers?
	DO NOT READ OUT. ONE ANSWER ONLY. IF OTHER OR RESPONDENTS STATES A PARTICULAR FACILITY, PLEASE SPECIFY THE FACILITY NAME, RETAIL PARK / LEISURE PARK, ROAD NAME AND AREA
#Bingo	Bingo List
Those who visit the cinema at Q26:	
Q29	How often do you or your household go to the cinema?
	ONE ANSWER ONLY. DO NOT READ OUT.
1	More than once a week
2	Once a week
3	Once a fortnight
4	Once a month
5	Once every two months
6	Once every six months
7	Once a year or less
8	(Dont know / varies)
Those who visit Cinema at Q26:	
Q30	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
#Cinema	Cinema List
Those who go to the gym / healthclub / sports facilities at Q26:	
Q31	How often do you or your household use a gym / healthclub / sports facility?
	ONE ANSWER ONLY. DO NOT READ OUT.
1	More than once a week
2	Once a week
3	Once a fortnight
4	Once a month
5	Once every two months
6	Once every six months
7	Once a year or less
8	(Dont know / varies)
Those who visit gym / healthclub / sports facility at Q26:	
Q32	Where do you or members of your household normally go to use a gym / healthclub / sports facility?
	DO NOT READ OUT. ONE ANSWER ONLY. IF OTHER OR RESPONDENTS STATES A PARTICULAR FACILITY, PLEASE SPECIFY THE FACILITY NAME, RETAIL PARK / LEISURE PARK, ROAD NAME AND AREA
#Health	Healthclub List
Those who visit the theatre / concert / music venues at Q26:	
Q33	How often do you or your household visit a theatre / concert / music venue?
	ONE ANSWER ONLY. DO NOT READ OUT.
1	More than once a week
2	Once a week
3	Once a fortnight
4	Once a month
5	Once every two months
6	Once every six months
7	Once a year or less
8	(Dont know / varies)
Those who visit the theatre / concert / music venues at Q26:	
Q34	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.
#Theatre	Theatre List
Those who visit museum / gallery or place of historical / cultural interest at Q26:	
Q35	How often do you or your household go to a museum, gallery, or other place of historical / cultural interest?
	ONE ANSWER ONLY. DO NOT READ OUT.
1	More than once a week
2	Once a week
3	Once a fortnight
4	Once a month
5	Once every two months
6	Once every six months
7	Once a year or less
8	(Dont know / varies)

Those who visit museum / gallery or place of historical / cultural interest at Q26:	
Q36	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.
#Museum	Museum List
Those who visit pubs / bars / nightclubs at Q26:	
Q37	How often do you or your household go to pubs / bars / nightclubs? ONE ANSWER ONLY. DO NOT READ OUT.
1	More than once a week
2	Once a week
3	Once a fortnight
4	Once a month
5	Once every two months
6	Once every six months
7	Once a year or less
8	(Dont know / varies)
Those who visit pubs / bars / nightclubs at Q26:	
Q38	What location (e.g. town centre, street/area, 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.
#Leisure	Leisure List
Those who visit restaurants / cafés at Q26:	
Q39	How often do you or your household eat out (e.g. visit cafes and restaurants)? ONE ANSWER ONLY. DO NOT READ OUT.
1	More than once a week
2	Once a week
3	Once a fortnight
4	Once a month
5	Once every two months
6	Once every six months
7	Once a year or less
8	(Dont know / varies)
Those who visit restaurants / cafés at Q26:	
Q40	What location (e.g. town centre, street/area, 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.
#Leisure	Leisure List
Those who partake in family entertainment activities at Q26:	
Q41	How often do you or your household go to family entertainment venues? ONE ANSWER ONLY. DO NOT READ OUT.
1	More than once a week
2	Once a week
3	Once a fortnight
4	Once a month
5	Once every two months
6	Once every six months
7	Once a year or less
8	(Dont know / varies)
Those who partake in family entertainment activities at Q26:	
Q42	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
#Leisure	Leisure List
Those who go to other leisure attractions at Q26:	
Q43	How often do you or your household do (OTHER ACTIVITY FROM Q26)? ONE ANSWER ONLY. DO NOT READ OUT.
1	More than once a week
2	Once a week
3	Once a fortnight
4	Once a month
5	Once every two months
6	Once every six months
7	Once a year or less
8	(Dont know / varies)
Those who go to other leisure attractions at Q26:	
Q44	Where do you or members of your household normally go for (OTHER ACTIVITY FROM Q26)? DO NOT READ OUT. ONE ANSWER ONLY.
#Leisure	Leisure List

Question to be asked to all respondents

Q45 What improvements could be made to the leisure offer in the Test Valley Borough Council area that would make you visit / partake in leisure activities more often?

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

- 001 A casino
- 002 A swimming pool
- 003 A theatre
- 004 A multi-screen cinema
- 005 An art house cinema
- 006 Bingo
- 007 Cheaper prices
- 008 Improved access by foot and cycle
- 009 Improved public transport
- 010 Improved security / CCTV
- 011 Improved street furniture
- 012 Improvements in the built environment
- 013 More / better car parking
- 014 More / better cultural facilities
- 015 More / better disabled access
- 016 More / better health clubs / gyms
- 017 More / better policing
- 018 More / better public houses
- 019 More / better seats
- 020 More / better signposting and information
- 021 More better parks / green spaces
- 022 More for children
- 023 More local sports & recreation facilities
- 024 More nightclubs
- 025 More pavement cafes
- 026 More quality restaurants
- 027 More street cleaning
- 028 Provision of public toilets
- 029 Ten-pin bowling
- 030 Other (PLEASE WRITE IN)
- 031 (Don't 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)

CAR How many cars does your household own or have the use of?

DO NOT READ OUT. ONE ANSWER ONLY.

- 1 None
- 2 One
- 3 Two
- 4 Three or more
- 5 (Refused)

EMP What is the chief wage earner of your household's current employment situation?

DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Working full time GO TO OCC
- 2 Working part time GO TO OCC
- 3 Retired on State Pension ONLY GO TO CLOSE
- 4 Retired NOT on State Pension ONLY GO TO OCC2
- 5 Student GO TO CLOSE
- 6 Unemployed GO TO OCC2
- 7 Housewife / husband GO TO CLOSE
- 8 Carer GO TO CLOSE
- 9 Disabled / long-term sick GO TO CLOSE
- A Other (PLEASE WRITE IN) GO TO OCC
- B (Refused) GO TO OCC

OCC What is the occupation of the chief wage earner in your household ?

IF RETIRED OR UNEMPLOYED THEN ASK FOR PREVIOUS OCCUPATION

- 1 Occupation (PLEASE WRITE IN)
- 2 (Refused)

OCC2 What was the occupation of the chief wage earner in your household ?

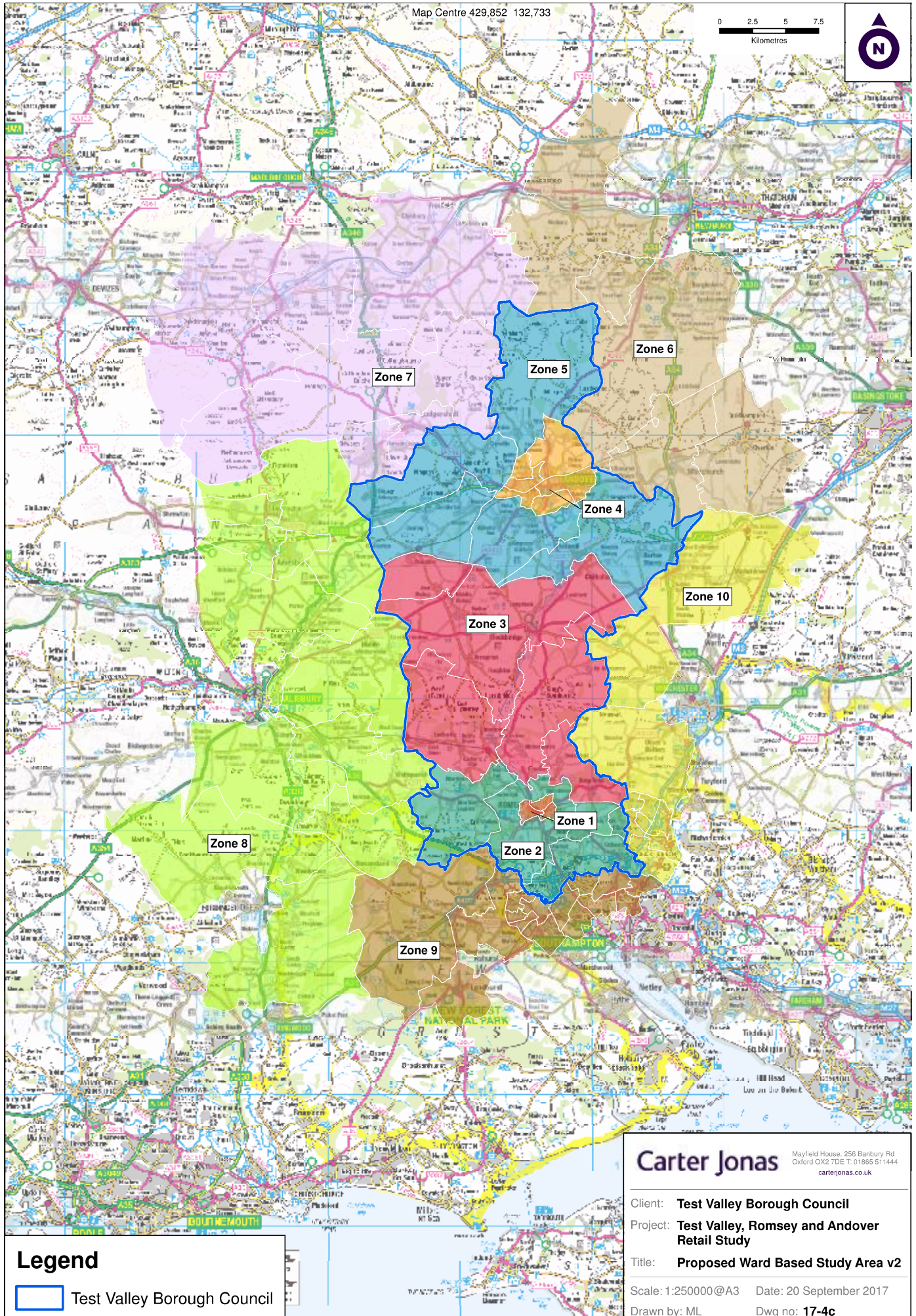
IF RETIRED OR UNEMPLOYED THEN ASK FOR PREVIOUS OCCUPATION

- 1 Occupation (PLEASE WRITE IN)
- 2 (Refused)

Thank & Close

Appendix 4:

Map



Appendix 11: NEMS IN-CENTRE SURVEY RESULTS



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**Andover & Romsey In Centre Survey
for
Carter Jonas**

October 2017

Job Ref: 080917

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Introduction

1.1 Research Background & Objectives

To conduct an independent face to face survey amongst a sample of visitors to Andover Town Centre and Romsey Town Centre.

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

- To find out which stores respondents visited to conduct their shopping
- To determine what respondents like and dislike about Andover Town Centre and Romsey Town Centre;
- To ascertain what improvements could be made to the town centres.

1.2 Research Methodology

A total of 297 face to face interviews were conducted. Fieldwork was carried out between Monday 2nd October and Wednesday 18th October 2017.

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 297 answers “Yes” to a question we can be 95% sure that between 44.3% and 55.7% of the population holds the same opinion (i.e. +/- 5.7%).

%ge Response	95% confidence interval
10%	±3.4%
20%	±4.6%
30%	±5.2%
40%	±5.6%
50%	±5.7%

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

Andover and Romsey In Centre Survey for Carter Jonas

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey		
Q01 How did you travel to (NAME OF CENTRE) today?																					
Car-driver	41.4%	123	39.4%	39	42.4%	84	24.3%	18	55.3%	42	42.9%	63	50.3%	82	31.1%	41	36.7%	72	50.5%	51	
Car-passenger	10.4%	31	1.0%	1	15.2%	30	10.8%	8	6.6%	5	12.2%	18	12.9%	21	6.1%	8	9.7%	19	11.9%	12	
Bus / coach	16.2%	48	17.2%	17	15.7%	31	21.6%	16	7.9%	6	17.7%	26	11.7%	19	22.0%	29	19.9%	39	8.9%	9	
Bicycle	3.0%	9	3.0%	3	3.0%	6	2.7%	2	3.9%	3	2.7%	4	1.8%	3	4.5%	6	3.6%	7	2.0%	2	
Rail	1.0%	3	1.0%	1	1.0%	2	2.7%	2	0.0%	0	0.7%	1	0.0%	0	2.3%	3	0.5%	1	2.0%	2	
Taxi	1.0%	3	2.0%	2	0.5%	1	1.4%	1	1.3%	1	0.7%	1	0.6%	1	1.5%	2	1.5%	3	0.0%	0	
Walk	26.6%	79	36.4%	36	21.7%	43	36.5%	27	23.7%	18	23.1%	34	22.7%	37	31.8%	42	27.6%	54	24.8%	25	
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	
Scooter	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.8%	1	0.5%	1	0.0%	0	
Base:		297		99		198		74		76		147		163		132		196		101	

Mean score [minutes]

Q02 How long do you intend to stay in (NAME OF CENTRE) today?																				
Less than 30 minutes	6.1%	18	7.1%	7	5.6%	11	8.1%	6	3.9%	3	6.1%	9	5.5%	9	6.8%	9	6.1%	12	5.9%	6
30-59 minutes	14.1%	42	14.1%	14	14.1%	28	10.8%	8	6.6%	5	19.7%	29	18.4%	30	9.1%	12	8.7%	17	24.8%	25
Between 1-2 hours	44.8%	133	39.4%	39	47.5%	94	36.5%	27	42.1%	32	50.3%	74	44.8%	73	44.7%	59	39.3%	77	55.4%	56
Between 2-3 hours	12.5%	37	10.1%	10	13.6%	27	13.5%	10	18.4%	14	8.8%	13	12.3%	20	12.1%	16	16.3%	32	5.0%	5
Between 3-4 hours	3.7%	11	3.0%	3	4.0%	8	1.4%	1	3.9%	3	4.8%	7	3.1%	5	4.5%	6	3.6%	7	4.0%	4
Over 4 hours	14.8%	44	20.2%	20	12.1%	24	28.4%	21	17.1%	13	6.8%	10	9.8%	16	21.2%	28	20.4%	40	4.0%	4
Overnight stay	1.0%	3	1.0%	1	1.0%	2	0.0%	0	1.3%	1	1.4%	2	1.2%	2	0.8%	1	1.5%	3	0.0%	0
(Don't know)	3.0%	9	5.1%	5	2.0%	4	1.4%	1	6.6%	5	2.0%	3	4.9%	8	0.8%	1	4.1%	8	1.0%	1
Mean:		121.04		128.78		117.29		140.55		136.90		103.33		110.23		133.85		137.95		89.25
Base:		297		99		198		74		76		147		163		132		196		101

Q03 How often do you visit (NAME OF CENTRE)?																				
Everyday	22.2%	66	26.3%	26	20.2%	40	36.5%	27	18.4%	14	17.0%	25	14.7%	24	31.1%	41	26.0%	51	14.9%	15
4-6 times a week	14.5%	43	14.1%	14	14.6%	29	17.6%	13	11.8%	9	14.3%	21	15.3%	25	13.6%	18	12.8%	25	17.8%	18
2-3 times a week	35.7%	106	33.3%	33	36.9%	73	23.0%	17	32.9%	25	43.5%	64	37.4%	61	33.3%	44	31.6%	62	43.6%	44
Once a week	13.1%	39	12.1%	12	13.6%	27	8.1%	6	18.4%	14	12.9%	19	14.7%	24	11.4%	15	15.3%	30	8.9%	9
Once a fortnight	5.1%	15	6.1%	6	4.5%	9	8.1%	6	5.3%	4	3.4%	5	5.5%	9	4.5%	6	6.1%	12	3.0%	3
Once a month	5.7%	17	4.0%	4	6.6%	13	5.4%	4	9.2%	7	4.1%	6	8.0%	13	3.0%	4	5.6%	11	5.9%	6
Once a quarter	1.3%	4	1.0%	1	1.5%	3	0.0%	0	0.0%	0	2.7%	4	1.2%	2	1.5%	2	1.0%	2	2.0%	2
Less than once a quarter	1.0%	3	2.0%	2	0.5%	1	1.4%	1	1.3%	1	0.7%	1	1.2%	2	0.8%	1	0.5%	1	2.0%	2
First time today	1.0%	3	1.0%	1	1.0%	2	0.0%	0	2.6%	2	0.7%	1	1.2%	2	0.8%	1	0.5%	1	2.0%	2
(Don't know)	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	1	0.6%	1	0.0%	0	0.5%	1	0.0%	0
Base:		297		99		198		74		76		147		163		132		196		101

Andover and Romsey In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey		
Q04 What is the main reason for your visit to (NAME OF CENTRE) today?																				
To buy food items in shops (not takeaway / café / restaurant)	19.5%	58	15.2%	15	21.7%	43	12.2%	9	13.2%	10	26.5%	39	19.0%	31	18.9%	25	17.3%	34	23.8%	24
To buy non-food goods in shops (e.g. clothes, shoes, jewellery, etc)	16.2%	48	9.1%	9	19.7%	39	14.9%	11	14.5%	11	17.7%	26	19.0%	31	12.9%	17	14.8%	29	18.8%	19
To buy food items at the market (not take-away / café / restaurant)	0.3%	1	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0
To buy non-food goods at the market (e.g. shoes, clothes, jewellery)	1.0%	3	1.0%	1	1.0%	2	0.0%	0	1.3%	1	1.4%	2	1.8%	3	0.0%	0	1.0%	2	1.0%	1
For services (e.g. bank, building society, hairdressers)	15.5%	46	16.2%	16	15.2%	30	9.5%	7	14.5%	11	19.0%	28	19.6%	32	10.6%	14	9.7%	19	26.7%	27
To use a leisure facility	0.7%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	1.4%	2	1.2%	2	0.0%	0	0.5%	1	1.0%	1
As a day visitor to the Town Centre	2.7%	8	3.0%	3	2.5%	5	2.7%	2	3.9%	3	2.0%	3	2.5%	4	3.0%	4	3.6%	7	1.0%	1
As a staying visitor to the Town Centre	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	1	0.6%	1	0.0%	0	0.5%	1	0.0%	0
To eat out (take-aways / café / restaurants)	3.7%	11	3.0%	3	4.0%	8	5.4%	4	1.3%	1	4.1%	6	2.5%	4	5.3%	7	4.1%	8	3.0%	3
To visit the library / public services (e.g. doctor, dentist etc)	5.7%	17	8.1%	8	4.5%	9	1.4%	1	2.6%	2	9.5%	14	4.9%	8	6.8%	9	5.1%	10	6.9%	7
For work	15.2%	45	21.2%	21	12.1%	24	20.3%	15	25.0%	19	7.5%	11	10.4%	17	21.2%	28	18.4%	36	8.9%	9
To attend a business appointment	2.0%	6	4.0%	4	1.0%	2	1.4%	1	3.9%	3	1.4%	2	3.7%	6	0.0%	0	2.6%	5	1.0%	1
To meet somebody	12.5%	37	15.2%	15	11.1%	22	20.3%	15	18.4%	14	5.4%	8	10.4%	17	15.2%	20	14.8%	29	7.9%	8
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
Church	1.0%	3	0.0%	0	1.5%	3	0.0%	0	0.0%	0	2.0%	3	1.2%	2	0.8%	1	1.5%	3	0.0%	0
College	1.3%	4	2.0%	2	1.0%	2	5.4%	4	0.0%	0	0.0%	0	1.2%	2	1.5%	2	2.0%	4	0.0%	0
For a walk	1.0%	3	1.0%	1	1.0%	2	2.7%	2	0.0%	0	0.7%	1	1.2%	2	0.8%	1	1.5%	3	0.0%	0
School run	0.3%	1	0.0%	0	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.5%	1	0.0%	0
To feed the ducks	1.0%	3	0.0%	0	1.5%	3	1.4%	1	1.3%	1	0.7%	1	0.0%	0	2.3%	3	1.5%	3	0.0%	0
Base:		297		99		198		74		76		147		163		132		196		101

Andover and Romsey In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey		
Q05 Which type of shop are you most likely to visit today?																				
<i>Those who said food or non food at Q04</i>																				
Food & Grocery	47.3%	52	57.7%	15	44.0%	37	42.9%	9	36.4%	8	52.2%	35	42.4%	28	52.4%	22	51.5%	34	40.9%	18
Clothing & Footwear	10.0%	11	0.0%	0	13.1%	11	19.0%	4	13.6%	3	6.0%	4	10.6%	7	9.5%	4	12.1%	8	6.8%	3
Furniture, Carpets, Soft Household Furnishings	0.9%	1	3.8%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	1.5%	1	0.0%	0
DIY and Decorating Goods	1.8%	2	0.0%	0	2.4%	2	0.0%	0	9.1%	2	0.0%	0	3.0%	2	0.0%	0	3.0%	2	0.0%	0
Domestic Appliances	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CDs, DVDs, games, books 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
Gifts and Antiques	0.9%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.5%	1	1.5%	1	0.0%	0	0.0%	0	2.3%	1
Arts and Crafts	0.9%	1	0.0%	0	1.2%	1	4.8%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.5%	1	0.0%	0
Other specialist Non-Food Items	19.1%	21	19.2%	5	19.0%	16	0.0%	0	27.3%	6	22.4%	15	19.7%	13	19.0%	8	9.1%	6	34.1%	15
(None of the above)	7.3%	8	11.5%	3	6.0%	5	14.3%	3	4.5%	1	6.0%	4	9.1%	6	4.8%	2	7.6%	5	6.8%	3
(Don't know)	11.8%	13	7.7%	2	13.1%	11	14.3%	3	9.1%	2	11.9%	8	12.1%	8	11.9%	5	13.6%	9	9.1%	4
Base:		110		26		84		21		22		67		66		42		66		44
Q06 What are the names of the MAIN non-food shops you have visited or intend to visit today?																				
<i>Those who said non food at Q04</i>																				
Boots	27.5%	14	20.0%	2	29.3%	12	18.2%	2	41.7%	5	25.0%	7	26.5%	9	29.4%	5	16.1%	5	45.0%	9
Wilko	15.7%	8	30.0%	3	12.2%	5	18.2%	2	25.0%	3	10.7%	3	11.8%	4	23.5%	4	25.8%	8	0.0%	0
Bradbeers	9.8%	5	0.0%	0	12.2%	5	0.0%	0	8.3%	1	14.3%	4	11.8%	4	5.9%	1	0.0%	0	25.0%	5
WHSmith	9.8%	5	10.0%	1	9.8%	4	0.0%	0	16.7%	2	10.7%	3	11.8%	4	5.9%	1	6.5%	2	15.0%	3
Superdrug	9.8%	5	10.0%	1	9.8%	4	0.0%	0	0.0%	0	17.9%	5	11.8%	4	5.9%	1	0.0%	0	25.0%	5
Poundland	7.8%	4	10.0%	1	7.3%	3	9.1%	1	8.3%	1	7.1%	2	2.9%	1	17.6%	3	12.9%	4	0.0%	0
McColls	5.9%	3	0.0%	0	7.3%	3	0.0%	0	0.0%	0	10.7%	3	8.8%	3	0.0%	0	0.0%	0	15.0%	3
Clintons	3.9%	2	0.0%	0	4.9%	2	0.0%	0	0.0%	0	7.1%	2	5.9%	2	0.0%	0	0.0%	0	10.0%	2
Holland & Barrett	3.9%	2	20.0%	2	0.0%	0	18.2%	2	0.0%	0	0.0%	0	5.9%	2	0.0%	0	6.5%	2	0.0%	0
Charity shops	3.9%	2	0.0%	0	4.9%	2	0.0%	0	16.7%	2	0.0%	0	2.9%	1	5.9%	1	6.5%	2	0.0%	0
M and Co	3.9%	2	0.0%	0	4.9%	2	0.0%	0	0.0%	0	7.1%	2	5.9%	2	0.0%	0	0.0%	0	10.0%	2
EE	3.9%	2	10.0%	1	2.4%	1	9.1%	1	8.3%	1	0.0%	0	5.9%	2	0.0%	0	6.5%	2	0.0%	0
Waterstones	3.9%	2	0.0%	0	4.9%	2	0.0%	0	16.7%	2	0.0%	0	5.9%	2	0.0%	0	6.5%	2	0.0%	0
Bon Marche	2.0%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	3.6%	1	2.9%	1	0.0%	0	3.2%	1	0.0%	0
New Look	2.0%	1	0.0%	0	2.4%	1	9.1%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	3.2%	1	0.0%	0
British Heart Foundation	2.0%	1	10.0%	1	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	1	3.2%	1	0.0%	0
Peacocks	2.0%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	5.9%	1	3.2%	1	0.0%	0
Top Man	2.0%	1	10.0%	1	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	1	3.2%	1	0.0%	0
Aldi	2.0%	1	0.0%	0	2.4%	1	0.0%	0	8.3%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	5.0%	1
Marks and Spencer	2.0%	1	0.0%	0	2.4%	1	0.0%	0	8.3%	1	0.0%	0	2.9%	1	0.0%	0	3.2%	1	0.0%	0
Carphone Warehouse	2.0%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	5.9%	1	0.0%	0	5.0%	1
Top Shop	2.0%	1	0.0%	0	2.4%	1	9.1%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	3.2%	1	0.0%	0
(Not answered)	23.5%	12	10.0%	1	26.8%	11	36.4%	4	0.0%	0	28.6%	8	23.5%	8	23.5%	4	29.0%	9	15.0%	3
Base:		51		10		41		11		12		28		34		17		31		20

Andover and Romsey In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey		
Mean score [£]																				
Q07 How much have you spent or intend to spend today on non-food items?																				
Those who said non food at Q04																				
Nothing	7.8%	4	20.0%	2	4.9%	2	18.2%	2	8.3%	1	3.6%	1	8.8%	3	5.9%	1	12.9%	4	0.0%	0
Less than £5.00	9.8%	5	10.0%	1	9.8%	4	0.0%	0	0.0%	0	17.9%	5	14.7%	5	0.0%	0	6.5%	2	15.0%	3
£5.01-£10.00	9.8%	5	10.0%	1	9.8%	4	18.2%	2	0.0%	0	10.7%	3	5.9%	2	17.6%	3	12.9%	4	5.0%	1
£10.01-£20.00	21.6%	11	30.0%	3	19.5%	8	27.3%	3	8.3%	1	25.0%	7	23.5%	8	17.6%	3	16.1%	5	30.0%	6
£20.01-£30.00	15.7%	8	20.0%	2	14.6%	6	18.2%	2	16.7%	2	14.3%	4	8.8%	3	29.4%	5	16.1%	5	15.0%	3
£30.01-£50.00	19.6%	10	0.0%	0	24.4%	10	9.1%	1	33.3%	4	17.9%	5	17.6%	6	23.5%	4	19.4%	6	20.0%	4
£50.01-£100.00	5.9%	3	0.0%	0	7.3%	3	0.0%	0	8.3%	1	7.1%	2	8.8%	3	0.0%	0	3.2%	1	10.0%	2
£100.01-£150.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£150.01-£200.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£200.01-£250.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Over £250.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	9.8%	5	10.0%	1	9.8%	4	9.1%	1	25.0%	3	3.6%	1	11.8%	4	5.9%	1	12.9%	4	5.0%	1
Mean:	22.07	11.67		24.59		14.75		32.22		21.39		22.42		21.41		19.81		25.26		
Base:	51	10		41		11		12		28		34		17		31		20		
Q08 What are the names of the MAIN food shops you have visited or intend to visit today? [MR]																				
Those who said food at Q04																				
Andover																				
Asda	15.3%	9	25.0%	4	11.6%	5	30.0%	3	30.0%	3	7.7%	3	6.3%	2	28.0%	7	25.7%	9	0.0%	0
Iceland	10.2%	6	6.3%	1	11.6%	5	20.0%	2	20.0%	2	5.1%	2	3.1%	1	20.0%	5	17.1%	6	0.0%	0
Kathmandu Variety Stores (World Food)	1.7%	1	6.3%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	3.1%	1	0.0%	0	0.0%	0	4.2%	1
Lidl	10.2%	6	6.3%	1	11.6%	5	20.0%	2	10.0%	1	7.7%	3	6.3%	2	16.0%	4	17.1%	6	0.0%	0
M&S Food	16.9%	10	6.3%	1	20.9%	9	10.0%	1	10.0%	1	20.5%	8	12.5%	4	24.0%	6	28.6%	10	0.0%	0
Sainsbury's	11.9%	7	6.3%	1	14.0%	6	20.0%	2	0.0%	0	12.8%	5	6.3%	2	16.0%	4	20.0%	7	0.0%	0
Waitrose	16.9%	10	25.0%	4	14.0%	6	20.0%	2	20.0%	2	15.4%	6	12.5%	4	24.0%	6	28.6%	10	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
Aldi	3.4%	2	6.3%	1	2.3%	1	0.0%	0	10.0%	1	2.6%	1	6.3%	2	0.0%	0	2.9%	1	4.2%	1
Market	1.7%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	2.6%	1	3.1%	1	0.0%	0	2.9%	1	0.0%	0
Tesco	3.4%	2	6.3%	1	2.3%	1	0.0%	0	10.0%	1	2.6%	1	3.1%	1	4.0%	1	5.7%	2	0.0%	0
Romsey																				
Aldi	15.3%	9	6.3%	1	18.6%	8	20.0%	2	0.0%	0	17.9%	7	18.8%	6	8.0%	2	2.9%	1	33.3%	8
Co-op	6.8%	4	6.3%	1	7.0%	3	10.0%	1	0.0%	0	7.7%	3	12.5%	4	0.0%	0	0.0%	0	16.7%	4
Longs Farm Shop (Greengrocer / Fruiterer)	1.7%	1	6.3%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	3.1%	1	0.0%	0	0.0%	0	4.2%	1
Waitrose	28.8%	17	25.0%	4	30.2%	13	20.0%	2	10.0%	1	35.9%	14	43.8%	14	12.0%	3	2.9%	1	66.7%	16
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
Market	1.7%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	2.6%	1	3.1%	1	0.0%	0	0.0%	0	4.2%	1
Base:	59	16		43		10		10		39		32		25		35		24		

Andover and Romsey In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey	
Mean score [£]																			
Q09 How much have you spent or intend to spend today on food items?																			
Those who said food at Q04																			
Nothing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Less than £5.00	3.4%	2	6.3%	1	2.3%	1	10.0%	1	0.0%	0	2.6%	1	3.1%	1	4.0%	1	5.7%	2	0.0%
£5.01-£10.00	13.6%	8	25.0%	4	9.3%	4	20.0%	2	10.0%	1	12.8%	5	15.6%	5	12.0%	3	14.3%	5	12.5%
£10.01-£20.00	18.6%	11	25.0%	4	16.3%	7	0.0%	0	20.0%	2	23.1%	9	12.5%	4	24.0%	6	20.0%	7	16.7%
£20.01-£30.00	20.3%	12	12.5%	2	23.3%	10	10.0%	1	20.0%	2	23.1%	9	21.9%	7	20.0%	5	17.1%	6	25.0%
£30.01-£50.00	25.4%	15	31.3%	5	23.3%	10	20.0%	2	20.0%	2	28.2%	11	28.1%	9	20.0%	5	20.0%	7	33.3%
£50.01-£100.00	11.9%	7	0.0%	0	16.3%	7	30.0%	3	20.0%	2	5.1%	2	12.5%	4	12.0%	3	14.3%	5	8.3%
£100.01-£150.00	1.7%	1	0.0%	0	2.3%	1	10.0%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	2.9%	1	0.0%
£150.01-£200.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
£200.01-£250.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Over £250.00	0.0%	0	0.0%	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)	3.4%	2	0.0%	0	4.7%	2	0.0%	0	10.0%	1	2.6%	1	3.1%	1	4.0%	1	5.7%	2	0.0%
(Refused)	1.7%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	2.6%	1	3.1%	1	0.0%	0	0.0%	0	4.2%
Mean:	31.12	20.63		35.31		46.75		34.72		26.01		30.42		32.40		32.12		29.67	
Base:	59	16		43		10		10		39		32		25		35		24	
Q10 When visiting the food store, do you intend to link your shopping trip with a visit to other shops or services in the town centre? [MR]																			
Those who said food at Q04																			
No	10.2%	6	6.3%	1	11.6%	5	10.0%	1	20.0%	2	7.7%	3	9.4%	3	12.0%	3	8.6%	3	12.5%
Yes - other food shop	27.1%	16	25.0%	4	27.9%	12	50.0%	5	10.0%	1	25.6%	10	21.9%	7	32.0%	8	40.0%	14	8.3%
Yes - Other non-food shops	64.4%	38	62.5%	10	65.1%	28	70.0%	7	70.0%	7	61.5%	24	68.8%	22	60.0%	15	62.9%	22	66.7%
Yes - Café / restaurant	23.7%	14	37.5%	6	18.6%	8	20.0%	2	10.0%	1	28.2%	11	18.8%	6	32.0%	8	25.7%	9	20.8%
Yes - Gym	3.4%	2	0.0%	0	4.7%	2	10.0%	1	0.0%	0	2.6%	1	0.0%	0	8.0%	2	5.7%	2	0.0%
Yes - Library	3.4%	2	6.3%	1	2.3%	1	0.0%	0	10.0%	1	2.6%	1	0.0%	0	8.0%	2	5.7%	2	0.0%
Yes - Leisure (e.g. cinema)	1.7%	1	6.3%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	3.1%	1	0.0%	0	2.9%	1	0.0%
Yes - 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%
(Don't know)	1.7%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	2.6%	1	3.1%	1	0.0%	0	2.9%	1	0.0%
Base:	59	16		43		10		10		39		32		25		35		24	

Andover and Romsey In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey		
Q11 What do you like MOST about (STUDY CENTRE)? [MR]																				
Near / convenient	24.2%	72	27.3%	27	22.7%	45	28.4%	21	19.7%	15	24.5%	36	23.9%	39	24.2%	32	26.5%	52	19.8%	20
Easy walking distance	10.1%	30	9.1%	9	10.6%	21	9.5%	7	6.6%	5	12.2%	18	9.8%	16	10.6%	14	10.2%	20	9.9%	10
Good public transport links	3.7%	11	3.0%	3	4.0%	8	6.8%	5	0.0%	0	4.1%	6	4.3%	7	3.0%	4	5.1%	10	1.0%	1
Parking is easy	5.4%	16	6.1%	6	5.1%	10	5.4%	4	6.6%	5	4.8%	7	6.7%	11	3.8%	5	4.6%	9	6.9%	7
Parking is cheap	2.7%	8	3.0%	3	2.5%	5	0.0%	0	6.6%	5	2.0%	3	3.7%	6	1.5%	2	3.6%	7	1.0%	1
Lack of congestion on roads	1.0%	3	0.0%	0	1.5%	3	0.0%	0	1.3%	1	1.4%	2	0.6%	1	1.5%	2	0.5%	1	2.0%	2
Pedestrianised streets	6.7%	20	5.1%	5	7.6%	15	17.6%	13	5.3%	4	2.0%	3	4.3%	7	9.8%	13	10.2%	20	0.0%	0
Little traffic-pedestrian conflict	1.0%	3	1.0%	1	1.0%	2	1.4%	1	0.0%	0	1.4%	2	1.2%	2	0.8%	1	0.5%	1	2.0%	2
Good directional signs to centre	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	1	0.6%	1	0.0%	0	0.0%	0	1.0%	1
Convenient drop off / pick up stops for buses / good location of bus station	1.3%	4	3.0%	3	0.5%	1	1.4%	1	0.0%	0	2.0%	3	1.2%	2	1.5%	2	1.5%	3	1.0%	1
Ease of access to all (with pushchairs, wheelchairs, etc)	2.7%	8	2.0%	2	3.0%	6	1.4%	1	2.6%	2	3.4%	5	3.7%	6	1.5%	2	2.6%	5	3.0%	3
Well signposted route ways / good local maps	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.6%	1	0.0%	0	0.0%	0	1.0%	1
General cleanliness of shopping streets	8.8%	26	10.1%	10	8.1%	16	4.1%	3	13.2%	10	8.8%	13	12.9%	21	3.8%	5	3.6%	7	18.8%	19
Feels safe / absence of threatening individuals / groups	13.5%	40	15.2%	15	12.6%	25	8.1%	6	14.5%	11	15.6%	23	13.5%	22	13.6%	18	7.7%	15	24.8%	25
Presence of police / other security measures	1.0%	3	1.0%	1	1.0%	2	0.0%	0	1.3%	1	1.4%	2	0.6%	1	1.5%	2	0.0%	0	3.0%	3
Nice street furniture / floral displays	8.1%	24	11.1%	11	6.6%	13	4.1%	3	7.9%	6	10.2%	15	9.8%	16	6.1%	8	3.1%	6	17.8%	18
Nice busy feel	5.7%	17	4.0%	4	6.6%	13	2.7%	2	2.6%	2	8.8%	13	8.6%	14	2.3%	3	0.0%	0	16.8%	17
Not too crowded	14.5%	43	16.2%	16	13.6%	27	13.5%	10	7.9%	6	18.4%	27	16.0%	26	12.9%	17	13.3%	26	16.8%	17
Character / atmosphere	22.9%	68	18.2%	18	25.3%	50	13.5%	10	26.3%	20	25.9%	38	26.4%	43	18.9%	25	18.9%	37	30.7%	31
Historic buildings / tourist attractions	7.7%	23	6.1%	6	8.6%	17	2.7%	2	9.2%	7	9.5%	14	11.0%	18	3.8%	5	1.0%	2	20.8%	21
Selection / choice of independent / specialist shops	9.1%	27	5.1%	5	11.1%	22	4.1%	3	15.8%	12	8.2%	12	10.4%	17	7.6%	10	6.1%	12	14.9%	15
Presence of a large supermarket	1.0%	3	0.0%	0	1.5%	3	1.4%	1	1.3%	1	0.7%	1	1.2%	2	0.8%	1	0.5%	1	2.0%	2
Selection / choice of multiple shops (i.e. high street chains)	3.0%	9	3.0%	3	3.0%	6	4.1%	3	2.6%	2	2.7%	4	1.8%	3	4.5%	6	3.6%	7	2.0%	2
Quality of shops	7.4%	22	4.0%	4	9.1%	18	2.7%	2	11.8%	9	7.5%	11	8.6%	14	6.1%	8	7.1%	14	7.9%	8
Specified shops (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
Prices are competitive in	2.0%	6	0.0%	0	3.0%	6	0.0%	0	5.3%	4	1.4%	2	2.5%	4	1.5%	2	3.1%	6	0.0%	0

Andover and Romsey In Centre Survey for Carter Jonas

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey	
shops compared to other town/district centres																				
Play area for 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	0.0%	0
Range of places to eat out (e.g. cafes, restaurants, takeaways)	7.1%	21	5.1%	5	8.1%	16	5.4%	4	5.3%	4	8.8%	13	8.0%	13	6.1%	8	7.7%	15	5.9%	6
Range of pubs / bars	1.3%	4	2.0%	2	1.0%	2	4.1%	3	0.0%	0	0.7%	1	1.2%	2	1.5%	2	2.0%	4	0.0%	0
Range of services (banks, insurance, hairdressers, etc)	2.7%	8	1.0%	1	3.5%	7	1.4%	1	7.9%	6	0.7%	1	3.7%	6	1.5%	2	3.1%	6	2.0%	2
Range of leisure facilities	1.0%	3	1.0%	1	1.0%	2	1.4%	1	0.0%	0	1.4%	2	0.6%	1	1.5%	2	0.5%	1	2.0%	2
Availability of employment opportunities	0.3%	1	0.0%	0	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.5%	1	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I like everything about the Town Centre	5.7%	17	5.1%	5	6.1%	12	2.7%	2	6.6%	5	6.8%	10	4.9%	8	6.1%	8	5.1%	10	6.9%	7
Bradbeers	0.7%	2	0.0%	0	1.0%	2	0.0%	0	1.3%	1	0.7%	1	0.0%	0	1.5%	2	0.5%	1	1.0%	1
Church	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.8%	1	0.5%	1	0.0%	0
Compact	2.4%	7	6.1%	6	0.5%	1	0.0%	0	1.3%	1	4.1%	6	3.1%	5	1.5%	2	1.5%	3	4.0%	4
Events	0.3%	1	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0
Familiarity	0.7%	2	0.0%	0	1.0%	2	1.4%	1	0.0%	0	0.7%	1	0.6%	1	0.8%	1	1.0%	2	0.0%	0
Friendly	8.1%	24	7.1%	7	8.6%	17	6.8%	5	2.6%	2	11.6%	17	7.4%	12	8.3%	11	10.7%	21	3.0%	3
Good layout	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.8%	1	0.5%	1	0.0%	0
Market	1.3%	4	4.0%	4	0.0%	0	4.1%	3	0.0%	0	0.7%	1	1.8%	3	0.8%	1	2.0%	4	0.0%	0
Memorial park	0.3%	1	0.0%	0	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.0%	1
Peaceful / quiet	3.0%	9	7.1%	7	1.0%	2	4.1%	3	3.9%	3	2.0%	3	2.5%	4	3.8%	5	4.1%	8	1.0%	1
Sports Direct	0.3%	1	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.5%	1	0.0%	0
Street performers	0.7%	2	1.0%	1	0.5%	1	0.0%	0	1.3%	1	0.7%	1	0.6%	1	0.8%	1	1.0%	2	0.0%	0
The Abbey	0.0%	0	0.0%	0	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 duck pond	1.0%	3	1.0%	1	1.0%	2	0.0%	0	1.3%	1	1.4%	2	0.6%	1	1.5%	2	1.5%	3	0.0%	0
The lake	0.3%	1	0.0%	0	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.5%	1	0.0%	0
The museum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The open space	0.7%	2	1.0%	1	0.5%	1	0.0%	0	1.3%	1	0.7%	1	0.0%	0	1.5%	2	1.0%	2	0.0%	0
The river	1.7%	5	2.0%	2	1.5%	3	1.4%	1	0.0%	0	2.7%	4	1.2%	2	2.3%	3	2.6%	5	0.0%	0
Top Man	0.3%	1	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.5%	1	0.0%	0
(No opinion)	1.3%	4	2.0%	2	1.0%	2	2.7%	2	2.6%	2	0.0%	0	0.6%	1	2.3%	3	2.0%	4	0.0%	0
(Nothing in particular)	7.1%	21	5.1%	5	8.1%	16	10.8%	8	6.6%	5	5.4%	8	4.9%	8	9.8%	13	10.2%	20	1.0%	1
Base:		297		99		198		74		76		147		163		132		196		101

Andover and Romsey In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey		
Q12 What do you dislike MOST about (STUDY CENTRE)? [MR]																				
Unsafe for pedestrians / traffic conflict	0.7%	2	1.0%	1	0.5%	1	1.4%	1	0.0%	0	0.7%	1	1.2%	2	0.0%	0	0.5%	1	1.0%	1
Not enough pedestrianisation	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.6%	1	0.0%	0	0.0%	0	1.0%	1
Difficulties in parking	4.0%	12	3.0%	3	4.5%	9	2.7%	2	1.3%	1	6.1%	9	4.9%	8	3.0%	4	0.5%	1	10.9%	11
Location of parking	3.0%	9	3.0%	3	3.0%	6	1.4%	1	1.3%	1	4.8%	7	3.1%	5	3.0%	4	0.0%	0	8.9%	9
Parking is expensive	4.0%	12	5.1%	5	3.5%	7	2.7%	2	5.3%	4	4.1%	6	5.5%	9	2.3%	3	2.0%	4	7.9%	8
Poor public transport links	1.7%	5	3.0%	3	1.0%	2	0.0%	0	1.3%	1	2.7%	4	1.2%	2	2.3%	3	1.0%	2	3.0%	3
Road congestion	2.4%	7	1.0%	1	3.0%	6	1.4%	1	0.0%	0	4.1%	6	3.7%	6	0.8%	1	0.0%	0	6.9%	7
Poor directional signs to Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor signage / routeways within centre / lack of maps of centre	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.8%	1	0.0%	0	1.0%	1
Inconvenient location of bus stops / bus station	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.8%	1	0.5%	1	0.0%	0
Difficulties with pushchairs, wheelchairs, etc	0.7%	2	0.0%	0	1.0%	2	1.4%	1	1.3%	1	0.0%	0	0.0%	0	1.5%	2	1.0%	2	0.0%	0
Dirty shopping streets	3.4%	10	4.0%	4	3.0%	6	5.4%	4	0.0%	0	4.1%	6	3.1%	5	3.8%	5	5.1%	10	0.0%	0
Feels unsafe / presence of threatening individuals / groups	0.7%	2	1.0%	1	0.5%	1	2.7%	2	0.0%	0	0.0%	0	0.6%	1	0.8%	1	1.0%	2	0.0%	0
Lack of police presence / other security measures	1.7%	5	4.0%	4	0.5%	1	5.4%	4	1.3%	1	0.0%	0	2.5%	4	0.8%	1	2.6%	5	0.0%	0
Lack of street furniture / floral displays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not busy enough	0.7%	2	0.0%	0	1.0%	2	1.4%	1	0.0%	0	0.7%	1	0.0%	0	1.5%	2	1.0%	2	0.0%	0
Over-crowded	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.6%	1	0.0%	0	0.0%	0	1.0%	1
General lack of choice of multiple shops	10.4%	31	12.1%	12	9.6%	19	12.2%	9	7.9%	6	10.9%	16	6.1%	10	15.9%	21	13.8%	27	4.0%	4
General lack of independent / specialist shops	16.2%	48	14.1%	14	17.2%	34	20.3%	15	18.4%	14	12.9%	19	15.3%	25	17.4%	23	23.0%	45	3.0%	3
Quality of shops is inadequate (PLEASE SPECIFY WHICH 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
Shops too small	1.7%	5	4.0%	4	0.5%	1	4.1%	3	0.0%	0	1.4%	2	2.5%	4	0.8%	1	2.6%	5	0.0%	0
Specified shops absent (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
Inadequate range of places to eat	1.3%	4	1.0%	1	1.5%	3	1.4%	1	3.9%	3	0.0%	0	1.2%	2	1.5%	2	2.0%	4	0.0%	0
Inadequate range of 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
Inadequate range of leisure facilities	1.3%	4	2.0%	2	1.0%	2	2.7%	2	2.6%	2	0.0%	0	0.6%	1	2.3%	3	1.5%	3	1.0%	1
Absence of play areas for children	0.7%	2	2.0%	2	0.0%	0	1.4%	1	1.3%	1	0.0%	0	0.0%	0	1.5%	2	0.5%	1	1.0%	1

Andover and Romsey In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey	
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%
I dislike everything about the Town Centre	2.7%	8	2.0%	2	3.0%	6	4.1%	3	2.6%	2	2.0%	3	1.8%	3	3.8%	5	3.6%	7	1.0%
Antisocial behaviour	1.7%	5	3.0%	3	1.0%	2	1.4%	1	2.6%	2	1.4%	2	1.8%	3	1.5%	2	2.6%	5	0.0%
Bell Street works	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.0%
Early closing times	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.3%	1	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%
Lack of amenities	0.3%	1	1.0%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.8%	1	0.5%	1	0.0%
Lack of parking	0.7%	2	0.0%	0	1.0%	2	1.4%	1	0.0%	0	0.7%	1	0.6%	1	0.8%	1	0.0%	0	2.0%
No atmosphere	0.7%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	1.2%	2	0.0%	0	1.0%	2	0.0%
Not enough to do	0.7%	2	1.0%	1	0.5%	1	1.4%	1	0.0%	0	0.7%	1	1.2%	2	0.0%	0	1.0%	2	0.0%
Rundown	1.3%	4	1.0%	1	1.5%	3	0.0%	0	0.0%	0	2.7%	4	1.8%	3	0.8%	1	2.0%	4	0.0%
Specified shops absent - Clothing	7.1%	21	4.0%	4	8.6%	17	13.5%	10	3.9%	3	5.4%	8	6.7%	11	6.8%	9	10.7%	21	0.0%
Specified shops absent - Department store	3.4%	10	4.0%	4	3.0%	6	1.4%	1	3.9%	3	4.1%	6	2.5%	4	4.5%	6	5.1%	10	0.0%
Specified shops absent - H & M	1.0%	3	1.0%	1	1.0%	2	2.7%	2	0.0%	0	0.7%	1	0.6%	1	1.5%	2	1.5%	3	0.0%
Specified shops absent - Primark	2.0%	6	0.0%	0	3.0%	6	2.7%	2	3.9%	3	0.7%	1	0.6%	1	3.8%	5	3.1%	6	0.0%
Specified shops absent - River Island	0.7%	2	1.0%	1	0.5%	1	2.7%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2	1.0%	2	0.0%
Specified shops absent - Sainsbury's	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.6%	1	0.0%	0	0.0%	0	1.0%
The homeless people	1.7%	5	2.0%	2	1.5%	3	4.1%	3	2.6%	2	0.0%	0	1.2%	2	2.3%	3	2.6%	5	0.0%
Too many buildings	0.7%	2	1.0%	1	0.5%	1	0.0%	0	0.0%	0	1.4%	2	0.6%	1	0.8%	1	0.5%	1	1.0%
Too many charity shops	1.3%	4	0.0%	0	2.0%	4	1.4%	1	0.0%	0	2.0%	3	1.8%	3	0.8%	1	0.5%	1	3.0%
Too many coffee shops / cafes	4.0%	12	5.1%	5	3.5%	7	5.4%	4	6.6%	5	2.0%	3	3.1%	5	5.3%	7	6.1%	12	0.0%
Too many empty shops	6.1%	18	6.1%	6	6.1%	12	4.1%	3	3.9%	3	8.2%	12	6.1%	10	6.1%	8	8.7%	17	1.0%
Too many people smoking	0.7%	2	0.0%	0	1.0%	2	1.4%	1	0.0%	0	0.7%	1	1.2%	2	0.0%	0	1.0%	2	0.0%
Too many pubs	1.0%	3	2.0%	2	0.5%	1	1.4%	1	2.6%	2	0.0%	0	0.6%	1	1.5%	2	1.5%	3	0.0%
Uneven paving	2.4%	7	1.0%	1	3.0%	6	4.1%	3	0.0%	0	2.7%	4	3.1%	5	0.8%	1	1.0%	2	5.0%
(No opinion)	1.3%	4	1.0%	1	1.5%	3	1.4%	1	0.0%	0	2.0%	3	1.8%	3	0.8%	1	0.5%	1	3.0%
(Nothing in particular)	38.4%	114	38.4%	38	38.4%	76	21.6%	16	48.7%	37	41.5%	61	41.7%	68	34.8%	46	29.6%	58	55.4%
Base:		297		99		198		74		76		147		163		132		196	

Andover and Romsey In Centre Survey for Carter Jonas

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Andover	Romsey
Q13 How could (STUDY CENTRE) be improved? [MR]										
Specified new shop (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better choice of shops in general	31.3%	93	25.3%	25	34.3%	68	47.3%	35	26.3%	20
Better quality of shops	23.6%	70	21.2%	21	24.7%	49	33.8%	25	15.8%	12
More / better street market(s)	2.0%	6	1.0%	1	2.5%	5	4.1%	3	1.3%	1
More priority of pedestrians / pedestrianisation	4.4%	13	3.0%	3	5.1%	10	4.1%	3	1.3%	1
Less traffic / congestion	1.7%	5	2.0%	2	1.5%	3	2.7%	2	0.0%	0
More shelter from wind / rain	1.7%	5	1.0%	1	2.0%	4	5.4%	4	1.3%	1
Improve appearance / environment of centre	1.3%	4	2.0%	2	1.0%	2	2.7%	2	0.0%	0
Remove litter more often	1.7%	5	3.0%	3	1.0%	2	4.1%	3	0.0%	0
More parking	2.0%	6	2.0%	2	2.0%	4	2.7%	2	1.3%	1
Cheaper parking	3.4%	10	3.0%	3	3.5%	7	2.7%	2	3.9%	3
More accessible car parking	0.7%	2	0.0%	0	1.0%	2	1.4%	1	0.0%	0
Better bus services to the centre	1.3%	4	2.0%	2	1.0%	2	2.7%	2	1.3%	1
New / relocated bus stops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved security measures / policing	0.7%	2	1.0%	1	0.5%	1	2.7%	2	0.0%	0
Better signposting within the Centre	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.3%	1
More children's play areas	3.0%	9	5.1%	5	2.0%	4	5.4%	4	5.3%	4
Redevelopments/changes to site (PLEASE SPECIFY SITES)	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
Bell Street	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.3%	1
Better pavements	1.0%	3	0.0%	0	1.5%	3	0.0%	0	0.0%	0
Cheaper rent	2.0%	6	4.0%	4	1.0%	2	1.4%	1	1.3%	1
Improve the pavements	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Improved road surfaces	0.3%	1	1.0%	1	0.0%	0	0.0%	0	1.3%	1
Less charity shops	1.3%	4	2.0%	2	1.0%	2	1.4%	1	0.0%	0
Less coffee shops	1.0%	3	1.0%	1	1.0%	2	0.0%	0	1.3%	1
Less empty shops	1.0%	3	1.0%	1	1.0%	2	0.0%	0	1.3%	1
Less homeless people	0.7%	2	1.0%	1	0.5%	1	1.4%	1	1.3%	1
More disabled friendly	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.3%	1
More for teenagers to do	1.0%	3	1.0%	1	1.0%	2	2.7%	2	0.0%	0
More leisure facilities	1.0%	3	1.0%	1	1.0%	2	1.4%	1	1.3%	1
More public events	1.7%	5	3.0%	3	1.0%	2	2.7%	2	2.6%	2
More public toilets	0.7%	2	0.0%	0	1.0%	2	0.0%	0	1.3%	1
More restaurants / places to eat	1.7%	5	3.0%	3	1.0%	2	5.4%	4	1.3%	1

Andover and Romsey In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey		
Remove tables and chairs from pavements	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.8%	1	0.5%	1	0.0%	0
Specified new shop - Antique shop	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.6%	1	0.0%	0	0.0%	0	1.0%	1
Specified new shop - Argos	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	1	0.6%	1	0.0%	0	0.0%	0	1.0%	1
Specified new shop - Childrens shop	0.7%	2	0.0%	0	1.0%	2	2.7%	2	0.0%	0	0.0%	0	0.6%	1	0.8%	1	1.0%	2	0.0%	0
Specified new shop - Clothing / shoe shop	2.0%	6	1.0%	1	2.5%	5	4.1%	3	0.0%	0	2.0%	3	1.2%	2	3.0%	4	2.6%	5	1.0%	1
Specified new shop - Debenhams	1.0%	3	1.0%	1	1.0%	2	0.0%	0	1.3%	1	1.4%	2	0.6%	1	1.5%	2	1.5%	3	0.0%	0
Specified new shop - Department store	2.4%	7	3.0%	3	2.0%	4	0.0%	0	2.6%	2	3.4%	5	1.2%	2	3.8%	5	3.6%	7	0.0%	0
Specified new shop - Electrical store	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	1	0.6%	1	0.0%	0	0.0%	0	1.0%	1
Specified new shop - Independent stores	1.7%	5	2.0%	2	1.5%	3	0.0%	0	1.3%	1	2.7%	4	2.5%	4	0.8%	1	1.0%	2	3.0%	3
Specified new shop - JD Sports	0.3%	1	0.0%	0	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.5%	1	0.0%	0
Specified new shop - John Lewis	1.3%	4	1.0%	1	1.5%	3	0.0%	0	1.3%	1	2.0%	3	2.5%	4	0.0%	0	2.0%	4	0.0%	0
Specified new shop - Marks & Spencer	1.0%	3	0.0%	0	1.5%	3	0.0%	0	1.3%	1	1.4%	2	1.2%	2	0.8%	1	0.5%	1	2.0%	2
Specified new shop - Matalan	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.3%	1	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0
Specified new shop - Mens shop	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.6%	1	0.0%	0	0.5%	1	0.0%	0
Specified new shop - Music shop	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	1	0.6%	1	0.0%	0	0.0%	0	1.0%	1
Specified new shop - Primark	1.3%	4	1.0%	1	1.5%	3	2.7%	2	2.6%	2	0.0%	0	1.2%	2	1.5%	2	2.0%	4	0.0%	0
Specified new shop - River Island	0.3%	1	0.0%	0	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.5%	1	0.0%	0
Stop cycles in the centre	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.8%	1	0.5%	1	0.0%	0
Stop people smoking	0.3%	1	0.0%	0	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0
Woodlea Lane	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.8%	1	0.0%	0	1.0%	1
(Don't know)	11.4%	34	12.1%	12	11.1%	22	8.1%	6	22.4%	17	7.5%	11	14.1%	23	8.3%	11	14.3%	28	5.9%	6
(None mentioned)	22.2%	66	28.3%	28	19.2%	38	9.5%	7	23.7%	18	27.9%	41	27.0%	44	16.7%	22	10.2%	20	45.5%	46
Base:	297			99		198		74		76		147		163		132		196		101

Andover and Romsey In Centre Survey for Carter Jonas

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Andover	Romsey								
Q14 Is there a specific shop / type of shop that would encourage you to visit (STUDY CENTRE) more often?																		
Yes (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
Antiques	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.7%	1	0.6%	1	0.0%	0	0.0%	0	1.0%	1
Argos	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.7%	1	0.6%	1	0.0%	0	0.5%	1	0.0%	0
B&M	0.3%	1	0.0%	0	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
B&Q	0.3%	1	1.0%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.8%	1	0.5%	1
BHS	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.5%	1
Burtons	0.3%	1	1.0%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.6%	1	0.0%	0	0.5%	1
C&A	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.8%	1	0.5%	1
Clothes shop	5.1%	15	9.1%	9	3.0%	6	9.5%	7	3.9%	3	3.4%	5	6.1%	10	3.8%	5	6.1%	12
Co-op	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.8%	1	0.5%	1
Debenhams	7.1%	21	8.1%	8	6.6%	13	4.1%	3	5.3%	4	9.5%	14	4.9%	8	9.8%	13	10.7%	21
Department store	1.3%	4	2.0%	2	1.0%	2	0.0%	0	1.3%	1	2.0%	3	1.8%	3	0.8%	1	2.0%	4
Dorothy Perkins	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	1	0.6%	1	0.0%	0	0.5%	1
Fashion shop	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.8%	1	0.5%	1
H&M	1.0%	3	1.0%	1	1.0%	2	4.1%	3	0.0%	0	0.0%	0	1.2%	2	0.8%	1	1.5%	3
HMV	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.8%	1	0.5%	1
House of Fraser	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	1	0.6%	1	0.0%	0	0.5%	1
Independent shops	1.3%	4	1.0%	1	1.5%	3	0.0%	0	0.0%	0	2.7%	4	2.5%	4	0.0%	0	2.0%	4
JD Sports	1.3%	4	4.0%	4	0.0%	0	4.1%	3	1.3%	1	0.0%	0	0.6%	1	2.3%	3	2.0%	4
John Lewis	2.7%	8	1.0%	1	3.5%	7	1.4%	1	2.6%	2	3.4%	5	3.1%	5	2.3%	3	4.1%	8
Marks and Spencer	5.7%	17	2.0%	2	7.6%	15	0.0%	0	1.3%	1	10.9%	16	5.5%	9	5.3%	7	1.0%	2
Matalan	0.7%	2	0.0%	0	1.0%	2	0.0%	0	1.3%	1	0.7%	1	1.2%	2	0.0%	0	1.0%	2
Monsoon	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.8%	1	0.5%	1
Morrisons	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.8%	1	0.5%	1
Music shop	1.0%	3	2.0%	2	0.5%	1	4.1%	3	0.0%	0	0.0%	0	0.6%	1	1.5%	2	1.5%	3
Nandos	0.3%	1	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.5%	1
New Look	0.3%	1	0.0%	0	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Next	1.3%	4	0.0%	0	2.0%	4	1.4%	1	1.3%	1	1.4%	2	2.5%	4	0.0%	0	0.0%	0
Phase Eight	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Pound shops	1.0%	3	0.0%	0	1.5%	3	1.4%	1	0.0%	0	1.4%	2	0.6%	1	1.5%	2	0.0%	0
Primark	16.5%	49	9.1%	9	20.2%	40	36.5%	27	21.1%	16	4.1%	6	8.0%	13	27.3%	36	24.5%	48
River Island	1.0%	3	1.0%	1	1.0%	2	4.1%	3	0.0%	0	0.0%	0	0.6%	1	1.5%	2	1.5%	3
Sainsbury's	0.7%	2	1.0%	1	0.5%	1	0.0%	0	1.3%	1	0.7%	1	1.2%	2	0.0%	0	0.0%	0
Shoe shop	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.8%	1	0.5%	1
Tesco	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	1	0.6%	1	0.0%	0	0.0%	0
TK Maxx	0.7%	2	1.0%	1	0.5%	1	0.0%	0	1.3%	1	0.7%	1	0.6%	1	0.8%	1	1.0%	2
Urban Outfitters	0.3%	1	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.5%	1
Whitestuff	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	1	0.6%	1	0.0%	0	0.0%	0
No	41.4%	123	46.5%	46	38.9%	77	21.6%	16	52.6%	40	45.6%	67	48.5%	79	33.3%	44	29.6%	58
(Don't know)	3.0%	9	3.0%	3	3.0%	6	2.7%	2	1.3%	1	4.1%	6	3.1%	5	3.0%	4	3.1%	6
Base:	297		99		198		74		76		147		163		132		196	

Andover and Romsey In Centre Survey for Carter Jonas

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey	
Q15 What other CENTRE or RETAIL PARK do you regularly visit (once a month or more)? [MR]																				
Andover - Churchill Retail Park	1.3%	4	0.0%	0	2.0%	4	1.4%	1	2.6%	2	0.7%	1	0.6%	1	2.3%	3	2.0%	4	0.0%	0
Andover - Enham Arch Retail Park	1.3%	4	3.0%	3	0.5%	1	2.7%	2	0.0%	0	1.4%	2	1.2%	2	1.5%	2	2.0%	4	0.0%	0
Andover - Northern Avenue Retail Park	0.7%	2	0.0%	0	1.0%	2	1.4%	1	0.0%	0	0.7%	1	1.2%	2	0.0%	0	1.0%	2	0.0%	0
Amesbury - Solstice Retail Park	1.3%	4	3.0%	3	0.5%	1	2.7%	2	2.6%	2	0.0%	0	0.6%	1	2.3%	3	2.0%	4	0.0%	0
Basingstoke - Brighton Hill Retail Park	3.7%	11	4.0%	4	3.5%	7	8.1%	6	5.3%	4	0.7%	1	3.1%	5	4.5%	6	5.6%	11	0.0%	0
Basingstoke - Hatch Warren Retail Park	2.7%	8	4.0%	4	2.0%	4	9.5%	7	0.0%	0	0.7%	1	1.8%	3	3.8%	5	4.1%	8	0.0%	0
Chandlers Ford - Chestnut Avenue Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastleigh - Channel Retail Park	0.7%	2	1.0%	1	0.5%	1	1.4%	1	0.0%	0	0.7%	1	0.6%	1	0.8%	1	1.0%	2	0.0%	0
Newbury - Newbury Retail Park	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.8%	1	0.5%	1	0.0%	0
Nursling - Southampton Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury - Bourne Retail Park	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.8%	1	0.5%	1	0.0%	0
Salisbury - Dolphin Retail Park	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	1	0.6%	1	0.0%	0	0.5%	1	0.0%	0
Salisbury - Southampton Road Retail Park	1.3%	4	0.0%	0	2.0%	4	0.0%	0	2.6%	2	1.4%	2	1.8%	3	0.8%	1	2.0%	4	0.0%	0
Totton - Totton Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester - Andover Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester - Moorside Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke	10.8%	32	10.1%	10	11.1%	22	20.3%	15	10.5%	8	6.1%	9	7.4%	12	15.2%	20	16.3%	32	0.0%	0
Eastleigh	1.0%	3	1.0%	1	1.0%	2	1.4%	1	0.0%	0	1.4%	2	1.2%	2	0.8%	1	0.0%	0	3.0%	3
Newbury	2.0%	6	5.1%	5	0.5%	1	2.7%	2	1.3%	1	2.0%	3	1.2%	2	3.0%	4	3.1%	6	0.0%	0
Salisbury	14.1%	42	15.2%	15	13.6%	27	5.4%	4	18.4%	14	16.3%	24	18.4%	30	8.3%	11	15.3%	30	11.9%	12
Southampton	15.2%	45	11.1%	11	17.2%	34	17.6%	13	15.8%	12	13.6%	20	15.3%	25	15.2%	20	7.1%	14	30.7%	31
Winchester	12.5%	37	12.1%	12	12.6%	25	4.1%	3	11.8%	9	17.0%	25	17.2%	28	6.8%	9	9.7%	19	17.8%	18
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
Andover	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.0%	1
Bristol	0.7%	2	1.0%	1	0.5%	1	2.7%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2	1.0%	2	0.0%	0
Chichester	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.0%	1
Fareham	0.7%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	1.4%	2	0.6%	1	0.0%	0	0.0%	0	2.0%	2
Hedge End	0.7%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	1.4%	2	0.6%	1	0.8%	1	0.0%	0	2.0%	2
Horsham	0.3%	1	1.0%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.0%	1
Lymington	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	1	0.6%	1	0.0%	0	0.0%	0	1.0%	1

Andover and Romsey In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey		
Reading	0.7%	2	2.0%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	1.2%	2	0.0%	0	1.0%	2	0.0%	0
(Don't know)	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.0%	1
Don't visit any other Retail Park / Centre	25.9%	77	25.3%	25	26.3%	52	16.2%	12	23.7%	18	32.0%	47	22.7%	37	30.3%	40	25.0%	49	27.7%	28
Base:	297		99		198		74		76		147		163		132		196		101	
Q16 What is the purpose of your visit to (CENTRE / RETAIL PARK MENTIONED IN Q.15)? [MR]																				
<i>Those who mentioned a location at Q15</i>																				
To buy food items (not take-away / café / restaurant)	21.0%	46	28.4%	21	17.2%	25	22.6%	14	22.8%	13	19.0%	19	23.2%	29	18.5%	17	26.5%	39	9.7%	7
To buy non-food goods (e.g. shoes, clothes, jewellery)	79.0%	173	74.3%	55	81.4%	118	79.0%	49	84.2%	48	76.0%	76	78.4%	98	79.3%	73	77.6%	114	81.9%	59
For services (e.g. bank, building society, hairdressers)	8.2%	18	10.8%	8	6.9%	10	3.2%	2	14.0%	8	8.0%	8	8.8%	11	7.6%	7	10.9%	16	2.8%	2
To use a leisure facility (cinema, sports centre, bowling)	15.5%	34	18.9%	14	13.8%	20	21.0%	13	12.3%	7	14.0%	14	17.6%	22	13.0%	12	21.1%	31	4.2%	3
As a day visitor to the Town Centre	17.8%	39	20.3%	15	16.6%	24	17.7%	11	21.1%	12	16.0%	16	20.0%	25	15.2%	14	24.5%	36	4.2%	3
As a staying visitor to the Town Centre	0.9%	2	0.0%	0	1.4%	2	1.6%	1	0.0%	0	1.0%	1	0.0%	0	2.2%	2	1.4%	2	0.0%	0
Eat out (e.g. take-away / café / restaurant)	11.4%	25	16.2%	12	9.0%	13	14.5%	9	14.0%	8	8.0%	8	12.8%	16	9.8%	9	11.6%	17	11.1%	8
Work	3.7%	8	8.1%	6	1.4%	2	4.8%	3	7.0%	4	1.0%	1	4.0%	5	3.3%	3	4.8%	7	1.4%	1
To meet someone	6.4%	14	6.8%	5	6.2%	9	8.1%	5	5.3%	3	6.0%	6	4.8%	6	8.7%	8	9.5%	14	0.0%	0
Library / public services (doctor, dentist, etc)	0.9%	2	1.4%	1	0.7%	1	1.6%	1	0.0%	0	1.0%	1	0.8%	1	1.1%	1	1.4%	2	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
College	0.5%	1	0.0%	0	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.7%	1	0.0%	0
For a change	2.3%	5	2.7%	2	2.1%	3	1.6%	1	0.0%	0	4.0%	4	1.6%	2	3.3%	3	3.4%	5	0.0%	0
Larger shopping centre	0.9%	2	1.4%	1	0.7%	1	3.2%	2	0.0%	0	0.0%	0	0.8%	1	1.1%	1	1.4%	2	0.0%	0
Larger stores	0.5%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.1%	1	0.7%	1	0.0%	0
Marks and Spencer	0.9%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	2.0%	2	1.6%	2	0.0%	0	0.0%	0	2.8%	2
Pretty place	0.9%	2	0.0%	0	1.4%	2	0.0%	0	1.8%	1	1.0%	1	0.8%	1	1.1%	1	1.4%	2	0.0%	0
Primark	0.5%	1	0.0%	0	0.7%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.1%	1	0.7%	1	0.0%	0
(Don't know)	1.4%	3	0.0%	0	2.1%	3	1.6%	1	0.0%	0	2.0%	2	2.4%	3	0.0%	0	0.7%	1	2.8%	2
Base:	219		74		145		62		57		100		125		92		147		72	

Andover and Romsey In Centre Survey for Carter Jonas

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey	
Q17 What do you like about (CENTRE MENTIONED AT Q. 15)? [MR]																				
<i>Those who mentioned a location at Q15</i>																				
Better choice of shops	81.7%	179	81.1%	60	82.1%	119	83.9%	52	84.2%	48	79.0%	79	82.4%	103	80.4%	74	79.6%	117	86.1%	62
Better quality of shops	43.4%	95	45.9%	34	42.1%	61	51.6%	32	42.1%	24	39.0%	39	35.2%	44	55.4%	51	63.3%	93	2.8%	2
Better non-food shopping	16.9%	37	20.3%	15	15.2%	22	21.0%	13	26.3%	15	9.0%	9	15.2%	19	19.6%	18	23.1%	34	4.2%	3
Better food shopping	6.8%	15	8.1%	6	6.2%	9	12.9%	8	8.8%	5	2.0%	2	8.8%	11	4.3%	4	10.2%	15	0.0%	0
Better range of places to eat and drink	10.0%	22	13.5%	10	8.3%	12	17.7%	11	8.8%	5	6.0%	6	10.4%	13	9.8%	9	14.3%	21	1.4%	1
Street market / farmers market	3.2%	7	2.7%	2	3.4%	5	3.2%	2	0.0%	0	5.0%	5	3.2%	4	3.3%	3	2.7%	4	4.2%	3
More available car parking	1.4%	3	0.0%	0	2.1%	3	4.8%	3	0.0%	0	0.0%	0	0.8%	1	2.2%	2	1.4%	2	1.4%	1
Cheaper car parking	0.5%	1	0.0%	0	0.7%	1	0.0%	0	1.8%	1	0.0%	0	0.8%	1	0.0%	0	0.7%	1	0.0%	0
Other (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
Close to family	1.4%	3	0.0%	0	2.1%	3	0.0%	0	0.0%	0	3.0%	3	1.6%	2	1.1%	1	1.4%	2	1.4%	1
For a change	1.8%	4	1.4%	1	2.1%	3	3.2%	2	1.8%	1	1.0%	1	1.6%	2	2.2%	2	2.0%	3	1.4%	1
Good leisure facilities	0.9%	2	1.4%	1	0.7%	1	0.0%	0	0.0%	0	2.0%	2	0.8%	1	1.1%	1	0.7%	1	1.4%	1
History	0.5%	1	1.4%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.1%	1	0.7%	1	0.0%	0
More to do	0.5%	1	1.4%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.8%	1	0.0%	0	0.7%	1	0.0%	0
Pedestrianised streets	0.5%	1	1.4%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.4%	1
Pretty town	0.5%	1	0.0%	0	0.7%	1	0.0%	0	1.8%	1	0.0%	0	0.8%	1	0.0%	0	0.7%	1	0.0%	0
(Don't know)	5.0%	11	4.1%	3	5.5%	8	4.8%	3	3.5%	2	6.0%	6	6.4%	8	3.3%	3	5.4%	8	4.2%	3
Base:		219		74		145		62		57		100		125		92		147		72
Q18 Are there any types of leisure facilities that you feel (STUDY CENTRE) is lacking in?																				
Yes	35.4%	105	35.4%	35	35.4%	70	56.8%	42	32.9%	25	25.9%	38	25.8%	42	47.0%	62	43.9%	86	18.8%	19
No	53.2%	158	50.5%	50	54.5%	108	32.4%	24	50.0%	38	65.3%	96	60.7%	99	43.9%	58	41.8%	82	75.2%	76
(Don't know)	11.4%	34	14.1%	14	10.1%	20	10.8%	8	17.1%	13	8.8%	13	13.5%	22	9.1%	12	14.3%	28	5.9%	6
Base:		297		99		198		74		76		147		163		132		196		101

Andover and Romsey In Centre Survey for Carter Jonas

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Andover	Romsey										
Q19 What types of leisure facilities (including food and drink uses) do you feel (STUDY CENTRE) is lacking in? [MR]																				
<i>Those who said yes at Q18</i>																				
Cinema	13.3%	14	8.6%	3	15.7%	11	4.8%	2	12.0%	3	23.7%	9	23.8%	10	4.8%	3	1.2%	1	68.4%	13
Bingo hall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure centre	14.3%	15	14.3%	5	14.3%	10	11.9%	5	4.0%	1	23.7%	9	11.9%	5	16.1%	10	14.0%	12	15.8%	3
Health and fitness club	5.7%	6	2.9%	1	7.1%	5	11.9%	5	4.0%	1	0.0%	0	4.8%	2	6.5%	4	4.7%	4	10.5%	2
Theatre	4.8%	5	0.0%	0	7.1%	5	2.4%	1	4.0%	1	7.9%	3	7.1%	3	3.2%	2	2.3%	2	15.8%	3
Pubs / bars	1.0%	1	0.0%	0	1.4%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.2%	1	0.0%	0
Restaurants / cafés	4.8%	5	2.9%	1	5.7%	4	7.1%	3	4.0%	1	2.6%	1	4.8%	2	4.8%	3	4.7%	4	5.3%	1
Nightclubs	3.8%	4	8.6%	3	1.4%	1	9.5%	4	0.0%	0	0.0%	0	7.1%	3	1.6%	1	4.7%	4	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
Aquarium	1.0%	1	0.0%	0	1.4%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.2%	1	0.0%	0
Basket Ball court	1.0%	1	0.0%	0	1.4%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.2%	1	0.0%	0
BMX track	1.0%	1	0.0%	0	1.4%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.2%	1	0.0%	0
Bowling alley	1.0%	1	2.9%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.2%	1	0.0%	0
Cheaper leisure facilities	1.0%	1	0.0%	0	1.4%	1	2.4%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.2%	1	0.0%	0
Comedy club	1.0%	1	0.0%	0	1.4%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	1.6%	1	1.2%	1	0.0%	0
Go Karting	1.0%	1	0.0%	0	1.4%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.2%	1	0.0%	0
Ice rink	6.7%	7	14.3%	5	2.9%	2	9.5%	4	8.0%	2	2.6%	1	2.4%	1	9.7%	6	8.1%	7	0.0%	0
More for children	10.5%	11	2.9%	1	14.3%	10	9.5%	4	12.0%	3	10.5%	4	9.5%	4	11.3%	7	12.8%	11	0.0%	0
Skate park	1.0%	1	2.9%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.2%	1	0.0%	0
Spa	1.9%	2	0.0%	0	2.9%	2	2.4%	1	4.0%	1	0.0%	0	2.4%	1	1.6%	1	2.3%	2	0.0%	0
Swimming pool	34.3%	36	45.7%	16	28.6%	20	31.0%	13	40.0%	10	34.2%	13	26.2%	11	40.3%	25	41.9%	36	0.0%	0
Tennis courts	1.0%	1	0.0%	0	1.4%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	1.6%	1	1.2%	1	0.0%	0
Trampoline park	1.9%	2	5.7%	2	0.0%	0	2.4%	1	4.0%	1	0.0%	0	0.0%	0	3.2%	2	2.3%	2	0.0%	0
Water park	1.0%	1	0.0%	0	1.4%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	1.6%	1	1.2%	1	0.0%	0
(Don't know)	2.9%	3	2.9%	1	2.9%	2	0.0%	0	4.0%	1	5.3%	2	4.8%	2	1.6%	1	3.5%	3	0.0%	0
Base:	105	35	70	42	25	38	42	62	86	19										

Andover and Romsey In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey		
Q20 How could (STUDY CENTRE) be improved for LEISURE USES? [MR]																				
<i>Those who said yes at Q18</i>																				
Specified new leisure operator (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
Better choice of leisure destination in general	19.0%	20	20.0%	7	18.6%	13	31.0%	13	12.0%	3	10.5%	4	14.3%	6	22.6%	14	19.8%	17	15.8%	3
Better quality of leisure uses	10.5%	11	17.1%	6	7.1%	5	14.3%	6	8.0%	2	7.9%	3	9.5%	4	11.3%	7	10.5%	9	10.5%	2
More choice of restaurants/ cafes	3.8%	4	2.9%	1	4.3%	3	7.1%	3	4.0%	1	0.0%	0	4.8%	2	3.2%	2	4.7%	4	0.0%	0
Better quality restaurants/ cafes	2.9%	3	2.9%	1	2.9%	2	4.8%	2	4.0%	1	0.0%	0	2.4%	1	3.2%	2	3.5%	3	0.0%	0
More choice of pubs/ bars	0.0%	0	0.0%	0	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 quality pubs/ bars	1.0%	1	2.9%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	1.6%	1	1.2%	1	0.0%	0
More priority of pedestrians / pedestrianisation	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.6%	1	2.4%	1	0.0%	0	0.0%	0	5.3%	1
Less traffic / congestion	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.6%	1	2.4%	1	0.0%	0	0.0%	0	5.3%	1
More shelter from wind / rain	1.0%	1	2.9%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.2%	1	0.0%	0
Improve appearance / environment of centre	1.0%	1	2.9%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	1.6%	1	1.2%	1	0.0%	0
Remove litter more often	0.0%	0	0.0%	0	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 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
Cheaper parking	3.8%	4	2.9%	1	4.3%	3	2.4%	1	4.0%	1	5.3%	2	2.4%	1	3.2%	2	2.3%	2	10.5%	2
More accessible car 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
Better bus services to the centre	0.0%	0	0.0%	0	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 / relocated bus stops	0.0%	0	0.0%	0	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 security measures / policing	0.0%	0	0.0%	0	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 within the Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redevelopments/changes to site (PLEASE SPECIFY SITES)	0.0%	0	0.0%	0	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
Cheaper prices	1.0%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	2.4%	1	0.0%	0	0.0%	0	5.3%	1
Ice rink	1.9%	2	0.0%	0	2.9%	2	4.8%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	2	2.3%	2	0.0%	0
Larger cinema	5.7%	6	8.6%	3	4.3%	3	2.4%	1	0.0%	0	13.2%	5	11.9%	5	1.6%	1	0.0%	0	31.6%	6
Longer parking	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.6%	1	2.4%	1	0.0%	0	0.0%	0	5.3%	1
More facilities for disabled	1.0%	1	0.0%	0	1.4%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.2%	1	0.0%	0
More for teenagers	4.8%	5	0.0%	0	7.1%	5	2.4%	1	0.0%	0	10.5%	4	7.1%	3	3.2%	2	5.8%	5	0.0%	0
More public toilets	1.0%	1	0.0%	0	1.4%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.2%	1	0.0%	0
More shops	1.9%	2	0.0%	0	2.9%	2	2.4%	1	4.0%	1	0.0%	0	0.0%	0	3.2%	2	2.3%	2	0.0%	0
Play area for children	2.9%	3	5.7%	2	1.4%	1	0.0%	0	12.0%	3	0.0%	0	0.0%	0	4.8%	3	3.5%	3	0.0%	0
Spa	2.9%	3	0.0%	0	4.3%	3	2.4%	1	4.0%	1	2.6%	1	4.8%	2	1.6%	1	3.5%	3	0.0%	0

Andover and Romsey In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey		
Swimming pool	21.0%	22	11.4%	4	25.7%	18	16.7%	7	16.0%	4	28.9%	11	16.7%	7	24.2%	15	25.6%	22	0.0%	0
Theatre	1.9%	2	0.0%	0	2.9%	2	0.0%	0	4.0%	1	2.6%	1	2.4%	1	1.6%	1	0.0%	0	10.5%	2
Water Park	1.0%	1	0.0%	0	1.4%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	1.6%	1	1.2%	1	0.0%	0
(Don't know)	18.1%	19	22.9%	8	15.7%	11	21.4%	9	12.0%	3	18.4%	7	21.4%	9	16.1%	10	19.8%	17	10.5%	2
(None mentioned)	7.6%	8	8.6%	3	7.1%	5	4.8%	2	20.0%	5	2.6%	1	7.1%	3	8.1%	5	8.1%	7	5.3%	1
Base:		105		35		70		42		25		38		42		62		86		19
Q21 Do you ever visit the Market?																				
Yes	74.1%	220	71.7%	71	75.3%	149	66.2%	49	75.0%	57	77.6%	114	75.5%	123	72.0%	95	72.4%	142	77.2%	78
No	25.9%	77	28.3%	28	24.7%	49	33.8%	25	25.0%	19	22.4%	33	24.5%	40	28.0%	37	27.6%	54	22.8%	23
Base:		297		99		198		74		76		147		163		132		196		101

Andover and Romsey In Centre Survey for Carter Jonas

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey		
Q22 What do you LIKE MOST about the Market? [MR]																					
<i>Those who said yes at Q21</i>																					
Nothing	5.9%	13	9.9%	7	4.0%	6	2.0%	1	5.3%	3	7.9%	9	7.3%	9	4.2%	4	7.0%	10	3.8%	3	
Near/convenient	8.6%	19	8.5%	6	8.7%	13	6.1%	3	7.0%	4	10.5%	12	8.1%	10	9.5%	9	6.3%	9	12.8%	10	
Pedestrianised streets	3.2%	7	4.2%	3	2.7%	4	4.1%	2	1.8%	1	3.5%	4	2.4%	3	4.2%	4	4.2%	6	1.3%	1	
Nice busy feel	7.7%	17	4.2%	3	9.4%	14	4.1%	2	5.3%	3	10.5%	12	9.8%	12	5.3%	5	2.8%	4	16.7%	13	
Nice street furniture/floral displays	5.5%	12	4.2%	3	6.0%	9	0.0%	0	1.8%	1	9.6%	11	7.3%	9	3.2%	3	0.0%	0	15.4%	12	
Seating around the market	2.3%	5	5.6%	4	0.7%	1	2.0%	1	1.8%	1	2.6%	3	2.4%	3	2.1%	2	2.8%	4	1.3%	1	
The frequency of the markets	5.9%	13	5.6%	4	6.0%	9	6.1%	3	8.8%	5	4.4%	5	6.5%	8	5.3%	5	2.1%	3	12.8%	10	
The days the markets are on	3.2%	7	1.4%	1	4.0%	6	2.0%	1	1.8%	1	4.4%	5	3.3%	4	3.2%	3	2.8%	4	3.8%	3	
The non-food stalls	3.6%	8	2.8%	2	4.0%	6	4.1%	2	3.5%	2	3.5%	4	4.9%	6	2.1%	2	3.5%	5	3.8%	3	
The food stalls	24.1%	53	19.7%	14	26.2%	39	22.4%	11	33.3%	19	20.2%	23	28.5%	35	17.9%	17	29.6%	42	14.1%	11	
The variety of stalls	35.0%	77	42.3%	30	31.5%	47	40.8%	20	36.8%	21	31.6%	36	30.9%	38	40.0%	38	40.1%	57	25.6%	20	
The character of the market	21.4%	47	16.9%	12	23.5%	35	16.3%	8	15.8%	9	26.3%	30	26.0%	32	14.7%	14	12.0%	17	38.5%	30	
The places to eat	0.9%	2	1.4%	1	0.7%	1	0.0%	0	0.0%	0	1.8%	2	0.8%	1	1.1%	1	1.4%	2	0.0%	0	
Quality of the food products	22.3%	49	16.9%	12	24.8%	37	18.4%	9	33.3%	19	18.4%	21	22.0%	27	23.2%	22	23.2%	33	20.5%	16	
Quality of the non-food products	5.0%	11	2.8%	2	6.0%	9	6.1%	3	3.5%	2	5.3%	6	7.3%	9	2.1%	2	2.8%	4	9.0%	7	
The different types of markets (i.e. antiques, farmers market)	11.4%	25	16.9%	12	8.7%	13	10.2%	5	8.8%	5	13.2%	15	10.6%	13	12.6%	12	9.9%	14	14.1%	11	
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	
Browsing	0.5%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.9%	1	0.8%	1	0.0%	0	0.0%	0	1.3%	1	
Burger van	0.5%	1	0.0%	0	0.7%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.1%	1	0.7%	1	0.0%	0	
Butchers	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.8%	1	0.0%	0	0.7%	1	0.0%	0	
Cheap	3.2%	7	4.2%	3	2.7%	4	10.2%	5	0.0%	0	1.8%	2	1.6%	2	5.3%	5	4.9%	7	0.0%	0	
Compact	0.9%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	1.8%	2	0.8%	1	1.1%	1	0.7%	1	1.3%	1	
Flower stall	2.3%	5	1.4%	1	2.7%	4	2.0%	1	1.8%	1	2.6%	3	3.3%	4	1.1%	1	0.0%	0	6.4%	5	
Fresh produce	0.9%	2	1.4%	1	0.7%	1	0.0%	0	1.8%	1	0.9%	1	0.0%	0	2.1%	2	1.4%	2	0.0%	0	
Friendly	2.3%	5	1.4%	1	2.7%	4	4.1%	2	0.0%	0	2.6%	3	1.6%	2	2.1%	2	2.8%	4	1.3%	1	
Fruit stall	1.4%	3	1.4%	1	1.3%	2	4.1%	2	0.0%	0	0.9%	1	1.6%	2	1.1%	1	2.1%	3	0.0%	0	
Has what I need	0.5%	1	1.4%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.1%	1	0.7%	1	0.0%	0	
I can haggle	0.5%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.9%	1	0.8%	1	0.0%	0	0.7%	1	0.0%	0	
Independent stalls	1.4%	3	2.8%	2	0.7%	1	6.1%	3	0.0%	0	0.0%	0	0.8%	1	2.1%	2	2.1%	3	0.0%	0	
Local produce	1.8%	4	2.8%	2	1.3%	2	4.1%	2	1.8%	1	0.9%	1	2.4%	3	1.1%	1	2.1%	3	1.3%	1	
Plant stall	3.2%	7	1.4%	1	4.0%	6	0.0%	0	1.8%	1	5.3%	6	3.3%	4	3.2%	3	1.4%	2	6.4%	5	
Traditional	0.5%	1	1.4%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.7%	1	0.0%	0	
Don't know)	1.8%	4	1.4%	1	2.0%	3	2.0%	1	3.5%	2	0.9%	1	0.8%	1	3.2%	3	2.8%	4	0.0%	0	
Base:	220		71		149		49		57		114		123		95		142		78		

Andover and Romsey In Centre Survey for Carter Jonas

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Andover	Romsey										
Q23 What IMPROVEMENTS could be made to the Market that would encourage you to visit / visit more often? [MR]																				
Nothing	41.8%	124	40.4%	40	42.4%	84	23.0%	17	44.7%	34	49.7%	73	48.5%	79	32.6%	43	32.7%	64	59.4%	60
Frequency	4.4%	13	6.1%	6	3.5%	7	9.5%	7	5.3%	4	1.4%	2	1.8%	3	7.6%	10	6.6%	13	0.0%	0
A larger market	20.2%	60	21.2%	21	19.7%	39	24.3%	18	23.7%	18	16.3%	24	16.6%	27	25.0%	33	22.4%	44	15.8%	16
More butcher stalls	0.7%	2	1.0%	1	0.5%	1	0.0%	0	1.3%	1	0.7%	1	0.0%	0	1.5%	2	1.0%	2	0.0%	0
More bakery stalls	0.0%	0	0.0%	0	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 deli stalls	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.3%	1	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0
More fishmonger stalls	1.0%	3	2.0%	2	0.5%	1	1.4%	1	1.3%	1	0.7%	1	0.6%	1	1.5%	2	1.5%	3	0.0%	0
More sweet stalls	0.3%	1	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0
The food stalls in general	2.7%	8	1.0%	1	3.5%	7	1.4%	1	1.3%	1	4.1%	6	2.5%	4	3.0%	4	3.6%	7	1.0%	1
More non-food stalls	2.0%	6	1.0%	1	2.5%	5	2.7%	2	1.3%	1	2.0%	3	1.2%	2	3.0%	4	2.6%	5	1.0%	1
More variety of stalls	18.5%	55	15.2%	15	20.2%	40	25.7%	19	15.8%	12	16.3%	24	16.6%	27	21.2%	28	23.5%	46	8.9%	9
Better quality of the stalls	4.7%	14	2.0%	2	6.1%	12	4.1%	3	9.2%	7	2.7%	4	2.5%	4	7.6%	10	7.1%	14	0.0%	0
More events throughout the year	8.4%	25	9.1%	9	8.1%	16	10.8%	8	13.2%	10	4.8%	7	4.9%	8	12.9%	17	12.8%	25	0.0%	0
Festivals	1.3%	4	2.0%	2	1.0%	2	2.7%	2	2.6%	2	0.0%	0	0.6%	1	2.3%	3	2.0%	4	0.0%	0
Evening markets	1.3%	4	1.0%	1	1.5%	3	2.7%	2	2.6%	2	0.0%	0	0.6%	1	2.3%	3	2.0%	4	0.0%	0
Cleaner streets	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.8%	1	0.5%	1	0.0%	0
Protection from the weather (i.e. covered 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
More seats	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signposting	1.7%	5	0.0%	0	2.5%	5	4.1%	3	2.6%	2	0.0%	0	1.8%	3	1.5%	2	2.6%	5	0.0%	0
Over-crowded	0.0%	0	0.0%	0	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 pedestrian streets i.e. easier to walk 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
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
Different types of market	2.4%	7	2.0%	2	2.5%	5	1.4%	1	2.6%	2	2.7%	4	3.1%	5	1.5%	2	2.0%	4	3.0%	3
Better organisation	0.7%	2	1.0%	1	0.5%	1	1.4%	1	0.0%	0	0.7%	1	0.6%	1	0.8%	1	0.5%	1	1.0%	1
Local produce	1.3%	4	2.0%	2	1.0%	2	1.4%	1	1.3%	1	1.4%	2	1.2%	2	1.5%	2	2.0%	4	0.0%	0
Redesigned	0.3%	1	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.5%	1	0.0%	0
More spread out	0.3%	1	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.5%	1	0.0%	0
Don't know)	17.8%	53	19.2%	19	17.2%	34	25.7%	19	14.5%	11	15.6%	23	17.2%	28	18.9%	25	18.9%	37	15.8%	16
Base:		297		99		198		74		76		147		163		132		196		101
GEN Gender																				
Male	33.3%	99	100.0%	99	0.0%	0	37.8%	28	34.2%	26	30.6%	45	35.0%	57	31.8%	42	37.2%	73	25.7%	26
Female	66.7%	198	0.0%	0	100.0%	198	62.2%	46	65.8%	50	69.4%	102	65.0%	106	68.2%	90	62.8%	123	74.3%	75
Base:		297		99		198		74		76		147		163		132		196		101

Andover and Romsey In Centre Survey for Carter Jonas

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey	
AGE Age																				
16 - 24 years	14.8%	44	16.2%	16	14.1%	28	59.5%	44	0.0%	0	0.0%	0	11.7%	19	18.9%	25	19.9%	39	5.0%	5
25 - 34 years	10.1%	30	12.1%	12	9.1%	18	40.5%	30	0.0%	0	0.0%	0	8.6%	14	12.1%	16	13.8%	27	3.0%	3
35 - 44 years	11.1%	33	11.1%	11	11.1%	22	0.0%	0	43.4%	33	0.0%	0	10.4%	17	12.1%	16	14.8%	29	4.0%	4
45 - 54 years	14.5%	43	15.2%	15	14.1%	28	0.0%	0	56.6%	43	0.0%	0	12.3%	20	17.4%	23	14.8%	29	13.9%	14
55 - 64 years	18.5%	55	18.2%	18	18.7%	37	0.0%	0	0.0%	0	37.4%	55	17.2%	28	20.5%	27	15.8%	31	23.8%	24
65+ years	31.0%	92	27.3%	27	32.8%	65	0.0%	0	0.0%	0	62.6%	92	39.9%	65	18.9%	25	20.9%	41	50.5%	51
Base:	297		99		198		74		76		147		163		132		196		101	
EMP Are you in paid employment																				
Yes	44.4%	132	50.5%	50	41.4%	82	64.9%	48	68.4%	52	21.8%	32	43.6%	71	46.2%	61	52.0%	102	29.7%	30
No	55.6%	165	49.5%	49	58.6%	116	35.1%	26	31.6%	24	78.2%	115	56.4%	92	53.8%	71	48.0%	94	70.3%	71
Base:	297		99		198		74		76		147		163		132		196		101	
WORK Location of workplace																				
Those who are in paid employment at EMP																				
Andover	50.8%	67	60.0%	30	45.1%	37	60.4%	29	50.0%	26	37.5%	12	45.1%	32	57.4%	35	63.7%	65	6.7%	2
Romsey	9.8%	13	6.0%	3	12.2%	10	6.3%	3	13.5%	7	9.4%	3	8.5%	6	11.5%	7	0.0%	0	43.3%	13
Salisbury	6.1%	8	6.0%	3	6.1%	5	4.2%	2	7.7%	4	6.3%	2	8.5%	6	3.3%	2	6.9%	7	3.3%	1
Southampton	6.1%	8	6.0%	3	6.1%	5	2.1%	1	11.5%	6	3.1%	1	11.3%	8	0.0%	0	4.9%	5	10.0%	3
Varies	5.3%	7	2.0%	1	7.3%	6	6.3%	3	3.8%	2	6.3%	2	4.2%	3	6.6%	4	3.9%	4	10.0%	3
Winchester	4.5%	6	6.0%	3	3.7%	3	2.1%	1	3.8%	2	9.4%	3	7.0%	5	1.6%	1	2.9%	3	10.0%	3
Reading	3.0%	4	6.0%	3	1.2%	1	6.3%	3	1.9%	1	0.0%	0	2.8%	2	3.3%	2	3.9%	4	0.0%	0
Otterbourne	1.5%	2	0.0%	0	2.4%	2	0.0%	0	0.0%	0	6.3%	2	2.8%	2	0.0%	0	0.0%	0	6.7%	2
Basingstoke	1.5%	2	2.0%	1	1.2%	1	0.0%	0	1.9%	1	3.1%	1	2.8%	2	0.0%	0	2.0%	2	0.0%	0
Shipton Bellinger	1.5%	2	0.0%	0	2.4%	2	2.1%	1	0.0%	0	3.1%	1	1.4%	1	1.6%	1	2.0%	2	0.0%	0
Odiham	0.8%	1	2.0%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0
Marlborough	0.8%	1	0.0%	0	1.2%	1	0.0%	0	1.9%	1	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0
East Cholderton	0.8%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	1.6%	1	1.0%	1	0.0%	0
Enham Alamein	0.8%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	1.6%	1	1.0%	1	0.0%	0
Chilbolton	0.8%	1	0.0%	0	1.2%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.0%	1	0.0%	0
Bracknell	0.8%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	1.6%	1	1.0%	1	0.0%	0
Bridgnorth	0.8%	1	0.0%	0	1.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	3.3%	1
Stockbridge	0.8%	1	0.0%	0	1.2%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.0%	1	0.0%	0
Totton	0.8%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	1.6%	1	0.0%	0	3.3%	1
Trowbridge	0.8%	1	0.0%	0	1.2%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.0%	1	0.0%	0
Hedge End	0.8%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	1.6%	1	0.0%	0	3.3%	1
Weyhill	0.8%	1	0.0%	0	1.2%	1	2.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0
Newbury	0.8%	1	0.0%	0	1.2%	1	0.0%	0	1.9%	1	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0
Base:	132		50		82		48		52		32		71		61		102		30	

Andover and Romsey In Centre Survey for Carter Jonas

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey	
SEG Socio Economic Grade																				
AB	23.9%	71	26.3%	26	22.7%	45	5.4%	4	31.6%	24	29.3%	43	43.6%	71	0.0%	0	16.3%	32	38.6%	39
C1	31.0%	92	31.3%	31	30.8%	61	39.2%	29	17.1%	13	34.0%	50	56.4%	92	0.0%	0	28.6%	56	35.6%	36
C2	23.6%	70	20.2%	20	25.3%	50	31.1%	23	23.7%	18	19.7%	29	0.0%	0	53.0%	70	30.6%	60	9.9%	10
DE	20.9%	62	22.2%	22	20.2%	40	24.3%	18	27.6%	21	15.6%	23	0.0%	0	47.0%	62	24.0%	47	14.9%	15
(Refused)	0.7%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.5%	1	1.0%	1
Base:		297		99		198		74		76		147		163		132		196		101
ADU Number of adults incl. Resp: [MR]																				
1 adult in hhold	29.3%	87	27.3%	27	30.3%	60	12.2%	9	26.3%	20	39.5%	58	25.2%	41	34.1%	45	25.5%	50	36.6%	37
2 adults in hhold	52.2%	155	52.5%	52	52.0%	103	51.4%	38	51.3%	39	53.1%	78	56.4%	92	47.0%	62	50.5%	99	55.4%	56
3 adults in hhold	13.1%	39	11.1%	11	14.1%	28	25.7%	19	17.1%	13	4.8%	7	13.5%	22	12.9%	17	16.8%	33	5.9%	6
4 or more adults in hhold	5.1%	15	9.1%	9	3.0%	6	10.8%	8	5.3%	4	2.0%	3	4.9%	8	5.3%	7	6.6%	13	2.0%	2
Base:		297		99		198		74		76		147		163		132		196		101
CHI No. of children 15 years and under: [MR]																				
No children in hhold	75.1%	223	72.7%	72	76.3%	151	43.2%	32	63.2%	48	97.3%	143	76.1%	124	73.5%	97	66.8%	131	91.1%	92
1 child in hhold	14.1%	42	19.2%	19	11.6%	23	36.5%	27	17.1%	13	1.4%	2	13.5%	22	15.2%	20	20.4%	40	2.0%	2
2 children in hhold	9.1%	27	6.1%	6	10.6%	21	14.9%	11	18.4%	14	1.4%	2	9.8%	16	8.3%	11	10.2%	20	6.9%	7
3 children in hhold	1.0%	3	1.0%	1	1.0%	2	4.1%	3	0.0%	0	0.0%	0	0.6%	1	1.5%	2	1.5%	3	0.0%	0
4 or more children in hhold	0.7%	2	1.0%	1	0.5%	1	1.4%	1	1.3%	1	0.0%	0	0.0%	0	1.5%	2	1.0%	2	0.0%	0
Base:		297		99		198		74		76		147		163		132		196		101
CAR Number of cars in household: [MR]																				
No cars in hhold	27.6%	82	28.3%	28	27.3%	54	28.4%	21	25.0%	19	28.6%	42	18.4%	30	38.6%	51	31.6%	62	19.8%	20
1 car in hhold	36.7%	109	34.3%	34	37.9%	75	27.0%	20	30.3%	23	44.9%	66	36.2%	59	37.1%	49	32.1%	63	45.5%	46
2 cars in hhold	31.7%	94	34.3%	34	30.3%	60	36.5%	27	42.1%	32	23.8%	35	40.5%	66	21.2%	28	32.7%	64	29.7%	30
3 cars in hhold	2.7%	8	3.0%	3	2.5%	5	5.4%	4	1.3%	1	2.0%	3	3.7%	6	1.5%	2	2.6%	5	3.0%	3
4or more cars in hhold	1.3%	4	0.0%	0	2.0%	4	2.7%	2	1.3%	1	0.7%	1	1.2%	2	1.5%	2	1.0%	2	2.0%	2
Base:		297		99		198		74		76		147		163		132		196		101
DAY DAY OF INTERVIEW:																				
Monday	13.5%	40	18.2%	18	11.1%	22	27.0%	20	10.5%	8	8.2%	12	8.0%	13	20.5%	27	20.4%	40	0.0%	0
Tuesday	4.0%	12	1.0%	1	5.6%	11	1.4%	1	7.9%	6	3.4%	5	4.3%	7	3.8%	5	6.1%	12	0.0%	0
Wednesday	16.8%	50	16.2%	16	17.2%	34	10.8%	8	13.2%	10	21.8%	32	19.6%	32	12.9%	17	12.8%	25	24.8%	25
Thursday	16.5%	49	13.1%	13	18.2%	36	9.5%	7	5.3%	4	25.9%	38	22.7%	37	8.3%	11	11.7%	23	25.7%	26
Friday	25.9%	77	31.3%	31	23.2%	46	29.7%	22	32.9%	25	20.4%	30	23.3%	38	29.5%	39	26.5%	52	24.8%	25
Saturday	23.2%	69	20.2%	20	24.7%	49	21.6%	16	30.3%	23	20.4%	30	22.1%	36	25.0%	33	22.4%	44	24.8%	25
Base:		297		99		198		74		76		147		163		132		196		101

Andover and Romsey In Centre Survey for Carter Jonas

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey		
CENTRE CENTRE:																					
Andover	66.0%	196	73.7%	73	62.1%	123	89.2%	66	76.3%	58	49.0%	72	54.0%	88	81.1%	107	100.0%	196	0.0%	0	
Romsey	34.0%	101	26.3%	26	37.9%	75	10.8%	8	23.7%	18	51.0%	75	46.0%	75	18.9%	25	0.0%	0	100.0%	101	
Base:		297		99		198		74		76		147		163		132		196		101	
LOC LOCATION (SEE INSTR / MAP):																					
Andover - Bridge Street / Town Mills junction	20.2%	60	23.2%	23	18.7%	37	25.7%	19	23.7%	18	15.6%	23	18.4%	30	22.0%	29	30.6%	60	0.0%	0	
Andover - Lower High Street - tree by Newbury Building Society	23.9%	71	23.2%	23	24.2%	48	32.4%	24	25.0%	19	19.0%	28	18.4%	30	31.1%	41	36.2%	71	0.0%	0	
Andover - Upper High Street - by M&S	21.5%	64	27.3%	27	18.7%	37	31.1%	23	26.3%	20	14.3%	21	16.6%	27	28.0%	37	32.7%	64	0.0%	0	
Romsey - Latimer Street - Junction with Latimer Walk	9.8%	29	8.1%	8	10.6%	21	2.7%	2	6.6%	5	15.0%	22	12.9%	21	6.1%	8	0.0%	0	28.7%	29	
Romsey - Market Place - by Romsey Working Mens Club	16.5%	49	11.1%	11	19.2%	38	4.1%	3	10.5%	8	25.9%	38	23.3%	38	7.6%	10	0.5%	1	47.5%	48	
Romsey - The Hundered - by Co-op	8.1%	24	7.1%	7	8.6%	17	4.1%	3	7.9%	6	10.2%	15	10.4%	17	5.3%	7	0.0%	0	23.8%	24	
Base:		297		99		198		74		76		147		163		132		196		101	

Andover and Romsey In Centre Survey for Carter Jonas

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey	
PC																				
FK7	0.3%	1	1.0%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0
NR16 2	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	1	0.6%	1	0.0%	0	0.0%	0	1.0%	1
PO14 4	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	1	0.6%	1	0.0%	0	0.0%	0	1.0%	1
PO16 9	0.3%	1	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.0%	1
RG21 7	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.6%	1	0.0%	0	0.5%	1	0.0%	0
RG28 7	0.7%	2	1.0%	1	0.5%	1	0.0%	0	0.0%	0	1.4%	2	0.6%	1	0.8%	1	1.0%	2	0.0%	0
RG30 3	0.3%	1	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0
RG30 4	0.3%	1	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0
SN8 3	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.8%	1	0.5%	1	0.0%	0
SO14 3	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.0%	1
SO16 0	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	1	0.6%	1	0.0%	0	0.0%	0	1.0%	1
SO16 5	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.8%	1	0.0%	0	1.0%	1
SO16 6	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.0%	1
SO16 7	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.6%	1	0.0%	0	0.0%	0	1.0%	1
SO16 8	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.0%	1
SO18 3	0.3%	1	1.0%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0
SO20 1	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	1	0.6%	1	0.0%	0	0.0%	0	1.0%	1
SO20 6	1.0%	3	0.0%	0	1.5%	3	2.7%	2	1.3%	1	0.0%	0	0.0%	0	2.3%	3	1.5%	3	0.0%	0
SO20 8	0.7%	2	0.0%	0	1.0%	2	0.0%	0	1.3%	1	0.7%	1	1.2%	2	0.0%	0	0.0%	0	2.0%	2
SO21 2	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	1	0.6%	1	0.0%	0	0.0%	0	1.0%	1
SO22 4	0.7%	2	1.0%	1	0.5%	1	0.0%	0	1.3%	1	0.7%	1	0.6%	1	0.8%	1	0.5%	1	1.0%	1
SO22 6	0.3%	1	1.0%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0
SO32 2	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.8%	1	0.0%	0	1.0%	1
SO40 3	0.7%	2	0.0%	0	1.0%	2	1.4%	1	0.0%	0	0.7%	1	0.6%	1	0.8%	1	0.0%	0	2.0%	2
SO41 7	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.6%	1	0.0%	0	0.0%	0	1.0%	1
SO43 7	0.7%	2	1.0%	1	0.5%	1	0.0%	0	0.0%	0	1.4%	2	1.2%	2	0.0%	0	0.0%	0	2.0%	2
SO45 2	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	1	0.6%	1	0.0%	0	0.0%	0	1.0%	1
SO45 4	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	1	0.6%	1	0.0%	0	0.0%	0	1.0%	1
SO50 4	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	1	0.6%	1	0.0%	0	0.0%	0	1.0%	1
SO50 9	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	1	0.6%	1	0.0%	0	0.0%	0	1.0%	1
SO51	0.7%	2	0.0%	0	1.0%	2	0.0%	0	1.3%	1	0.7%	1	1.2%	2	0.0%	0	0.0%	0	2.0%	2
SO51 0	2.0%	6	2.0%	2	2.0%	4	2.7%	2	0.0%	0	2.7%	4	3.7%	6	0.0%	0	0.0%	0	5.9%	6
SO51 5	3.4%	10	3.0%	3	3.5%	7	0.0%	0	1.3%	1	6.1%	9	4.3%	7	2.3%	3	0.0%	0	9.9%	10
SO51 6	1.7%	5	1.0%	1	2.0%	4	0.0%	0	3.9%	3	1.4%	2	2.5%	4	0.8%	1	0.0%	0	5.0%	5
SO51 7	7.1%	21	5.1%	5	8.1%	16	2.7%	2	3.9%	3	10.9%	16	7.4%	12	6.8%	9	0.0%	0	20.8%	21
SO51 8	6.1%	18	6.1%	6	6.1%	12	0.0%	0	2.6%	2	10.9%	16	8.6%	14	3.0%	4	0.0%	0	17.8%	18
SO51 9	1.3%	4	0.0%	0	2.0%	4	0.0%	0	0.0%	0	2.7%	4	2.5%	4	0.0%	0	0.0%	0	4.0%	4
SO52 8	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.6%	1	0.0%	0	0.0%	0	1.0%	1
SO52 9	0.7%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	1.4%	2	0.6%	1	0.0%	0	0.0%	0	2.0%	2
SP10	1.0%	3	2.0%	2	0.5%	1	2.7%	2	1.3%	1	0.0%	0	0.0%	0	2.3%	3	1.5%	3	0.0%	0
SP10 1	8.8%	26	10.1%	10	8.1%	16	10.8%	8	7.9%	6	8.2%	12	6.7%	11	10.6%	14	13.3%	26	0.0%	0
SP10 2	8.4%	25	12.1%	12	6.6%	13	9.5%	7	10.5%	8	6.8%	10	4.9%	8	12.9%	17	12.8%	25	0.0%	0
SP10 3	7.4%	22	10.1%	10	6.1%	12	13.5%	10	7.9%	6	4.1%	6	6.1%	10	9.1%	12	11.2%	22	0.0%	0
SP10 4	3.7%	11	3.0%	3	4.0%	8	5.4%	4	5.3%	4	2.0%	3	3.1%	5	4.5%	6	5.6%	11	0.0%	0
SP10 5	9.1%	27	5.1%	5	11.1%	22	8.1%	6	14.5%	11	6.8%	10	6.7%	11	12.1%	16	13.8%	27	0.0%	0

Andover and Romsey In Centre Survey for Carter Jonas

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey	
SP11 0	0.7%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	1.4%	2	0.6%	1	0.8%	1	1.0%	2	0.0%	0
SP11 2	0.3%	1	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0
SP11 6	6.1%	18	7.1%	7	5.6%	11	8.1%	6	6.6%	5	4.8%	7	4.9%	8	7.6%	10	9.2%	18	0.0%	0
SP11 7	1.0%	3	2.0%	2	0.5%	1	1.4%	1	1.3%	1	0.7%	1	1.2%	2	0.8%	1	1.0%	2	1.0%	1
SP11 8	1.7%	5	1.0%	1	2.0%	4	1.4%	1	1.3%	1	2.0%	3	1.8%	3	1.5%	2	2.6%	5	0.0%	0
SP11 9	1.7%	5	1.0%	1	2.0%	4	0.0%	0	3.9%	3	1.4%	2	1.8%	3	1.5%	2	2.6%	5	0.0%	0
SP4 0	1.0%	3	1.0%	1	1.0%	2	1.4%	1	0.0%	0	1.4%	2	1.8%	3	0.0%	0	1.5%	3	0.0%	0
SP4 7	1.7%	5	3.0%	3	1.0%	2	2.7%	2	2.6%	2	0.7%	1	2.5%	4	0.8%	1	2.6%	5	0.0%	0
SP4 8	0.3%	1	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0
SP4 9	0.3%	1	1.0%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0
SP5 1	0.3%	1	1.0%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.8%	1	0.5%	1	0.0%	0
SP5 2	0.7%	2	1.0%	1	0.5%	1	0.0%	0	0.0%	0	1.4%	2	1.2%	2	0.0%	0	0.0%	0	2.0%	2
SP9 7	1.3%	4	3.0%	3	0.5%	1	4.1%	3	0.0%	0	0.7%	1	0.0%	0	3.0%	4	2.0%	4	0.0%	0
SP97 0	0.3%	1	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.5%	1	0.0%	0
SW16 6	0.3%	1	0.0%	0	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.0%	1
SW20 6	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.3%	1	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0
WV16 4	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.0%	1
Refused	7.4%	22	3.0%	3	9.6%	19	12.2%	9	5.3%	4	6.1%	9	6.1%	10	9.1%	12	9.7%	19	3.0%	3
Base:	297		99		198		74		76		147		163		132		196		101	

Appendix 2:

Data Tabulations

By Andover

Andover and Romsey In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey		
Q01 How did you travel to (NAME OF CENTRE) today?																				
Car-driver	36.7%	72	32.9%	24	39.0%	48	22.7%	15	46.6%	27	41.7%	30	44.3%	39	30.8%	33	36.7%	72	0.0%	0
Car-passenger	9.7%	19	1.4%	1	14.6%	18	10.6%	7	6.9%	4	11.1%	8	13.6%	12	5.6%	6	9.7%	19	0.0%	0
Bus / coach	19.9%	39	21.9%	16	18.7%	23	22.7%	15	10.3%	6	25.0%	18	15.9%	14	23.4%	25	19.9%	39	0.0%	0
Bicycle	3.6%	7	4.1%	3	3.3%	4	3.0%	2	5.2%	3	2.8%	2	2.3%	2	4.7%	5	3.6%	7	0.0%	0
Rail	0.5%	1	0.0%	0	0.8%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.5%	1	0.0%	0
Taxi	1.5%	3	2.7%	2	0.8%	1	1.5%	1	1.7%	1	1.4%	1	1.1%	1	1.9%	2	1.5%	3	0.0%	0
Walk	27.6%	54	37.0%	27	22.0%	27	37.9%	25	27.6%	16	18.1%	13	22.7%	20	31.8%	34	27.6%	54	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
Scooter	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.9%	1	0.5%	1	0.0%	0
Base:		196		73		123		66		58		72		88		107		196		0
Mean score [minutes]																				
Q02 How long do you intend to stay in (NAME OF CENTRE) today?																				
Less than 30 minutes	6.1%	12	6.8%	5	5.7%	7	9.1%	6	1.7%	1	6.9%	5	4.5%	4	7.5%	8	6.1%	12	0.0%	0
30-59 minutes	8.7%	17	8.2%	6	8.9%	11	9.1%	6	6.9%	4	9.7%	7	10.2%	9	7.5%	8	8.7%	17	0.0%	0
Between 1-2 hours	39.3%	77	39.7%	29	39.0%	48	33.3%	22	36.2%	21	47.2%	34	35.2%	31	43.0%	46	39.3%	77	0.0%	0
Between 2-3 hours	16.3%	32	9.6%	7	20.3%	25	15.2%	10	22.4%	13	12.5%	9	18.2%	16	14.0%	15	16.3%	32	0.0%	0
Between 3-4 hours	3.6%	7	2.7%	2	4.1%	5	1.5%	1	3.4%	2	5.6%	4	3.4%	3	3.7%	4	3.6%	7	0.0%	0
Over 4 hours	20.4%	40	26.0%	19	17.1%	21	30.3%	20	19.0%	11	12.5%	9	18.2%	16	22.4%	24	20.4%	40	0.0%	0
Overnight stay	1.5%	3	1.4%	1	1.6%	2	0.0%	0	1.7%	1	2.8%	2	2.3%	2	0.9%	1	1.5%	3	0.0%	0
(Don't know)	4.1%	8	5.5%	4	3.3%	4	1.5%	1	8.6%	5	2.8%	2	8.0%	7	0.9%	1	4.1%	8	0.0%	0
Mean:		137.95		143.26		134.87		145.38		146.32		124.71		139.07		136.98		137.95		0.00
Base:		196		73		123		66		58		72		88		107		196		0
Q03 How often do you visit (NAME OF CENTRE)?																				
Everyday	26.0%	51	28.8%	21	24.4%	30	39.4%	26	24.1%	14	15.3%	11	12.5%	11	36.4%	39	26.0%	51	0.0%	0
4-6 times a week	12.8%	25	15.1%	11	11.4%	14	16.7%	11	5.2%	3	15.3%	11	14.8%	13	11.2%	12	12.8%	25	0.0%	0
2-3 times a week	31.6%	62	27.4%	20	34.1%	42	19.7%	13	31.0%	18	43.1%	31	33.0%	29	30.8%	33	31.6%	62	0.0%	0
Once a week	15.3%	30	13.7%	10	16.3%	20	9.1%	6	22.4%	13	15.3%	11	19.3%	17	12.2%	13	15.3%	30	0.0%	0
Once a fortnight	6.1%	12	6.8%	5	5.7%	7	9.1%	6	6.9%	4	2.8%	2	6.8%	6	5.6%	6	6.1%	12	0.0%	0
Once a month	5.6%	11	4.1%	3	6.5%	8	4.5%	3	8.6%	5	4.2%	3	9.1%	8	2.8%	3	5.6%	11	0.0%	0
Once a quarter	1.0%	2	1.4%	1	0.8%	1	0.0%	0	0.0%	0	2.8%	2	1.1%	1	0.9%	1	1.0%	2	0.0%	0
Less than once a quarter	0.5%	1	1.4%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.5%	1	0.0%	0
First time today	0.5%	1	1.4%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.1%	1	0.0%	0	0.5%	1	0.0%	0
(Don't know)	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	1.1%	1	0.0%	0	0.5%	1	0.0%	0
Base:		196		73		123		66		58		72		88		107		196		0

Andover and Romsey In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey		
Q04 What is the main reason for your visit to (NAME OF CENTRE) today?																				
To buy food items in shops (not takeaway / café / restaurant)	17.3%	34	11.0%	8	21.1%	26	10.6%	7	13.8%	8	26.4%	19	13.6%	12	19.6%	21	17.3%	34	0.0%	0
To buy non-food goods in shops (e.g. clothes, shoes, jewellery, etc)	14.8%	29	11.0%	8	17.1%	21	16.7%	11	15.5%	9	12.5%	9	18.2%	16	12.2%	13	14.8%	29	0.0%	0
To buy food items at the market (not take-away / café / restaurant)	0.5%	1	1.4%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.5%	1	0.0%	0
To buy non-food goods at the market (e.g. shoes, clothes, jewellery)	1.0%	2	0.0%	0	1.6%	2	0.0%	0	1.7%	1	1.4%	1	2.3%	2	0.0%	0	1.0%	2	0.0%	0
For services (e.g. bank, building society, hairdressers)	9.7%	19	12.3%	9	8.1%	10	6.1%	4	12.1%	7	11.1%	8	9.1%	8	10.3%	11	9.7%	19	0.0%	0
To use a leisure facility	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	1.1%	1	0.0%	0	0.5%	1	0.0%	0
As a day visitor to the Town Centre	3.6%	7	4.1%	3	3.3%	4	3.0%	2	3.4%	2	4.2%	3	4.5%	4	2.8%	3	3.6%	7	0.0%	0
As a staying visitor to the Town Centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	1.1%	1	0.0%	0	0.5%	1	0.0%	0
To eat out (take-aways / café / restaurants)	4.1%	8	4.1%	3	4.1%	5	4.5%	3	1.7%	1	5.6%	4	2.3%	2	5.6%	6	4.1%	8	0.0%	0
To visit the library / public services (e.g. doctor, dentist etc)	5.1%	10	5.5%	4	4.9%	6	1.5%	1	1.7%	1	11.1%	8	3.4%	3	6.5%	7	5.1%	10	0.0%	0
For work	18.4%	36	24.7%	18	14.6%	18	21.2%	14	24.1%	14	11.1%	8	15.9%	14	20.6%	22	18.4%	36	0.0%	0
To attend a business appointment	2.6%	5	5.5%	4	0.8%	1	1.5%	1	5.2%	3	1.4%	1	5.7%	5	0.0%	0	2.6%	5	0.0%	0
To meet somebody	14.8%	29	16.4%	12	13.8%	17	21.2%	14	19.0%	11	5.6%	4	14.8%	13	15.0%	16	14.8%	29	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
Church	1.5%	3	0.0%	0	2.4%	3	0.0%	0	0.0%	0	4.2%	3	2.3%	2	0.9%	1	1.5%	3	0.0%	0
College	2.0%	4	2.7%	2	1.6%	2	6.1%	4	0.0%	0	0.0%	0	2.3%	2	1.9%	2	2.0%	4	0.0%	0
For a walk	1.5%	3	1.4%	1	1.6%	2	3.0%	2	0.0%	0	1.4%	1	2.3%	2	0.9%	1	1.5%	3	0.0%	0
School run	0.5%	1	0.0%	0	0.8%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.5%	1	0.0%	0
To feed the ducks	1.5%	3	0.0%	0	2.4%	3	1.5%	1	1.7%	1	1.4%	1	0.0%	0	2.8%	3	1.5%	3	0.0%	0
Base:		196		73		123		66		58		72		88		107		196		0

Andover and Romsey In Centre Survey for Carter Jonas

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Andover	Romsey										
Q05 Which type of shop are you most likely to visit today?																				
<i>Those who said food or non food at Q04</i>																				
Food & Grocery	51.5%	34	47.1%	8	53.1%	26	36.8%	7	38.9%	7	69.0%	20	41.9%	13	58.8%	20	51.5%	34	0.0%	0
Clothing & Footwear	12.1%	8	0.0%	0	16.3%	8	21.1%	4	11.1%	2	6.9%	2	12.9%	4	11.8%	4	12.1%	8	0.0%	0
Furniture, Carpets, Soft Household Furnishings	1.5%	1	5.9%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	1.5%	1	0.0%	0
DIY and Decorating Goods	3.0%	2	0.0%	0	4.1%	2	0.0%	0	11.1%	2	0.0%	0	6.5%	2	0.0%	0	3.0%	2	0.0%	0
Domestic Appliances	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CDs, DVDs, games, books 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
Gifts and Antiques	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arts and Crafts	1.5%	1	0.0%	0	2.0%	1	5.3%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0	1.5%	1	0.0%	0
Other specialist Non-Food Items	9.1%	6	17.6%	3	6.1%	3	0.0%	0	22.2%	4	6.9%	2	6.5%	2	11.8%	4	9.1%	6	0.0%	0
(None of the above)	7.6%	5	17.6%	3	4.1%	2	15.8%	3	5.6%	1	3.4%	1	9.7%	3	5.9%	2	7.6%	5	0.0%	0
(Don't know)	13.6%	9	11.8%	2	14.3%	7	15.8%	3	11.1%	2	13.8%	4	19.4%	6	8.8%	3	13.6%	9	0.0%	0
Base:	66	17	49	19	18	29	31	34	66	0										
Q06 What are the names of the MAIN non-food shops you have visited or intend to visit today?																				
<i>Those who said non food at Q04</i>																				
Wilko	25.8%	8	37.5%	3	21.7%	5	18.2%	2	30.0%	3	30.0%	3	22.2%	4	30.8%	4	25.8%	8	0.0%	0
Boots	16.1%	5	0.0%	0	21.7%	5	18.2%	2	30.0%	3	0.0%	0	5.6%	1	30.8%	4	16.1%	5	0.0%	0
Poundland	12.9%	4	12.5%	1	13.0%	3	9.1%	1	10.0%	1	20.0%	2	5.6%	1	23.1%	3	12.9%	4	0.0%	0
Holland & Barrett	6.5%	2	25.0%	2	0.0%	0	18.2%	2	0.0%	0	0.0%	0	11.1%	2	0.0%	0	6.5%	2	0.0%	0
Charity shops	6.5%	2	0.0%	0	8.7%	2	0.0%	0	20.0%	2	0.0%	0	5.6%	1	7.7%	1	6.5%	2	0.0%	0
WHSmith	6.5%	2	0.0%	0	8.7%	2	0.0%	0	20.0%	2	0.0%	0	5.6%	1	7.7%	1	6.5%	2	0.0%	0
EE	6.5%	2	12.5%	1	4.3%	1	9.1%	1	10.0%	1	0.0%	0	11.1%	2	0.0%	0	6.5%	2	0.0%	0
Waterstones	6.5%	2	0.0%	0	8.7%	2	0.0%	0	20.0%	2	0.0%	0	11.1%	2	0.0%	0	6.5%	2	0.0%	0
Bon Marche	3.2%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	10.0%	1	5.6%	1	0.0%	0	3.2%	1	0.0%	0
New Look	3.2%	1	0.0%	0	4.3%	1	9.1%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0	3.2%	1	0.0%	0
Top Man	3.2%	1	12.5%	1	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	7.7%	1	3.2%	1	0.0%	0
Top Shop	3.2%	1	0.0%	0	4.3%	1	9.1%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0	3.2%	1	0.0%	0
Marks and Spencer	3.2%	1	0.0%	0	4.3%	1	0.0%	0	10.0%	1	0.0%	0	5.6%	1	0.0%	0	3.2%	1	0.0%	0
British Heart Foundation	3.2%	1	12.5%	1	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	7.7%	1	3.2%	1	0.0%	0
Peacocks	3.2%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	10.0%	1	0.0%	0	7.7%	1	3.2%	1	0.0%	0
(Not answered)	29.0%	9	12.5%	1	34.8%	8	36.4%	4	0.0%	0	50.0%	5	33.3%	6	23.1%	3	29.0%	9	0.0%	0
Base:	31	8	23	11	10	10	18	13	31	0										

Andover and Romsey In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey		
Mean score [£]																				
Q07 How much have you spent or intend to spend today on non-food items?																				
Those who said non food at Q04																				
Nothing	12.9%	4	25.0%	2	8.7%	2	18.2%	2	10.0%	1	10.0%	1	16.7%	3	7.7%	1	12.9%	4	0.0%	0
Less than £5.00	6.5%	2	12.5%	1	4.3%	1	0.0%	0	0.0%	0	20.0%	2	11.1%	2	0.0%	0	6.5%	2	0.0%	0
£5.01-£10.00	12.9%	4	12.5%	1	13.0%	3	18.2%	2	0.0%	0	20.0%	2	5.6%	1	23.1%	3	12.9%	4	0.0%	0
£10.01-£20.00	16.1%	5	25.0%	2	13.0%	3	27.3%	3	10.0%	1	10.0%	1	22.2%	4	7.7%	1	16.1%	5	0.0%	0
£20.01-£30.00	16.1%	5	25.0%	2	13.0%	3	18.2%	2	20.0%	2	10.0%	1	11.1%	2	23.1%	3	16.1%	5	0.0%	0
£30.01-£50.00	19.4%	6	0.0%	0	26.1%	6	9.1%	1	20.0%	2	30.0%	3	11.1%	2	30.8%	4	19.4%	6	0.0%	0
£50.01-£100.00	3.2%	1	0.0%	0	4.3%	1	0.0%	0	10.0%	1	0.0%	0	5.6%	1	0.0%	0	3.2%	1	0.0%	0
£100.01-£150.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£150.01-£200.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£200.01-£250.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Over £250.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	12.9%	4	0.0%	0	17.4%	4	9.1%	1	30.0%	3	0.0%	0	16.7%	3	7.7%	1	12.9%	4	0.0%	0
Mean:	19.81		11.25		23.42		14.75		30.71		17.25		18.17		21.88		19.81		0.00	
Base:	31		8		23		11		10		10		18		13		31		0	
Q08 What are the names of the MAIN food shops you have visited or intend to visit today? [MR]																				
Those who said food at Q04																				
Andover																				
Asda	25.7%	9	44.4%	4	19.2%	5	37.5%	3	37.5%	3	15.8%	3	15.4%	2	33.3%	7	25.7%	9	0.0%	0
Iceland	17.1%	6	11.1%	1	19.2%	5	25.0%	2	25.0%	2	10.5%	2	7.7%	1	23.8%	5	17.1%	6	0.0%	0
Kathmandu Variety Stores (World Food)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl	17.1%	6	11.1%	1	19.2%	5	25.0%	2	12.5%	1	15.8%	3	15.4%	2	19.0%	4	17.1%	6	0.0%	0
M&S Food	28.6%	10	11.1%	1	34.6%	9	12.5%	1	12.5%	1	42.1%	8	30.8%	4	28.6%	6	28.6%	10	0.0%	0
Sainsbury's	20.0%	7	11.1%	1	23.1%	6	25.0%	2	0.0%	0	26.3%	5	15.4%	2	19.0%	4	20.0%	7	0.0%	0
Waitrose	28.6%	10	44.4%	4	23.1%	6	25.0%	2	25.0%	2	31.6%	6	30.8%	4	28.6%	6	28.6%	10	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
Aldi	2.9%	1	11.1%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	1	7.7%	1	0.0%	0	2.9%	1	0.0%	0
Market	2.9%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	5.3%	1	7.7%	1	0.0%	0	2.9%	1	0.0%	0
Tesco	5.7%	2	11.1%	1	3.8%	1	0.0%	0	12.5%	1	5.3%	1	7.7%	1	4.8%	1	5.7%	2	0.0%	0
Romsey																				
Aldi	2.9%	1	0.0%	0	3.8%	1	12.5%	1	0.0%	0	0.0%	0	7.7%	1	0.0%	0	2.9%	1	0.0%	0
Co-op	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longs Farm Shop (Greengrocer / Fruiterer)	0.0%	0	0.0%	0	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	2.9%	1	0.0%	0	3.8%	1	12.5%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	2.9%	1	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Base:	35		9		26		8		8		19		13		21		35		0	

Andover and Romsey In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey	
Mean score [£]																			
Q09 How much have you spent or intend to spend today on food items?																			
Those who said food at Q04																			
Nothing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Less than £5.00	5.7%	2	11.1%	1	3.8%	1	12.5%	1	0.0%	0	5.3%	1	7.7%	1	4.8%	1	5.7%	2	0.0%
£5.01-£10.00	14.3%	5	22.2%	2	11.5%	3	25.0%	2	12.5%	1	10.5%	2	15.4%	2	14.3%	3	14.3%	5	0.0%
£10.01-£20.00	20.0%	7	33.3%	3	15.4%	4	0.0%	0	25.0%	2	26.3%	5	23.1%	3	14.3%	3	20.0%	7	0.0%
£20.01-£30.00	17.1%	6	11.1%	1	19.2%	5	0.0%	0	12.5%	1	26.3%	5	7.7%	1	23.8%	5	17.1%	6	0.0%
£30.01-£50.00	20.0%	7	22.2%	2	19.2%	5	12.5%	1	25.0%	2	21.1%	4	23.1%	3	19.0%	4	20.0%	7	0.0%
£50.01-£100.00	14.3%	5	0.0%	0	19.2%	5	37.5%	3	12.5%	1	5.3%	1	15.4%	2	14.3%	3	14.3%	5	0.0%
£100.01-£150.00	2.9%	1	0.0%	0	3.8%	1	12.5%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	2.9%	1	0.0%
£150.01-£200.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
£200.01-£250.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Over £250.00	0.0%	0	0.0%	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)	5.7%	2	0.0%	0	7.7%	2	0.0%	0	12.5%	1	5.3%	1	7.7%	1	4.8%	1	5.7%	2	0.0%
Mean:	32.12	18.06		37.40		50.63		30.36		24.58		29.17		34.75		32.12		0.00	
Base:	35	9		26		8		8		19		13		21		35		0	
Q10 When visiting the food store, do you intend to link your shopping trip with a visit to other shops or services in the town centre? [MR]																			
Those who said food at Q04																			
No	8.6%	3	11.1%	1	7.7%	2	0.0%	0	12.5%	1	10.5%	2	0.0%	0	14.3%	3	8.6%	3	0.0%
Yes - other food shop	40.0%	14	44.4%	4	38.5%	10	62.5%	5	12.5%	1	42.1%	8	38.5%	5	38.1%	8	40.0%	14	0.0%
Yes - Other non-food shops	62.9%	22	55.6%	5	65.4%	17	75.0%	6	75.0%	6	52.6%	10	69.2%	9	61.9%	13	62.9%	22	0.0%
Yes - Café / restaurant	25.7%	9	33.3%	3	23.1%	6	25.0%	2	12.5%	1	31.6%	6	23.1%	3	28.6%	6	25.7%	9	0.0%
Yes - Gym	5.7%	2	0.0%	0	7.7%	2	12.5%	1	0.0%	0	5.3%	1	0.0%	0	9.5%	2	5.7%	2	0.0%
Yes - Library	5.7%	2	11.1%	1	3.8%	1	0.0%	0	12.5%	1	5.3%	1	0.0%	0	9.5%	2	5.7%	2	0.0%
Yes - Leisure (e.g. cinema)	2.9%	1	11.1%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	1	7.7%	1	0.0%	0	2.9%	1	0.0%
Yes - 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%
(Don't know)	2.9%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	5.3%	1	7.7%	1	0.0%	0	2.9%	1	0.0%
Base:	35	9		26		8		8		19		13		21		35		0	

Andover and Romsey In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey		
Q11 What do you like MOST about (STUDY CENTRE)? [MR]																				
Near / convenient	26.5%	52	24.7%	18	27.6%	34	30.3%	20	20.7%	12	27.8%	20	25.0%	22	27.1%	29	26.5%	52	0.0%	0
Easy walking distance	10.2%	20	8.2%	6	11.4%	14	10.6%	7	6.9%	4	12.5%	9	9.1%	8	11.2%	12	10.2%	20	0.0%	0
Good public transport links	5.1%	10	4.1%	3	5.7%	7	7.6%	5	0.0%	0	6.9%	5	8.0%	7	2.8%	3	5.1%	10	0.0%	0
Parking is easy	4.6%	9	5.5%	4	4.1%	5	6.1%	4	5.2%	3	2.8%	2	6.8%	6	2.8%	3	4.6%	9	0.0%	0
Parking is cheap	3.6%	7	2.7%	2	4.1%	5	0.0%	0	8.6%	5	2.8%	2	5.7%	5	1.9%	2	3.6%	7	0.0%	0
Lack of congestion on roads	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.9%	1	0.5%	1	0.0%	0
Pedestrianised streets	10.2%	20	6.8%	5	12.2%	15	19.7%	13	6.9%	4	4.2%	3	8.0%	7	12.2%	13	10.2%	20	0.0%	0
Little traffic-pedestrian conflict	0.5%	1	1.4%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.5%	1	0.0%	0
Good directional signs to centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient drop off / pick up stops for buses / good location of bus station	1.5%	3	2.7%	2	0.8%	1	1.5%	1	0.0%	0	2.8%	2	1.1%	1	1.9%	2	1.5%	3	0.0%	0
Ease of access to all (with pushchairs, wheelchairs, etc)	2.6%	5	2.7%	2	2.4%	3	1.5%	1	3.4%	2	2.8%	2	3.4%	3	1.9%	2	2.6%	5	0.0%	0
Well signposted route ways / good local maps	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
General cleanliness of shopping streets	3.6%	7	2.7%	2	4.1%	5	1.5%	1	6.9%	4	2.8%	2	5.7%	5	1.9%	2	3.6%	7	0.0%	0
Feels safe / absence of threatening individuals / groups	7.7%	15	11.0%	8	5.7%	7	9.1%	6	12.1%	7	2.8%	2	5.7%	5	9.3%	10	7.7%	15	0.0%	0
Presence of police / other security measures	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nice street furniture / floral displays	3.1%	6	6.8%	5	0.8%	1	3.0%	2	3.4%	2	2.8%	2	1.1%	1	4.7%	5	3.1%	6	0.0%	0
Nice busy feel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not too crowded	13.3%	26	16.4%	12	11.4%	14	12.1%	8	8.6%	5	18.1%	13	14.8%	13	12.2%	13	13.3%	26	0.0%	0
Character / atmosphere	18.9%	37	15.1%	11	21.1%	26	12.1%	8	24.1%	14	20.8%	15	23.9%	21	15.0%	16	18.9%	37	0.0%	0
Historic buildings / tourist attractions	1.0%	2	1.4%	1	0.8%	1	0.0%	0	1.7%	1	1.4%	1	0.0%	0	1.9%	2	1.0%	2	0.0%	0
Selection / choice of independent / specialist shops	6.1%	12	4.1%	3	7.3%	9	4.5%	3	12.1%	7	2.8%	2	6.8%	6	5.6%	6	6.1%	12	0.0%	0
Presence of a large supermarket	0.5%	1	0.0%	0	0.8%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.5%	1	0.0%	0
Selection / choice of multiple shops (i.e. high street chains)	3.6%	7	2.7%	2	4.1%	5	3.0%	2	3.4%	2	4.2%	3	3.4%	3	3.7%	4	3.6%	7	0.0%	0
Quality of shops	7.1%	14	2.7%	2	9.8%	12	1.5%	1	13.8%	8	6.9%	5	11.4%	10	3.7%	4	7.1%	14	0.0%	0
Specified shops (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
Prices are competitive in	3.1%	6	0.0%	0	4.9%	6	0.0%	0	6.9%	4	2.8%	2	4.5%	4	1.9%	2	3.1%	6	0.0%	0

Andover and Romsey In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey	
shops compared to other town/district centres																			
Play area for 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	0.0%
Range of places to eat out (e.g. cafes, restaurants, takeaways)	7.7%	15	6.8%	5	8.1%	10	6.1%	4	5.2%	3	11.1%	8	10.2%	9	5.6%	6	7.7%	15	0.0%
Range of pubs / bars	2.0%	4	2.7%	2	1.6%	2	4.5%	3	0.0%	0	1.4%	1	2.3%	2	1.9%	2	2.0%	4	0.0%
Range of services (banks, insurance, hairdressers, etc)	3.1%	6	1.4%	1	4.1%	5	1.5%	1	8.6%	5	0.0%	0	5.7%	5	0.9%	1	3.1%	6	0.0%
Range of leisure facilities	0.5%	1	0.0%	0	0.8%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.5%	1	0.0%
Availability of employment opportunities	0.5%	1	0.0%	0	0.8%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.5%	1	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%
I like everything about the Town Centre	5.1%	10	6.8%	5	4.1%	5	3.0%	2	5.2%	3	6.9%	5	4.5%	4	5.6%	6	5.1%	10	0.0%
Bradbeers	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.9%	1	0.5%	1	0.0%
Church	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.9%	1	0.5%	1	0.0%
Compact	1.5%	3	4.1%	3	0.0%	0	0.0%	0	1.7%	1	2.8%	2	2.3%	2	0.9%	1	1.5%	3	0.0%
Events	0.5%	1	1.4%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.5%	1	0.0%
Familiarity	1.0%	2	0.0%	0	1.6%	2	1.5%	1	0.0%	0	1.4%	1	1.1%	1	0.9%	1	1.0%	2	0.0%
Friendly	10.7%	21	9.6%	7	11.4%	14	7.6%	5	3.4%	2	19.4%	14	11.4%	10	9.3%	10	10.7%	21	0.0%
Good layout	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.9%	1	0.5%	1	0.0%
Market	2.0%	4	5.5%	4	0.0%	0	4.5%	3	0.0%	0	1.4%	1	3.4%	3	0.9%	1	2.0%	4	0.0%
Memorial park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Peaceful / quiet	4.1%	8	8.2%	6	1.6%	2	4.5%	3	5.2%	3	2.8%	2	3.4%	3	4.7%	5	4.1%	8	0.0%
Sports Direct	0.5%	1	1.4%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.5%	1	0.0%
Street performers	1.0%	2	1.4%	1	0.8%	1	0.0%	0	1.7%	1	1.4%	1	1.1%	1	0.9%	1	1.0%	2	0.0%
The Abbey	0.0%	0	0.0%	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 duck pond	1.5%	3	1.4%	1	1.6%	2	0.0%	0	1.7%	1	2.8%	2	1.1%	1	1.9%	2	1.5%	3	0.0%
The lake	0.5%	1	0.0%	0	0.8%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.5%	1	0.0%
The museum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The open space	1.0%	2	1.4%	1	0.8%	1	0.0%	0	1.7%	1	1.4%	1	0.0%	0	1.9%	2	1.0%	2	0.0%
The river	2.6%	5	2.7%	2	2.4%	3	1.5%	1	0.0%	0	5.6%	4	2.3%	2	2.8%	3	2.6%	5	0.0%
Top Man	0.5%	1	1.4%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.5%	1	0.0%
(No opinion)	2.0%	4	2.7%	2	1.6%	2	3.0%	2	3.4%	2	0.0%	0	1.1%	1	2.8%	3	2.0%	4	0.0%
(Nothing in particular)	10.2%	20	6.8%	5	12.2%	15	12.1%	8	8.6%	5	9.7%	7	8.0%	7	12.2%	13	10.2%	20	0.0%
Base:	196		73		123		66		58		72		88		107		196		0

Andover and Romsey In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey		
Q12 What do you dislike MOST about (STUDY CENTRE)? [MR]																				
Unsafe for pedestrians / traffic conflict	0.5%	1	1.4%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.5%	1	0.0%	0
Not enough pedestrianisation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficulties in parking	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.9%	1	0.5%	1	0.0%	0
Location of 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
Parking is expensive	2.0%	4	4.1%	3	0.8%	1	3.0%	2	3.4%	2	0.0%	0	3.4%	3	0.9%	1	2.0%	4	0.0%	0
Poor public transport links	1.0%	2	1.4%	1	0.8%	1	0.0%	0	1.7%	1	1.4%	1	0.0%	0	1.9%	2	1.0%	2	0.0%	0
Road congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor directional signs to Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor signage / routeways within centre / lack of maps of centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inconvenient location of bus stops / bus station	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.9%	1	0.5%	1	0.0%	0
Difficulties with pushchairs, wheelchairs, etc	1.0%	2	0.0%	0	1.6%	2	1.5%	1	1.7%	1	0.0%	0	0.0%	0	1.9%	2	1.0%	2	0.0%	0
Dirty shopping streets	5.1%	10	5.5%	4	4.9%	6	6.1%	4	0.0%	0	8.3%	6	5.7%	5	4.7%	5	5.1%	10	0.0%	0
Feels unsafe / presence of threatening individuals / groups	1.0%	2	1.4%	1	0.8%	1	3.0%	2	0.0%	0	0.0%	0	1.1%	1	0.9%	1	1.0%	2	0.0%	0
Lack of police presence / other security measures	2.6%	5	5.5%	4	0.8%	1	6.1%	4	1.7%	1	0.0%	0	4.5%	4	0.9%	1	2.6%	5	0.0%	0
Lack of street furniture / floral displays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not busy enough	1.0%	2	0.0%	0	1.6%	2	1.5%	1	0.0%	0	1.4%	1	0.0%	0	1.9%	2	1.0%	2	0.0%	0
Over-crowded	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
General lack of choice of multiple shops	13.8%	27	16.4%	12	12.2%	15	13.6%	9	8.6%	5	18.1%	13	9.1%	8	17.8%	19	13.8%	27	0.0%	0
General lack of independent / specialist shops	23.0%	45	19.2%	14	25.2%	31	22.7%	15	22.4%	13	23.6%	17	25.0%	22	21.5%	23	23.0%	45	0.0%	0
Quality of shops is inadequate (PLEASE SPECIFY WHICH 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
Shops too small	2.6%	5	5.5%	4	0.8%	1	4.5%	3	0.0%	0	2.8%	2	4.5%	4	0.9%	1	2.6%	5	0.0%	0
Specified shops absent (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
Inadequate range of places to eat	2.0%	4	1.4%	1	2.4%	3	1.5%	1	5.2%	3	0.0%	0	2.3%	2	1.9%	2	2.0%	4	0.0%	0
Inadequate range of 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
Inadequate range of leisure facilities	1.5%	3	2.7%	2	0.8%	1	1.5%	1	3.4%	2	0.0%	0	0.0%	0	2.8%	3	1.5%	3	0.0%	0
Absence of play areas for children	0.5%	1	1.4%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.9%	1	0.5%	1	0.0%	0

Andover and Romsey In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey	
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%
I dislike everything about the Town Centre	3.6%	7	2.7%	2	4.1%	5	4.5%	3	1.7%	1	4.2%	3	2.3%	2	4.7%	5	3.6%	7	0.0%
Antisocial behaviour	2.6%	5	4.1%	3	1.6%	2	1.5%	1	3.4%	2	2.8%	2	3.4%	3	1.9%	2	2.6%	5	0.0%
Bell Street works	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Early closing times	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.7%	1	0.0%	0	1.1%	1	0.0%	0	0.5%	1	0.0%
Lack of amenities	0.5%	1	1.4%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.9%	1	0.5%	1	0.0%
Lack of 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%
No atmosphere	1.0%	2	2.7%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	2.3%	2	0.0%	0	1.0%	2	0.0%
Not enough to do	1.0%	2	1.4%	1	0.8%	1	1.5%	1	0.0%	0	1.4%	1	2.3%	2	0.0%	0	1.0%	2	0.0%
Rundown	2.0%	4	1.4%	1	2.4%	3	0.0%	0	0.0%	0	5.6%	4	3.4%	3	0.9%	1	2.0%	4	0.0%
Specified shops absent - Clothing	10.7%	21	5.5%	4	13.8%	17	15.2%	10	5.2%	3	11.1%	8	12.5%	11	8.4%	9	10.7%	21	0.0%
Specified shops absent - Department store	5.1%	10	5.5%	4	4.9%	6	1.5%	1	5.2%	3	8.3%	6	4.5%	4	5.6%	6	5.1%	10	0.0%
Specified shops absent - H & M	1.5%	3	1.4%	1	1.6%	2	3.0%	2	0.0%	0	1.4%	1	1.1%	1	1.9%	2	1.5%	3	0.0%
Specified shops absent - Primark	3.1%	6	0.0%	0	4.9%	6	3.0%	2	5.2%	3	1.4%	1	1.1%	1	4.7%	5	3.1%	6	0.0%
Specified shops absent - River Island	1.0%	2	1.4%	1	0.8%	1	3.0%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2	1.0%	2	0.0%
Specified shops absent - 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	0.0%
The homeless people	2.6%	5	2.7%	2	2.4%	3	4.5%	3	3.4%	2	0.0%	0	2.3%	2	2.8%	3	2.6%	5	0.0%
Too many buildings	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.9%	1	0.5%	1	0.0%
Too many charity shops	0.5%	1	0.0%	0	0.8%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.5%	1	0.0%
Too many coffee shops / cafes	6.1%	12	6.8%	5	5.7%	7	6.1%	4	8.6%	5	4.2%	3	5.7%	5	6.5%	7	6.1%	12	0.0%
Too many empty shops	8.7%	17	8.2%	6	8.9%	11	4.5%	3	5.2%	3	15.3%	11	10.2%	9	7.5%	8	8.7%	17	0.0%
Too many people smoking	1.0%	2	0.0%	0	1.6%	2	1.5%	1	0.0%	0	1.4%	1	2.3%	2	0.0%	0	1.0%	2	0.0%
Too many pubs	1.5%	3	2.7%	2	0.8%	1	1.5%	1	3.4%	2	0.0%	0	1.1%	1	1.9%	2	1.5%	3	0.0%
Uneven paving	1.0%	2	1.4%	1	0.8%	1	3.0%	2	0.0%	0	0.0%	0	1.1%	1	0.9%	1	1.0%	2	0.0%
(No opinion)	0.5%	1	0.0%	0	0.8%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.5%	1	0.0%
(Nothing in particular)	29.6%	58	28.8%	21	30.1%	37	21.2%	14	43.1%	25	26.4%	19	31.8%	28	28.0%	30	29.6%	58	0.0%
Base:		196		73		123		66		58		72		88		107		196	0

Andover and Romsey In Centre Survey for Carter Jonas

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Andover	Romsey
Q13 How could (STUDY CENTRE) be improved? [MR]										
Specified new shop (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better choice of shops in general	42.9%	84	34.2%	25	48.0%	59	51.5%	34	29.3%	17
Better quality of shops	34.7%	68	28.8%	21	38.2%	47	37.9%	25	20.7%	12
More / better street market(s)	3.1%	6	1.4%	1	4.1%	5	4.5%	3	1.7%	1
More priority of pedestrians / pedestrianisation	2.0%	4	2.7%	2	1.6%	2	1.5%	1	1.7%	1
Less traffic / congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More shelter from wind / rain	2.6%	5	1.4%	1	3.3%	4	6.1%	4	1.7%	1
Improve appearance / environment of centre	2.0%	4	2.7%	2	1.6%	2	3.0%	2	0.0%	0
Remove litter more often	2.6%	5	4.1%	3	1.6%	2	4.5%	3	0.0%	0
More parking	1.0%	2	1.4%	1	0.8%	1	0.0%	0	1.7%	1
Cheaper parking	2.0%	4	2.7%	2	1.6%	2	1.5%	1	5.2%	3
More accessible car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better bus services to the centre	1.5%	3	1.4%	1	1.6%	2	3.0%	2	1.7%	1
New / relocated bus stops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved security measures / policing	1.0%	2	1.4%	1	0.8%	1	3.0%	2	0.0%	0
Better signposting within the Centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.7%	1
More children's play areas	4.6%	9	6.8%	5	3.3%	4	6.1%	4	6.9%	4
Redevelopments/changes to site (PLEASE SPECIFY SITES)	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
Bell Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better pavements	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper rent	3.1%	6	5.5%	4	1.6%	2	1.5%	1	1.7%	1
Improve the pavements	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved road surfaces	0.5%	1	1.4%	1	0.0%	0	0.0%	0	1.7%	1
Less charity shops	0.5%	1	1.4%	1	0.0%	0	1.5%	1	0.0%	0
Less coffee shops	1.5%	3	1.4%	1	1.6%	2	0.0%	0	1.7%	1
Less empty shops	1.5%	3	1.4%	1	1.6%	2	0.0%	0	1.7%	1
Less homeless people	1.0%	2	1.4%	1	0.8%	1	1.5%	1	1.7%	1
More disabled friendly	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.7%	1
More for teenagers to do	1.5%	3	1.4%	1	1.6%	2	3.0%	2	0.0%	0
More leisure facilities	0.5%	1	1.4%	1	0.0%	0	0.0%	0	1.7%	1
More public events	2.6%	5	4.1%	3	1.6%	2	3.0%	2	3.4%	2
More public toilets	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.7%	1
More restaurants / places to eat	2.0%	4	2.7%	2	1.6%	2	6.1%	4	0.0%	0

Andover and Romsey In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey		
Remove tables and chairs from pavements	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.9%	1	0.5%	1	0.0%	0
Specified new shop - Antique shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Argos	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Childrens shop	1.0%	2	0.0%	0	1.6%	2	3.0%	2	0.0%	0	0.0%	0	1.1%	1	0.9%	1	1.0%	2	0.0%	0
Specified new shop - Clothing / shoe shop	2.6%	5	1.4%	1	3.3%	4	4.5%	3	0.0%	0	2.8%	2	1.1%	1	3.7%	4	2.6%	5	0.0%	0
Specified new shop - Debenhams	1.5%	3	1.4%	1	1.6%	2	0.0%	0	1.7%	1	2.8%	2	1.1%	1	1.9%	2	1.5%	3	0.0%	0
Specified new shop - Department store	3.6%	7	4.1%	3	3.3%	4	0.0%	0	3.4%	2	6.9%	5	2.3%	2	4.7%	5	3.6%	7	0.0%	0
Specified new shop - Electrical store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Independent stores	1.0%	2	1.4%	1	0.8%	1	0.0%	0	0.0%	0	2.8%	2	2.3%	2	0.0%	0	1.0%	2	0.0%	0
Specified new shop - JD Sports	0.5%	1	0.0%	0	0.8%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.5%	1	0.0%	0
Specified new shop - John Lewis	2.0%	4	1.4%	1	2.4%	3	0.0%	0	1.7%	1	4.2%	3	4.5%	4	0.0%	0	2.0%	4	0.0%	0
Specified new shop - Marks & Spencer	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.9%	1	0.5%	1	0.0%	0
Specified new shop - Matalan	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.7%	1	0.0%	0	1.1%	1	0.0%	0	0.5%	1	0.0%	0
Specified new shop - Mens shop	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.1%	1	0.0%	0	0.5%	1	0.0%	0
Specified new shop - Music shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified new shop - Primark	2.0%	4	1.4%	1	2.4%	3	3.0%	2	3.4%	2	0.0%	0	2.3%	2	1.9%	2	2.0%	4	0.0%	0
Specified new shop - River Island	0.5%	1	0.0%	0	0.8%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.5%	1	0.0%	0
Stop cycles in the centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.9%	1	0.5%	1	0.0%	0
Stop people smoking	0.5%	1	0.0%	0	0.8%	1	1.5%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.5%	1	0.0%	0
Woodlea Lane	0.0%	0	0.0%	0	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)	14.3%	28	13.7%	10	14.6%	18	9.1%	6	25.9%	15	9.7%	7	20.5%	18	9.3%	10	14.3%	28	0.0%	0
(None mentioned)	10.2%	20	16.4%	12	6.5%	8	7.6%	5	13.8%	8	9.7%	7	13.6%	12	7.5%	8	10.2%	20	0.0%	0
Base:	196		73		123		66		58		72		88		107		196		0	

Andover and Romsey In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey		
Q14 Is there a specific shop / type of shop that would encourage you to visit (STUDY CENTRE) more often?																				
Yes (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
Antiques	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.1%	1	0.0%	0	0.5%	1	0.0%	0
B&M	0.5%	1	0.0%	0	0.8%	1	1.5%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.5%	1	0.0%	0
B&Q	0.5%	1	1.4%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.9%	1	0.5%	1	0.0%	0
BHS	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Burtons	0.5%	1	1.4%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.1%	1	0.0%	0	0.5%	1	0.0%	0
C&A	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.9%	1	0.5%	1	0.0%	0
Clothes shop	6.1%	12	11.0%	8	3.3%	4	10.6%	7	1.7%	1	5.6%	4	8.0%	7	4.7%	5	6.1%	12	0.0%	0
Co-op	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.9%	1	0.5%	1	0.0%	0
Debenhams	10.7%	21	11.0%	8	10.6%	13	4.5%	3	6.9%	4	19.4%	14	9.1%	8	12.2%	13	10.7%	21	0.0%	0
Department store	2.0%	4	2.7%	2	1.6%	2	0.0%	0	1.7%	1	4.2%	3	3.4%	3	0.9%	1	2.0%	4	0.0%	0
Dorothy Perkins	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	1.1%	1	0.0%	0	0.5%	1	0.0%	0
Fashion shop	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.9%	1	0.5%	1	0.0%	0
H&M	1.5%	3	1.4%	1	1.6%	2	4.5%	3	0.0%	0	0.0%	0	2.3%	2	0.9%	1	1.5%	3	0.0%	0
HMV	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.9%	1	0.5%	1	0.0%	0
House of Fraser	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	1.1%	1	0.0%	0	0.5%	1	0.0%	0
Independent shops	2.0%	4	1.4%	1	2.4%	3	0.0%	0	0.0%	0	5.6%	4	4.5%	4	0.0%	0	2.0%	4	0.0%	0
JD Sports	2.0%	4	5.5%	4	0.0%	0	4.5%	3	1.7%	1	0.0%	0	1.1%	1	2.8%	3	2.0%	4	0.0%	0
John Lewis	4.1%	8	1.4%	1	5.7%	7	1.5%	1	3.4%	2	6.9%	5	5.7%	5	2.8%	3	4.1%	8	0.0%	0
Marks and Spencer	1.0%	2	1.4%	1	0.8%	1	0.0%	0	0.0%	0	2.8%	2	1.1%	1	0.9%	1	1.0%	2	0.0%	0
Matalan	1.0%	2	0.0%	0	1.6%	2	0.0%	0	1.7%	1	1.4%	1	2.3%	2	0.0%	0	1.0%	2	0.0%	0
Monsoon	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.9%	1	0.5%	1	0.0%	0
Morrisons	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.9%	1	0.5%	1	0.0%	0
Music shop	1.5%	3	2.7%	2	0.8%	1	4.5%	3	0.0%	0	0.0%	0	1.1%	1	1.9%	2	1.5%	3	0.0%	0
Nandos	0.5%	1	1.4%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.5%	1	0.0%	0
New Look	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phase Eight	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pound 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
Primark	24.5%	48	12.3%	9	31.7%	39	39.4%	26	27.6%	16	8.3%	6	13.6%	12	33.6%	36	24.5%	48	0.0%	0
River Island	1.5%	3	1.4%	1	1.6%	2	4.5%	3	0.0%	0	0.0%	0	1.1%	1	1.9%	2	1.5%	3	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	0.0%	0
Shoe shop	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.9%	1	0.5%	1	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	0.0%	0
TK Maxx	1.0%	2	1.4%	1	0.8%	1	0.0%	0	1.7%	1	1.4%	1	1.1%	1	0.9%	1	1.0%	2	0.0%	0
Urban Outfitters	0.5%	1	1.4%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.5%	1	0.0%	0
Whitestuff	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	29.6%	58	32.9%	24	27.6%	34	18.2%	12	48.3%	28	25.0%	18	35.2%	31	25.2%	27	29.6%	58	0.0%	0
(Don't know)	3.1%	6	4.1%	3	2.4%	3	3.0%	2	1.7%	1	4.2%	3	2.3%	2	3.7%	4	3.1%	6	0.0%	0
Base:	196		73		123		66		58		72		88		107		196			0

Andover and Romsey In Centre Survey for Carter Jonas

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey	
Q15 What other CENTRE or RETAIL PARK do you regularly visit (once a month or more)? [MR]																				
Andover - Churchill Retail Park	2.0%	4	0.0%	0	3.3%	4	1.5%	1	3.4%	2	1.4%	1	1.1%	1	2.8%	3	2.0%	4	0.0%	0
Andover - Enham Arch Retail Park	2.0%	4	4.1%	3	0.8%	1	3.0%	2	0.0%	0	2.8%	2	2.3%	2	1.9%	2	2.0%	4	0.0%	0
Andover - Northern Avenue Retail Park	1.0%	2	0.0%	0	1.6%	2	1.5%	1	0.0%	0	1.4%	1	2.3%	2	0.0%	0	1.0%	2	0.0%	0
Amesbury - Solstice Retail Park	2.0%	4	4.1%	3	0.8%	1	3.0%	2	3.4%	2	0.0%	0	1.1%	1	2.8%	3	2.0%	4	0.0%	0
Basingstoke - Brighton Hill Retail Park	5.6%	11	5.5%	4	5.7%	7	9.1%	6	6.9%	4	1.4%	1	5.7%	5	5.6%	6	5.6%	11	0.0%	0
Basingstoke - Hatch Warren Retail Park	4.1%	8	5.5%	4	3.3%	4	10.6%	7	0.0%	0	1.4%	1	3.4%	3	4.7%	5	4.1%	8	0.0%	0
Chandlers Ford - Chestnut Avenue Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastleigh - Channel Retail Park	1.0%	2	1.4%	1	0.8%	1	1.5%	1	0.0%	0	1.4%	1	1.1%	1	0.9%	1	1.0%	2	0.0%	0
Newbury - Newbury Retail Park	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.9%	1	0.5%	1	0.0%	0
Nursling - Southampton Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury - Bourne Retail Park	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.9%	1	0.5%	1	0.0%	0
Salisbury - Dolphin Retail Park	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	1.1%	1	0.0%	0	0.5%	1	0.0%	0
Salisbury - Southampton Road Retail Park	2.0%	4	0.0%	0	3.3%	4	0.0%	0	3.4%	2	2.8%	2	3.4%	3	0.9%	1	2.0%	4	0.0%	0
Totton - Totton Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester - Andover Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester - Moorside Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke	16.3%	32	13.7%	10	17.9%	22	22.7%	15	13.8%	8	12.5%	9	13.6%	12	18.7%	20	16.3%	32	0.0%	0
Eastleigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury	3.1%	6	6.8%	5	0.8%	1	3.0%	2	1.7%	1	4.2%	3	2.3%	2	3.7%	4	3.1%	6	0.0%	0
Salisbury	15.3%	30	15.1%	11	15.4%	19	4.5%	3	20.7%	12	20.8%	15	23.9%	21	7.5%	8	15.3%	30	0.0%	0
Southampton	7.1%	14	8.2%	6	6.5%	8	12.1%	8	8.6%	5	1.4%	1	6.8%	6	7.5%	8	7.1%	14	0.0%	0
Winchester	9.7%	19	6.8%	5	11.4%	14	3.0%	2	8.6%	5	16.7%	12	13.6%	12	6.5%	7	9.7%	19	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
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	0.0%	0
Bristol	1.0%	2	1.4%	1	0.8%	1	3.0%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2	1.0%	2	0.0%	0
Chichester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lymington	0.0%	0	0.0%	0	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 and Romsey In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey		
Reading	1.0%	2	2.7%	2	0.0%	0	3.0%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0	1.0%	2	0.0%	0
Don't visit any other Retail Park / Centre	25.0%	49	23.3%	17	26.0%	32	18.2%	12	29.3%	17	27.8%	20	15.9%	14	32.7%	35	25.0%	49	0.0%	0
Base:	196		73		123		66		58		72		88		107		196		0	
Q16 What is the purpose of your visit to (CENTRE / RETAIL PARK MENTIONED IN Q.15)? [MR]																				
<i>Those who mentioned a location at Q15</i>																				
To buy food items (not take-away / café / restaurant)	26.5%	39	32.1%	18	23.1%	21	24.1%	13	29.3%	12	26.9%	14	32.4%	24	20.8%	15	26.5%	39	0.0%	0
To buy non-food goods (e.g. shoes, clothes, jewellery)	77.6%	114	73.2%	41	80.2%	73	77.8%	42	82.9%	34	73.1%	38	77.0%	57	77.8%	56	77.6%	114	0.0%	0
For services (e.g. bank, building society, hairdressers)	10.9%	16	12.5%	7	9.9%	9	3.7%	2	17.1%	7	13.5%	7	12.2%	9	9.7%	7	10.9%	16	0.0%	0
To use a leisure facility (cinema, sports centre, bowling)	21.1%	31	23.2%	13	19.8%	18	22.2%	12	17.1%	7	23.1%	12	25.7%	19	16.7%	12	21.1%	31	0.0%	0
As a day visitor to the Town Centre	24.5%	36	25.0%	14	24.2%	22	20.4%	11	29.3%	12	25.0%	13	31.1%	23	18.1%	13	24.5%	36	0.0%	0
As a staying visitor to the Town Centre	1.4%	2	0.0%	0	2.2%	2	1.9%	1	0.0%	0	1.9%	1	0.0%	0	2.8%	2	1.4%	2	0.0%	0
Eat out (e.g. take-away / café / restaurant)	11.6%	17	17.9%	10	7.7%	7	14.8%	8	14.6%	6	5.8%	3	13.5%	10	9.7%	7	11.6%	17	0.0%	0
Work	4.8%	7	8.9%	5	2.2%	2	5.6%	3	7.3%	3	1.9%	1	6.8%	5	2.8%	2	4.8%	7	0.0%	0
To meet someone	9.5%	14	8.9%	5	9.9%	9	9.3%	5	7.3%	3	11.5%	6	8.1%	6	11.1%	8	9.5%	14	0.0%	0
Library / public services (doctor, dentist, etc)	1.4%	2	1.8%	1	1.1%	1	1.9%	1	0.0%	0	1.9%	1	1.4%	1	1.4%	1	1.4%	2	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
College	0.7%	1	0.0%	0	1.1%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0
For a change	3.4%	5	3.6%	2	3.3%	3	1.9%	1	0.0%	0	7.7%	4	2.7%	2	4.2%	3	3.4%	5	0.0%	0
Larger shopping centre	1.4%	2	1.8%	1	1.1%	1	3.7%	2	0.0%	0	0.0%	0	1.4%	1	1.4%	1	1.4%	2	0.0%	0
Larger stores	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.4%	1	0.7%	1	0.0%	0
Marks and 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	0.0%	0
Pretty place	1.4%	2	0.0%	0	2.2%	2	0.0%	0	2.4%	1	1.9%	1	1.4%	1	1.4%	1	1.4%	2	0.0%	0
Primark	0.7%	1	0.0%	0	1.1%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0
(Don't know)	0.7%	1	0.0%	0	1.1%	1	1.9%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.7%	1	0.0%	0
Base:	147		56		91		54		41		52		74		72		147		0	

Andover and Romsey In Centre Survey for Carter Jonas

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Andover	Romsey										
Q17 What do you like about (CENTRE MENTIONED AT Q. 15)? [MR]																				
<i>Those who mentioned a location at Q15</i>																				
Better choice of shops	79.6%	117	78.6%	44	80.2%	73	81.5%	44	80.5%	33	76.9%	40	81.1%	60	77.8%	56	79.6%	117	0.0%	0
Better quality of shops	63.3%	93	58.9%	33	65.9%	60	59.3%	32	56.1%	23	73.1%	38	58.1%	43	69.4%	50	63.3%	93	0.0%	0
Better non-food shopping	23.1%	34	25.0%	14	22.0%	20	24.1%	13	34.1%	14	13.5%	7	21.6%	16	25.0%	18	23.1%	34	0.0%	0
Better food shopping	10.2%	15	10.7%	6	9.9%	9	14.8%	8	12.2%	5	3.8%	2	14.9%	11	5.6%	4	10.2%	15	0.0%	0
Better range of places to eat and drink	14.3%	21	17.9%	10	12.1%	11	18.5%	10	12.2%	5	11.5%	6	16.2%	12	12.5%	9	14.3%	21	0.0%	0
Street market / farmers market	2.7%	4	1.8%	1	3.3%	3	3.7%	2	0.0%	0	3.8%	2	2.7%	2	2.8%	2	2.7%	4	0.0%	0
More available car parking	1.4%	2	0.0%	0	2.2%	2	3.7%	2	0.0%	0	0.0%	0	1.4%	1	1.4%	1	1.4%	2	0.0%	0
Cheaper car parking	0.7%	1	0.0%	0	1.1%	1	0.0%	0	2.4%	1	0.0%	0	1.4%	1	0.0%	0	0.7%	1	0.0%	0
Other (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
Close to family	1.4%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	3.8%	2	1.4%	1	1.4%	1	1.4%	2	0.0%	0
For a change	2.0%	3	1.8%	1	2.2%	2	3.7%	2	2.4%	1	0.0%	0	1.4%	1	2.8%	2	2.0%	3	0.0%	0
Good leisure facilities	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.4%	1	0.7%	1	0.0%	0
History	0.7%	1	1.8%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0
More to do	0.7%	1	1.8%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.4%	1	0.0%	0	0.7%	1	0.0%	0
Pedestrianised streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pretty town	0.7%	1	0.0%	0	1.1%	1	0.0%	0	2.4%	1	0.0%	0	1.4%	1	0.0%	0	0.7%	1	0.0%	0
(Don't know)	5.4%	8	3.6%	2	6.6%	6	5.6%	3	4.9%	2	5.8%	3	6.8%	5	4.2%	3	5.4%	8	0.0%	0
Base:	147		56		91		54		41		52		74		72		147		0	
Q18 Are there any types of leisure facilities that you feel (STUDY CENTRE) is lacking in?																				
Yes	43.9%	86	41.1%	30	45.5%	56	57.6%	38	37.9%	22	36.1%	26	31.8%	28	54.2%	58	43.9%	86	0.0%	0
No	41.8%	82	41.1%	30	42.3%	52	30.3%	20	43.1%	25	51.4%	37	46.6%	41	37.4%	40	41.8%	82	0.0%	0
(Don't know)	14.3%	28	17.8%	13	12.2%	15	12.1%	8	19.0%	11	12.5%	9	21.6%	19	8.4%	9	14.3%	28	0.0%	0
Base:	196		73		123		66		58		72		88		107		196		0	

Andover and Romsey In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey	
Q19 What types of leisure facilities (including food and drink uses) do you feel (STUDY CENTRE) is lacking in? [MR]																			
<i>Those who said yes at Q18</i>																			
Cinema	1.2%	1	0.0%	0	1.8%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0	1.7%	1	1.2%	1	0.0%
Bingo hall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leisure centre	14.0%	12	10.0%	3	16.1%	9	10.5%	4	4.5%	1	26.9%	7	10.7%	3	15.5%	9	14.0%	12	0.0%
Health and fitness club	4.7%	4	3.3%	1	5.4%	3	7.9%	3	4.5%	1	0.0%	0	0.0%	0	6.9%	4	4.7%	4	0.0%
Theatre	2.3%	2	0.0%	0	3.6%	2	2.6%	1	0.0%	0	3.8%	1	3.6%	1	1.7%	1	2.3%	2	0.0%
Pubs / bars	1.2%	1	0.0%	0	1.8%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.2%	1	0.0%
Restaurants / cafés	4.7%	4	3.3%	1	5.4%	3	7.9%	3	0.0%	0	3.8%	1	7.1%	2	3.4%	2	4.7%	4	0.0%
Nightclubs	4.7%	4	10.0%	3	1.8%	1	10.5%	4	0.0%	0	0.0%	0	10.7%	3	1.7%	1	4.7%	4	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%
Aquarium	1.2%	1	0.0%	0	1.8%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.2%	1	0.0%
Basket Ball court	1.2%	1	0.0%	0	1.8%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.2%	1	0.0%
BMX track	1.2%	1	0.0%	0	1.8%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.2%	1	0.0%
Bowling alley	1.2%	1	3.3%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	1.2%	1	0.0%
Cheaper leisure facilities	1.2%	1	0.0%	0	1.8%	1	2.6%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	1.2%	1	0.0%
Comedy club	1.2%	1	0.0%	0	1.8%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0	1.7%	1	1.2%	1	0.0%
Go Karting	1.2%	1	0.0%	0	1.8%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.2%	1	0.0%
Ice rink	8.1%	7	16.7%	5	3.6%	2	10.5%	4	9.1%	2	3.8%	1	3.6%	1	10.3%	6	8.1%	7	0.0%
More for children	12.8%	11	3.3%	1	17.9%	10	10.5%	4	13.6%	3	15.4%	4	14.3%	4	12.1%	7	12.8%	11	0.0%
Skate park	1.2%	1	3.3%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	1.2%	1	0.0%
Spa	2.3%	2	0.0%	0	3.6%	2	2.6%	1	4.5%	1	0.0%	0	3.6%	1	1.7%	1	2.3%	2	0.0%
Swimming pool	41.9%	36	53.3%	16	35.7%	20	34.2%	13	45.5%	10	50.0%	13	39.3%	11	43.1%	25	41.9%	36	0.0%
Tennis courts	1.2%	1	0.0%	0	1.8%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0	1.7%	1	1.2%	1	0.0%
Trampoline park	2.3%	2	6.7%	2	0.0%	0	2.6%	1	4.5%	1	0.0%	0	0.0%	0	3.4%	2	2.3%	2	0.0%
Water park	1.2%	1	0.0%	0	1.8%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0	1.7%	1	1.2%	1	0.0%
(Don't know)	3.5%	3	3.3%	1	3.6%	2	0.0%	0	4.5%	1	7.7%	2	7.1%	2	1.7%	1	3.5%	3	0.0%
Base:	86		30		56		38		22		26		28		58		86		

Andover and Romsey In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey		
Q20 How could (STUDY CENTRE) be improved for LEISURE USES? [MR]																				
<i>Those who said yes at Q18</i>																				
Specified new leisure operator (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
Better choice of leisure destination in general	19.8%	17	23.3%	7	17.9%	10	28.9%	11	13.6%	3	11.5%	3	10.7%	3	24.1%	14	19.8%	17	0.0%	0
Better quality of leisure uses	10.5%	9	16.7%	5	7.1%	4	10.5%	4	9.1%	2	11.5%	3	10.7%	3	10.3%	6	10.5%	9	0.0%	0
More choice of restaurants/ cafes	4.7%	4	3.3%	1	5.4%	3	7.9%	3	4.5%	1	0.0%	0	7.1%	2	3.4%	2	4.7%	4	0.0%	0
Better quality restaurants/ cafes	3.5%	3	3.3%	1	3.6%	2	5.3%	2	4.5%	1	0.0%	0	3.6%	1	3.4%	2	3.5%	3	0.0%	0
More choice of pubs/ bars	0.0%	0	0.0%	0	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 quality pubs/ bars	1.2%	1	3.3%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	1.7%	1	1.2%	1	0.0%	0
More priority of pedestrians / pedestrianisation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic / congestion	0.0%	0	0.0%	0	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 shelter from wind / rain	1.2%	1	3.3%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.2%	1	0.0%	0
Improve appearance / environment of centre	1.2%	1	3.3%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	1.7%	1	1.2%	1	0.0%	0
Remove litter more often	0.0%	0	0.0%	0	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 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
Cheaper parking	2.3%	2	3.3%	1	1.8%	1	2.6%	1	4.5%	1	0.0%	0	0.0%	0	3.4%	2	2.3%	2	0.0%	0
More accessible car 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
Better bus services to the centre	0.0%	0	0.0%	0	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 / relocated bus stops	0.0%	0	0.0%	0	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 security measures / policing	0.0%	0	0.0%	0	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 within the Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redevelopments/changes to site (PLEASE SPECIFY SITES)	0.0%	0	0.0%	0	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
Cheaper prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ice rink	2.3%	2	0.0%	0	3.6%	2	5.3%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	2	2.3%	2	0.0%	0
Larger 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
Longer 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 facilities for disabled	1.2%	1	0.0%	0	1.8%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.2%	1	0.0%	0
More for teenagers	5.8%	5	0.0%	0	8.9%	5	2.6%	1	0.0%	0	15.4%	4	10.7%	3	3.4%	2	5.8%	5	0.0%	0
More public toilets	1.2%	1	0.0%	0	1.8%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.2%	1	0.0%	0
More shops	2.3%	2	0.0%	0	3.6%	2	2.6%	1	4.5%	1	0.0%	0	0.0%	0	3.4%	2	2.3%	2	0.0%	0
Play area for children	3.5%	3	6.7%	2	1.8%	1	0.0%	0	13.6%	3	0.0%	0	0.0%	0	5.2%	3	3.5%	3	0.0%	0
Spa	3.5%	3	0.0%	0	5.4%	3	2.6%	1	4.5%	1	3.8%	1	7.1%	2	1.7%	1	3.5%	3	0.0%	0

Andover and Romsey In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey		
Swimming pool	25.6%	22	13.3%	4	32.1%	18	18.4%	7	18.2%	4	42.3%	11	25.0%	7	25.9%	15	25.6%	22	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
Water Park	1.2%	1	0.0%	0	1.8%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0	1.7%	1	1.2%	1	0.0%	0
(Don't know)	19.8%	17	26.7%	8	16.1%	9	23.7%	9	9.1%	2	23.1%	6	25.0%	7	17.2%	10	19.8%	17	0.0%	0
(None mentioned)	8.1%	7	10.0%	3	7.1%	4	5.3%	2	18.2%	4	3.8%	1	10.7%	3	6.9%	4	8.1%	7	0.0%	0
Base:		86		30		56		38		22		26		28		58		86		0
Q21 Do you ever visit the Market?																				
Yes	72.4%	142	71.2%	52	73.2%	90	66.7%	44	77.6%	45	73.6%	53	73.9%	65	71.0%	76	72.4%	142	0.0%	0
No	27.6%	54	28.8%	21	26.8%	33	33.3%	22	22.4%	13	26.4%	19	26.1%	23	29.0%	31	27.6%	54	0.0%	0
Base:		196		73		123		66		58		72		88		107		196		0

Andover and Romsey In Centre Survey for Carter Jonas

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Andover	Romsey										
Q22 What do you LIKE MOST about the Market? [MR]																				
<i>Those who said yes at Q21</i>																				
Nothing	7.0%	10	11.5%	6	4.4%	4	0.0%	0	6.7%	3	13.2%	7	9.2%	6	5.3%	4	7.0%	10	0.0%	0
Near/convenient	6.3%	9	3.8%	2	7.8%	7	6.8%	3	4.4%	2	7.5%	4	4.6%	3	7.9%	6	6.3%	9	0.0%	0
Pedestrianised streets	4.2%	6	5.8%	3	3.3%	3	4.5%	2	0.0%	0	7.5%	4	3.1%	2	5.3%	4	4.2%	6	0.0%	0
Nice busy feel	2.8%	4	3.8%	2	2.2%	2	4.5%	2	2.2%	1	1.9%	1	3.1%	2	2.6%	2	2.8%	4	0.0%	0
Nice street furniture/floral displays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seating around the market	2.8%	4	5.8%	3	1.1%	1	2.3%	1	0.0%	0	5.7%	3	3.1%	2	2.6%	2	2.8%	4	0.0%	0
The frequency of the markets	2.1%	3	1.9%	1	2.2%	2	4.5%	2	2.2%	1	0.0%	0	1.5%	1	2.6%	2	2.1%	3	0.0%	0
The days the markets are on	2.8%	4	1.9%	1	3.3%	3	2.3%	1	2.2%	1	3.8%	2	1.5%	1	3.9%	3	2.8%	4	0.0%	0
The non-food stalls	3.5%	5	1.9%	1	4.4%	4	2.3%	1	2.2%	1	5.7%	3	4.6%	3	2.6%	2	3.5%	5	0.0%	0
The food stalls	29.6%	42	23.1%	12	33.3%	30	22.7%	10	40.0%	18	26.4%	14	38.5%	25	21.1%	16	29.6%	42	0.0%	0
The variety of stalls	40.1%	57	46.2%	24	36.7%	33	45.5%	20	40.0%	18	35.8%	19	41.5%	27	38.2%	29	40.1%	57	0.0%	0
The character of the market	12.0%	17	7.7%	4	14.4%	13	11.4%	5	8.9%	4	15.1%	8	16.9%	11	6.6%	5	12.0%	17	0.0%	0
The places to eat	1.4%	2	1.9%	1	1.1%	1	0.0%	0	0.0%	0	3.8%	2	1.5%	1	1.3%	1	1.4%	2	0.0%	0
Quality of the food products	23.2%	33	17.3%	9	26.7%	24	20.5%	9	33.3%	15	17.0%	9	21.5%	14	25.0%	19	23.2%	33	0.0%	0
Quality of the non-food products	2.8%	4	0.0%	0	4.4%	4	6.8%	3	2.2%	1	0.0%	0	6.2%	4	0.0%	0	2.8%	4	0.0%	0
The different types of markets (i.e. antiques, farmers market)	9.9%	14	17.3%	9	5.6%	5	11.4%	5	11.1%	5	7.5%	4	4.6%	3	14.5%	11	9.9%	14	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
Browsing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burger van	0.7%	1	0.0%	0	1.1%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	1.3%	1	0.7%	1	0.0%	0
Butchers	0.7%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.5%	1	0.0%	0	0.7%	1	0.0%	0
Cheap	4.9%	7	5.8%	3	4.4%	4	11.4%	5	0.0%	0	3.8%	2	3.1%	2	6.6%	5	4.9%	7	0.0%	0
Compact	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.3%	1	0.7%	1	0.0%	0
Flower stall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fresh produce	1.4%	2	1.9%	1	1.1%	1	0.0%	0	2.2%	1	1.9%	1	0.0%	0	2.6%	2	1.4%	2	0.0%	0
Friendly	2.8%	4	1.9%	1	3.3%	3	4.5%	2	0.0%	0	3.8%	2	3.1%	2	2.6%	2	2.8%	4	0.0%	0
Fruit stall	2.1%	3	1.9%	1	2.2%	2	4.5%	2	0.0%	0	1.9%	1	3.1%	2	1.3%	1	2.1%	3	0.0%	0
Has what I need	0.7%	1	1.9%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	1.3%	1	0.7%	1	0.0%	0
I can haggle	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.9%	1	1.5%	1	0.0%	0	0.7%	1	0.0%	0
Independent stalls	2.1%	3	3.8%	2	1.1%	1	6.8%	3	0.0%	0	0.0%	0	1.5%	1	2.6%	2	2.1%	3	0.0%	0
Local produce	2.1%	3	1.9%	1	2.2%	2	4.5%	2	2.2%	1	0.0%	0	3.1%	2	1.3%	1	2.1%	3	0.0%	0
Plant stall	1.4%	2	1.9%	1	1.1%	1	0.0%	0	0.0%	0	3.8%	2	0.0%	0	2.6%	2	1.4%	2	0.0%	0
Traditional	0.7%	1	1.9%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.7%	1	0.0%	0
Don't know)	2.8%	4	1.9%	1	3.3%	3	2.3%	1	4.4%	2	1.9%	1	1.5%	1	3.9%	3	2.8%	4	0.0%	0
Base:	142	52	90	44	45	53	65	76	142											

Andover and Romsey In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey		
Q23 What IMPROVEMENTS could be made to the Market that would encourage you to visit / visit more often? [MR]																				
Nothing	32.7%	64	34.2%	25	31.7%	39	19.7%	13	36.2%	21	41.7%	30	44.3%	39	22.4%	24	32.7%	64	0.0%	0
Frequency	6.6%	13	8.2%	6	5.7%	7	10.6%	7	6.9%	4	2.8%	2	3.4%	3	9.3%	10	6.6%	13	0.0%	0
A larger market	22.4%	44	23.3%	17	22.0%	27	24.2%	16	27.6%	16	16.7%	12	15.9%	14	28.0%	30	22.4%	44	0.0%	0
More butcher stalls	1.0%	2	1.4%	1	0.8%	1	0.0%	0	1.7%	1	1.4%	1	0.0%	0	1.9%	2	1.0%	2	0.0%	0
More bakery stalls	0.0%	0	0.0%	0	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 deli stalls	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.7%	1	0.0%	0	1.1%	1	0.0%	0	0.5%	1	0.0%	0
More fishmonger stalls	1.5%	3	2.7%	2	0.8%	1	1.5%	1	1.7%	1	1.4%	1	1.1%	1	1.9%	2	1.5%	3	0.0%	0
More sweet stalls	0.5%	1	1.4%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.5%	1	0.0%	0
The food stalls in general	3.6%	7	1.4%	1	4.9%	6	1.5%	1	1.7%	1	6.9%	5	3.4%	3	3.7%	4	3.6%	7	0.0%	0
More non-food stalls	2.6%	5	1.4%	1	3.3%	4	1.5%	1	1.7%	1	4.2%	3	2.3%	2	2.8%	3	2.6%	5	0.0%	0
More variety of stalls	23.5%	46	19.2%	14	26.0%	32	27.3%	18	19.0%	11	23.6%	17	22.7%	20	24.3%	26	23.5%	46	0.0%	0
Better quality of the stalls	7.1%	14	2.7%	2	9.8%	12	4.5%	3	12.1%	7	5.6%	4	4.5%	4	9.3%	10	7.1%	14	0.0%	0
More events throughout the year	12.8%	25	12.3%	9	13.0%	16	12.1%	8	17.2%	10	9.7%	7	9.1%	8	15.9%	17	12.8%	25	0.0%	0
Festivals	2.0%	4	2.7%	2	1.6%	2	3.0%	2	3.4%	2	0.0%	0	1.1%	1	2.8%	3	2.0%	4	0.0%	0
Evening markets	2.0%	4	1.4%	1	2.4%	3	3.0%	2	3.4%	2	0.0%	0	1.1%	1	2.8%	3	2.0%	4	0.0%	0
Cleaner streets	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.9%	1	0.5%	1	0.0%	0
Protection from the weather (i.e. covered 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
More seats	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signposting	2.6%	5	0.0%	0	4.1%	5	4.5%	3	3.4%	2	0.0%	0	3.4%	3	1.9%	2	2.6%	5	0.0%	0
Over-crowded	0.0%	0	0.0%	0	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 pedestrian streets i.e. easier to walk 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
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
Different types of market	2.0%	4	2.7%	2	1.6%	2	1.5%	1	3.4%	2	1.4%	1	2.3%	2	1.9%	2	2.0%	4	0.0%	0
Better organisation	0.5%	1	1.4%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.5%	1	0.0%	0
Local produce	2.0%	4	2.7%	2	1.6%	2	1.5%	1	1.7%	1	2.8%	2	2.3%	2	1.9%	2	2.0%	4	0.0%	0
Redesigned	0.5%	1	1.4%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.5%	1	0.0%	0
More spread out	0.5%	1	1.4%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.5%	1	0.0%	0
Don't know)	18.9%	37	17.8%	13	19.5%	24	27.3%	18	15.5%	9	13.9%	10	15.9%	14	21.5%	23	18.9%	37	0.0%	0
Base:		196		73		123		66		58		72		88		107		196		0
GEN Gender																				
Male	37.2%	73	100.0%	73	0.0%	0	39.4%	26	36.2%	21	36.1%	26	43.2%	38	32.7%	35	37.2%	73	0.0%	0
Female	62.8%	123	0.0%	0	100.0%	123	60.6%	40	63.8%	37	63.9%	46	56.8%	50	67.3%	72	62.8%	123	0.0%	0
Base:		196		73		123		66		58		72		88		107		196		0

Andover and Romsey In Centre Survey for Carter Jonas

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey	
AGE Age																				
16 - 24 years	19.9%	39	19.2%	14	20.3%	25	59.1%	39	0.0%	0	0.0%	0	18.2%	16	21.5%	23	19.9%	39	0.0%	0
25 - 34 years	13.8%	27	16.4%	12	12.2%	15	40.9%	27	0.0%	0	0.0%	0	13.6%	12	14.0%	15	13.8%	27	0.0%	0
35 - 44 years	14.8%	29	13.7%	10	15.4%	19	0.0%	0	50.0%	29	0.0%	0	15.9%	14	14.0%	15	14.8%	29	0.0%	0
45 - 54 years	14.8%	29	15.1%	11	14.6%	18	0.0%	0	50.0%	29	0.0%	0	12.5%	11	16.8%	18	14.8%	29	0.0%	0
55 - 64 years	15.8%	31	16.4%	12	15.4%	19	0.0%	0	0.0%	0	43.1%	31	12.5%	11	18.7%	20	15.8%	31	0.0%	0
65+ years	20.9%	41	19.2%	14	22.0%	27	0.0%	0	0.0%	0	56.9%	41	27.3%	24	15.0%	16	20.9%	41	0.0%	0
Base:	196		73		123		66		58		72		88		107		196		0	
EMP Are you in paid employment																				
Yes	52.0%	102	60.3%	44	47.2%	58	66.7%	44	67.2%	39	26.4%	19	59.1%	52	46.7%	50	52.0%	102	0.0%	0
No	48.0%	94	39.7%	29	52.8%	65	33.3%	22	32.8%	19	73.6%	53	40.9%	36	53.3%	57	48.0%	94	0.0%	0
Base:	196		73		123		66		58		72		88		107		196		0	
WORK Location of workplace																				
Those who are in paid employment at EMP																				
Andover	63.7%	65	68.2%	30	60.3%	35	65.9%	29	61.5%	24	63.2%	12	57.7%	30	70.0%	35	63.7%	65	0.0%	0
Salisbury	6.9%	7	6.8%	3	6.9%	4	4.5%	2	10.3%	4	5.3%	1	9.6%	5	4.0%	2	6.9%	7	0.0%	0
Southampton	4.9%	5	4.5%	2	5.2%	3	2.3%	1	10.3%	4	0.0%	0	9.6%	5	0.0%	0	4.9%	5	0.0%	0
Reading	3.9%	4	6.8%	3	1.7%	1	6.8%	3	2.6%	1	0.0%	0	3.8%	2	4.0%	2	3.9%	4	0.0%	0
Varies	3.9%	4	2.3%	1	5.2%	3	4.5%	2	5.1%	2	0.0%	0	1.9%	1	6.0%	3	3.9%	4	0.0%	0
Winchester	2.9%	3	2.3%	1	3.4%	2	2.3%	1	2.6%	1	5.3%	1	3.8%	2	2.0%	1	2.9%	3	0.0%	0
Shipton Bellinger	2.0%	2	0.0%	0	3.4%	2	2.3%	1	0.0%	0	5.3%	1	1.9%	1	2.0%	1	2.0%	2	0.0%	0
Basingstoke	2.0%	2	2.3%	1	1.7%	1	0.0%	0	2.6%	1	5.3%	1	3.8%	2	0.0%	0	2.0%	2	0.0%	0
Chilbolton	1.0%	1	0.0%	0	1.7%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.0%	1	0.0%	0
Enham Alamein	1.0%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	2.0%	1	1.0%	1	0.0%	0
Odiham	1.0%	1	2.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.0%	1	0.0%	0
Marlborough	1.0%	1	0.0%	0	1.7%	1	0.0%	0	2.6%	1	0.0%	0	1.9%	1	0.0%	0	1.0%	1	0.0%	0
East Cholderton	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	5.3%	1	0.0%	0	2.0%	1	1.0%	1	0.0%	0
Trowbridge	1.0%	1	0.0%	0	1.7%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.0%	1	0.0%	0
Stockbridge	1.0%	1	0.0%	0	1.7%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.0%	1	0.0%	0
Bracknell	1.0%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	2.0%	1	1.0%	1	0.0%	0
Newbury	1.0%	1	0.0%	0	1.7%	1	0.0%	0	2.6%	1	0.0%	0	1.9%	1	0.0%	0	1.0%	1	0.0%	0
Weyhill	1.0%	1	0.0%	0	1.7%	1	2.3%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.0%	1	0.0%	0
Base:	102		44		58		44		39		19		52		50		102		0	

Andover and Romsey In Centre Survey for Carter Jonas

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey	
SEG Socio Economic Grade																				
AB	16.3%	32	17.8%	13	15.4%	19	4.5%	3	27.6%	16	18.1%	13	36.4%	32	0.0%	0	16.3%	32	0.0%	0
C1	28.6%	56	34.2%	25	25.2%	31	37.9%	25	15.5%	9	30.6%	22	63.6%	56	0.0%	0	28.6%	56	0.0%	0
C2	30.6%	60	23.3%	17	35.0%	43	34.8%	23	29.3%	17	27.8%	20	0.0%	0	56.1%	60	30.6%	60	0.0%	0
DE	24.0%	47	24.7%	18	23.6%	29	22.7%	15	27.6%	16	22.2%	16	0.0%	0	43.9%	47	24.0%	47	0.0%	0
(Refused)	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Base:		196		73		123		66		58		72		88		107		196		0
ADU Number of adults incl. Resp: [MR]																				
1 adult in hhold	25.5%	50	30.1%	22	22.8%	28	10.6%	7	31.0%	18	34.7%	25	19.3%	17	29.9%	32	25.5%	50	0.0%	0
2 adults in hhold	50.5%	99	46.6%	34	52.8%	65	50.0%	33	44.8%	26	55.6%	40	52.3%	46	49.5%	53	50.5%	99	0.0%	0
3 adults in hhold	16.8%	33	12.3%	9	19.5%	24	27.3%	18	19.0%	11	5.6%	4	21.6%	19	13.1%	14	16.8%	33	0.0%	0
4 or more adults in hhold	6.6%	13	11.0%	8	4.1%	5	12.1%	8	5.2%	3	2.8%	2	6.8%	6	6.5%	7	6.6%	13	0.0%	0
Base:		196		73		123		66		58		72		88		107		196		0
CHI No. of children 15 years and under: [MR]																				
No children in hhold	66.8%	131	65.8%	48	67.5%	83	42.4%	28	58.6%	34	95.8%	69	64.8%	57	68.2%	73	66.8%	131	0.0%	0
1 child in hhold	20.4%	40	24.7%	18	17.9%	22	39.4%	26	22.4%	13	1.4%	1	22.7%	20	18.7%	20	20.4%	40	0.0%	0
2 children in hhold	10.2%	20	6.8%	5	12.2%	15	12.1%	8	17.2%	10	2.8%	2	11.4%	10	9.3%	10	10.2%	20	0.0%	0
3 children in hhold	1.5%	3	1.4%	1	1.6%	2	4.5%	3	0.0%	0	0.0%	0	1.1%	1	1.9%	2	1.5%	3	0.0%	0
4 or more children in hhold	1.0%	2	1.4%	1	0.8%	1	1.5%	1	1.7%	1	0.0%	0	0.0%	0	1.9%	2	1.0%	2	0.0%	0
Base:		196		73		123		66		58		72		88		107		196		0
CAR Number of cars in household: [MR]																				
No cars in hhold	31.6%	62	37.0%	27	28.5%	35	30.3%	20	31.0%	18	33.3%	24	17.0%	15	43.0%	46	31.6%	62	0.0%	0
1 car in hhold	32.1%	63	27.4%	20	35.0%	43	22.7%	15	31.0%	18	41.7%	30	33.0%	29	31.8%	34	32.1%	63	0.0%	0
2 cars in hhold	32.7%	64	32.9%	24	32.5%	40	39.4%	26	37.9%	22	22.2%	16	46.6%	41	21.5%	23	32.7%	64	0.0%	0
3 cars in hhold	2.6%	5	2.7%	2	2.4%	3	4.5%	3	0.0%	0	2.8%	2	3.4%	3	1.9%	2	2.6%	5	0.0%	0
4or more cars in hhold	1.0%	2	0.0%	0	1.6%	2	3.0%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2	1.0%	2	0.0%	0
Base:		196		73		123		66		58		72		88		107		196		0
DAY DAY OF INTERVIEW:																				
Monday	20.4%	40	24.7%	18	17.9%	22	30.3%	20	13.8%	8	16.7%	12	14.8%	13	25.2%	27	20.4%	40	0.0%	0
Tuesday	6.1%	12	1.4%	1	8.9%	11	1.5%	1	10.3%	6	6.9%	5	8.0%	7	4.7%	5	6.1%	12	0.0%	0
Wednesday	12.8%	25	12.3%	9	13.0%	16	7.6%	5	10.3%	6	19.4%	14	15.9%	14	10.3%	11	12.8%	25	0.0%	0
Thursday	11.7%	23	8.2%	6	13.8%	17	9.1%	6	5.2%	3	19.4%	14	17.0%	15	6.5%	7	11.7%	23	0.0%	0
Friday	26.5%	52	35.6%	26	21.1%	26	30.3%	20	31.0%	18	19.4%	14	20.5%	18	31.8%	34	26.5%	52	0.0%	0
Saturday	22.4%	44	17.8%	13	25.2%	31	21.2%	14	29.3%	17	18.1%	13	23.9%	21	21.5%	23	22.4%	44	0.0%	0
Base:		196		73		123		66		58		72		88		107		196		0

Andover and Romsey In Centre Survey for Carter Jonas

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey	
CENTRE CENTRE:																				
Andover	100.0%	196	100.0%	73	100.0%	123	100.0%	66	100.0%	58	100.0%	72	100.0%	88	100.0%	107	100.0%	196	0.0%	0
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	0.0%	0
Base:		196		73		123		66		58		72		88		107		196		0
LOC LOCATION (SEE INSTR / MAP):																				
Andover - Bridge Street / Town Mills junction	30.6%	60	31.5%	23	30.1%	37	28.8%	19	31.0%	18	31.9%	23	34.1%	30	27.1%	29	30.6%	60	0.0%	0
Andover - Lower High Street - tree by Newbury Building Society	36.2%	71	31.5%	23	39.0%	48	36.4%	24	32.8%	19	38.9%	28	34.1%	30	38.3%	41	36.2%	71	0.0%	0
Andover - Upper High Street - by M&S	32.7%	64	37.0%	27	30.1%	37	34.8%	23	34.5%	20	29.2%	21	30.7%	27	34.6%	37	32.7%	64	0.0%	0
Romsey - Latimer Street - Junction with Latimer Walk	0.0%	0	0.0%	0	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 - Market Place - by Romsey Working Mens Club	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.7%	1	0.0%	0	1.1%	1	0.0%	0	0.5%	1	0.0%	0
Romsey - The Hundered - by Co-op	0.0%	0	0.0%	0	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:		196		73		123		66		58		72		88		107		196		0

Andover and Romsey In Centre Survey for Carter Jonas

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey	
PC																				
FK7	0.5%	1	1.4%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.1%	1	0.0%	0	0.5%	1	0.0%	0
RG21 7	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.1%	1	0.0%	0	0.5%	1	0.0%	0
RG28 7	1.0%	2	1.4%	1	0.8%	1	0.0%	0	0.0%	0	2.8%	2	1.1%	1	0.9%	1	1.0%	2	0.0%	0
RG30 3	0.5%	1	1.4%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.5%	1	0.0%	0
RG30 4	0.5%	1	1.4%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.5%	1	0.0%	0
SN8 3	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.9%	1	0.5%	1	0.0%	0
SO18 3	0.5%	1	1.4%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.1%	1	0.0%	0	0.5%	1	0.0%	0
SO20 6	1.5%	3	0.0%	0	2.4%	3	3.0%	2	1.7%	1	0.0%	0	0.0%	0	2.8%	3	1.5%	3	0.0%	0
SO22 4	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.9%	1	0.5%	1	0.0%	0
SO22 6	0.5%	1	1.4%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.1%	1	0.0%	0	0.5%	1	0.0%	0
SP10	1.5%	3	2.7%	2	0.8%	1	3.0%	2	1.7%	1	0.0%	0	0.0%	0	2.8%	3	1.5%	3	0.0%	0
SP10 1	13.3%	26	13.7%	10	13.0%	16	12.1%	8	10.3%	6	16.7%	12	12.5%	11	13.1%	14	13.3%	26	0.0%	0
SP10 2	12.8%	25	16.4%	12	10.6%	13	10.6%	7	13.8%	8	13.9%	10	9.1%	8	15.9%	17	12.8%	25	0.0%	0
SP10 3	11.2%	22	13.7%	10	9.8%	12	15.2%	10	10.3%	6	8.3%	6	11.4%	10	11.2%	12	11.2%	22	0.0%	0
SP10 4	5.6%	11	4.1%	3	6.5%	8	6.1%	4	6.9%	4	4.2%	3	5.7%	5	5.6%	6	5.6%	11	0.0%	0
SP10 5	13.8%	27	6.8%	5	17.9%	22	9.1%	6	19.0%	11	13.9%	10	12.5%	11	15.0%	16	13.8%	27	0.0%	0
SP11 0	1.0%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	2.8%	2	1.1%	1	0.9%	1	1.0%	2	0.0%	0
SP11 2	0.5%	1	1.4%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.5%	1	0.0%	0
SP11 6	9.2%	18	9.6%	7	8.9%	11	9.1%	6	8.6%	5	9.7%	7	9.1%	8	9.3%	10	9.2%	18	0.0%	0
SP11 7	1.0%	2	2.7%	2	0.0%	0	1.5%	1	0.0%	0	1.4%	1	1.1%	1	0.9%	1	1.0%	2	0.0%	0
SP11 8	2.6%	5	1.4%	1	3.3%	4	1.5%	1	1.7%	1	4.2%	3	3.4%	3	1.9%	2	2.6%	5	0.0%	0
SP11 9	2.6%	5	1.4%	1	3.3%	4	0.0%	0	5.2%	3	2.8%	2	3.4%	3	1.9%	2	2.6%	5	0.0%	0
SP4 0	1.5%	3	1.4%	1	1.6%	2	1.5%	1	0.0%	0	2.8%	2	3.4%	3	0.0%	0	1.5%	3	0.0%	0
SP4 7	2.6%	5	4.1%	3	1.6%	2	3.0%	2	3.4%	2	1.4%	1	4.5%	4	0.9%	1	2.6%	5	0.0%	0
SP4 8	0.5%	1	1.4%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.5%	1	0.0%	0
SP4 9	0.5%	1	1.4%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.1%	1	0.0%	0	0.5%	1	0.0%	0
SP5 1	0.5%	1	1.4%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.9%	1	0.5%	1	0.0%	0
SP9 7	2.0%	4	4.1%	3	0.8%	1	4.5%	3	0.0%	0	1.4%	1	0.0%	0	3.7%	4	2.0%	4	0.0%	0
SP97 0	0.5%	1	1.4%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.5%	1	0.0%	0
SW20 6	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.7%	1	0.0%	0	1.1%	1	0.0%	0	0.5%	1	0.0%	0
Refused	9.7%	19	1.4%	1	14.6%	18	12.1%	8	5.2%	3	11.1%	8	10.2%	9	9.3%	10	9.7%	19	0.0%	0
Base:		196		73		123		66		58		72		88		107		196		0

Appendix 3:

Data Tabulations

By Romsey

Andover and Romsey In Centre Survey for Carter Jonas

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey		
Q01 How did you travel to (NAME OF CENTRE) today?																					
Car-driver	50.5%	51	57.7%	15	48.0%	36	37.5%	3	83.3%	15	44.0%	33	57.3%	43	32.0%	8	0.0%	0	50.5%	51	
Car-passenger	11.9%	12	0.0%	0	16.0%	12	12.5%	1	5.6%	1	13.3%	10	12.0%	9	8.0%	2	0.0%	0	11.9%	12	
Bus / coach	8.9%	9	3.8%	1	10.7%	8	12.5%	1	0.0%	0	10.7%	8	6.7%	5	16.0%	4	0.0%	0	8.9%	9	
Bicycle	2.0%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	2.7%	2	1.3%	1	4.0%	1	0.0%	0	2.0%	2	
Rail	2.0%	2	3.8%	1	1.3%	1	12.5%	1	0.0%	0	1.3%	1	0.0%	0	8.0%	2	0.0%	0	2.0%	2	
Taxi	0.0%	0	0.0%	0	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	24.8%	25	34.6%	9	21.3%	16	25.0%	2	11.1%	2	28.0%	21	22.7%	17	32.0%	8	0.0%	0	24.8%	25	
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	
Scooter	0.0%	0	0.0%	0	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:		101		26		75		8		18		75		75		25		0		101	

Mean score [minutes]

Q02 How long do you intend to stay in (NAME OF CENTRE) today?

Less than 30 minutes	5.9%	6	7.7%	2	5.3%	4	0.0%	0	11.1%	2	5.3%	4	6.7%	5	4.0%	1	0.0%	0	5.9%	6
30-59 minutes	24.8%	25	30.8%	8	22.7%	17	25.0%	2	5.6%	1	29.3%	22	28.0%	21	16.0%	4	0.0%	0	24.8%	25
Between 1-2 hours	55.4%	56	38.5%	10	61.3%	46	62.5%	5	61.1%	11	53.3%	40	56.0%	42	52.0%	13	0.0%	0	55.4%	56
Between 2-3 hours	5.0%	5	11.5%	3	2.7%	2	0.0%	0	5.6%	1	5.3%	4	5.3%	4	4.0%	1	0.0%	0	5.0%	5
Between 3-4 hours	4.0%	4	3.8%	1	4.0%	3	0.0%	0	5.6%	1	4.0%	3	2.7%	2	8.0%	2	0.0%	0	4.0%	4
Over 4 hours	4.0%	4	3.8%	1	4.0%	3	12.5%	1	11.1%	2	1.3%	1	0.0%	0	16.0%	4	0.0%	0	4.0%	4
Overnight stay	0.0%	0	0.0%	0	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)	1.0%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	1.0%	1
Mean:		89.25		88.80		89.40		101.25		109.17		83.11		78.65		120.60		0.00		89.25
Base:		101		26		75		8		18		75		75		25		0		101

Q03 How often do you visit (NAME OF CENTRE)?

Everyday	14.9%	15	19.2%	5	13.3%	10	12.5%	1	0.0%	0	18.7%	14	17.3%	13	8.0%	2	0.0%	0	14.9%	15
4-6 times a week	17.8%	18	11.5%	3	20.0%	15	25.0%	2	33.3%	6	13.3%	10	16.0%	12	24.0%	6	0.0%	0	17.8%	18
2-3 times a week	43.6%	44	50.0%	13	41.3%	31	50.0%	4	38.9%	7	44.0%	33	42.7%	32	44.0%	11	0.0%	0	43.6%	44
Once a week	8.9%	9	7.7%	2	9.3%	7	0.0%	0	5.6%	1	10.7%	8	9.3%	7	8.0%	2	0.0%	0	8.9%	9
Once a fortnight	3.0%	3	3.8%	1	2.7%	2	0.0%	0	0.0%	0	4.0%	3	4.0%	3	0.0%	0	0.0%	0	3.0%	3
Once a month	5.9%	6	3.8%	1	6.7%	5	12.5%	1	11.1%	2	4.0%	3	6.7%	5	4.0%	1	0.0%	0	5.9%	6
Once a quarter	2.0%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	2.7%	2	1.3%	1	4.0%	1	0.0%	0	2.0%	2
Less than once a quarter	2.0%	2	3.8%	1	1.3%	1	0.0%	0	5.6%	1	1.3%	1	1.3%	1	4.0%	1	0.0%	0	2.0%	2
First time today	2.0%	2	0.0%	0	2.7%	2	0.0%	0	5.6%	1	1.3%	1	1.3%	1	4.0%	1	0.0%	0	2.0%	2
Base:		101		26		75		8		18		75		75		25		0		101

Andover and Romsey In Centre Survey for Carter Jonas

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey		
Q04 What is the main reason for your visit to (NAME OF CENTRE) today?																					
To buy food items in shops (not takeaway / café / restaurant)	23.8%	24	26.9%	7	22.7%	17	25.0%	2	11.1%	2	26.7%	20	25.3%	19	16.0%	4	0.0%	0	23.8%	24	
To buy non-food goods in shops (e.g. clothes, shoes, jewellery, etc)	18.8%	19	3.8%	1	24.0%	18	0.0%	0	11.1%	2	22.7%	17	20.0%	15	16.0%	4	0.0%	0	18.8%	19	
To buy food items at the market (not take-away / café / restaurant)	0.0%	0	0.0%	0	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 buy non-food goods at the market (e.g. shoes, clothes, jewellery)	1.0%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	1.0%	1	
For services (e.g. bank, building society, hairdressers)	26.7%	27	26.9%	7	26.7%	20	37.5%	3	22.2%	4	26.7%	20	32.0%	24	12.0%	3	0.0%	0	26.7%	27	
To use a leisure facility	1.0%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	1.0%	1	
As a day visitor to the Town Centre	1.0%	1	0.0%	0	1.3%	1	0.0%	0	5.6%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	1.0%	1	
As a staying visitor to the Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
To eat out (take-aways / café / restaurants)	3.0%	3	0.0%	0	4.0%	3	12.5%	1	0.0%	0	2.7%	2	2.7%	2	4.0%	1	0.0%	0	3.0%	3	
To visit the library / public services (e.g. doctor, dentist etc)	6.9%	7	15.4%	4	4.0%	3	0.0%	0	5.6%	1	8.0%	6	6.7%	5	8.0%	2	0.0%	0	6.9%	7	
For work	8.9%	9	11.5%	3	8.0%	6	12.5%	1	27.8%	5	4.0%	3	4.0%	3	24.0%	6	0.0%	0	8.9%	9	
To attend a business appointment	1.0%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	1.0%	1	
To meet somebody	7.9%	8	11.5%	3	6.7%	5	12.5%	1	16.7%	3	5.3%	4	5.3%	4	16.0%	4	0.0%	0	7.9%	8	
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	
Church	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
College	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
For a walk	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
School run	0.0%	0	0.0%	0	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 feed the ducks	0.0%	0	0.0%	0	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:	101		26		75		8		18		75		75		25		0		101		

Andover and Romsey In Centre Survey for Carter Jonas

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Andover	Romsey
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Q05 Which type of shop are you most likely to visit today?*Those who said food or non food at Q04*

Food & Grocery	40.9%	18	77.8%	7	31.4%	11	100.0%	2	25.0%	1	39.5%	15	42.9%	15	25.0%	2	0.0%	0	40.9%	18
Clothing & Footwear	6.8%	3	0.0%	0	8.6%	3	0.0%	0	25.0%	1	5.3%	2	8.6%	3	0.0%	0	0.0%	0	6.8%	3
Furniture, Carpets, Soft Household Furnishings	0.0%	0	0.0%	0	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 and Decorating 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
Domestic Appliances	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CDs, DVDs, games, books 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
Gifts and Antiques	2.3%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	2.6%	1	2.9%	1	0.0%	0	0.0%	0	2.3%	1
Arts and Crafts	0.0%	0	0.0%	0	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 Non-Food Items	34.1%	15	22.2%	2	37.1%	13	0.0%	0	50.0%	2	34.2%	13	31.4%	11	50.0%	4	0.0%	0	34.1%	15
(None of the above)	6.8%	3	0.0%	0	8.6%	3	0.0%	0	0.0%	0	7.9%	3	8.6%	3	0.0%	0	0.0%	0	6.8%	3
(Don't know)	9.1%	4	0.0%	0	11.4%	4	0.0%	0	0.0%	0	10.5%	4	5.7%	2	25.0%	2	0.0%	0	9.1%	4
Base:		44		9		35		2		4		38		35		8		0		44

Q06 What are the names of the MAIN non-food shops you have visited or intend to visit today?*Those who said non food at Q04*

Boots	45.0%	9	100.0%	2	38.9%	7	0.0%	0	100.0%	2	38.9%	7	50.0%	8	25.0%	1	0.0%	0	45.0%	9
Bradbeers	25.0%	5	0.0%	0	27.8%	5	0.0%	0	50.0%	1	22.2%	4	25.0%	4	25.0%	1	0.0%	0	25.0%	5
Superdrug	25.0%	5	50.0%	1	22.2%	4	0.0%	0	0.0%	0	27.8%	5	25.0%	4	25.0%	1	0.0%	0	25.0%	5
WHSmith	15.0%	3	50.0%	1	11.1%	2	0.0%	0	0.0%	0	16.7%	3	18.8%	3	0.0%	0	0.0%	0	15.0%	3
McColls	15.0%	3	0.0%	0	16.7%	3	0.0%	0	0.0%	0	16.7%	3	18.8%	3	0.0%	0	0.0%	0	15.0%	3
Clintons	10.0%	2	0.0%	0	11.1%	2	0.0%	0	0.0%	0	11.1%	2	12.5%	2	0.0%	0	0.0%	0	10.0%	2
M and Co	10.0%	2	0.0%	0	11.1%	2	0.0%	0	0.0%	0	11.1%	2	12.5%	2	0.0%	0	0.0%	0	10.0%	2
Aldi	5.0%	1	0.0%	0	5.6%	1	0.0%	0	50.0%	1	0.0%	0	6.3%	1	0.0%	0	0.0%	0	5.0%	1
Carphone Warehouse	5.0%	1	0.0%	0	5.6%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0	25.0%	1	0.0%	0	5.0%	1
(Not answered)	15.0%	3	0.0%	0	16.7%	3	0.0%	0	0.0%	0	16.7%	3	12.5%	2	25.0%	1	0.0%	0	15.0%	3
Base:		20		2		18		0		2		18		16		4		0		20

Andover and Romsey In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey	
Mean score [£]																			
Q07 How much have you spent or intend to spend today on non-food items?																			
Those who said non food at Q04																			
Nothing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Less than £5.00	15.0%	3	0.0%	0	16.7%	3	0.0%	0	0.0%	0	16.7%	3	18.8%	3	0.0%	0	0.0%	0	15.0%
£5.01-£10.00	5.0%	1	0.0%	0	5.6%	1	0.0%	0	0.0%	0	5.6%	1	6.3%	1	0.0%	0	0.0%	0	5.0%
£10.01-£20.00	30.0%	6	50.0%	1	27.8%	5	0.0%	0	0.0%	0	33.3%	6	25.0%	4	50.0%	2	0.0%	0	30.0%
£20.01-£30.00	15.0%	3	0.0%	0	16.7%	3	0.0%	0	0.0%	0	16.7%	3	6.3%	1	50.0%	2	0.0%	0	15.0%
£30.01-£50.00	20.0%	4	0.0%	0	22.2%	4	0.0%	0	100.0%	2	11.1%	2	25.0%	4	0.0%	0	0.0%	0	20.0%
£50.01-£100.00	10.0%	2	0.0%	0	11.1%	2	0.0%	0	0.0%	0	11.1%	2	12.5%	2	0.0%	0	0.0%	0	10.0%
£100.01-£150.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
£150.01-£200.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
£200.01-£250.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Over £250.00	0.0%	0	0.0%	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)	5.0%	1	50.0%	1	0.0%	0	0.0%	0	0.0%	0	5.6%	1	6.3%	1	0.0%	0	0.0%	0	5.0%
Mean:	25.26		15.00		25.83		0.00		37.50		23.82		26.67		20.00		0.00		25.26
Base:	20		2		18		0		2		18		16		4		0		20
Q08 What are the names of the MAIN food shops you have visited or intend to visit today? [MR]																			
Those who said food at Q04																			
Andover																			
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	0.0%
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kathmandu Variety Stores (World Food)	4.2%	1	14.3%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1	5.3%	1	0.0%	0	0.0%	0	4.2%
Lidl	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S Food	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's	0.0%	0	0.0%	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	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%
Aldi	4.2%	1	0.0%	0	5.9%	1	0.0%	0	50.0%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0	4.2%
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%
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	0.0%
Romsey																			
Aldi	33.3%	8	14.3%	1	41.2%	7	50.0%	1	0.0%	0	35.0%	7	26.3%	5	50.0%	2	0.0%	0	33.3%
Co-op	16.7%	4	14.3%	1	17.6%	3	50.0%	1	0.0%	0	15.0%	3	21.1%	4	0.0%	0	0.0%	0	16.7%
Longs Farm Shop (Greengrocer / Fruiterer)	4.2%	1	14.3%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1	5.3%	1	0.0%	0	0.0%	0	4.2%
Waitrose	66.7%	16	57.1%	4	70.6%	12	50.0%	1	50.0%	1	70.0%	14	73.7%	14	50.0%	2	0.0%	0	66.7%
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%
Market	4.2%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	5.0%	1	5.3%	1	0.0%	0	0.0%	0	4.2%
Base:	24		7		17		2		2		20		19		4		0		24

Andover and Romsey In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey	
Mean score [£]																			
Q09 How much have you spent or intend to spend today on food items?																			
Those who said food at Q04																			
Nothing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Less than £5.00	0.0%	0	0.0%	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-£10.00	12.5%	3	28.6%	2	5.9%	1	0.0%	0	0.0%	0	15.0%	3	15.8%	3	0.0%	0	0.0%	0	12.5%
£10.01-£20.00	16.7%	4	14.3%	1	17.6%	3	0.0%	0	0.0%	0	20.0%	4	5.3%	1	75.0%	3	0.0%	0	16.7%
£20.01-£30.00	25.0%	6	14.3%	1	29.4%	5	50.0%	1	50.0%	1	20.0%	4	31.6%	6	0.0%	0	0.0%	0	25.0%
£30.01-£50.00	33.3%	8	42.9%	3	29.4%	5	50.0%	1	0.0%	0	35.0%	7	31.6%	6	25.0%	1	0.0%	0	33.3%
£50.01-£100.00	8.3%	2	0.0%	0	11.8%	2	0.0%	0	50.0%	1	5.0%	1	10.5%	2	0.0%	0	0.0%	0	8.3%
£100.01-£150.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
£150.01-£200.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
£200.01-£250.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Over £250.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Refused)	4.2%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	5.0%	1	5.3%	1	0.0%	0	0.0%	0	4.2%
Mean:	29.67	23.93		32.19		31.25		50.00		27.37		31.25		20.63		0.00		29.67	
Base:	24	7		17		2		2		20		19		4		0		24	
Q10 When visiting the food store, do you intend to link your shopping trip with a visit to other shops or services in the town centre? [MR]																			
Those who said food at Q04																			
No	12.5%	3	0.0%	0	17.6%	3	50.0%	1	50.0%	1	5.0%	1	15.8%	3	0.0%	0	0.0%	0	12.5%
Yes - other food shop	8.3%	2	0.0%	0	11.8%	2	0.0%	0	0.0%	0	10.0%	2	10.5%	2	0.0%	0	0.0%	0	8.3%
Yes - Other non-food shops	66.7%	16	71.4%	5	64.7%	11	50.0%	1	50.0%	1	70.0%	14	68.4%	13	50.0%	2	0.0%	0	66.7%
Yes - Café / restaurant	20.8%	5	42.9%	3	11.8%	2	0.0%	0	0.0%	0	25.0%	5	15.8%	3	50.0%	2	0.0%	0	20.8%
Yes - Gym	0.0%	0	0.0%	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 - 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%
Yes - Leisure (e.g. 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%
Yes - 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%
Base:	24	7		17		2		2		20		19		4		0		24	

Andover and Romsey In Centre Survey for Carter Jonas

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey	
Q11 What do you like MOST about (STUDY CENTRE)? [MR]																				
Near / convenient	19.8%	20	34.6%	9	14.7%	11	12.5%	1	16.7%	3	21.3%	16	22.7%	17	12.0%	3	0.0%	0	19.8%	20
Easy walking distance	9.9%	10	11.5%	3	9.3%	7	0.0%	0	5.6%	1	12.0%	9	10.7%	8	8.0%	2	0.0%	0	9.9%	10
Good public transport links	1.0%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	4.0%	1	0.0%	0	1.0%	1
Parking is easy	6.9%	7	7.7%	2	6.7%	5	0.0%	0	11.1%	2	6.7%	5	6.7%	5	8.0%	2	0.0%	0	6.9%	7
Parking is cheap	1.0%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	1.0%	1
Lack of congestion on roads	2.0%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	2.7%	2	1.3%	1	4.0%	1	0.0%	0	2.0%	2
Pedestrianised streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little traffic-pedestrian conflict	2.0%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	2.7%	2	1.3%	1	4.0%	1	0.0%	0	2.0%	2
Good directional signs to centre	1.0%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	1.0%	1
Convenient drop off / pick up stops for buses / good location of bus station	1.0%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	1.0%	1
Ease of access to all (with pushchairs, wheelchairs, etc)	3.0%	3	0.0%	0	4.0%	3	0.0%	0	0.0%	0	4.0%	3	4.0%	3	0.0%	0	0.0%	0	3.0%	3
Well signposted route ways / good local maps	1.0%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	1.0%	1
General cleanliness of shopping streets	18.8%	19	30.8%	8	14.7%	11	25.0%	2	33.3%	6	14.7%	11	21.3%	16	12.0%	3	0.0%	0	18.8%	19
Feels safe / absence of threatening individuals / groups	24.8%	25	26.9%	7	24.0%	18	0.0%	0	22.2%	4	28.0%	21	22.7%	17	32.0%	8	0.0%	0	24.8%	25
Presence of police / other security measures	3.0%	3	3.8%	1	2.7%	2	0.0%	0	5.6%	1	2.7%	2	1.3%	1	8.0%	2	0.0%	0	3.0%	3
Nice street furniture / floral displays	17.8%	18	23.1%	6	16.0%	12	12.5%	1	22.2%	4	17.3%	13	20.0%	15	12.0%	3	0.0%	0	17.8%	18
Nice busy feel	16.8%	17	15.4%	4	17.3%	13	25.0%	2	11.1%	2	17.3%	13	18.7%	14	12.0%	3	0.0%	0	16.8%	17
Not too crowded	16.8%	17	15.4%	4	17.3%	13	25.0%	2	5.6%	1	18.7%	14	17.3%	13	16.0%	4	0.0%	0	16.8%	17
Character / atmosphere	30.7%	31	26.9%	7	32.0%	24	25.0%	2	33.3%	6	30.7%	23	29.3%	22	36.0%	9	0.0%	0	30.7%	31
Historic buildings / tourist attractions	20.8%	21	19.2%	5	21.3%	16	25.0%	2	33.3%	6	17.3%	13	24.0%	18	12.0%	3	0.0%	0	20.8%	21
Selection / choice of independent / specialist shops	14.9%	15	7.7%	2	17.3%	13	0.0%	0	27.8%	5	13.3%	10	14.7%	11	16.0%	4	0.0%	0	14.9%	15
Presence of a large supermarket	2.0%	2	0.0%	0	2.7%	2	0.0%	0	5.6%	1	1.3%	1	2.7%	2	0.0%	0	0.0%	0	2.0%	2
Selection / choice of multiple shops (i.e. high street chains)	2.0%	2	3.8%	1	1.3%	1	12.5%	1	0.0%	0	1.3%	1	0.0%	0	8.0%	2	0.0%	0	2.0%	2
Quality of shops	7.9%	8	7.7%	2	8.0%	6	12.5%	1	5.6%	1	8.0%	6	5.3%	4	16.0%	4	0.0%	0	7.9%	8
Specified shops (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
Prices are competitive 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

Andover and Romsey In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey	
shops compared to other town/district centres																			
Play area for 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	0.0%
Range of places to eat out (e.g. cafes, restaurants, takeaways)	5.9%	6	0.0%	0	8.0%	6	0.0%	0	5.6%	1	6.7%	5	5.3%	4	8.0%	2	0.0%	0	5.9%
Range of pubs / bars	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Range of services (banks, insurance, hairdressers, etc)	2.0%	2	0.0%	0	2.7%	2	0.0%	0	5.6%	1	1.3%	1	1.3%	1	4.0%	1	0.0%	0	2.0%
Range of leisure facilities	2.0%	2	3.8%	1	1.3%	1	0.0%	0	0.0%	0	2.7%	2	1.3%	1	4.0%	1	0.0%	0	2.0%
Availability of employment opportunities	0.0%	0	0.0%	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%
I like everything about the Town Centre	6.9%	7	0.0%	0	9.3%	7	0.0%	0	11.1%	2	6.7%	5	5.3%	4	8.0%	2	0.0%	0	6.9%
Bradbeers	1.0%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	4.0%	1	0.0%	0	1.0%
Church	0.0%	0	0.0%	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%	4	11.5%	3	1.3%	1	0.0%	0	0.0%	0	5.3%	4	4.0%	3	4.0%	1	0.0%	0	4.0%
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%
Familiarity	0.0%	0	0.0%	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	3.0%	3	0.0%	0	4.0%	3	0.0%	0	0.0%	0	4.0%	3	2.7%	2	4.0%	1	0.0%	0	3.0%
Good layout	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
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%
Memorial park	1.0%	1	0.0%	0	1.3%	1	12.5%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	1.0%
Peaceful / quiet	1.0%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	1.0%
Sports Direct	0.0%	0	0.0%	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 performers	0.0%	0	0.0%	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 Abbey	0.0%	0	0.0%	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 duck pond	0.0%	0	0.0%	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 lake	0.0%	0	0.0%	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 museum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The open space	0.0%	0	0.0%	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 river	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Top Man	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Nothing in particular)	1.0%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	1.0%
Base:	101		26		75		8		18		75		75		25		0		101

Andover and Romsey In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey		
Q12 What do you dislike MOST about (STUDY CENTRE)? [MR]																				
Unsafe for pedestrians / traffic conflict	1.0%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	1.0%	1
Not enough pedestrianisation	1.0%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	1.0%	1
Difficulties in parking	10.9%	11	11.5%	3	10.7%	8	25.0%	2	5.6%	1	10.7%	8	10.7%	8	12.0%	3	0.0%	0	10.9%	11
Location of parking	8.9%	9	11.5%	3	8.0%	6	12.5%	1	5.6%	1	9.3%	7	6.7%	5	16.0%	4	0.0%	0	8.9%	9
Parking is expensive	7.9%	8	7.7%	2	8.0%	6	0.0%	0	11.1%	2	8.0%	6	8.0%	6	8.0%	2	0.0%	0	7.9%	8
Poor public transport links	3.0%	3	7.7%	2	1.3%	1	0.0%	0	0.0%	0	4.0%	3	2.7%	2	4.0%	1	0.0%	0	3.0%	3
Road congestion	6.9%	7	3.8%	1	8.0%	6	12.5%	1	0.0%	0	8.0%	6	8.0%	6	4.0%	1	0.0%	0	6.9%	7
Poor directional signs to Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor signage / routeways within centre / lack of maps of centre	1.0%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	4.0%	1	0.0%	0	1.0%	1
Inconvenient location of bus stops / bus station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficulties with pushchairs, wheelchairs, 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
Dirty shopping streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feels unsafe / presence of threatening individuals / groups	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of police presence / other security measures	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of street furniture / floral displays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not busy enough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Over-crowded	1.0%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	1.0%	1
General lack of choice of multiple shops	4.0%	4	0.0%	0	5.3%	4	0.0%	0	5.6%	1	4.0%	3	2.7%	2	8.0%	2	0.0%	0	4.0%	4
General lack of independent / specialist shops	3.0%	3	0.0%	0	4.0%	3	0.0%	0	5.6%	1	2.7%	2	4.0%	3	0.0%	0	0.0%	0	3.0%	3
Quality of shops is inadequate (PLEASE SPECIFY WHICH 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
Shops too small	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specified shops absent (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
Inadequate range of places to eat	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inadequate range of 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
Inadequate range of leisure facilities	1.0%	1	0.0%	0	1.3%	1	12.5%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.0%	1
Absence of play areas for children	1.0%	1	3.8%	1	0.0%	0	12.5%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	1.0%	1

Andover and Romsey In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey	
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%
I dislike everything about the Town Centre	1.0%	1	0.0%	0	1.3%	1	0.0%	0	5.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.0%
Antisocial behaviour	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bell Street works	1.0%	1	0.0%	0	1.3%	1	0.0%	0	5.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.0%
Early closing times	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lack of amenities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lack of parking	2.0%	2	0.0%	0	2.7%	2	12.5%	1	0.0%	0	1.3%	1	1.3%	1	4.0%	1	0.0%	0	2.0%
No 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	0.0%
Not enough to do	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rundown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Specified shops absent - Clothing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Specified shops absent - Department store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Specified shops absent - H & M	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Specified shops absent - Primark	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Specified shops absent - River 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	0.0%
Specified shops absent - Sainsbury's	1.0%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	1.0%
The homeless people	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Too many buildings	1.0%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	1.0%
Too many charity shops	3.0%	3	0.0%	0	4.0%	3	0.0%	0	0.0%	0	4.0%	3	4.0%	3	0.0%	0	0.0%	0	3.0%
Too many coffee shops / cafes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Too many empty shops	1.0%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	1.0%
Too many people smoking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Too many 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%
Uneven paving	5.0%	5	0.0%	0	6.7%	5	12.5%	1	0.0%	0	5.3%	4	5.3%	4	0.0%	0	0.0%	0	5.0%
(No opinion)	3.0%	3	3.8%	1	2.7%	2	0.0%	0	0.0%	0	4.0%	3	4.0%	3	0.0%	0	0.0%	0	3.0%
(Nothing in particular)	55.4%	56	65.4%	17	52.0%	39	25.0%	2	66.7%	12	56.0%	42	53.3%	40	64.0%	16	0.0%	0	55.4%
Base:		101		26		75		8		18		75		75		25		0	101

Andover and Romsey In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey		
Q13 How could (STUDY CENTRE) be improved? [MR]																				
Specified new shop (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
Better choice of shops in general	8.9%	9	0.0%	0	12.0%	9	12.5%	1	16.7%	3	6.7%	5	10.7%	8	4.0%	1	0.0%	0	8.9%	9
Better quality of shops	2.0%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	2.7%	2	1.3%	1	4.0%	1	0.0%	0	2.0%	2
More / better street market(s)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More priority of pedestrians / pedestrianisation	8.9%	9	3.8%	1	10.7%	8	25.0%	2	0.0%	0	9.3%	7	10.7%	8	4.0%	1	0.0%	0	8.9%	9
Less traffic / congestion	5.0%	5	7.7%	2	4.0%	3	25.0%	2	0.0%	0	4.0%	3	2.7%	2	12.0%	3	0.0%	0	5.0%	5
More shelter from wind / rain	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve appearance / environment of centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Remove litter more often	0.0%	0	0.0%	0	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 parking	4.0%	4	3.8%	1	4.0%	3	25.0%	2	0.0%	0	2.7%	2	2.7%	2	8.0%	2	0.0%	0	4.0%	4
Cheaper parking	5.9%	6	3.8%	1	6.7%	5	12.5%	1	0.0%	0	6.7%	5	6.7%	5	4.0%	1	0.0%	0	5.9%	6
More accessible car parking	2.0%	2	0.0%	0	2.7%	2	12.5%	1	0.0%	0	1.3%	1	2.7%	2	0.0%	0	0.0%	0	2.0%	2
Better bus services to the centre	1.0%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	1.0%	1
New / relocated bus stops	0.0%	0	0.0%	0	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 security measures / policing	0.0%	0	0.0%	0	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 within the Centre	0.0%	0	0.0%	0	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 children's play areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redevelopments/changes to site (PLEASE SPECIFY SITES)	0.0%	0	0.0%	0	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
Bell Street	1.0%	1	0.0%	0	1.3%	1	0.0%	0	5.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.0%	1
Better pavements	3.0%	3	0.0%	0	4.0%	3	0.0%	0	0.0%	0	4.0%	3	4.0%	3	0.0%	0	0.0%	0	3.0%	3
Cheaper rent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the pavements	1.0%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Improved road surfaces	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	3.0%	3	3.8%	1	2.7%	2	0.0%	0	0.0%	0	4.0%	3	4.0%	3	0.0%	0	0.0%	0	3.0%	3
Less 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
Less empty 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
Less homeless people	0.0%	0	0.0%	0	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 disabled friendly	0.0%	0	0.0%	0	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 for teenagers to do	0.0%	0	0.0%	0	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 leisure facilities	2.0%	2	0.0%	0	2.7%	2	12.5%	1	0.0%	0	1.3%	1	2.7%	2	0.0%	0	0.0%	0	2.0%	2
More public 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 public toilets	1.0%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	1.0%	1
More restaurants / places to eat	1.0%	1	3.8%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	1.0%	1

Andover and Romsey In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey	
Remove tables and chairs from pavements	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Specified new shop - Antique shop	1.0%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	1.0%
Specified new shop - Argos	1.0%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	1.0%
Specified new shop - Childrens shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Specified new shop - Clothing / shoe shop	1.0%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	1.0%
Specified new shop - Debenhams	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Specified new shop - Department store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Specified new shop - Electrical store	1.0%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	1.0%
Specified new shop - Independent stores	3.0%	3	3.8%	1	2.7%	2	0.0%	0	5.6%	1	2.7%	2	2.7%	2	4.0%	1	0.0%	0	3.0%
Specified new shop - JD Sports	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Specified new shop - John Lewis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Specified new shop - Marks & Spencer	2.0%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	2.7%	2	2.7%	2	0.0%	0	0.0%	0	2.0%
Specified new shop - Matalan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Specified new shop - Mens shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Specified new shop - Music shop	1.0%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	1.0%
Specified new shop - Primark	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Specified new shop - River 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	0.0%
Stop cycles in the centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stop people smoking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Woodlea Lane	1.0%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	4.0%	1	0.0%	0	1.0%
(Don't know)	5.9%	6	7.7%	2	5.3%	4	0.0%	0	11.1%	2	5.3%	4	6.7%	5	4.0%	1	0.0%	0	5.9%
(None mentioned)	45.5%	46	61.5%	16	40.0%	30	25.0%	2	55.6%	10	45.3%	34	42.7%	32	56.0%	14	0.0%	0	45.5%
Base:		101		26		75		8		18		75		75		25		0	101

Andover and Romsey In Centre Survey for Carter Jonas

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Andover	Romsey
Q14 Is there a specific shop / type of shop that would encourage you to visit (STUDY CENTRE) more often?										
Yes (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Antiques	1.0%	1	3.8%	1	0.0%	0	0.0%	0	1.3%	1
Argos	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BHS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burtons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
C&A	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clothes shop	3.0%	3	3.8%	1	2.7%	2	0.0%	0	11.1%	2
Co-op	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Debenhams	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3
Department store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorothy Perkins	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fashion shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
H&M	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HMV	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
House of Fraser	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JD Sports	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer	14.9%	15	3.8%	1	18.7%	14	0.0%	0	10.7%	8
Matalan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.0%	6
Monsoon	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
Music shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nandos	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Look	1.0%	1	0.0%	0	1.3%	1	12.5%	1	0.0%	0
Next	4.0%	4	0.0%	0	5.3%	4	12.5%	1	1.3%	1
Phase Eight	1.0%	1	0.0%	0	1.3%	1	0.0%	0	5.3%	2
Pound shops	3.0%	3	0.0%	0	4.0%	3	12.5%	1	2.7%	2
Primark	1.0%	1	0.0%	0	1.3%	1	0.0%	0	1.3%	1
River Island	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	2
Sainsbury's	2.0%	2	3.8%	1	1.3%	1	0.0%	0	0.0%	0
Shoe shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	1.0%	1	0.0%	0	1.3%	1	0.0%	0	1.3%	1
TK Maxx	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Urban Outfitters	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitestuff	1.0%	1	0.0%	0	1.3%	1	0.0%	0	1.3%	1
No	64.4%	65	84.6%	22	57.3%	43	50.0%	4	66.7%	12
(Don't know)	3.0%	3	0.0%	0	4.0%	3	0.0%	0	4.0%	3
Base:	101	26	75	8	18	75	75	25	0	101

Andover and Romsey In Centre Survey for Carter Jonas

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey	
Q15 What other CENTRE or RETAIL PARK do you regularly visit (once a month or more)? [MR]																				
Andover - Churchill Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Andover - Enham Arch Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Andover - Northern Avenue Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amesbury - Solstice Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke - Brighton Hill Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke - Hatch Warren Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chandlers Ford - Chestnut Avenue Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastleigh - Channel Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury - Newbury Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nursling - Southampton Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury - Bourne Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury - Dolphin Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury - Southampton Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Totton - Totton Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester - Andover Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester - Moorside Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	0.0%	0
Eastleigh	3.0%	3	3.8%	1	2.7%	2	12.5%	1	0.0%	0	2.7%	2	2.7%	2	4.0%	1	0.0%	0	3.0%	3
Newbury	0.0%	0	0.0%	0	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	11.9%	12	15.4%	4	10.7%	8	12.5%	1	11.1%	2	12.0%	9	12.0%	9	12.0%	3	0.0%	0	11.9%	12
Southampton	30.7%	31	19.2%	5	34.7%	26	62.5%	5	38.9%	7	25.3%	19	25.3%	19	48.0%	12	0.0%	0	30.7%	31
Winchester	17.8%	18	26.9%	7	14.7%	11	12.5%	1	22.2%	4	17.3%	13	21.3%	16	8.0%	2	0.0%	0	17.8%	18
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
Andover	1.0%	1	0.0%	0	1.3%	1	0.0%	0	5.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.0%	1
Bristol	0.0%	0	0.0%	0	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	1.0%	1	0.0%	0	1.3%	1	0.0%	0	5.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.0%	1
Fareham	2.0%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	2.7%	2	1.3%	1	0.0%	0	0.0%	0	2.0%	2
Hedge End	2.0%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	2.7%	2	1.3%	1	4.0%	1	0.0%	0	2.0%	2
Horsham	1.0%	1	3.8%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	1.0%	1
Lymington	1.0%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	1.0%	1

Andover and Romsey In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey	
Reading	0.0%	0	0.0%	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)	1.0%	1	0.0%	0	1.3%	1	0.0%	0	5.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.0%
Don't visit any other Retail Park / Centre	27.7%	28	30.8%	8	26.7%	20	0.0%	0	5.6%	1	36.0%	27	30.7%	23	20.0%	5	0.0%	0	27.7%
Base:	101		26		75		8		18		75		75		25		0		101
Q16 What is the purpose of your visit to (CENTRE / RETAIL PARK MENTIONED IN Q.15)? [MR]																			
<i>Those who mentioned a location at Q15</i>																			
To buy food items (not take-away / café / restaurant)	9.7%	7	16.7%	3	7.4%	4	12.5%	1	6.3%	1	10.4%	5	9.8%	5	10.0%	2	0.0%	0	9.7%
To buy non-food goods (e.g. shoes, clothes, jewellery)	81.9%	59	77.8%	14	83.3%	45	87.5%	7	87.5%	14	79.2%	38	80.4%	41	85.0%	17	0.0%	0	81.9%
For services (e.g. bank, building society, hairdressers)	2.8%	2	5.6%	1	1.9%	1	0.0%	0	6.3%	1	2.1%	1	3.9%	2	0.0%	0	0.0%	0	2.8%
To use a leisure facility (cinema, sports centre, bowling)	4.2%	3	5.6%	1	3.7%	2	12.5%	1	0.0%	0	4.2%	2	5.9%	3	0.0%	0	0.0%	0	4.2%
As a day visitor to the Town Centre	4.2%	3	5.6%	1	3.7%	2	0.0%	0	0.0%	0	6.3%	3	3.9%	2	5.0%	1	0.0%	0	4.2%
As a staying visitor to the Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Eat out (e.g. take-away / café / restaurant)	11.1%	8	11.1%	2	11.1%	6	12.5%	1	12.5%	2	10.4%	5	11.8%	6	10.0%	2	0.0%	0	11.1%
Work	1.4%	1	5.6%	1	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	1.4%
To meet someone	0.0%	0	0.0%	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 / public services (doctor, dentist, etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
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%
College	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
For a change	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Larger shopping centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Larger 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%
Marks and Spencer	2.8%	2	0.0%	0	3.7%	2	0.0%	0	0.0%	0	4.2%	2	3.9%	2	0.0%	0	0.0%	0	2.8%
Pretty place	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Primark	0.0%	0	0.0%	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)	2.8%	2	0.0%	0	3.7%	2	0.0%	0	0.0%	0	4.2%	2	3.9%	2	0.0%	0	0.0%	0	2.8%
Base:	72		18		54		8		16		48		51		20		0		72

Andover and Romsey In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey		
Q17 What do you like about (CENTRE MENTIONED AT Q. 15)? [MR]																				
<i>Those who mentioned a location at Q15</i>																				
Better choice of shops	86.1%	62	88.9%	16	85.2%	46	100.0%	8	93.8%	15	81.3%	39	84.3%	43	90.0%	18	0.0%	0	86.1%	62
Better quality of shops	2.8%	2	5.6%	1	1.9%	1	0.0%	0	6.3%	1	2.1%	1	2.0%	1	5.0%	1	0.0%	0	2.8%	2
Better non-food shopping	4.2%	3	5.6%	1	3.7%	2	0.0%	0	6.3%	1	4.2%	2	5.9%	3	0.0%	0	0.0%	0	4.2%	3
Better food shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better range of places to eat and drink	1.4%	1	0.0%	0	1.9%	1	12.5%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.4%	1
Street market / farmers market	4.2%	3	5.6%	1	3.7%	2	0.0%	0	0.0%	0	6.3%	3	3.9%	2	5.0%	1	0.0%	0	4.2%	3
More available car parking	1.4%	1	0.0%	0	1.9%	1	12.5%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	1.4%	1
Cheaper car 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
Other (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
Close to family	1.4%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	2.1%	1	2.0%	1	0.0%	0	0.0%	0	1.4%	1
For a change	1.4%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	2.1%	1	2.0%	1	0.0%	0	0.0%	0	1.4%	1
Good leisure facilities	1.4%	1	5.6%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	2.0%	1	0.0%	0	0.0%	0	1.4%	1
History	0.0%	0	0.0%	0	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 to do	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedestrianised streets	1.4%	1	5.6%	1	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	1.4%	1
Pretty town	0.0%	0	0.0%	0	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)	4.2%	3	5.6%	1	3.7%	2	0.0%	0	0.0%	0	6.3%	3	5.9%	3	0.0%	0	0.0%	0	4.2%	3
Base:		72		18		54		8		16		48		51		20		0		72
Q18 Are there any types of leisure facilities that you feel (STUDY CENTRE) is lacking in?																				
Yes	18.8%	19	19.2%	5	18.7%	14	50.0%	4	16.7%	3	16.0%	12	18.7%	14	16.0%	4	0.0%	0	18.8%	19
No	75.2%	76	76.9%	20	74.7%	56	50.0%	4	72.2%	13	78.7%	59	77.3%	58	72.0%	18	0.0%	0	75.2%	76
(Don't know)	5.9%	6	3.8%	1	6.7%	5	0.0%	0	11.1%	2	5.3%	4	4.0%	3	12.0%	3	0.0%	0	5.9%	6
Base:		101		26		75		8		18		75		75		25		0		101

Andover and Romsey In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey		
Q19 What types of leisure facilities (including food and drink uses) do you feel (STUDY CENTRE) is lacking in? [MR]																				
<i>Those who said yes at Q18</i>																				
Cinema	68.4%	13	60.0%	3	71.4%	10	50.0%	2	66.7%	2	75.0%	9	71.4%	10	50.0%	2	0.0%	0	68.4%	13
Bingo hall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure centre	15.8%	3	40.0%	2	7.1%	1	25.0%	1	0.0%	0	16.7%	2	14.3%	2	25.0%	1	0.0%	0	15.8%	3
Health and fitness club	10.5%	2	0.0%	0	14.3%	2	50.0%	2	0.0%	0	0.0%	0	14.3%	2	0.0%	0	0.0%	0	10.5%	2
Theatre	15.8%	3	0.0%	0	21.4%	3	0.0%	0	33.3%	1	16.7%	2	14.3%	2	25.0%	1	0.0%	0	15.8%	3
Pubs / bars	0.0%	0	0.0%	0	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 / cafés	5.3%	1	0.0%	0	7.1%	1	0.0%	0	33.3%	1	0.0%	0	0.0%	0	25.0%	1	0.0%	0	5.3%	1
Nightclubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Aquarium	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basket Ball court	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BMX track	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bowling alley	0.0%	0	0.0%	0	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 leisure 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
Comedy club	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go Karting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ice rink	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More for 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	0.0%	0
Skate park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spa	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tennis courts	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trampoline park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Water park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		19		5		14		4		3		12		14		4		0		19

Andover and Romsey In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey		
Q20 How could (STUDY CENTRE) be improved for LEISURE USES? [MR]																				
<i>Those who said yes at Q18</i>																				
Specified new leisure operator (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
Better choice of leisure destination in general	15.8%	3	0.0%	0	21.4%	3	50.0%	2	0.0%	0	8.3%	1	21.4%	3	0.0%	0	0.0%	0	15.8%	3
Better quality of leisure uses	10.5%	2	20.0%	1	7.1%	1	50.0%	2	0.0%	0	0.0%	0	7.1%	1	25.0%	1	0.0%	0	10.5%	2
More choice of restaurants/ cafes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality restaurants/ cafes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More choice of pubs/ bars	0.0%	0	0.0%	0	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 quality pubs/ bars	0.0%	0	0.0%	0	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 priority of pedestrians / pedestrianisation	5.3%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0	8.3%	1	7.1%	1	0.0%	0	0.0%	0	5.3%	1
Less traffic / congestion	5.3%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0	8.3%	1	7.1%	1	0.0%	0	0.0%	0	5.3%	1
More shelter from wind / rain	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve appearance / environment of centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Remove litter more often	0.0%	0	0.0%	0	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 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
Cheaper parking	10.5%	2	0.0%	0	14.3%	2	0.0%	0	0.0%	0	16.7%	2	7.1%	1	0.0%	0	0.0%	0	10.5%	2
More accessible car 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
Better bus services to the centre	0.0%	0	0.0%	0	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 / relocated bus stops	0.0%	0	0.0%	0	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 security measures / policing	0.0%	0	0.0%	0	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 within the Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redevelopments/changes to site (PLEASE SPECIFY SITES)	0.0%	0	0.0%	0	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
Cheaper prices	5.3%	1	20.0%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	1	7.1%	1	0.0%	0	0.0%	0	5.3%	1
Ice rink	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Larger cinema	31.6%	6	60.0%	3	21.4%	3	25.0%	1	0.0%	0	41.7%	5	35.7%	5	25.0%	1	0.0%	0	31.6%	6
Longer parking	5.3%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0	8.3%	1	7.1%	1	0.0%	0	0.0%	0	5.3%	1
More facilities for disabled	0.0%	0	0.0%	0	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 for teenagers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public toilets	0.0%	0	0.0%	0	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 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
Play area for 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	0.0%	0
Spa	0.0%	0	0.0%	0	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 and Romsey In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey	
Swimming pool	0.0%	0	0.0%	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	10.5%	2	0.0%	0	14.3%	2	0.0%	0	33.3%	1	8.3%	1	7.1%	1	25.0%	1	0.0%	0	10.5%
Water Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know)	10.5%	2	0.0%	0	14.3%	2	0.0%	0	33.3%	1	8.3%	1	14.3%	2	0.0%	0	0.0%	0	10.5%
(None mentioned)	5.3%	1	0.0%	0	7.1%	1	0.0%	0	33.3%	1	0.0%	0	0.0%	0	25.0%	1	0.0%	0	5.3%
Base:		19		5		14		4		3		12		14		4		0	
Q21 Do you ever visit the Market?																			
Yes	77.2%	78	73.1%	19	78.7%	59	62.5%	5	66.7%	12	81.3%	61	77.3%	58	76.0%	19	0.0%	0	77.2%
No	22.8%	23	26.9%	7	21.3%	16	37.5%	3	33.3%	6	18.7%	14	22.7%	17	24.0%	6	0.0%	0	22.8%
Base:		101		26		75		8		18		75		75		25		0	

Andover and Romsey In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey		
Q22 What do you LIKE MOST about the Market? [MR]																				
<i>Those who said yes at Q21</i>																				
Nothing	3.8%	3	5.3%	1	3.4%	2	20.0%	1	0.0%	0	3.3%	2	5.2%	3	0.0%	0	0.0%	0	3.8%	3
Near/convenient	12.8%	10	21.1%	4	10.2%	6	0.0%	0	16.7%	2	13.1%	8	12.1%	7	15.8%	3	0.0%	0	12.8%	10
Pedestrianised streets	1.3%	1	0.0%	0	1.7%	1	0.0%	0	8.3%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.3%	1
Nice busy feel	16.7%	13	5.3%	1	20.3%	12	0.0%	0	16.7%	2	18.0%	11	17.2%	10	15.8%	3	0.0%	0	16.7%	13
Nice street furniture/floral displays	15.4%	12	15.8%	3	15.3%	9	0.0%	0	8.3%	1	18.0%	11	15.5%	9	15.8%	3	0.0%	0	15.4%	12
Seating around the market	1.3%	1	5.3%	1	0.0%	0	0.0%	0	8.3%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.3%	1
The frequency of the markets	12.8%	10	15.8%	3	11.9%	7	20.0%	1	33.3%	4	8.2%	5	12.1%	7	15.8%	3	0.0%	0	12.8%	10
The days the markets are on	3.8%	3	0.0%	0	5.1%	3	0.0%	0	0.0%	0	4.9%	3	5.2%	3	0.0%	0	0.0%	0	3.8%	3
The non-food stalls	3.8%	3	5.3%	1	3.4%	2	20.0%	1	8.3%	1	1.6%	1	5.2%	3	0.0%	0	0.0%	0	3.8%	3
The food stalls	14.1%	11	10.5%	2	15.3%	9	20.0%	1	8.3%	1	14.8%	9	17.2%	10	5.3%	1	0.0%	0	14.1%	11
The variety of stalls	25.6%	20	31.6%	6	23.7%	14	0.0%	0	25.0%	3	27.9%	17	19.0%	11	47.4%	9	0.0%	0	25.6%	20
The character of the market	38.5%	30	42.1%	8	37.3%	22	60.0%	3	41.7%	5	36.1%	22	36.2%	21	47.4%	9	0.0%	0	38.5%	30
The places to eat	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of the food products	20.5%	16	15.8%	3	22.0%	13	0.0%	0	33.3%	4	19.7%	12	22.4%	13	15.8%	3	0.0%	0	20.5%	16
Quality of the non-food products	9.0%	7	10.5%	2	8.5%	5	0.0%	0	8.3%	1	9.8%	6	8.6%	5	10.5%	2	0.0%	0	9.0%	7
The different types of markets (i.e. antiques, farmers market)	14.1%	11	15.8%	3	13.6%	8	0.0%	0	0.0%	0	18.0%	11	17.2%	10	5.3%	1	0.0%	0	14.1%	11
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
Browsing	1.3%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.6%	1	1.7%	1	0.0%	0	0.0%	0	1.3%	1
Burger van	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Butchers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheap	0.0%	0	0.0%	0	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	1.3%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.6%	1	1.7%	1	0.0%	0	0.0%	0	1.3%	1
Flower stall	6.4%	5	5.3%	1	6.8%	4	20.0%	1	8.3%	1	4.9%	3	6.9%	4	5.3%	1	0.0%	0	6.4%	5
Fresh produce	0.0%	0	0.0%	0	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	1.3%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Fruit stall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has what I need	0.0%	0	0.0%	0	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 can haggle	0.0%	0	0.0%	0	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 stalls	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local produce	1.3%	1	5.3%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.7%	1	0.0%	0	0.0%	0	1.3%	1
Plant stall	6.4%	5	0.0%	0	8.5%	5	0.0%	0	8.3%	1	6.6%	4	6.9%	4	5.3%	1	0.0%	0	6.4%	5
Traditional	0.0%	0	0.0%	0	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:		78		19		59		5		12		61		58		19		0		78

Andover and Romsey In Centre Survey for Carter Jonas

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey		
Q23 What IMPROVEMENTS could be made to the Market that would encourage you to visit / visit more often? [MR]																				
Nothing	59.4%	60	57.7%	15	60.0%	45	50.0%	4	72.2%	13	57.3%	43	53.3%	40	76.0%	19	0.0%	0	59.4%	60
Frequency	0.0%	0	0.0%	0	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 larger market	15.8%	16	15.4%	4	16.0%	12	25.0%	2	11.1%	2	16.0%	12	17.3%	13	12.0%	3	0.0%	0	15.8%	16
More butcher stalls	0.0%	0	0.0%	0	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 bakery stalls	0.0%	0	0.0%	0	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 deli stalls	0.0%	0	0.0%	0	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 fishmonger stalls	0.0%	0	0.0%	0	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 sweet stalls	0.0%	0	0.0%	0	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 food stalls in general	1.0%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	1.0%	1
More non-food stalls	1.0%	1	0.0%	0	1.3%	1	12.5%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	1.0%	1
More variety of stalls	8.9%	9	3.8%	1	10.7%	8	12.5%	1	5.6%	1	9.3%	7	9.3%	7	8.0%	2	0.0%	0	8.9%	9
Better quality of the stalls	0.0%	0	0.0%	0	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 events throughout the year	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Festivals	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evening 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	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	0.0%	0
Protection from the weather (i.e. covered 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
More seats	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signposting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Over-crowded	0.0%	0	0.0%	0	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 pedestrian streets i.e. easier to walk 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
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
Different types of market	3.0%	3	0.0%	0	4.0%	3	0.0%	0	0.0%	0	4.0%	3	4.0%	3	0.0%	0	0.0%	0	3.0%	3
Better organisation	1.0%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	1.0%	1
Local produce	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redesigned	0.0%	0	0.0%	0	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 spread out	0.0%	0	0.0%	0	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)	15.8%	16	23.1%	6	13.3%	10	12.5%	1	11.1%	2	17.3%	13	18.7%	14	8.0%	2	0.0%	0	15.8%	16
Base:		101		26		75		8		18		75		75		25		0		101
GEN Gender																				
Male	25.7%	26	100.0%	26	0.0%	0	25.0%	2	27.8%	5	25.3%	19	25.3%	19	28.0%	7	0.0%	0	25.7%	26
Female	74.3%	75	0.0%	0	100.0%	75	75.0%	6	72.2%	13	74.7%	56	74.7%	56	72.0%	18	0.0%	0	74.3%	75
Base:		101		26		75		8		18		75		75		25		0		101

Andover and Romsey In Centre Survey for Carter Jonas

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey	
AGE Age																				
16 - 24 years	5.0%	5	7.7%	2	4.0%	3	62.5%	5	0.0%	0	0.0%	0	4.0%	3	8.0%	2	0.0%	0	5.0%	5
25 - 34 years	3.0%	3	0.0%	0	4.0%	3	37.5%	3	0.0%	0	0.0%	0	2.7%	2	4.0%	1	0.0%	0	3.0%	3
35 - 44 years	4.0%	4	3.8%	1	4.0%	3	0.0%	0	22.2%	4	0.0%	0	4.0%	3	4.0%	1	0.0%	0	4.0%	4
45 - 54 years	13.9%	14	15.4%	4	13.3%	10	0.0%	0	77.8%	14	0.0%	0	12.0%	9	20.0%	5	0.0%	0	13.9%	14
55 - 64 years	23.8%	24	23.1%	6	24.0%	18	0.0%	0	0.0%	0	32.0%	24	22.7%	17	28.0%	7	0.0%	0	23.8%	24
65+ years	50.5%	51	50.0%	13	50.7%	38	0.0%	0	0.0%	0	68.0%	51	54.7%	41	36.0%	9	0.0%	0	50.5%	51
Base:	101		26		75		8		18		75		75		25		0		101	
EMP Are you in paid employment																				
Yes	29.7%	30	23.1%	6	32.0%	24	50.0%	4	72.2%	13	17.3%	13	25.3%	19	44.0%	11	0.0%	0	29.7%	30
No	70.3%	71	76.9%	20	68.0%	51	50.0%	4	27.8%	5	82.7%	62	74.7%	56	56.0%	14	0.0%	0	70.3%	71
Base:	101		26		75		8		18		75		75		25		0		101	
WORK Location of workplace																				
Those who are in paid employment at EMP																				
Romsey	43.3%	13	50.0%	3	41.7%	10	75.0%	3	53.8%	7	23.1%	3	31.6%	6	63.6%	7	0.0%	0	43.3%	13
Varies	10.0%	3	0.0%	0	12.5%	3	25.0%	1	0.0%	0	15.4%	2	10.5%	2	9.1%	1	0.0%	0	10.0%	3
Winchester	10.0%	3	33.3%	2	4.2%	1	0.0%	0	7.7%	1	15.4%	2	15.8%	3	0.0%	0	0.0%	0	10.0%	3
Southampton	10.0%	3	16.7%	1	8.3%	2	0.0%	0	15.4%	2	7.7%	1	15.8%	3	0.0%	0	0.0%	0	10.0%	3
Otterbourne	6.7%	2	0.0%	0	8.3%	2	0.0%	0	0.0%	0	15.4%	2	10.5%	2	0.0%	0	0.0%	0	6.7%	2
Andover	6.7%	2	0.0%	0	8.3%	2	0.0%	0	15.4%	2	0.0%	0	10.5%	2	0.0%	0	0.0%	0	6.7%	2
Totton	3.3%	1	0.0%	0	4.2%	1	0.0%	0	0.0%	0	7.7%	1	0.0%	0	9.1%	1	0.0%	0	3.3%	1
Salisbury	3.3%	1	0.0%	0	4.2%	1	0.0%	0	0.0%	0	7.7%	1	5.3%	1	0.0%	0	0.0%	0	3.3%	1
Bridgnorth	3.3%	1	0.0%	0	4.2%	1	0.0%	0	7.7%	1	0.0%	0	0.0%	0	9.1%	1	0.0%	0	3.3%	1
Hedge End	3.3%	1	0.0%	0	4.2%	1	0.0%	0	0.0%	0	7.7%	1	0.0%	0	9.1%	1	0.0%	0	3.3%	1
Base:	30		6		24		4		13		13		19		11		0		30	
SEG Socio Economic Grade																				
AB	38.6%	39	50.0%	13	34.7%	26	12.5%	1	44.4%	8	40.0%	30	52.0%	39	0.0%	0	0.0%	0	38.6%	39
C1	35.6%	36	23.1%	6	40.0%	30	50.0%	4	22.2%	4	37.3%	28	48.0%	36	0.0%	0	0.0%	0	35.6%	36
C2	9.9%	10	11.5%	3	9.3%	7	0.0%	0	5.6%	1	12.0%	9	0.0%	0	40.0%	10	0.0%	0	9.9%	10
DE	14.9%	15	15.4%	4	14.7%	11	37.5%	3	27.8%	5	9.3%	7	0.0%	0	60.0%	15	0.0%	0	14.9%	15
(Refused)	1.0%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Base:	101		26		75		8		18		75		75		25		0		101	

Andover and Romsey In Centre Survey for Carter Jonas

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey		
ADU Number of adults incl. Resp: [MR]																					
1 adult in hhold	36.6%	37	19.2%	5	42.7%	32	25.0%	2	11.1%	2	44.0%	33	32.0%	24	52.0%	13	0.0%	0	36.6%	37	
2 adults in hhold	55.4%	56	69.2%	18	50.7%	38	62.5%	5	72.2%	13	50.7%	38	61.3%	46	36.0%	9	0.0%	0	55.4%	56	
3 adults in hhold	5.9%	6	7.7%	2	5.3%	4	12.5%	1	11.1%	2	4.0%	3	4.0%	3	12.0%	3	0.0%	0	5.9%	6	
4 or more adults in hhold	2.0%	2	3.8%	1	1.3%	1	0.0%	0	5.6%	1	1.3%	1	2.7%	2	0.0%	0	0.0%	0	2.0%	2	
Base:		101		26		75		8		18		75		75		25		0		101	
CHI No. of children 15 years and under: [MR]																					
No children in hhold	91.1%	92	92.3%	24	90.7%	68	50.0%	4	77.8%	14	98.7%	74	89.3%	67	96.0%	24	0.0%	0	91.1%	92	
1 child in hhold	2.0%	2	3.8%	1	1.3%	1	12.5%	1	0.0%	0	1.3%	1	2.7%	2	0.0%	0	0.0%	0	2.0%	2	
2 children in hhold	6.9%	7	3.8%	1	8.0%	6	37.5%	3	22.2%	4	0.0%	0	8.0%	6	4.0%	1	0.0%	0	6.9%	7	
3 children in hhold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
4 or more children in hhold	0.0%	0	0.0%	0	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:		101		26		75		8		18		75		75		25		0		101	
CAR Number of cars in household: [MR]																					
No cars in hhold	19.8%	20	3.8%	1	25.3%	19	12.5%	1	5.6%	1	24.0%	18	20.0%	15	20.0%	5	0.0%	0	19.8%	20	
1 car in hhold	45.5%	46	53.8%	14	42.7%	32	62.5%	5	27.8%	5	48.0%	36	40.0%	30	60.0%	15	0.0%	0	45.5%	46	
2 cars in hhold	29.7%	30	38.5%	10	26.7%	20	12.5%	1	55.6%	10	25.3%	19	33.3%	25	20.0%	5	0.0%	0	29.7%	30	
3 cars in hhold	3.0%	3	3.8%	1	2.7%	2	12.5%	1	5.6%	1	1.3%	1	4.0%	3	0.0%	0	0.0%	0	3.0%	3	
4or more cars in hhold	2.0%	2	0.0%	0	2.7%	2	0.0%	0	5.6%	1	1.3%	1	2.7%	2	0.0%	0	0.0%	0	2.0%	2	
Base:		101		26		75		8		18		75		75		25		0		101	
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	24.8%	25	26.9%	7	24.0%	18	37.5%	3	22.2%	4	24.0%	18	24.0%	18	24.0%	6	0.0%	0	24.8%	25	
Thursday	25.7%	26	26.9%	7	25.3%	19	12.5%	1	5.6%	1	32.0%	24	29.3%	22	16.0%	4	0.0%	0	25.7%	26	
Friday	24.8%	25	19.2%	5	26.7%	20	25.0%	2	38.9%	7	21.3%	16	26.7%	20	20.0%	5	0.0%	0	24.8%	25	
Saturday	24.8%	25	26.9%	7	24.0%	18	25.0%	2	33.3%	6	22.7%	17	20.0%	15	40.0%	10	0.0%	0	24.8%	25	
Base:		101		26		75		8		18		75		75		25		0		101	
CENTRE CENTRE:																					
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	0.0%	0	
Romsey	100.0%	101	100.0%	26	100.0%	75	100.0%	8	100.0%	18	100.0%	75	100.0%	75	100.0%	25	0.0%	0	100.0%	101	
Base:		101		26		75		8		18		75		75		25		0		101	

Andover and Romsey In Centre Survey for Carter Jonas

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey	
LOC LOCATION (SEE INSTR / MAP):																				
Andover - Bridge Street / Town Mills junction	0.0%	0	0.0%	0	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 - Lower High Street - tree by Newbury Building Society	0.0%	0	0.0%	0	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 - Upper High Street - by M&S	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romsey - Latimer Street - Junction with Latimer Walk	28.7%	29	30.8%	8	28.0%	21	25.0%	2	27.8%	5	29.3%	22	28.0%	21	32.0%	8	0.0%	0	28.7%	29
Romsey - Market Place - by Romsey Working Mens Club	47.5%	48	42.3%	11	49.3%	37	37.5%	3	38.9%	7	50.7%	38	49.3%	37	40.0%	10	0.0%	0	47.5%	48
Romsey - The Hundered - by Co-op	23.8%	24	26.9%	7	22.7%	17	37.5%	3	33.3%	6	20.0%	15	22.7%	17	28.0%	7	0.0%	0	23.8%	24
Base:		101		26		75		8		18		75		75		25		0		101

Andover and Romsey In Centre Survey for Carter Jonas

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Andover		Romsey	
PC																				
NR16 2	1.0%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	1.0%	1
PO14 4	1.0%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	1.0%	1
PO16 9	1.0%	1	3.8%	1	0.0%	0	12.5%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	1.0%	1
SO14 3	1.0%	1	0.0%	0	1.3%	1	0.0%	0	5.6%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	1.0%	1
SO16 0	1.0%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	1.0%	1
SO16 5	1.0%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	4.0%	1	0.0%	0	1.0%	1
SO16 6	1.0%	1	0.0%	0	1.3%	1	0.0%	0	5.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.0%	1
SO16 7	1.0%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	1.0%	1
SO16 8	1.0%	1	0.0%	0	1.3%	1	0.0%	0	5.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.0%	1
SO20 1	1.0%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	1.0%	1
SO20 8	2.0%	2	0.0%	0	2.7%	2	0.0%	0	5.6%	1	1.3%	1	2.7%	2	0.0%	0	0.0%	0	2.0%	2
SO21 2	1.0%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	1.0%	1
SO22 4	1.0%	1	3.8%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.0%	1
SO32 2	1.0%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	4.0%	1	0.0%	0	1.0%	1
SO40 3	2.0%	2	0.0%	0	2.7%	2	12.5%	1	0.0%	0	1.3%	1	1.3%	1	4.0%	1	0.0%	0	2.0%	2
SO41 7	1.0%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	1.0%	1
SO43 7	2.0%	2	3.8%	1	1.3%	1	0.0%	0	0.0%	0	2.7%	2	2.7%	2	0.0%	0	0.0%	0	2.0%	2
SO45 2	1.0%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	1.0%	1
SO45 4	1.0%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	1.0%	1
SO50 4	1.0%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	1.0%	1
SO50 9	1.0%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	1.0%	1
SO51	2.0%	2	0.0%	0	2.7%	2	0.0%	0	5.6%	1	1.3%	1	2.7%	2	0.0%	0	0.0%	0	2.0%	2
SO51 0	5.9%	6	7.7%	2	5.3%	4	25.0%	2	0.0%	0	5.3%	4	8.0%	6	0.0%	0	0.0%	0	5.9%	6
SO51 5	9.9%	10	11.5%	3	9.3%	7	0.0%	0	5.6%	1	12.0%	9	9.3%	7	12.0%	3	0.0%	0	9.9%	10
SO51 6	5.0%	5	3.8%	1	5.3%	4	0.0%	0	16.7%	3	2.7%	2	5.3%	4	4.0%	1	0.0%	0	5.0%	5
SO51 7	20.8%	21	19.2%	5	21.3%	16	25.0%	2	16.7%	3	21.3%	16	16.0%	12	36.0%	9	0.0%	0	20.8%	21
SO51 8	17.8%	18	23.1%	6	16.0%	12	0.0%	0	11.1%	2	21.3%	16	18.7%	14	16.0%	4	0.0%	0	17.8%	18
SO51 9	4.0%	4	0.0%	0	5.3%	4	0.0%	0	0.0%	0	5.3%	4	5.3%	4	0.0%	0	0.0%	0	4.0%	4
SO52 8	1.0%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	1.0%	1
SO52 9	2.0%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	2.7%	2	1.3%	1	0.0%	0	0.0%	0	2.0%	2
SP11 7	1.0%	1	0.0%	0	1.3%	1	0.0%	0	5.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.0%	1
SP5 2	2.0%	2	3.8%	1	1.3%	1	0.0%	0	0.0%	0	2.7%	2	2.7%	2	0.0%	0	0.0%	0	2.0%	2
SW16 6	1.0%	1	0.0%	0	1.3%	1	12.5%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.0%	1
WV16 4	1.0%	1	0.0%	0	1.3%	1	0.0%	0	5.6%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	1.0%	1
Refused	3.0%	3	7.7%	2	1.3%	1	12.5%	1	5.6%	1	1.3%	1	1.3%	1	8.0%	2	0.0%	0	3.0%	3
Base:	101		26		75		8		18		75		75		25		0		101	

Appendix 4:

Sample questionnaire

NEMS market research
ANDOVER & ROMSEY RETAIL SURVEY

INTRODUCTION: Good morning / afternoon, I am from **NEMS** market research, an independent market research company. We are conducting a short survey among people visiting (STUDY CENTRE) town centre. It will take about 5 minutes; do you have time please?

ASK ALL:
 Q.A. First of all, can I ask; do you work in Market Research?

READ OUT: Yes
 No

CLOSE INTERVIEW
 CONTINUE, GO TO Q.1

ASK ALL:
 Q.1 How did you travel to (NAME OF CENTRE) today?
ONE ANSWER ONLY.

	(1)
Car-driver	1
Car-passenger	2
<u>Bus / coach</u>	<u>3</u>
Bicycle	4
Rail	5
<u>Taxi</u>	<u>6</u>
Walk	7
Other (PLEASE WRITE IN)	8

ASK ALL:
 Q.2 How long do you intend to stay in (NAME OF CENTRE) today?
ONE ANSWER ONLY.

	(2)
Less than 30 minutes	1
30-59 minutes	2
<u>Between 1-2 hours</u>	<u>3</u>
Between 2-3 hours	4
Between 3-4 hours	5
<u>Over 4 hours</u>	<u>6</u>
Overnight stay	7
(Don't know)	8

ASK ALL:
 Q.3 How often do you visit (NAME OF CENTRE)?
ONE ANSWER ONLY.

	(3)
Everyday	1
4-6 times a week	2
2-3 times a week	3
<u>Once a week</u>	<u>4</u>
Once a fortnight	5
Once a month	6
<u>Once a quarter</u>	<u>7</u>
Less than once a quarter	8
First time today	9
(Don't know)	A

ASK ALL

- Q.4 What is the main reason for your visit to (NAME OF CENTRE) today?
DO NOT PROMPT. ONE ANSWER ONLY.

	(4)	
To buy food items in shops (not takeaway / café / restaurant)	1	GO TO Q.5
To buy non-food goods in shops (e.g. clothes, shoes, jewellery, etc)	2	GO TO Q.5
To buy food items at the market (not take-away / café / restaurant)	3	GO TO Q.5
To buy non-food goods at the market (e.g. shoes, clothes, jewellery)	4	GO TO Q.5
For services (e.g. bank, building society, hairdressers)	5	GO TO Q.11
To use a leisure facility	6	GO TO Q.11
As a day visitor to the Town Centre	7	GO TO Q.11
As a staying visitor to the Town Centre	8	GO TO Q.11
To eat out (take-aways / café / restaurants)	9	GO TO Q.11
To visit the library / public services (e.g. doctor, dentist etc)	A	GO TO Q.11
For work	B	GO TO Q.11
To attend a business appointment	C	GO TO Q.11
To meet somebody	D	GO TO Q.11
Other (PLEASE WRITE IN)	E	GO TO Q.11
<hr/>		
(None)	F	GO TO Q.11
(Don't know)	G	GO TO Q.11

ASK THOSE WHO SAID 'FOOD' OR 'NON-FOOD' ITEMS AT Q.4. OTHERS GO TO Q.11:

- Q.5 Which *type* of shop are you most likely to visit today?
DO NOT PROMPT. ONE ANSWER ONLY.

	(5)	
Food & Grocery	1	
Clothing & Footwear	2	
Furniture, Carpets, Soft Household Furnishings	3	
DIY and Decorating Goods	4	
Domestic Appliances	5	
CDs, DVDs, games, books etc....	6	
Gifts and Antiques	7	
Arts and Crafts	8	
Other specialist Non-Food Items	9	
(None of the above)	A	
(Don't know)	B	

ASK THOSE WHO MENTIONED 'NON-FOOD ITEMS' AT Q.4. OTHERS GO TO Q.8:

- Q.6 What are the names of the MAIN non-food shops you have visited or intend to visit today?
DO NOT PROMPT. RECORD UP TO FIVE ANSWERS ONLY.

(6)

ASK THOSE WHO MENTIONED 'NON-FOOD ITEMS' AT Q.4. OTHERS GO TO Q.8:

- Q.7 How much have you spent or intend to spend today on **non-food** items?
ONE ANSWER ONLY.

	(7)	
Nothing	1	
Less than £5.00	2	
£5.01-£10.00	3	
£10.01-£20.00	4	
£20.01-£30.00	5	
£30.01-£50.00	6	
£50.01-£100.00	7	
£100.01-£150.00	8	
£150.01-£200.00	9	
£200.01-£250.00	A	
Over £250.00	B	
(Don't know)	C	
(Refused)	D	

ASK THOSE WHO MENTIONED 'FOOD ITEMS' AT Q.4. OTHERS GO TO Q.11:

- Q.8 What are the names of the MAIN food shops you have visited or intend to visit today?
DO NOT PROMPT. RECORD UP TO FIVE RESPONSES ONLY.

ANDOVER	(8)
Asda	1
Iceland	2
<u>Kathmandu Variety Stores (World Food)</u>	3
Lidl	4
M&S Food	5
<u>Sainsbury's</u>	6
Waitrose	7
Other (PLEASE WRITE IN)	8
<hr/>	
ROMSEY	(9)
Aldi	1
Co-op	2
<u>Longs Farm Shop (Greengrocer / Fruiterer)</u>	3
Waitrose	4
Other (PLEASE WRITE IN)	5
<hr/>	
(Don't know)	6

ASK THOSE WHO MENTIONED 'FOOD ITEMS' AT Q.4. OTHERS GO TO Q.11:

- Q.9 How much have you spent or intend to spend today on **food** items?
DO NOT PROMPT ONE ANSWER ONLY

	(10)
Nothing	1
Less than £5.00	2
<u>£5.01-£10.00</u>	3
£10.01-£20.00	4
£20.01-£30.00	5
<u>£30.01-£50.00</u>	6
£50.01-£100.00	7
£100.01-£150.00	8
<u>£150.01-£200.00</u>	9
£200.01-£250.00	A
Over £250.00	B
<u>(Don't know)</u>	C
(Refused)	D

ASK THOSE WHO MENTIONED 'FOOD ITEMS' AT Q.4. OTHERS GO TO Q.11:

- Q.10 When visiting the food store, do you intend to link your shopping trip with a visit to other shops or services in the town centre?
DO NOT PROMPT. CAN BE MULTI-CODED.

	(11)
No	1
Yes – other food shop	2
<u>Yes – Other non-food shops</u>	3
Yes – Café / restaurant	4
Yes – Gym	5
<u>Yes - Library</u>	6
Yes – Leisure (e.g. cinema)	7
Yes – Other (PLEASE WRITE IN)	8
<hr/>	
(Don't know)	9

ASK ALL:

Q.11 What do you like MOST about (STUDY CENTRE)?

DO NOT PROMPT. CODE UP TO THREE RESPONSES ONLY:

	(12)
Near / convenient	1
Easy walking distance	2
<u>Good public transport links</u>	3
Parking is easy	4
Parking is cheap	5
<u>Lack of congestion on roads</u>	6
Pedestrianised streets	7
Little traffic-pedestrian conflict	8
<u>Good directional signs to centre</u>	9
Convenient drop off / pick up stops for buses / good location of bus station	A
	(13)
Ease of access to all (with pushchairs, wheelchairs, etc)	1
Well signposted route ways / good local maps	2
<u>General cleanliness of shopping streets</u>	3
Feels safe / absence of threatening individuals / groups	4
Presence of police / other security measures	5
<u>Nice street furniture / floral displays</u>	6
Nice busy feel	7
Not too crowded	8
Character / atmosphere	9
	(14)
Historic buildings / tourist attractions	1
Selection / choice of independent / specialist shops	2
<u>Presence of a large supermarket</u>	3
Selection / choice of multiple shops (i.e. high street chains)	4
Quality of shops	5
Specified shops (PLEASE WRITE IN)	6
Prices are competitive in shops compared to other town/district centres	7
Play area for children	8
<u>Range of places to eat out (e.g. cafes, restaurants, takeaways)</u>	9
Range of pubs / bars	A
	(15)
Range of services (banks, insurance, hairdressers, etc)	1
Range of leisure facilities	2
<u>Availability of employment opportunities</u>	3
Other (PLEASE WRITE IN)	4
I like everything about the Town Centre	5
<u>(No opinion)</u>	6
(Nothing in particular)	7

ASK ALL:

Q.12 What do you dislike MOST about (STUDY CENTRE)?

DO NOT PROMPT. CODE UP TO THREE RESPONSES ONLY:

	(16)
Unsafe for pedestrians / traffic conflict	1
Not enough pedestrianisation	2
<u>Difficulties in parking</u>	3
Location of parking	4
Parking is expensive	5
<u>Poor public transport links</u>	6
Road congestion	7
Poor directional signs to Centre	8
Poor signage / routeways within centre / lack of maps of centre	9
	(17)
Inconvenient location of bus stops / bus station	1
Difficulties with pushchairs, wheelchairs, etc	2
<u>Dirty shopping streets</u>	3
Feels unsafe / presence of threatening individuals / groups	4
Lack of police presence / other security measures	5
<u>Lack of street furniture / floral displays</u>	6
Not busy enough	7
Over-crowded	8
General lack of choice of multiple shops	9
	(18)
General lack of independent / specialist shops	1
Quality of shops is inadequate (PLEASE SPECIFY WHICH SHOPS)	2
<u>Shops too small</u>	3
Specified shops absent (PLEASE WRITE IN)	4
<u>Inadequate range of places to eat</u>	5
<u>Inadequate range of services</u>	6
Inadequate range of leisure facilities	7
Absence of play areas for children	8
Other (PLEASE WRITE IN)	9
<u>I dislike everything about the Town Centre</u>	A
(No opinion)	B
(Nothing in particular)	C

ASK ALL:

Q.13 How could (STUDY CENTRE) be improved?

DO NOT PROMPT. CODE UP TO THREE RESPONSES ONLY:

	(19)
Specified new shop (PLEASE WRITE IN)	1

Better choice of shops in general	2
<u>Better quality of shops</u>	3
More / better street market(s)	4
More priority of pedestrians / pedestrianisation	5
<u>Less traffic / congestion</u>	6
More shelter from wind / rain	7
Improve appearance / environment of centre	8
Remove litter more often	9
	(20)
More parking	1
Cheaper parking	2
<u>More accessible car parking</u>	3
Better bus services to the centre	4
New / relocated bus stops	5
<u>Improved security measures / policing</u>	6
Better signposting within the Centre	7
More children's play areas	8
Redevelopments/changes to site (PLEASE SPECIFY SITES)	9

Other (PLEASE WRITE IN)	A

(Don't know)	B
(None mentioned)	C

ASK ALL:

Q.14 Is there a specific shop / type of shop that would encourage you to visit (STUDY CENTRE) more often?

DO NOT PROMPT. ONE ANSWER ONLY.

	(21)
Yes (PLEASE WRITE IN)	1

No	2
(Don't know)	3

ASK ALL:

Q.15 What other CENTRE or RETAIL PARK do you regularly visit (once a month or more)?

DO NOT PROMPT. ONE ANSWER ONLY.

Retail Parks: (22)

Andover – Churchill Retail Park	1
Andover - Enham Arch Retail Park	2
<u>Andover - Northern Avenue Retail Park</u>	3
Amesbury – Solstice Retail Park	4
Basingstoke - Brighton Hill Retail Park	5
<u>Basingstoke - Hatch Warren Retail Park</u>	6
Chandlers Ford - Chestnut Avenue Retail Park	7
Eastleigh – Channel Retail Park	8
Newbury – Newbury Retail Park	9

(23)

Nursling – Southampton Retail Park	1
Salisbury – Bourne Retail Park	2
<u>Salisbury – Dolphin Retail Park</u>	3
Salisbury - Southampton Road Retail Park	4
Totton - Totton Retail Park	5
<u>Winchester - Andover Road Retail Park</u>	6
Winchester - Moorside Road Retail Park	7

Other Centres: (24)

Basingstoke	1
Eastleigh	2
<u>Newbury</u>	3
Salisbury	4
Southampton	5
Winchester	6
Other (PLEASE WRITE IN)	7

(Don't know) 8 GO TO Q.18

Don't visit any other Retail Park / Centre 9 GO TO Q.18

ASK THOSE WHO VISIT ANOTHER RETAIL PARK OR TOWN AT Q.15. OTHERS GO TO Q.18:

Q.16 What is the purpose of your visit to (CENTRE / RETAIL PARK MENTIONED IN Q.15)?

DO NOT PROMPT. CAN BE MULTICODED. PROBE FULLY. What else?

(25)

To buy food items (not take-away / café / restaurant)	1
To buy non-food goods (e.g. shoes, clothes, jewellery)	2
<u>For services (e.g. bank, building society, hairdressers)</u>	3
To use a leisure facility (cinema, sports centre, bowling)	4
As a day visitor to the Town Centre	5
<u>As a staying visitor to the Town Centre</u>	6
Eat out (e.g. take-away / café / restaurant)	7
Work	8
<u>To meet someone</u>	9
Library / public services (doctor, dentist, etc)	A
Other (PLEASE WRITE IN)	B

(Don't know) C

ASK THOSE WHO VISIT ANOTHER RETAIL PARK OR TOWN AT Q.15. OTHERS GO TO Q.18

Q.17 What do you like about (CENTRE MENTIONED AT Q. 15)?

DO NOT PROMPT. CAN BE MULTICODED. PROBE FULLY: What else?

(26)

Better choice of shops	1
Better quality of shops	2
<u>Better non-food shopping</u>	3
Better food shopping	4
Better range of places to eat and drink	5
<u>Street market / farmers market</u>	6
More available car parking	7
Cheaper car parking	8
Other (WRITE IN)	9

(Don't know) A

ASK ALL:

- Q.18 Are there any types of leisure facilities that you feel (STUDY CENTRE) is lacking in?
DO NOT PROMPT. ONE ANSWER ONLY.

	(27)
Yes	1 GO TO Q.19
No	2 GO TO Q.21
(Don't know)	3 GO TO Q.21

ASK THOSE WHO SAID 'YES' AT Q.18. OTHERS GO TO Q.21:

- Q.19 What types of leisure facilities (including food and drink uses) do you feel (STUDY CENTRE) is lacking in?
CAN BE MULTICODED: What else?

	(28)
Cinema	1
Bingo hall	2
<u>Leisure centre</u>	3
Health and fitness club	4
Theatre	5
<u>Pubs / bars</u>	6
Restaurants / cafés	7
Nightclubs	8
Other (PLEASE WRITE IN)	9

(Don't know)	A

ASK THOSE WHO SAID 'YES' AT Q.18. OTHERS GO TO Q.21:

- Q.20 How could (STUDY CENTRE) be improved for LEISURE USES?
DO NOT PROMPT. CODE UP TO THREE RESPONSES ONLY:

	(29)
Specified new leisure operator (PLEASE WRITE IN)	1

Better choice of leisure destination in general	2
<u>Better quality of leisure uses</u>	3
More choice of restaurants/ cafes	4
Better quality restaurants/ cafes	5
<u>More choice of pubs/ bars</u>	6
Better quality pubs/ bars	7
More priority of pedestrians / pedestrianisation	8
Less traffic / congestion	9
	(30)
More shelter from wind / rain	1
Improve appearance / environment of centre	2
<u>Remove litter more often</u>	3
More parking	4
Cheaper parking	5
<u>More accessible car parking</u>	6
Better bus services to the centre	7
New / relocated bus stops	8
<u>Improved security measures / policing</u>	9
Better signposting within the Centre	A
Redevelopments/changes to site (PLEASE SPECIFY SITES)	B

Other (PLEASE WRITE IN)	C

(Don't know)	D
(None mentioned)	E

ASK ALL:

- Q.21 Do you ever visit the Market?
DO NOT PROMPT. ONE ANSWER ONLY

	(31)
Yes	1 GO TO Q.22
No	2 GO TO Q.23

ASK THOSE WHO VISIT THE MARKET AT Q.21. OTHERS GO TO Q.23:

Q.22 What do you LIKE MOST about the Market?

DO NOT PROMPT CODE UP TO THREE RESPONSES ONLY:

	(32)
Nothing	1
Near/convenient	2
<u>Pedestrianised streets</u>	3
Nice busy feel	4
Nice street furniture/floral displays	5
<u>Seating around the market</u>	6
The frequency of the markets	7
The days the markets are on	8
The non-food stalls	9
	(33)
The food stalls	1
The variety of stalls	2
<u>The character of the market</u>	3
The places to eat	4
Quality of the food products	5
<u>Quality of the non-food products</u>	6
The different types of markets (i.e. antiques, farmers market)	7
Other (PLEASE WRITE IN)	8
Don't know)	9

ASK ALL:

Q.23 What IMPROVEMENTS could be made to the Market that would encourage you to visit / visit more often?

DO NOT PROMPT CODE UP TO THREE RESPONSES:

	(34)
Nothing	1
Frequency	2
<u>A larger market</u>	3
More butcher stalls	4
More bakery stalls	5
<u>More deli stalls</u>	6
More fishmonger stalls	7
More sweet stalls	8
The food stalls in general	9
	(35)
More non-food stalls	1
More variety of stalls	2
<u>Better quality of the stalls</u>	3
More events throughout the year	4
Festivals	5
<u>Evening markets</u>	6
Cleaner streets	7
Protection from the weather (i.e. covered market)	8
More seats	9
	(36)
Better signposting	1
Over-crowded	2
<u>Better pedestrian streets i.e. easier to walk around</u>	3
Other (PLEASE WRITE IN)	4
Don't know)	5

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: TEL. No. _____

CLASSIFICATION

GENDER:	(37)	AGE GROUP:	(38)
Male	1	16 - 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

ARE YOU IN PAID EMPLOYMENT?	(39)	Location of Workplace:	(40)
YES	1		
No	2		

OCCUPATION OF CHIEF WAGE EARNER: _____

	(41)
AB	1
<u>C1</u>	<u>2</u>
C2	3
DE	4

HOUSEHOLD COMPOSITION:

Number of adults incl. Resp: (42)

No. of children 15 years and under: (43)

Number of cars in household: (44)

DAY OF INTERVIEW:	(45)	CENTRE:	(46)	LOCATION (SEE INSTR / MAP):	(47)
Monday	1	Andover	1	Andover – Bridge Street / Town Mills junction	1
Tuesday	2	Romsey	2	Andover – Lower High Street - tree by Newbury Building Society	2
<u>Wednesday</u>	<u>3</u>			<u>Andover – Upper High Street – by M&S</u>	<u>3</u>
Thursday	4			Romsey – Latimer Street – Junction with Latimer Walk	4
Friday	5			Romsey – Market Place – by Romsey Working Mens Club	5
Saturday	6			Romsey – The Hundered – by Co-op	6

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.

(48) (49)

INTERVIEWER'S SIGNATURE: _____ DATE:

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Appendix 12: NEMS BUSINESS SURVEY RESULTS



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**Andover & Romsey Business Survey
for
Carter Jonas**

October 2017

Job Ref: 170917

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Introduction

1.1 Research Background & Objectives

To conduct an independent telephone survey amongst a sample of businesses trading in Andover Town Centre and Romsey Town Centre.

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

- To find out respondents' main business operating in Andover Town Centre or Romsey Town Centre;
- To determine the location of the business within Andover Town Centre or Romsey Town Centre and reasons for choosing the area;
- To ascertain any planned changes to the business premises;
- To gain opinions on relocation;
- To obtain information about benefits gained from the business location;
- To discover opinions about Andover Town Centre and Romsey Town Centre.

1.2 Research Methodology

A total of 101 telephone interviews were conducted. Fieldwork was carried out between Thursday 28th September 2017 and Thursday 5th October 2017.

Interviews were conducted using NEMS in-house CATI (Computer Assisted Telephone Interviewing) Unit. Respondents were contacted during the day. All respondents were the main owner or director of the business, determined using a preliminary filter question.

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 101 answers “Yes” to a question we can be 95% sure that between 40.2% and 59.8% of the population holds the same opinion (i.e. +/- 9.8%).

%ge Response	95% confidence interval
10%	±5.9%
20%	±7.8%
30%	±9.0%
40%	±9.6%
50%	±9.8%

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 Location

Andover & Romsey Business Survey for Carter Jonas

	Total		Andover businesses		Romsey businesses	
Q01 First of all, what is your type of business? Is it a... [PR]						
A sole proprietorship	11.9%	12	12.3%	8	11.1%	4
A partnership	5.0%	5	3.1%	2	8.3%	3
A private limited company	55.4%	56	50.8%	33	63.9%	23
A public limited company	19.8%	20	27.7%	18	5.6%	2
A co-operative / social enterprise	3.0%	3	3.1%	2	2.8%	1
Other	0.0%	0	0.0%	0	0.0%	0
A charity	2.0%	2	0.0%	0	5.6%	2
(Don't know / unsure)	3.0%	3	3.1%	2	2.8%	1
(Refused)	0.0%	0	0.0%	0	0.0%	0
Base:		101		65		36

Q02 Do you have a website to generate business?

Yes	84.2%	85	84.6%	55	83.3%	30
No	15.8%	16	15.4%	10	16.7%	6
(Refused / don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		101		65		36

Q03 What type of business is the main business operating from these premises?

Food retail	6.9%	7	6.2%	4	8.3%	3
Non-food retail	25.7%	26	24.6%	16	27.8%	10
Coffee shop	1.0%	1	0.0%	0	2.8%	1
Restaurant	0.0%	0	0.0%	0	0.0%	0
Fast food restaurant	2.0%	2	3.1%	2	0.0%	0
Pub / Bar	5.9%	6	7.7%	5	2.8%	1
Bank	1.0%	1	1.5%	1	0.0%	0
Other financial service e.g. Building society / Accountant	3.0%	3	3.1%	2	2.8%	1
Recreation e.g. sports centre	4.0%	4	4.6%	3	2.8%	1
Leisure e.g. cinema	0.0%	0	0.0%	0	0.0%	0
Legal services e.g. solicitors office	0.0%	0	0.0%	0	0.0%	0
Other service e.g. Hairdresser / Beauty salon / Tanning centre / Nail bar	4.0%	4	3.1%	2	5.6%	2
Industry	14.9%	15	16.9%	11	11.1%	4
Transport / logistics	3.0%	3	4.6%	3	0.0%	0
Council office / advice centre	0.0%	0	0.0%	0	0.0%	0
Other office use	5.0%	5	4.6%	3	5.6%	2
Other	0.0%	0	0.0%	0	0.0%	0
Broadcast consultancy	1.0%	1	1.5%	1	0.0%	0
Business skills / training provider	4.0%	4	4.6%	3	2.8%	1
Car repairs / vehicle restorer	4.0%	4	3.1%	2	5.6%	2
Digital marketing	1.0%	1	1.5%	1	0.0%	0
Diving / marine contractor	1.0%	1	0.0%	0	2.8%	1
Estate agent / property developer	3.0%	3	1.5%	1	5.6%	2
Facilities management services	1.0%	1	0.0%	0	2.8%	1
Fence / gate supplier	1.0%	1	1.5%	1	0.0%	0
Funeral directors	2.0%	2	0.0%	0	5.6%	2
Health & safety consultancy	1.0%	1	1.5%	1	0.0%	0
IT services / software developer	2.0%	2	0.0%	0	5.6%	2
Recruitment agency	1.0%	1	1.5%	1	0.0%	0
Security management	1.0%	1	1.5%	1	0.0%	0
Veterinary surgery	1.0%	1	1.5%	1	0.0%	0
Base:		101		65		36

Total **Andover
businesses** **Romsey
businesses**

Meanscore: [Number of years]

Q04 How long has this business been operating from these premises?

Less than 1 year	3.0%	3	4.6%	3	0.0%	0
1 to 5 years	21.8%	22	18.5%	12	27.8%	10
6 to 10 years	23.8%	24	24.6%	16	22.2%	8
11 to 24 years	35.6%	36	41.5%	27	25.0%	9
25 to 49 years	11.9%	12	9.2%	6	16.7%	6
50 years and over	4.0%	4	1.5%	1	8.3%	3
Mean:	15.07		13.91		17.18	
Base:	101		65		36	

Meanscore: [Square feet]

Q05 Do you know approximatey the floor area of your premises in square feet or metres? If so what is the floor area?

Less than 100 sq.ft. / 9.29 sq.m.	3.0%	3	3.1%	2	2.8%	1
100 sq.ft to 500 sq.ft. / 9.29 to 46.45 sq.m.	4.0%	4	3.1%	2	5.6%	2
501 sq.ft to 1000 sq.ft. / 46.46 to 92.90 sq.m.	5.0%	5	6.2%	4	2.8%	1
1001 sq.ft. to 2,000 sq.ft. / 92.91 to 185.80 sq.m.	3.0%	3	3.1%	2	2.8%	1
2,001 sq.ft. to 5,000 sq.ft. / 185.81 to 464.50 sq.m.	5.0%	5	3.1%	2	8.3%	3
5,001 sq.ft. to 10,000 sq.ft. / 464.51 to 929 sq.m.	0.0%	0	0.0%	0	0.0%	0
More than 10,000 sq.ft. / 929 sq.m.	3.0%	3	4.6%	3	0.0%	0
(Don't know / unsure)	77.2%	78	76.9%	50	77.8%	28
Mean:	6470		8722		2248	
Base:	101		65		36	

Q06 What is the main reason why your business is located in this area?

Affordable rent	4.0%	4	4.6%	3	2.8%	1
Availability of short term leases	0.0%	0	0.0%	0	0.0%	0
Good accessibility	5.9%	6	7.7%	5	2.8%	1
Availability of free car parking in centre	0.0%	0	0.0%	0	0.0%	0
Close to other businesses	2.0%	2	1.5%	1	2.8%	1
Serves local market	7.9%	8	9.2%	6	5.6%	2
To be within town centre	16.8%	17	21.5%	14	8.3%	3
High level of pedestrians (footfall) past premises	5.0%	5	4.6%	3	5.6%	2
Business already set up when I took over	16.8%	17	15.4%	10	19.4%	7
Premises the right size	6.9%	7	6.2%	4	8.3%	3
Other	0.0%	0	0.0%	0	0.0%	0
I work from home	5.9%	6	6.2%	4	5.6%	2
It was the best premises available at the time	3.0%	3	3.1%	2	2.8%	1
It's an affluent town	1.0%	1	0.0%	0	2.8%	1
Located close to where I / owners / staff live	15.8%	16	10.8%	7	25.0%	9
Staff all work at the college so being based here is ideal	1.0%	1	1.5%	1	0.0%	0
There isn't one main reason	3.0%	3	4.6%	3	0.0%	0
To be close to other businesses / offices we have in the area	1.0%	1	1.5%	1	0.0%	0
To expand into a location where there wasn't already this type of business	1.0%	1	0.0%	0	2.8%	1
(Don't know)	3.0%	3	1.5%	1	5.6%	2
Base:	101		65		36	

Andover & Romsey Business Survey for Carter Jonas

	Total	Andover businesses		Romsey businesses	
--	-------	-----------------------	--	----------------------	--

Q06A Are any of the following, reasons why your business is located in this area? [MR/PR]

Affordable rent	29.7%	30	29.2%	19	30.6%	11
Availability of short term leases	16.8%	17	18.5%	12	13.9%	5
Good accessibility	38.6%	39	44.6%	29	27.8%	10
Availability of free car parking in centre	24.8%	25	29.2%	19	16.7%	6
Close to other businesses	27.7%	28	27.7%	18	27.8%	10
Serves local market	33.7%	34	30.8%	20	38.9%	14
To be within town centre	37.6%	38	40.0%	26	33.3%	12
High level of pedestrians (footfall) past premises	24.8%	25	24.6%	16	25.0%	9
Business already set up when I took over	23.8%	24	24.6%	16	22.2%	8
Premises the right size	50.5%	51	50.8%	33	50.0%	18
None of the above	27.7%	28	26.2%	17	30.6%	11
Base:		101		65		36

Q07 Are there any other reasons why your business is located in this area? [MR]

I work from home	3.0%	3	4.6%	3	0.0%	0
It's a central location for nationwide delivery	1.0%	1	0.0%	0	2.8%	1
It's a nice market town	2.0%	2	0.0%	0	5.6%	2
Local amenities are good	1.0%	1	1.5%	1	0.0%	0
Located close to where I / owners / staff live	3.0%	3	0.0%	0	8.3%	3
Low business rates	1.0%	1	0.0%	0	2.8%	1
Previous owner is the landlord	1.0%	1	1.5%	1	0.0%	0
The local council facilities were up for tender and we won the contract	1.0%	1	1.5%	1	0.0%	0
The option became available to buy the property	1.0%	1	1.5%	1	0.0%	0
To be close to other businesses / offices we have in the area	2.0%	2	0.0%	0	5.6%	2
We are a unique business in this area	1.0%	1	1.5%	1	0.0%	0
We have a prominent position within the town centre	1.0%	1	0.0%	0	2.8%	1
We've always been based in this town and there's no reason to move	1.0%	1	1.5%	1	0.0%	0
No other reasons	84.2%	85	86.2%	56	80.6%	29
Base:		101		65		36

Q08 What current or future plans, if any, do you have to change your business premises ? [MR/PR]

Re-fit, extend or improve premises	15.8%	16	15.4%	10	16.7%	6
Relocate within new premises in the Borough	5.0%	5	4.6%	3	5.6%	2
Relocate to new premises outside the Borough	2.0%	2	0.0%	0	5.6%	2
Closing business down	1.0%	1	1.5%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0
(No plans / nothing)	74.3%	75	73.8%	48	75.0%	27
(Don't know)	4.0%	4	6.2%	4	0.0%	0
Base:		101		65		36

Andover & Romsey Business Survey for Carter Jonas

	Total	Andover businesses		Romsey businesses		
Q09 What is the most important issue constraining the operation and performance of your business ?						
Advice on how to improve the operation of the business	0.0%	0	0.0%	0	0.0%	0
Availability of business / customer car parking	4.0%	4	1.5%	1	8.3%	3
Business rates	2.0%	2	1.5%	1	2.8%	1
Childcare issues	0.0%	0	0.0%	0	0.0%	0
Competition from other businesses in the town / local centre	0.0%	0	0.0%	0	0.0%	0
Competition from other businesses in the wider area	0.0%	0	0.0%	0	0.0%	0
Inability to find time to develop the business	0.0%	0	0.0%	0	0.0%	0
Lack of business finance	0.0%	0	0.0%	0	0.0%	0
Lack of good transport links	0.0%	0	0.0%	0	0.0%	0
Level of trade / lack of visitors / customers	8.9%	9	9.2%	6	8.3%	3
Poor accessibility	7.9%	8	3.1%	2	16.7%	6
Poor location of premises	0.0%	0	0.0%	0	0.0%	0
Poor quality of the local environment	0.0%	0	0.0%	0	0.0%	0
Problems associated with anti social behaviour	1.0%	1	0.0%	0	2.8%	1
Quality or size of premises	4.0%	4	4.6%	3	2.8%	1
Rents / overheads	0.0%	0	0.0%	0	0.0%	0
Security issues (Crime / vandalism)	1.0%	1	1.5%	1	0.0%	0
Shortage of skilled local labour	3.0%	3	4.6%	3	0.0%	0
Staff recruitment / retention	2.0%	2	0.0%	0	5.6%	2
Other	0.0%	0	0.0%	0	0.0%	0
A stall in the market which is outside our shop front	1.0%	1	1.5%	1	0.0%	0
Access to good advertising locations	1.0%	1	0.0%	0	2.8%	1
Improving our website	1.0%	1	1.5%	1	0.0%	0
Increasing funding into the business	2.0%	2	1.5%	1	2.8%	1
Lack of awareness of the business within the area	1.0%	1	0.0%	0	2.8%	1
Lorries can't access the local bridge	1.0%	1	0.0%	0	2.8%	1
Ongoing groundwork	1.0%	1	1.5%	1	0.0%	0
Opening hours at the college	1.0%	1	1.5%	1	0.0%	0
Poor quality pavements	1.0%	1	0.0%	0	2.8%	1
Road works / closures	2.0%	2	1.5%	1	2.8%	1
Successfully managing the construction of our new site	1.0%	1	1.5%	1	0.0%	0
We only have one local supplier	1.0%	1	1.5%	1	0.0%	0
No issues are constraining the business	51.5%	52	60.0%	39	36.1%	13
(Don't know)	1.0%	1	1.5%	1	0.0%	0
Base:		101		65		36

	Total	Andover businesses		Romsey businesses	
--	-------	-----------------------	--	----------------------	--

Q10 How do you feel (ANSWER AT Q09) could best be addressed ? [MR]

Not those who said '(Don't know / nothing)' at Q09

Offer free parking	2.0%	1	0.0%	0	4.3%	1
Allow security cameras to be installed as the current landlord won't allow them	2.0%	1	0.0%	0	4.3%	1
Attract more customers	2.0%	1	3.8%	1	0.0%	0
Better access to apprentices	2.0%	1	3.8%	1	0.0%	0
Better opportunities for marketing / advertising	2.0%	1	0.0%	0	4.3%	1
Complete the road works	6.1%	3	3.8%	1	8.7%	2
Conduct road repairs outside of normal business hours	2.0%	1	0.0%	0	4.3%	1
Convert part of the dual carriageway to a normal road to help access	2.0%	1	3.8%	1	0.0%	0
Customers having more disposable income	2.0%	1	3.8%	1	0.0%	0
Expanding the business	4.1%	2	7.7%	2	0.0%	0
Finding suitable larger premises	4.1%	2	7.7%	2	0.0%	0
Fix the pavements	2.0%	1	0.0%	0	4.3%	1
Having a better range of shops within the area	2.0%	1	3.8%	1	0.0%	0
Help on how better to market the company	2.0%	1	0.0%	0	4.3%	1
Improve our fundraising skills	2.0%	1	0.0%	0	4.3%	1
Improve our staff recruitment advertising	2.0%	1	0.0%	0	4.3%	1
Improve the apprentice schemes / practical skills training	4.1%	2	7.7%	2	0.0%	0
Improve the local schools	2.0%	1	3.8%	1	0.0%	0
Improved security within the town centre	2.0%	1	3.8%	1	0.0%	0
Installing safety barriers at the top of the access road to Weyhill Road, Andover	2.0%	1	3.8%	1	0.0%	0
Less militant policing of parking	2.0%	1	0.0%	0	4.3%	1
Make businesses only use their fair share of parking spaces	2.0%	1	3.8%	1	0.0%	0
More people living locally with the qualifications needed	2.0%	1	0.0%	0	4.3%	1
Move the stall across to the other side	2.0%	1	3.8%	1	0.0%	0
Offer more parking spaces	2.0%	1	3.8%	1	0.0%	0
Open more shops in smaller towns	2.0%	1	0.0%	0	4.3%	1
Reduce business rates	6.1%	3	7.7%	2	4.3%	1
Reduce road closures	6.1%	3	0.0%	0	13.0%	3
Reduce the cost of larger premises	2.0%	1	0.0%	0	4.3%	1
Reducing the cost of car parking	2.0%	1	3.8%	1	0.0%	0
Reducing the impact of online companies reducing our customer base	2.0%	1	3.8%	1	0.0%	0
Reducing the impact of things we can't control like brexit / recessions	2.0%	1	0.0%	0	4.3%	1
(Don't know)	24.5%	12	26.9%	7	21.7%	5
Base:		49		26		23

	Total	Andover businesses		Romsey businesses		
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Q11 What is the second most important issue constraining the operation and performance of your business ?

Not those who said '(Don't know / nothing)' at Q09

Advice on how to improve the operation of the business	0.0%	0	0.0%	0	0.0%	0
Availability of business / customer car parking	14.3%	7	11.5%	3	17.4%	4
Business rates	0.0%	0	0.0%	0	0.0%	0
Childcare issues	0.0%	0	0.0%	0	0.0%	0
Competition from other businesses in the town / local centre	0.0%	0	0.0%	0	0.0%	0
Competition from other businesses in the wider area	0.0%	0	0.0%	0	0.0%	0
Inability to find time to develop the business	0.0%	0	0.0%	0	0.0%	0
Lack of business finance	0.0%	0	0.0%	0	0.0%	0
Lack of good transport links	0.0%	0	0.0%	0	0.0%	0
Level of trade / lack of visitors / customers	0.0%	0	0.0%	0	0.0%	0
Poor accessibility	4.1%	2	0.0%	0	8.7%	2
Poor location of premises	0.0%	0	0.0%	0	0.0%	0
Poor quality of the local environment	0.0%	0	0.0%	0	0.0%	0
Problems associated with anti social behaviour	0.0%	0	0.0%	0	0.0%	0
Quality or size of premises	0.0%	0	0.0%	0	0.0%	0
Rents / overheads	2.0%	1	3.8%	1	0.0%	0
Security issues (Crime / vandalism)	0.0%	0	0.0%	0	0.0%	0
Shortage of skilled local labour	0.0%	0	0.0%	0	0.0%	0
Staff recruitment / retention	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0
Our black bin bag waste doesn't get collected	2.0%	1	0.0%	0	4.3%	1
Our business is split over two sites	2.0%	1	3.8%	1	0.0%	0
Road works / closures	2.0%	1	3.8%	1	0.0%	0
No other issues	73.5%	36	76.9%	20	69.6%	16
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		49		26		23

Q12 How do you feel (ANSWER AT Q11) could best be addressed ? [MR]

Not those who said '(Don't know / nothing)' at Q09 or Q11

Finding suitable larger premises	7.7%	1	16.7%	1	0.0%	0
Less militant policing of parking	7.7%	1	0.0%	0	14.3%	1
Offer a free service waste collection service	7.7%	1	0.0%	0	14.3%	1
Offer free parking	15.4%	2	16.7%	1	14.3%	1
Offering more parking spaces	38.5%	5	33.3%	2	42.9%	3
Reduce business rates	7.7%	1	16.7%	1	0.0%	0
(Don't know)	15.4%	2	16.7%	1	14.3%	1
Base:		13		6		7

Q13 Do any of the following aspects of Andover town centre benefit your business? [PR]

Andover businesses

Affordable premises for expansion

Yes	40.0%	26	40.0%	26	0.0%	0
No	47.7%	31	47.7%	31	0.0%	0
(Don't know)	6.2%	4	6.2%	4	0.0%	0
(Not applicable)	6.2%	4	6.2%	4	0.0%	0
Base:		65		65		0

Andover & Romsey Business Survey for Carter Jonas

	Total		Andover businesses		Romsey businesses	
Affordable rents						
Yes	50.8%	33	50.8%	33	0.0%	0
No	33.8%	22	33.8%	22	0.0%	0
(Don't know)	9.2%	6	9.2%	6	0.0%	0
(Not applicable)	6.2%	4	6.2%	4	0.0%	0
Base:		65		65		0
Availability of car parking						
Yes	64.6%	42	64.6%	42	0.0%	0
No	30.8%	20	30.8%	20	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
(Not applicable)	4.6%	3	4.6%	3	0.0%	0
Base:		65		65		0
Easy for customers to get to						
Yes	73.8%	48	73.8%	48	0.0%	0
No	20.0%	13	20.0%	13	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
(Not applicable)	6.2%	4	6.2%	4	0.0%	0
Base:		65		65		0
Easy for employees to get to						
Yes	81.5%	53	81.5%	53	0.0%	0
No	12.3%	8	12.3%	8	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
(Not applicable)	6.2%	4	6.2%	4	0.0%	0
Base:		65		65		0
Employees live in area						
Yes	83.1%	54	83.1%	54	0.0%	0
No	10.8%	7	10.8%	7	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
(Not applicable)	6.2%	4	6.2%	4	0.0%	0
Base:		65		65		0
Good bus services						
Yes	55.4%	36	55.4%	36	0.0%	0
No	30.8%	20	30.8%	20	0.0%	0
(Don't know)	6.2%	4	6.2%	4	0.0%	0
(Not applicable)	7.7%	5	7.7%	5	0.0%	0
Base:		65		65		0
Good rail services						
Yes	55.4%	36	55.4%	36	0.0%	0
No	32.3%	21	32.3%	21	0.0%	0
(Don't know)	6.2%	4	6.2%	4	0.0%	0
(Not applicable)	6.2%	4	6.2%	4	0.0%	0
Base:		65		65		0
Good road network						
Yes	92.3%	60	92.3%	60	0.0%	0
No	6.2%	4	6.2%	4	0.0%	0
(Don't know)	1.5%	1	1.5%	1	0.0%	0
(Not applicable)	0.0%	0	0.0%	0	0.0%	0
Base:		65		65		0

	Total		Andover businesses		Romsey businesses	
Local demand for product/service						
Yes	81.5%	53	81.5%	53	0.0%	0
No	16.9%	11	16.9%	11	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
(Not applicable)	1.5%	1	1.5%	1	0.0%	0
Base:		65		65		0

Presence of other businesses						
Yes	60.0%	39	60.0%	39	0.0%	0
No	35.4%	23	35.4%	23	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
(Not applicable)	4.6%	3	4.6%	3	0.0%	0
Base:		65		65		0

Room to expand						
Yes	52.3%	34	52.3%	34	0.0%	0
No	40.0%	26	40.0%	26	0.0%	0
(Don't know)	3.1%	2	3.1%	2	0.0%	0
(Not applicable)	4.6%	3	4.6%	3	0.0%	0
Base:		65		65		0

The variety of shops						
Yes	36.9%	24	36.9%	24	0.0%	0
No	53.8%	35	53.8%	35	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
(Not applicable)	9.2%	6	9.2%	6	0.0%	0
Base:		65		65		0

Q14A What other aspects of Andover town centre benefit your business? [MR]

<i>Andover businesses</i>						
Good demographic of people living nearby	1.5%	1	1.5%	1	0.0%	0
Good market	4.6%	3	4.6%	3	0.0%	0
Good rail link to London	1.5%	1	1.5%	1	0.0%	0
Good town centre events	1.5%	1	1.5%	1	0.0%	0
Lots of construction going on	1.5%	1	1.5%	1	0.0%	0
Low crime rate	3.1%	2	3.1%	2	0.0%	0
Population growing	3.1%	2	3.1%	2	0.0%	0
The army being stationed nearby provides us with business	1.5%	1	1.5%	1	0.0%	0
No other aspects	86.2%	56	86.2%	56	0.0%	0
Base:		65		65		0

Meanscore: [Very good = 2, Quite good = 1, Neither good nor poor = 0, Quite poor = -1, Very poor = -2]

Q15A How do you rate Andover town centre in respect of the following aspects ? [PR]

<i>Andover businesses</i>						
Rents						
Very good	4.6%	3	4.6%	3	0.0%	0
Quite good	18.5%	12	18.5%	12	0.0%	0
Neither good nor poor	7.7%	5	7.7%	5	0.0%	0
Quite poor	18.5%	12	18.5%	12	0.0%	0
Very poor	13.8%	9	13.8%	9	0.0%	0
(Don't know)	27.7%	18	27.7%	18	0.0%	0
(Not applicable)	9.2%	6	9.2%	6	0.0%	0
Mean:		-0.29		-0.29		0.00
Base:		65		65		0

Andover & Romsey Business Survey for Carter Jonas

	Total	Andover businesses		Romsey businesses		
<i>Business rates</i>						
Very good	1.5%	1	1.5%	1	0.0%	0
Quite good	15.4%	10	15.4%	10	0.0%	0
Neither good nor poor	10.8%	7	10.8%	7	0.0%	0
Quite poor	12.3%	8	12.3%	8	0.0%	0
Very poor	16.9%	11	16.9%	11	0.0%	0
(Don't know)	33.8%	22	33.8%	22	0.0%	0
(Not applicable)	9.2%	6	9.2%	6	0.0%	0
Mean:	-0.49		-0.49		0.00	
Base:	65		65		0	

Availability of business / customer parking						
Very good	15.4%	10	15.4%	10	0.0%	0
Quite good	38.5%	25	38.5%	25	0.0%	0
Neither good nor poor	27.7%	18	27.7%	18	0.0%	0
Quite poor	7.7%	5	7.7%	5	0.0%	0
Very poor	3.1%	2	3.1%	2	0.0%	0
(Don't know)	4.6%	3	4.6%	3	0.0%	0
(Not applicable)	3.1%	2	3.1%	2	0.0%	0
Mean:	0.60		0.60		0.00	
Base:	65		65		0	

Traffic circulation						
Very good	10.8%	7	10.8%	7	0.0%	0
Quite good	46.2%	30	46.2%	30	0.0%	0
Neither good nor poor	20.0%	13	20.0%	13	0.0%	0
Quite poor	12.3%	8	12.3%	8	0.0%	0
Very poor	6.2%	4	6.2%	4	0.0%	0
(Don't know)	3.1%	2	3.1%	2	0.0%	0
(Not applicable)	1.5%	1	1.5%	1	0.0%	0
Mean:	0.45		0.45		0.00	
Base:	65		65		0	

Safety during the daytime						
Very good	33.8%	22	33.8%	22	0.0%	0
Quite good	40.0%	26	40.0%	26	0.0%	0
Neither good nor poor	15.4%	10	15.4%	10	0.0%	0
Quite poor	4.6%	3	4.6%	3	0.0%	0
Very poor	1.5%	1	1.5%	1	0.0%	0
(Don't know)	4.6%	3	4.6%	3	0.0%	0
(Not applicable)	0.0%	0	0.0%	0	0.0%	0
Mean:	1.05		1.05		0.00	
Base:	65		65		0	

Safety during the evenings and at night						
Very good	20.0%	13	20.0%	13	0.0%	0
Quite good	33.8%	22	33.8%	22	0.0%	0
Neither good nor poor	13.8%	9	13.8%	9	0.0%	0
Quite poor	13.8%	9	13.8%	9	0.0%	0
Very poor	1.5%	1	1.5%	1	0.0%	0
(Don't know)	15.4%	10	15.4%	10	0.0%	0
(Not applicable)	1.5%	1	1.5%	1	0.0%	0
Mean:	0.69		0.69		0.00	
Base:	65		65		0	

Andover & Romsey Business Survey for Carter Jonas

	Total	Andover businesses		Romsey businesses		
<i>Range of shops and services available</i>						
Very good	7.7%	5	7.7%	5	0.0%	0
Quite good	15.4%	10	15.4%	10	0.0%	0
Neither good nor poor	12.3%	8	12.3%	8	0.0%	0
Quite poor	29.2%	19	29.2%	19	0.0%	0
Very poor	33.8%	22	33.8%	22	0.0%	0
(Don't know)	1.5%	1	1.5%	1	0.0%	0
(Not applicable)	0.0%	0	0.0%	0	0.0%	0
Mean:	-0.67		-0.67		0.00	
Base:	65		65		0	

Quality of shops and services available						
Very good	7.7%	5	7.7%	5	0.0%	0
Quite good	15.4%	10	15.4%	10	0.0%	0
Neither good nor poor	20.0%	13	20.0%	13	0.0%	0
Quite poor	24.6%	16	24.6%	16	0.0%	0
Very poor	30.8%	20	30.8%	20	0.0%	0
(Don't know)	1.5%	1	1.5%	1	0.0%	0
(Not applicable)	0.0%	0	0.0%	0	0.0%	0
Mean:	-0.56		-0.56		0.00	
Base:	65		65		0	

Places to eat or drink						
Very good	13.8%	9	13.8%	9	0.0%	0
Quite good	30.8%	20	30.8%	20	0.0%	0
Neither good nor poor	20.0%	13	20.0%	13	0.0%	0
Quite poor	10.8%	7	10.8%	7	0.0%	0
Very poor	15.4%	10	15.4%	10	0.0%	0
(Don't know)	9.2%	6	9.2%	6	0.0%	0
(Not applicable)	0.0%	0	0.0%	0	0.0%	0
Mean:	0.19		0.19		0.00	
Base:	65		65		0	

Street furniture and landscaping						
Very good	13.8%	9	13.8%	9	0.0%	0
Quite good	38.5%	25	38.5%	25	0.0%	0
Neither good nor poor	24.6%	16	24.6%	16	0.0%	0
Quite poor	10.8%	7	10.8%	7	0.0%	0
Very poor	6.2%	4	6.2%	4	0.0%	0
(Don't know)	6.2%	4	6.2%	4	0.0%	0
(Not applicable)	0.0%	0	0.0%	0	0.0%	0
Mean:	0.46		0.46		0.00	
Base:	65		65		0	

Liveliness / street life / character						
Very good	10.8%	7	10.8%	7	0.0%	0
Quite good	29.2%	19	29.2%	19	0.0%	0
Neither good nor poor	21.5%	14	21.5%	14	0.0%	0
Quite poor	26.2%	17	26.2%	17	0.0%	0
Very poor	4.6%	3	4.6%	3	0.0%	0
(Don't know)	7.7%	5	7.7%	5	0.0%	0
(Not applicable)	0.0%	0	0.0%	0	0.0%	0
Mean:	0.17		0.17		0.00	
Base:	65		65		0	

Andover & Romsey Business Survey for Carter Jonas

	Total	Andover businesses		Romsey businesses		
<i>Level of street cleansing and litter</i>						
Very good	23.1%	15	23.1%	15	0.0%	0
Quite good	49.2%	32	49.2%	32	0.0%	0
Neither good nor poor	16.9%	11	16.9%	11	0.0%	0
Quite poor	4.6%	3	4.6%	3	0.0%	0
Very poor	0.0%	0	0.0%	0	0.0%	0
(Don't know)	6.2%	4	6.2%	4	0.0%	0
(Not applicable)	0.0%	0	0.0%	0	0.0%	0
<i>Mean:</i>	<i>0.97</i>		<i>0.97</i>		<i>0.00</i>	
Base:		65		65		0

Town centre management and maintenance						
Very good	10.8%	7	10.8%	7	0.0%	0
Quite good	47.7%	31	47.7%	31	0.0%	0
Neither good nor poor	13.8%	9	13.8%	9	0.0%	0
Quite poor	3.1%	2	3.1%	2	0.0%	0
Very poor	1.5%	1	1.5%	1	0.0%	0
(Don't know)	23.1%	15	23.1%	15	0.0%	0
(Not applicable)	0.0%	0	0.0%	0	0.0%	0
Mean:	0.82		0.82		0.00	
Base:	65		65		0	

Condition / appearance of buildings						
Very good	12.3%	8	12.3%	8	0.0%	0
Quite good	50.8%	33	50.8%	33	0.0%	0
Neither good nor poor	21.5%	14	21.5%	14	0.0%	0
Quite poor	10.8%	7	10.8%	7	0.0%	0
Very poor	1.5%	1	1.5%	1	0.0%	0
(Don't know)	3.1%	2	3.1%	2	0.0%	0
(Not applicable)	0.0%	0	0.0%	0	0.0%	0
Mean:	0.63		0.63		0.00	
Base:	65		65		0	

General shopping environment						
Very good	13.8%	9	13.8%	9	0.0%	0
Quite good	32.3%	21	32.3%	21	0.0%	0
Neither good nor poor	24.6%	16	24.6%	16	0.0%	0
Quite poor	16.9%	11	16.9%	11	0.0%	0
Very poor	9.2%	6	9.2%	6	0.0%	0
(Don't know)	3.1%	2	3.1%	2	0.0%	0
(Not applicable)	0.0%	0	0.0%	0	0.0%	0
Mean:	0.25		0.25		0.00	
Base:	65		65		0	

Marketing / promotion						
Very good	6.2%	4	6.2%	4	0.0%	0
Quite good	21.5%	14	21.5%	14	0.0%	0
Neither good nor poor	10.8%	7	10.8%	7	0.0%	0
Quite poor	26.2%	17	26.2%	17	0.0%	0
Very poor	15.4%	10	15.4%	10	0.0%	0
(Don't know)	20.0%	13	20.0%	13	0.0%	0
(Not applicable)	0.0%	0	0.0%	0	0.0%	0
Mean:	-0.29		-0.29		0.00	
Base:	65		65		0	

Andover & Romsey Business Survey for Carter Jonas

	Total		Andover businesses		Romsey businesses	
<i>Interest shown by landlord owners</i>						
Very good	3.1%	2	3.1%	2	0.0%	0
Quite good	10.8%	7	10.8%	7	0.0%	0
Neither good nor poor	16.9%	11	16.9%	11	0.0%	0
Quite poor	10.8%	7	10.8%	7	0.0%	0
Very poor	13.8%	9	13.8%	9	0.0%	0
(Don't know)	41.5%	27	41.5%	27	0.0%	0
(Not applicable)	3.1%	2	3.1%	2	0.0%	0
Mean:	-0.39		-0.39		0.00	
Base:		65		65		0

The way businesses work together						
Very good	9.2%	6	9.2%	6	0.0%	0
Quite good	23.1%	15	23.1%	15	0.0%	0
Neither good nor poor	13.8%	9	13.8%	9	0.0%	0
Quite poor	13.8%	9	13.8%	9	0.0%	0
Very poor	12.3%	8	12.3%	8	0.0%	0
(Don't know)	23.1%	15	23.1%	15	0.0%	0
(Not applicable)	4.6%	3	4.6%	3	0.0%	0
Mean:	0.04		0.04		0.00	
Base:	65		65		0	

The quality of parks and open spaces						
Very good	20.0%	13	20.0%	13	0.0%	0
Quite good	40.0%	26	40.0%	26	0.0%	0
Neither good nor poor	26.2%	17	26.2%	17	0.0%	0
Quite poor	4.6%	3	4.6%	3	0.0%	0
Very poor	0.0%	0	0.0%	0	0.0%	0
(Don't know)	7.7%	5	7.7%	5	0.0%	0
(Not applicable)	1.5%	1	1.5%	1	0.0%	0
Mean:	0.83		0.83		0.00	
Base:	65		65		0	

Town centre events						
Very good	12.3%	8	12.3%	8	0.0%	0
Quite good	36.9%	24	36.9%	24	0.0%	0
Neither good nor poor	18.5%	12	18.5%	12	0.0%	0
Quite poor	9.2%	6	9.2%	6	0.0%	0
Very poor	10.8%	7	10.8%	7	0.0%	0
(Don't know)	10.8%	7	10.8%	7	0.0%	0
(Not applicable)	1.5%	1	1.5%	1	0.0%	0
Mean:	0.35		0.35		0.00	
Base:	65		65		0	

Q16A In general, do you consider that over the last year Andover town centre has... [PR]

Andover businesses

Improved	13.8%	9	13.8%	9	0.0%	0
Stayed the same	41.5%	27	41.5%	27	0.0%	0
Declined	30.8%	20	30.8%	20	0.0%	0
(Don't know / no opinion)	13.8%	9	13.8%	9	0.0%	0
Base:	65		65		0	

Andover & Romsey Business Survey for Carter Jonas

	Total	Andover businesses		Romsey businesses		
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Q17A In what way has it improved? [MR]

Andover businesses who said Andover town centre has improved at Q16A

Good festivals	11.1%	1	11.1%	1	0.0%	0
Good range of different shops	11.1%	1	11.1%	1	0.0%	0
Has a better atmosphere now	11.1%	1	11.1%	1	0.0%	0
Improved organisation / maintenance	22.2%	2	22.2%	2	0.0%	0
Less vacant units on the industrial estates	11.1%	1	11.1%	1	0.0%	0
Lots to do in the town	11.1%	1	11.1%	1	0.0%	0
More goods and services available	11.1%	1	11.1%	1	0.0%	0
New businesses have opened	11.1%	1	11.1%	1	0.0%	0
The redeveloped shopping centre looks good	22.2%	2	22.2%	2	0.0%	0
The refurbishments have been good	22.2%	2	22.2%	2	0.0%	0
The town hall redevelopment is good	11.1%	1	11.1%	1	0.0%	0
Base:		9		9		0

Q18A In what way has it declined? [MR]

Andover businesses who said Andover town centre has declined at Q16A

Business rates have increased	5.0%	1	5.0%	1	0.0%	0
Homeless people in the town centre	5.0%	1	5.0%	1	0.0%	0
Lack of investment	10.0%	2	10.0%	2	0.0%	0
Leisure centres have closed / are closing	5.0%	1	5.0%	1	0.0%	0
Less people visiting the town centre	5.0%	1	5.0%	1	0.0%	0
No improvements have been made in the last 20 years	5.0%	1	5.0%	1	0.0%	0
Not enough things to do in the centre	5.0%	1	5.0%	1	0.0%	0
Poor quality pavements	5.0%	1	5.0%	1	0.0%	0
Poor range of places to eat out	5.0%	1	5.0%	1	0.0%	0
Poor range of shops	25.0%	5	25.0%	5	0.0%	0
Too many betting shops	5.0%	1	5.0%	1	0.0%	0
Too many charity shops	15.0%	3	15.0%	3	0.0%	0
Too many coffee shops	5.0%	1	5.0%	1	0.0%	0
Too many poor quality shops	20.0%	4	20.0%	4	0.0%	0
Too many shops have closed / are closing	70.0%	14	70.0%	14	0.0%	0
Base:		20		20		0

Q19A From the following how would you describe Andover town centre's current shopping and service mix? [MR/PR]

Andover businesses

Not enough large chain stores	53.8%	35	53.8%	35	0.0%	0
About the right mix between small and large shops	27.7%	18	27.7%	18	0.0%	0
Not enough small independent shops	47.7%	31	47.7%	31	0.0%	0
(Don't know / not sure / no opinion)	3.1%	2	3.1%	2	0.0%	0
Base:		65		65		0

	Total	Andover businesses	Romsey businesses
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Q13B Do any of the following aspects of Romsey town centre benefit your business? [PR]

Romsey businesses

Affordable premises for expansion

Yes	38.9%	14	0.0%	0	38.9%	14
No	58.3%	21	0.0%	0	58.3%	21
(Don't know)	2.8%	1	0.0%	0	2.8%	1
(Not applicable)	0.0%	0	0.0%	0	0.0%	0
Base:		36		0		36

Affordable rents

Yes	50.0%	18	0.0%	0	50.0%	18
No	44.4%	16	0.0%	0	44.4%	16
(Don't know)	5.6%	2	0.0%	0	5.6%	2
(Not applicable)	0.0%	0	0.0%	0	0.0%	0
Base:		36		0		36

Availability of car parking

Yes	66.7%	24	0.0%	0	66.7%	24
No	30.6%	11	0.0%	0	30.6%	11
(Don't know)	2.8%	1	0.0%	0	2.8%	1
(Not applicable)	0.0%	0	0.0%	0	0.0%	0
Base:		36		0		36

Easy for customers to get to

Yes	69.4%	25	0.0%	0	69.4%	25
No	22.2%	8	0.0%	0	22.2%	8
(Don't know)	5.6%	2	0.0%	0	5.6%	2
(Not applicable)	2.8%	1	0.0%	0	2.8%	1
Base:		36		0		36

Easy for employees to get to

Yes	77.8%	28	0.0%	0	77.8%	28
No	16.7%	6	0.0%	0	16.7%	6
(Don't know)	2.8%	1	0.0%	0	2.8%	1
(Not applicable)	2.8%	1	0.0%	0	2.8%	1
Base:		36		0		36

Employees live in area

Yes	77.8%	28	0.0%	0	77.8%	28
No	16.7%	6	0.0%	0	16.7%	6
(Don't know)	2.8%	1	0.0%	0	2.8%	1
(Not applicable)	2.8%	1	0.0%	0	2.8%	1
Base:		36		0		36

Good bus services

Yes	50.0%	18	0.0%	0	50.0%	18
No	41.7%	15	0.0%	0	41.7%	15
(Don't know)	8.3%	3	0.0%	0	8.3%	3
(Not applicable)	0.0%	0	0.0%	0	0.0%	0
Base:		36		0		36

Good rail services

Yes	58.3%	21	0.0%	0	58.3%	21
No	30.6%	11	0.0%	0	30.6%	11
(Don't know)	11.1%	4	0.0%	0	11.1%	4
(Not applicable)	0.0%	0	0.0%	0	0.0%	0
Base:		36		0		36

Andover & Romsey Business Survey for Carter Jonas

	Total		Andover businesses		Romsey businesses	
Good road network						
Yes	83.3%	30	0.0%	0	83.3%	30
No	13.9%	5	0.0%	0	13.9%	5
(Don't know)	2.8%	1	0.0%	0	2.8%	1
(Not applicable)	0.0%	0	0.0%	0	0.0%	0
Base:		36		0		36

Local demand for product/service						
Yes	66.7%	24	0.0%	0	66.7%	24
No	27.8%	10	0.0%	0	27.8%	10
(Don't know)	5.6%	2	0.0%	0	5.6%	2
(Not applicable)	0.0%	0	0.0%	0	0.0%	0
Base:		36		0		36

Presence of other businesses						
Yes	61.1%	22	0.0%	0	61.1%	22
No	36.1%	13	0.0%	0	36.1%	13
(Don't know)	2.8%	1	0.0%	0	2.8%	1
(Not applicable)	0.0%	0	0.0%	0	0.0%	0
Base:		36		0		36

Room to expand						
Yes	44.4%	16	0.0%	0	44.4%	16
No	50.0%	18	0.0%	0	50.0%	18
(Don't know)	2.8%	1	0.0%	0	2.8%	1
(Not applicable)	2.8%	1	0.0%	0	2.8%	1
Base:		36		0		36

The variety of shops						
Yes	58.3%	21	0.0%	0	58.3%	21
No	36.1%	13	0.0%	0	36.1%	13
(Don't know)	2.8%	1	0.0%	0	2.8%	1
(Not applicable)	2.8%	1	0.0%	0	2.8%	1
Base:		36		0		36

Q14B What other aspects of Romsey town centre benefit your business? [MR]

<i>Romsey businesses</i>						
Affluent area	2.8%	1	0.0%	0	2.8%	1
Close to good heritage type attractions	2.8%	1	0.0%	0	2.8%	1
Good market	2.8%	1	0.0%	0	2.8%	1
Good range of financial services available	2.8%	1	0.0%	0	2.8%	1
Good range on independent shops	2.8%	1	0.0%	0	2.8%	1
Good range places of places to eat out	2.8%	1	0.0%	0	2.8%	1
Good road system	2.8%	1	0.0%	0	2.8%	1
Good town centre events	2.8%	1	0.0%	0	2.8%	1
In a good central geographical location	2.8%	1	0.0%	0	2.8%	1
Lots of people visit	2.8%	1	0.0%	0	2.8%	1
Nice town	8.3%	3	0.0%	0	8.3%	3
No other aspects	66.7%	24	0.0%	0	66.7%	24
Base:		36		0		36

	Total		Andover businesses		Romsey businesses	
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Meanscore: [Very good = 2, Quite good = 1, Neither good nor poor = 0, Quite poor = -1, Very poor = -2]

Q15B How do you rate Romsey town centre in respect of the following aspects ? [PR]

Romsey businesses

Rents

Very good	5.6%	2	0.0%	0	5.6%	2
Quite good	16.7%	6	0.0%	0	16.7%	6
Neither good nor poor	11.1%	4	0.0%	0	11.1%	4
Quite poor	5.6%	2	0.0%	0	5.6%	2
Very poor	19.4%	7	0.0%	0	19.4%	7
(Don't know)	38.9%	14	0.0%	0	38.9%	14
(Not applicable)	2.8%	1	0.0%	0	2.8%	1
Mean:		-0.29		0.00		-0.29
Base:		36		0		36

Business rates

Very good	8.3%	3	0.0%	0	8.3%	3
Quite good	19.4%	7	0.0%	0	19.4%	7
Neither good nor poor	5.6%	2	0.0%	0	5.6%	2
Quite poor	5.6%	2	0.0%	0	5.6%	2
Very poor	33.3%	12	0.0%	0	33.3%	12
(Don't know)	27.8%	10	0.0%	0	27.8%	10
(Not applicable)	0.0%	0	0.0%	0	0.0%	0
Mean:		-0.50		0.00		-0.50
Base:		36		0		36

Availability of business / customer parking

Very good	16.7%	6	0.0%	0	16.7%	6
Quite good	16.7%	6	0.0%	0	16.7%	6
Neither good nor poor	8.3%	3	0.0%	0	8.3%	3
Quite poor	33.3%	12	0.0%	0	33.3%	12
Very poor	16.7%	6	0.0%	0	16.7%	6
(Don't know)	8.3%	3	0.0%	0	8.3%	3
(Not applicable)	0.0%	0	0.0%	0	0.0%	0
Mean:		-0.18		0.00		-0.18
Base:		36		0		36

Traffic circulation

Very good	8.3%	3	0.0%	0	8.3%	3
Quite good	19.4%	7	0.0%	0	19.4%	7
Neither good nor poor	11.1%	4	0.0%	0	11.1%	4
Quite poor	30.6%	11	0.0%	0	30.6%	11
Very poor	27.8%	10	0.0%	0	27.8%	10
(Don't know)	2.8%	1	0.0%	0	2.8%	1
(Not applicable)	0.0%	0	0.0%	0	0.0%	0
Mean:		-0.51		0.00		-0.51
Base:		36		0		36

Safety during the daytime

Very good	61.1%	22	0.0%	0	61.1%	22
Quite good	19.4%	7	0.0%	0	19.4%	7
Neither good nor poor	11.1%	4	0.0%	0	11.1%	4
Quite poor	0.0%	0	0.0%	0	0.0%	0
Very poor	5.6%	2	0.0%	0	5.6%	2
(Don't know)	2.8%	1	0.0%	0	2.8%	1
(Not applicable)	0.0%	0	0.0%	0	0.0%	0
Mean:		1.34		0.00		1.34
Base:		36		0		36

Andover & Romsey Business Survey for Carter Jonas

	Total	Andover businesses		Romsey businesses		
<i>Safety during the evenings and at night</i>						
Very good	38.9%	14	0.0%	0	38.9%	14
Quite good	36.1%	13	0.0%	0	36.1%	13
Neither good nor poor	5.6%	2	0.0%	0	5.6%	2
Quite poor	2.8%	1	0.0%	0	2.8%	1
Very poor	5.6%	2	0.0%	0	5.6%	2
(Don't know)	11.1%	4	0.0%	0	11.1%	4
(Not applicable)	0.0%	0	0.0%	0	0.0%	0
<i>Mean:</i>		<i>1.13</i>		<i>0.00</i>		<i>1.13</i>
Base:		36		0		36

Range of shops and services available					
Very good	11.1%	4	0.0%	0	11.1%
Quite good	55.6%	20	0.0%	0	55.6%
Neither good nor poor	11.1%	4	0.0%	0	11.1%
Quite poor	11.1%	4	0.0%	0	11.1%
Very poor	8.3%	3	0.0%	0	8.3%
(Don't know)	2.8%	1	0.0%	0	2.8%
(Not applicable)	0.0%	0	0.0%	0	0.0%
Mean:	0.51		0.00		0.51
Base:	36		0		36

Quality of shops and services available					
Very good	13.9%	5	0.0%	0	13.9%
Quite good	52.8%	19	0.0%	0	52.8%
Neither good nor poor	16.7%	6	0.0%	0	16.7%
Quite poor	8.3%	3	0.0%	0	8.3%
Very poor	5.6%	2	0.0%	0	5.6%
(Don't know)	2.8%	1	0.0%	0	2.8%
(Not applicable)	0.0%	0	0.0%	0	0.0%
Mean:	0.63		0.00		0.63
Base:	36		0		36

Places to eat or drink					
Very good	41.7%	15	0.0%	0	41.7%
Quite good	38.9%	14	0.0%	0	38.9%
Neither good nor poor	8.3%	3	0.0%	0	8.3%
Quite poor	2.8%	1	0.0%	0	2.8%
Very poor	2.8%	1	0.0%	0	2.8%
(Don't know)	5.6%	2	0.0%	0	5.6%
(Not applicable)	0.0%	0	0.0%	0	0.0%
Mean:	1.21		0.00		1.21
Base:	36		0		36

Street furniture and landscaping					
Very good	19.4%	7	0.0%	0	19.4%
Quite good	52.8%	19	0.0%	0	52.8%
Neither good nor poor	8.3%	3	0.0%	0	8.3%
Quite poor	13.9%	5	0.0%	0	13.9%
Very poor	2.8%	1	0.0%	0	2.8%
(Don't know)	2.8%	1	0.0%	0	2.8%
(Not applicable)	0.0%	0	0.0%	0	0.0%
Mean:	0.74		0.00		0.74
Base:	36		0		36

	Total	Andover businesses		Romsey businesses		
<i>Liveliness / street life / character</i>						
Very good	22.2%	8	0.0%	0	22.2%	8
Quite good	47.2%	17	0.0%	0	47.2%	17
Neither good nor poor	11.1%	4	0.0%	0	11.1%	4
Quite poor	5.6%	2	0.0%	0	5.6%	2
Very poor	11.1%	4	0.0%	0	11.1%	4
(Don't know)	2.8%	1	0.0%	0	2.8%	1
(Not applicable)	0.0%	0	0.0%	0	0.0%	0
Mean:	0.66		0.00		0.66	
Base:	36			0		36

Level of street cleansing and litter					
Very good	27.8%	10	0.0%	0	27.8%
Quite good	58.3%	21	0.0%	0	58.3%
Neither good nor poor	11.1%	4	0.0%	0	11.1%
Quite poor	0.0%	0	0.0%	0	0.0%
Very poor	0.0%	0	0.0%	0	0.0%
(Don't know)	2.8%	1	0.0%	0	2.8%
(Not applicable)	0.0%	0	0.0%	0	0.0%
Mean:	1.17		0.00		1.17
Base:	36		0		36

Town centre management and maintenance					
Very good	19.4%	7	0.0%	0	19.4%
Quite good	50.0%	18	0.0%	0	50.0%
Neither good nor poor	11.1%	4	0.0%	0	11.1%
Quite poor	5.6%	2	0.0%	0	5.6%
Very poor	2.8%	1	0.0%	0	2.8%
(Don't know)	11.1%	4	0.0%	0	11.1%
(Not applicable)	0.0%	0	0.0%	0	0.0%
Mean:	0.88		0.00		0.88
Base:	36		0		36

Condition / appearance of buildings					
Very good	30.6%	11	0.0%	0	30.6%
Quite good	44.4%	16	0.0%	0	44.4%
Neither good nor poor	13.9%	5	0.0%	0	13.9%
Quite poor	2.8%	1	0.0%	0	2.8%
Very poor	5.6%	2	0.0%	0	5.6%
(Don't know)	2.8%	1	0.0%	0	2.8%
(Not applicable)	0.0%	0	0.0%	0	0.0%
Mean:	0.94		0.00		0.94
Base:	36		0		36

General shopping environment					
Very good	22.2%	8	0.0%	0	22.2%
Quite good	52.8%	19	0.0%	0	52.8%
Neither good nor poor	11.1%	4	0.0%	0	11.1%
Quite poor	8.3%	3	0.0%	0	8.3%
Very poor	2.8%	1	0.0%	0	2.8%
(Don't know)	2.8%	1	0.0%	0	2.8%
(Not applicable)	0.0%	0	0.0%	0	0.0%
Mean:	0.86		0.00		0.86
Base:	36		0		36

Andover & Romsey Business Survey for Carter Jonas

	Total	Andover businesses		Romsey businesses		
<i>Marketing / promotion</i>						
Very good	13.9%	5	0.0%	0	13.9%	5
Quite good	36.1%	13	0.0%	0	36.1%	13
Neither good nor poor	8.3%	3	0.0%	0	8.3%	3
Quite poor	5.6%	2	0.0%	0	5.6%	2
Very poor	16.7%	6	0.0%	0	16.7%	6
(Don't know)	19.4%	7	0.0%	0	19.4%	7
(Not applicable)	0.0%	0	0.0%	0	0.0%	0
Mean:	0.31		0.00		0.31	
Base:	36			0		36

Interest shown by landlord owners					
Very good	2.8%	1	0.0%	0	2.8%
Quite good	16.7%	6	0.0%	0	16.7%
Neither good nor poor	13.9%	5	0.0%	0	13.9%
Quite poor	2.8%	1	0.0%	0	2.8%
Very poor	11.1%	4	0.0%	0	11.1%
(Don't know)	50.0%	18	0.0%	0	50.0%
(Not applicable)	2.8%	1	0.0%	0	2.8%
Mean:	-0.06		0.00		-0.06
Base:	36		0		36

The way businesses work together					
Very good	13.9%	5	0.0%	0	13.9%
Quite good	36.1%	13	0.0%	0	36.1%
Neither good nor poor	11.1%	4	0.0%	0	11.1%
Quite poor	2.8%	1	0.0%	0	2.8%
Very poor	11.1%	4	0.0%	0	11.1%
(Don't know)	22.2%	8	0.0%	0	22.2%
(Not applicable)	2.8%	1	0.0%	0	2.8%
Mean:	0.52		0.00		0.52
Base:	36		0		36

The quality of parks and open spaces					
Very good	47.2%	17	0.0%	0	47.2%
Quite good	38.9%	14	0.0%	0	38.9%
Neither good nor poor	8.3%	3	0.0%	0	8.3%
Quite poor	0.0%	0	0.0%	0	0.0%
Very poor	0.0%	0	0.0%	0	0.0%
(Don't know)	5.6%	2	0.0%	0	5.6%
(Not applicable)	0.0%	0	0.0%	0	0.0%
Mean:	1.41		0.00		1.41
Base:	36		0		36

Town centre events					
Very good	41.7%	15	0.0%	0	41.7%
Quite good	44.4%	16	0.0%	0	44.4%
Neither good nor poor	0.0%	0	0.0%	0	0.0%
Quite poor	2.8%	1	0.0%	0	2.8%
Very poor	2.8%	1	0.0%	0	2.8%
(Don't know)	8.3%	3	0.0%	0	8.3%
(Not applicable)	0.0%	0	0.0%	0	0.0%
Mean:	1.30		0.00		1.30
Base:	36		0		36

Q16B In general, do you consider that over the last year Romsey town centre has... [PR]

Romsey businesses

Improved	22.2%	8	0.0%	0	22.2%
Stayed the same	36.1%	13	0.0%	0	36.1%
Declined	33.3%	12	0.0%	0	33.3%
(Don't know / no opinion)	8.3%	3	0.0%	0	8.3%
Base:	36		0		36

	Total	Andover businesses		Romsey businesses	
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Q17B In what way has it improved? [MR]*Andover businesses who said Romsey town centre has improved at Q16B*

Busier / more people are visiting	37.5%	3	0.0%	0	37.5%	3
Church Street improvements look good	25.0%	2	0.0%	0	25.0%	2
Good public transport links	12.5%	1	0.0%	0	12.5%	1
Good range of different shops	25.0%	2	0.0%	0	25.0%	2
Good range of places to eat out	12.5%	1	0.0%	0	12.5%	1
Good range of pubs	12.5%	1	0.0%	0	12.5%	1
Loading bay at the back now has a No Parking sign which has helped	12.5%	1	0.0%	0	12.5%	1
The Hundred improvements look good	12.5%	1	0.0%	0	12.5%	1
The pavements have improved	12.5%	1	0.0%	0	12.5%	1
(Don't know)	12.5%	1	0.0%	0	12.5%	1
Base:		8		0		8

Q18B In what way has it declined? [MR]*Andover businesses who said Romsey town centre has declined at Q16B*

Less people visiting the town centre	33.3%	4	0.0%	0	33.3%	4
Not enough banks	8.3%	1	0.0%	0	8.3%	1
Road works has stopped people coming into the town	16.7%	2	0.0%	0	16.7%	2
The Church Street improvements are dangerous, not wide enough for two cars to pass now	8.3%	1	0.0%	0	8.3%	1
The new pedestrianisation near the Abbey is dangerous as it's shared space	8.3%	1	0.0%	0	8.3%	1
Too many shops have closed / are closing	8.3%	1	0.0%	0	8.3%	1
Traffic congestion	33.3%	4	0.0%	0	33.3%	4
Base:		12		0		12

Q19B From the following how would you describe Romsey town centre's current shopping and service mix? [MR/PR]*Romsey businesses*

Not enough large chain stores	25.0%	9	0.0%	0	25.0%	9
About the right mix between small and large shops	44.4%	16	0.0%	0	44.4%	16
Not enough small independent shops	33.3%	12	0.0%	0	33.3%	12
(Don't know / not sure / no opinion)	5.6%	2	0.0%	0	5.6%	2
Base:		36		0		36

Q13C Do any of the following aspects of your town centre benefit your business? [PR]*Affordable premises for expansion*

Yes	39.6%	40	40.0%	26	38.9%	14
No	51.5%	52	47.7%	31	58.3%	21
(Don't know)	5.0%	5	6.2%	4	2.8%	1
(Not applicable)	4.0%	4	6.2%	4	0.0%	0
Base:		101		65		36

Andover & Romsey Business Survey for Carter Jonas

	Total	Andover businesses		Romsey businesses		
Affordable rents						
Yes	50.5%	51	50.8%	33	50.0%	18
No	37.6%	38	33.8%	22	44.4%	16
(Don't know)	7.9%	8	9.2%	6	5.6%	2
(Not applicable)	4.0%	4	6.2%	4	0.0%	0
Base:		101		65		36
Availability of car parking						
Yes	65.3%	66	64.6%	42	66.7%	24
No	30.7%	31	30.8%	20	30.6%	11
(Don't know)	1.0%	1	0.0%	0	2.8%	1
(Not applicable)	3.0%	3	4.6%	3	0.0%	0
Base:		101		65		36
Easy for customers to get to						
Yes	72.3%	73	73.8%	48	69.4%	25
No	20.8%	21	20.0%	13	22.2%	8
(Don't know)	2.0%	2	0.0%	0	5.6%	2
(Not applicable)	5.0%	5	6.2%	4	2.8%	1
Base:		101		65		36
Easy for employees to get to						
Yes	80.2%	81	81.5%	53	77.8%	28
No	13.9%	14	12.3%	8	16.7%	6
(Don't know)	1.0%	1	0.0%	0	2.8%	1
(Not applicable)	5.0%	5	6.2%	4	2.8%	1
Base:		101		65		36
Employees live in area						
Yes	81.2%	82	83.1%	54	77.8%	28
No	12.9%	13	10.8%	7	16.7%	6
(Don't know)	1.0%	1	0.0%	0	2.8%	1
(Not applicable)	5.0%	5	6.2%	4	2.8%	1
Base:		101		65		36
Good bus services						
Yes	53.5%	54	55.4%	36	50.0%	18
No	34.7%	35	30.8%	20	41.7%	15
(Don't know)	6.9%	7	6.2%	4	8.3%	3
(Not applicable)	5.0%	5	7.7%	5	0.0%	0
Base:		101		65		36
Good rail services						
Yes	56.4%	57	55.4%	36	58.3%	21
No	31.7%	32	32.3%	21	30.6%	11
(Don't know)	7.9%	8	6.2%	4	11.1%	4
(Not applicable)	4.0%	4	6.2%	4	0.0%	0
Base:		101		65		36
Good road network						
Yes	89.1%	90	92.3%	60	83.3%	30
No	8.9%	9	6.2%	4	13.9%	5
(Don't know)	2.0%	2	1.5%	1	2.8%	1
(Not applicable)	0.0%	0	0.0%	0	0.0%	0
Base:		101		65		36

Andover & Romsey Business Survey for Carter Jonas

	Total	Andover businesses		Romsey businesses		
<i>Local demand for product/service</i>						
Yes	76.2%	77	81.5%	53	66.7%	24
No	20.8%	21	16.9%	11	27.8%	10
(Don't know)	2.0%	2	0.0%	0	5.6%	2
(Not applicable)	1.0%	1	1.5%	1	0.0%	0
Base:		101		65		36

Presence of other businesses						
Yes	60.4%	61	60.0%	39	61.1%	22
No	35.6%	36	35.4%	23	36.1%	13
(Don't know)	1.0%	1	0.0%	0	2.8%	1
(Not applicable)	3.0%	3	4.6%	3	0.0%	0
Base:		101		65		36

Room to expand						
Yes	49.5%	50	52.3%	34	44.4%	16
No	43.6%	44	40.0%	26	50.0%	18
(Don't know)	3.0%	3	3.1%	2	2.8%	1
(Not applicable)	4.0%	4	4.6%	3	2.8%	1
Base:		101		65		36

The variety of shops						
Yes	44.6%	45	36.9%	24	58.3%	21
No	47.5%	48	53.8%	35	36.1%	13
(Don't know)	1.0%	1	0.0%	0	2.8%	1
(Not applicable)	6.9%	7	9.2%	6	2.8%	1
Base:		101		65		36

Q14C What other aspects of your town centre benefit your business? [MR]

Affluent area	1.0%	1	0.0%	0	2.8%	1
Close to good heritage type attractions	1.0%	1	0.0%	0	2.8%	1
Good demographic of people living nearby	1.0%	1	1.5%	1	0.0%	0
Good market	4.0%	4	4.6%	3	2.8%	1
Good rail link to London	1.0%	1	1.5%	1	0.0%	0
Good range of financial services available	1.0%	1	0.0%	0	2.8%	1
Good range on independent shops	1.0%	1	0.0%	0	2.8%	1
Good range places of places to eat out	1.0%	1	0.0%	0	2.8%	1
Good road system	1.0%	1	0.0%	0	2.8%	1
Good town centre events	2.0%	2	1.5%	1	2.8%	1
In a good central geographical location	1.0%	1	0.0%	0	2.8%	1
Lots of construction going on	1.0%	1	1.5%	1	0.0%	0
Lots of people visit	1.0%	1	0.0%	0	2.8%	1
Low crime rate	2.0%	2	3.1%	2	0.0%	0
Nice town	3.0%	3	0.0%	0	8.3%	3
Population growing	2.0%	2	3.1%	2	0.0%	0
The army being stationed nearby provides us with business	1.0%	1	1.5%	1	0.0%	0
No other aspects	79.2%	80	86.2%	56	66.7%	24
Base:		101		65		36

	Total		Andover businesses		Romsey businesses	
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Meanscore: [Very good = 2, Quite good = 1, Neither good nor poor = 0, Quite poor = -1, Very poor = -2]

Q15CHow do you rate your town centre in respect of the following aspects ? [PR]

Rents

Very good	5.0%	5	4.6%	3	5.6%	2
Quite good	17.8%	18	18.5%	12	16.7%	6
Neither good nor poor	8.9%	9	7.7%	5	11.1%	4
Quite poor	13.9%	14	18.5%	12	5.6%	2
Very poor	15.8%	16	13.8%	9	19.4%	7
(Don't know)	31.7%	32	27.7%	18	38.9%	14
(Not applicable)	6.9%	7	9.2%	6	2.8%	1

Mean: -0.29 -0.29 -0.29

Base: 101 65 36

Business rates

Very good	4.0%	4	1.5%	1	8.3%	3
Quite good	16.8%	17	15.4%	10	19.4%	7
Neither good nor poor	8.9%	9	10.8%	7	5.6%	2
Quite poor	9.9%	10	12.3%	8	5.6%	2
Very poor	22.8%	23	16.9%	11	33.3%	12
(Don't know)	31.7%	32	33.8%	22	27.8%	10
(Not applicable)	5.9%	6	9.2%	6	0.0%	0

Mean: -0.49 -0.49 -0.50

Base: 101 65 36

Availability of business / customer parking

Very good	15.8%	16	15.4%	10	16.7%	6
Quite good	30.7%	31	38.5%	25	16.7%	6
Neither good nor poor	20.8%	21	27.7%	18	8.3%	3
Quite poor	16.8%	17	7.7%	5	33.3%	12
Very poor	7.9%	8	3.1%	2	16.7%	6
(Don't know)	5.9%	6	4.6%	3	8.3%	3
(Not applicable)	2.0%	2	3.1%	2	0.0%	0

Mean: 0.32 0.60 -0.18

Base: 101 65 36

Traffic circulation

Very good	9.9%	10	10.8%	7	8.3%	3
Quite good	36.6%	37	46.2%	30	19.4%	7
Neither good nor poor	16.8%	17	20.0%	13	11.1%	4
Quite poor	18.8%	19	12.3%	8	30.6%	11
Very poor	13.9%	14	6.2%	4	27.8%	10
(Don't know)	3.0%	3	3.1%	2	2.8%	1
(Not applicable)	1.0%	1	1.5%	1	0.0%	0

Mean: 0.10 0.45 -0.51

Base: 101 65 36

Safety during the daytime

Very good	43.6%	44	33.8%	22	61.1%	22
Quite good	32.7%	33	40.0%	26	19.4%	7
Neither good nor poor	13.9%	14	15.4%	10	11.1%	4
Quite poor	3.0%	3	4.6%	3	0.0%	0
Very poor	3.0%	3	1.5%	1	5.6%	2
(Don't know)	4.0%	4	4.6%	3	2.8%	1
(Not applicable)	0.0%	0	0.0%	0	0.0%	0

Mean: 1.15 1.05 1.34

Base: 101 65 36

Andover & Romsey Business Survey for Carter Jonas

	Total		Andover businesses		Romsey businesses	
<i>Safety during the evenings and at night</i>						
Very good	26.7%	27	20.0%	13	38.9%	14
Quite good	34.7%	35	33.8%	22	36.1%	13
Neither good nor poor	10.9%	11	13.8%	9	5.6%	2
Quite poor	9.9%	10	13.8%	9	2.8%	1
Very poor	3.0%	3	1.5%	1	5.6%	2
(Don't know)	13.9%	14	15.4%	10	11.1%	4
(Not applicable)	1.0%	1	1.5%	1	0.0%	0
Mean:		0.85		0.69		1.13
Base:		101		65		36

Range of shops and services available						
Very good	8.9%	9	7.7%	5	11.1%	4
Quite good	29.7%	30	15.4%	10	55.6%	20
Neither good nor poor	11.9%	12	12.3%	8	11.1%	4
Quite poor	22.8%	23	29.2%	19	11.1%	4
Very poor	24.8%	25	33.8%	22	8.3%	3
(Don't know)	2.0%	2	1.5%	1	2.8%	1
(Not applicable)	0.0%	0	0.0%	0	0.0%	0
Mean:		-0.25		-0.67		0.51
Base:		101		65		36

Quality of shops and services available						
Very good	9.9%	10	7.7%	5	13.9%	5
Quite good	28.7%	29	15.4%	10	52.8%	19
Neither good nor poor	18.8%	19	20.0%	13	16.7%	6
Quite poor	18.8%	19	24.6%	16	8.3%	3
Very poor	21.8%	22	30.8%	20	5.6%	2
(Don't know)	2.0%	2	1.5%	1	2.8%	1
(Not applicable)	0.0%	0	0.0%	0	0.0%	0
Mean:		-0.14		-0.56		0.63
Base:		101		65		36

Places to eat or drink						
Very good	23.8%	24	13.8%	9	41.7%	15
Quite good	33.7%	34	30.8%	20	38.9%	14
Neither good nor poor	15.8%	16	20.0%	13	8.3%	3
Quite poor	7.9%	8	10.8%	7	2.8%	1
Very poor	10.9%	11	15.4%	10	2.8%	1
(Don't know)	7.9%	8	9.2%	6	5.6%	2
(Not applicable)	0.0%	0	0.0%	0	0.0%	0
Mean:		0.56		0.19		1.21
Base:		101		65		36

Street furniture and landscaping						
Very good	15.8%	16	13.8%	9	19.4%	7
Quite good	43.6%	44	38.5%	25	52.8%	19
Neither good nor poor	18.8%	19	24.6%	16	8.3%	3
Quite poor	11.9%	12	10.8%	7	13.9%	5
Very poor	5.0%	5	6.2%	4	2.8%	1
(Don't know)	5.0%	5	6.2%	4	2.8%	1
(Not applicable)	0.0%	0	0.0%	0	0.0%	0
Mean:		0.56		0.46		0.74
Base:		101		65		36

Andover & Romsey Business Survey for Carter Jonas

	Total	Andover businesses		Romsey businesses		
<i>Liveliness / street life / character</i>						
Very good	14.9%	15	10.8%	7	22.2%	8
Quite good	35.6%	36	29.2%	19	47.2%	17
Neither good nor poor	17.8%	18	21.5%	14	11.1%	4
Quite poor	18.8%	19	26.2%	17	5.6%	2
Very poor	6.9%	7	4.6%	3	11.1%	4
(Don't know)	5.9%	6	7.7%	5	2.8%	1
(Not applicable)	0.0%	0	0.0%	0	0.0%	0
Mean:	0.35		0.17		0.66	
Base:	101		65		36	

Level of street cleansing and litter						
Very good	24.8%	25	23.1%	15	27.8%	10
Quite good	52.5%	53	49.2%	32	58.3%	21
Neither good nor poor	14.9%	15	16.9%	11	11.1%	4
Quite poor	3.0%	3	4.6%	3	0.0%	0
Very poor	0.0%	0	0.0%	0	0.0%	0
(Don't know)	5.0%	5	6.2%	4	2.8%	1
(Not applicable)	0.0%	0	0.0%	0	0.0%	0
Mean:	1.04		0.97		1.17	
Base:	101		65		36	

Town centre management and maintenance						
Very good	13.9%	14	10.8%	7	19.4%	7
Quite good	48.5%	49	47.7%	31	50.0%	18
Neither good nor poor	12.9%	13	13.8%	9	11.1%	4
Quite poor	4.0%	4	3.1%	2	5.6%	2
Very poor	2.0%	2	1.5%	1	2.8%	1
(Don't know)	18.8%	19	23.1%	15	11.1%	4
(Not applicable)	0.0%	0	0.0%	0	0.0%	0
Mean:	0.84		0.82		0.88	
Base:	101		65		36	

Condition / appearance of buildings						
Very good	18.8%	19	12.3%	8	30.6%	11
Quite good	48.5%	49	50.8%	33	44.4%	16
Neither good nor poor	18.8%	19	21.5%	14	13.9%	5
Quite poor	7.9%	8	10.8%	7	2.8%	1
Very poor	3.0%	3	1.5%	1	5.6%	2
(Don't know)	3.0%	3	3.1%	2	2.8%	1
(Not applicable)	0.0%	0	0.0%	0	0.0%	0
Mean:	0.74		0.63		0.94	
Base:	101		65		36	

General shopping environment						
Very good	16.8%	17	13.8%	9	22.2%	8
Quite good	39.6%	40	32.3%	21	52.8%	19
Neither good nor poor	19.8%	20	24.6%	16	11.1%	4
Quite poor	13.9%	14	16.9%	11	8.3%	3
Very poor	6.9%	7	9.2%	6	2.8%	1
(Don't know)	3.0%	3	3.1%	2	2.8%	1
(Not applicable)	0.0%	0	0.0%	0	0.0%	0
Mean:	0.47		0.25		0.86	
Base:	101		65		36	

	Total		Andover businesses		Romsey businesses	
Marketing / promotion						
Very good	8.9%	9	6.2%	4	13.9%	5
Quite good	26.7%	27	21.5%	14	36.1%	13
Neither good nor poor	9.9%	10	10.8%	7	8.3%	3
Quite poor	18.8%	19	26.2%	17	5.6%	2
Very poor	15.8%	16	15.4%	10	16.7%	6
(Don't know)	19.8%	20	20.0%	13	19.4%	7
(Not applicable)	0.0%	0	0.0%	0	0.0%	0
Mean:		-0.07		-0.29		0.31
Base:		101		65		36

Interest shown by landlord owners						
Very good	3.0%	3	3.1%	2	2.8%	1
Quite good	12.9%	13	10.8%	7	16.7%	6
Neither good nor poor	15.8%	16	16.9%	11	13.9%	5
Quite poor	7.9%	8	10.8%	7	2.8%	1
Very poor	12.9%	13	13.8%	9	11.1%	4
(Don't know)	44.6%	45	41.5%	27	50.0%	18
(Not applicable)	3.0%	3	3.1%	2	2.8%	1
Mean:	-0.28			-0.39		-0.06
Base:	101			65		36

The way businesses work together						
Very good	10.9%	11	9.2%	6	13.9%	5
Quite good	27.7%	28	23.1%	15	36.1%	13
Neither good nor poor	12.9%	13	13.8%	9	11.1%	4
Quite poor	9.9%	10	13.8%	9	2.8%	1
Very poor	11.9%	12	12.3%	8	11.1%	4
(Don't know)	22.8%	23	23.1%	15	22.2%	8
(Not applicable)	4.0%	4	4.6%	3	2.8%	1
Mean:	0.22			0.04		0.52
Base:	101			65		36

The quality of parks and open spaces						
Very good	29.7%	30	20.0%	13	47.2%	17
Quite good	39.6%	40	40.0%	26	38.9%	14
Neither good nor poor	19.8%	20	26.2%	17	8.3%	3
Quite poor	3.0%	3	4.6%	3	0.0%	0
Very poor	0.0%	0	0.0%	0	0.0%	0
(Don't know)	6.9%	7	7.7%	5	5.6%	2
(Not applicable)	1.0%	1	1.5%	1	0.0%	0
Mean:	1.04			0.83		1.41
Base:	101			65		36

Town centre events						
Very good	22.8%	23	12.3%	8	41.7%	15
Quite good	39.6%	40	36.9%	24	44.4%	16
Neither good nor poor	11.9%	12	18.5%	12	0.0%	0
Quite poor	6.9%	7	9.2%	6	2.8%	1
Very poor	7.9%	8	10.8%	7	2.8%	1
(Don't know)	9.9%	10	10.8%	7	8.3%	3
(Not applicable)	1.0%	1	1.5%	1	0.0%	0
Mean:	0.70			0.35		1.30
Base:	101			65		36

Q16C In general, do you consider that over the last year your town centre has... [PR]

Improved	16.8%	17	13.8%	9	22.2%	8
Stayed the same	39.6%	40	41.5%	27	36.1%	13
Declined	31.7%	32	30.8%	20	33.3%	12
(Don't know / no opinion)	11.9%	12	13.8%	9	8.3%	3
Base:	101			65		36

	Total	Andover businesses		Romsey businesses		
Q17C In what way has it improved? [MR]						
<i>All businesses who said their town centre has improved at Q16C</i>						
Busier / more people are visiting	17.6%	3	0.0%	0	37.5%	3
Church Street improvements look good	11.8%	2	0.0%	0	25.0%	2
Good festivals	5.9%	1	11.1%	1	0.0%	0
Good public transport links	5.9%	1	0.0%	0	12.5%	1
Good range of different shops	17.6%	3	11.1%	1	25.0%	2
Good range of places to eat out	5.9%	1	0.0%	0	12.5%	1
Good range of pubs	5.9%	1	0.0%	0	12.5%	1
Has a better atmosphere now	5.9%	1	11.1%	1	0.0%	0
Improved organisation / maintenance	11.8%	2	22.2%	2	0.0%	0
Less vacant units on the industrial estates	5.9%	1	11.1%	1	0.0%	0
Loading bay at the back now has a No Parking sign which has helped	5.9%	1	0.0%	0	12.5%	1
Lots to do in the town	5.9%	1	11.1%	1	0.0%	0
More goods and services available	5.9%	1	11.1%	1	0.0%	0
New businesses have opened	5.9%	1	11.1%	1	0.0%	0
The Hundred improvements look good	5.9%	1	0.0%	0	12.5%	1
The pavements have improved	5.9%	1	0.0%	0	12.5%	1
The redeveloped shopping centre looks good	11.8%	2	22.2%	2	0.0%	0
The refurbishments have been good	11.8%	2	22.2%	2	0.0%	0
The town hall redevelopment is good	5.9%	1	11.1%	1	0.0%	0
(Don't know)	5.9%	1	0.0%	0	12.5%	1
Base:		17		9		8

	Total	Andover businesses		Romsey businesses		
Q18C In what way has it declined? [MR]						
<i>All businesses who said their town centre has declined at Q16C</i>						
Business rates have increased	3.1%	1	5.0%	1	0.0%	0
Homeless people in the town centre	3.1%	1	5.0%	1	0.0%	0
Lack of investment	6.3%	2	10.0%	2	0.0%	0
Leisure centres have closed / are closing	3.1%	1	5.0%	1	0.0%	0
Less people visiting the town centre	15.6%	5	5.0%	1	33.3%	4
No improvements have been made in the last 20 years	3.1%	1	5.0%	1	0.0%	0
Not enough banks	3.1%	1	0.0%	0	8.3%	1
Not enough things to do in the centre	3.1%	1	5.0%	1	0.0%	0
Poor quality pavements	3.1%	1	5.0%	1	0.0%	0
Poor range of places to eat out	3.1%	1	5.0%	1	0.0%	0
Poor range of shops	15.6%	5	25.0%	5	0.0%	0
Road works has stopped people coming into the town	6.3%	2	0.0%	0	16.7%	2
The Church Street improvements are dangerous, not wide enough for two cars to pass now	3.1%	1	0.0%	0	8.3%	1
The new pedestrianisation near the Abbey is dangerous as it's shared space	3.1%	1	0.0%	0	8.3%	1
Too many betting shops	3.1%	1	5.0%	1	0.0%	0
Too many charity shops	9.4%	3	15.0%	3	0.0%	0
Too many coffee shops	3.1%	1	5.0%	1	0.0%	0
Too many poor quality shops	12.5%	4	20.0%	4	0.0%	0
Too many shops have closed / are closing	46.9%	15	70.0%	14	8.3%	1
Traffic congestion	12.5%	4	0.0%	0	33.3%	4
Base:		32		20		12

Q19C From the following how would you describe your town centre's current shopping and service mix? [MR/PR]

Not enough large chain stores	43.6%	44	53.8%	35	25.0%	9
About the right mix between small and large shops	33.7%	34	27.7%	18	44.4%	16
Not enough small independent shops	42.6%	43	47.7%	31	33.3%	12
(Don't know / not sure / no opinion)	4.0%	4	3.1%	2	5.6%	2
Base:		101		65		36

Meanscore: [Good = 1, Satisfactory = 0, Poor = -1]

Q20 Which of the following statements best describes your business's current trading performance ? [PR]

Good	61.4%	62	67.7%	44	50.0%	18
Satisfactory	30.7%	31	23.1%	15	44.4%	16
Poor	3.0%	3	4.6%	3	0.0%	0
(Don't know / no opinion)	2.0%	2	3.1%	2	0.0%	0
(Refused)	3.0%	3	1.5%	1	5.6%	2
Mean:		0.61		0.66		0.53
Base:		101		65		36

	Total		Andover businesses		Romsey businesses	
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Meanscore: [Improved = 1, Stayed the same = 0, Declined = -1]

Q21 Over the last 12 months has your trading performance... [PR]

Improved	46.5%	47	49.2%	32	41.7%	15
Stayed the same	32.7%	33	32.3%	21	33.3%	12
Declined	14.9%	15	13.8%	9	16.7%	6
(Don't know / no opinion)	3.0%	3	3.1%	2	2.8%	1
(Refused)	3.0%	3	1.5%	1	5.6%	2
Mean:		0.34		0.37		0.27
Base:		101		65		36

Meanscore: [Improve = 1, Stayed the same = 0, Decline = -1]

Q22 Over the next 12 months do you expect your business performance to... [PR]

Improve	55.4%	56	58.5%	38	50.0%	18
Stay the same	34.7%	35	32.3%	21	38.9%	14
Decline	5.0%	5	4.6%	3	5.6%	2
(Don't know / no opinion)	2.0%	2	3.1%	2	0.0%	0
(Refused)	3.0%	3	1.5%	1	5.6%	2
Mean:		0.53		0.56		0.47
Base:		101		65		36

Meanscore: [Scale of 1 = a little to 5 = a lot]

Q23 How would you rate the following set of measures in terms of helping your business, using a scale of 1 -5, where 1 is 'a little' and 5 is 'a lot' ? [PR]

Streetscape improvements (e.g. paving, street furniture, signage)

1 (a little)	45.5%	46	44.6%	29	47.2%	17
2	8.9%	9	10.8%	7	5.6%	2
3	14.9%	15	16.9%	11	11.1%	4
4	13.9%	14	12.3%	8	16.7%	6
5 (a lot)	11.9%	12	10.8%	7	13.9%	5
(Don't know)	5.0%	5	4.6%	3	5.6%	2
Mean:		2.34		2.31		2.41
Base:		101		65		36

Street cleaning and environmental services

1 (a little)	35.6%	36	32.3%	21	41.7%	15
2	6.9%	7	9.2%	6	2.8%	1
3	19.8%	20	21.5%	14	16.7%	6
4	19.8%	20	15.4%	10	27.8%	10
5 (a lot)	13.9%	14	18.5%	12	5.6%	2
(Don't know)	4.0%	4	3.1%	2	5.6%	2
Mean:		2.68		2.78		2.50
Base:		101		65		36

Shop front improvements

1 (a little)	34.7%	35	33.8%	22	36.1%	13
2	10.9%	11	9.2%	6	13.9%	5
3	24.8%	25	26.2%	17	22.2%	8
4	15.8%	16	18.5%	12	11.1%	4
5 (a lot)	8.9%	9	7.7%	5	11.1%	4
(Don't know)	5.0%	5	4.6%	3	5.6%	2
Mean:		2.51		2.55		2.44
Base:		101		65		36

	Total		Andover businesses		Romsey businesses	
<i>Security measures such as CCTV and policing</i>						
1 (a little)	26.7%	27	26.2%	17	27.8%	10
2	5.0%	5	3.1%	2	8.3%	3
3	23.8%	24	26.2%	17	19.4%	7
4	11.9%	12	16.9%	11	2.8%	1
5 (a lot)	27.7%	28	23.1%	15	36.1%	13
(Don't know)	5.0%	5	4.6%	3	5.6%	2
Mean:		3.09		3.08		3.12
Base:		101		65		36

Pedestrianisation						
1 (a little)	43.6%	44	43.1%	28	44.4%	16
2	8.9%	9	9.2%	6	8.3%	3
3	15.8%	16	15.4%	10	16.7%	6
4	19.8%	20	23.1%	15	13.9%	5
5 (a lot)	6.9%	7	4.6%	3	11.1%	4
(Don't know)	5.0%	5	4.6%	3	5.6%	2
Mean:		2.34		2.34		2.35
Base:		101		65		36

Better arrangements for receiving deliveries						
1 (a little)	38.6%	39	46.2%	30	25.0%	9
2	9.9%	10	9.2%	6	11.1%	4
3	15.8%	16	10.8%	7	25.0%	9
4	14.9%	15	15.4%	10	13.9%	5
5 (a lot)	16.8%	17	15.4%	10	19.4%	7
(Don't know)	4.0%	4	3.1%	2	5.6%	2
Mean:		2.60		2.43		2.91
Base:		101		65		36

Improved customer parking						
1 (a little)	32.7%	33	38.5%	25	22.2%	8
2	2.0%	2	3.1%	2	0.0%	0
3	18.8%	19	13.8%	9	27.8%	10
4	14.9%	15	13.8%	9	16.7%	6
5 (a lot)	28.7%	29	29.2%	19	27.8%	10
(Don't know)	3.0%	3	1.5%	1	5.6%	2
Mean:		3.05		2.92		3.29
Base:		101		65		36

Events and special promotions						
1 (a little)	30.7%	31	32.3%	21	27.8%	10
2	11.9%	12	12.3%	8	11.1%	4
3	16.8%	17	18.5%	12	13.9%	5
4	15.8%	16	13.8%	9	19.4%	7
5 (a lot)	19.8%	20	18.5%	12	22.2%	8
(Don't know)	5.0%	5	4.6%	3	5.6%	2
Mean:		2.81		2.73		2.97
Base:		101		65		36

Better marketing & promotion of the centre in general						
1 (a little)	22.8%	23	23.1%	15	22.2%	8
2	14.9%	15	13.8%	9	16.7%	6
3	12.9%	13	13.8%	9	11.1%	4
4	17.8%	18	18.5%	12	16.7%	6
5 (a lot)	27.7%	28	27.7%	18	27.8%	10
(Don't know)	4.0%	4	3.1%	2	5.6%	2
Mean:		3.13		3.14		3.12
Base:		101		65		36

Andover & Romsey Business Survey for Carter Jonas

	Total	Andover businesses		Romsey businesses		
<i>An effective town centre forum where businesses can be heard</i>						
1 (a little)	19.8%	20	21.5%	14	16.7%	6
2	9.9%	10	12.3%	8	5.6%	2
3	16.8%	17	16.9%	11	16.7%	6
4	17.8%	18	16.9%	11	19.4%	7
5 (a lot)	26.7%	27	23.1%	15	33.3%	12
(Don't know)	8.9%	9	9.2%	6	8.3%	3
Mean:		3.24		3.08		3.52
Base:		101		65		36

Business support/advice						
1 (a little)	24.8%	25	26.2%	17	22.2%	8
2	8.9%	9	10.8%	7	5.6%	2
3	22.8%	23	24.6%	16	19.4%	7
4	18.8%	19	16.9%	11	22.2%	8
5 (a lot)	17.8%	18	15.4%	10	22.2%	8
(Don't know)	6.9%	7	6.2%	4	8.3%	3
Mean:	2.96			2.84		3.18
Base:	101			65		36

Assistance in the recruitment & retention of staff						
1 (a little)	34.7%	35	40.0%	26	25.0%	9
2	12.9%	13	12.3%	8	13.9%	5
3	21.8%	22	18.5%	12	27.8%	10
4	13.9%	14	15.4%	10	11.1%	4
5 (a lot)	11.9%	12	9.2%	6	16.7%	6
(Don't know)	5.0%	5	4.6%	3	5.6%	2
Mean:	2.53			2.39		2.79
Base:	101			65		36

Improved activities by the council						
1 (a little)	25.7%	26	26.2%	17	25.0%	9
2	9.9%	10	10.8%	7	8.3%	3
3	29.7%	30	32.3%	21	25.0%	9
4	14.9%	15	12.3%	8	19.4%	7
5 (a lot)	14.9%	15	13.8%	9	16.7%	6
(Don't know)	5.0%	5	4.6%	3	5.6%	2
Mean:	2.82			2.76		2.94
Base:	101			65		36

Businesses more involved in town centre management						
1 (a little)	26.7%	27	26.2%	17	27.8%	10
2	5.9%	6	6.2%	4	5.6%	2
3	19.8%	20	24.6%	16	11.1%	4
4	15.8%	16	15.4%	10	16.7%	6
5 (a lot)	24.8%	25	23.1%	15	27.8%	10
(Don't know)	6.9%	7	4.6%	3	11.1%	4
Mean:	3.06			3.03		3.13
Base:	101			65		36

Q24 Could I please take your name, your position within the company and a contact number, if different to this number, or an email address ? [MR]

Gave details	92.1%	93	93.8%	61	88.9%	32
Refused	7.9%	8	6.2%	4	11.1%	4
Base:	101			65		36

ZON Location

Andover businesses	64.4%	65	100.0%	65	0.0%	0
Romsey businesses	35.6%	36	0.0%	0	100.0%	36
Base:	101			65		36

Appendix 2:

Sample Questionnaire

Job No. 170919
Test Valley Borough Council: Andover & Romsey Business Telephone Survey

Good morning / afternoon. My name is ... and I'm calling from NEMS Market Research, an independent market research company. We are conducting a survey among town centre businesses trading in Andover and Romsey on behalf of Test Valley Borough Council.

QA For this research I would need to speak to the Owner, Director or High Manager. Would it be possible for me to speak to him / her?

- 1 Yes
- 2 No - not currently available *(Arrange a call back time)*
- 3 No / refused

CLOSE

Q01 First of all, what is your type of business? Is it a...
 READ OUT. ONE ANSWER ONLY.

- 1 A sole proprietorship
- 2 A partnership
- 3 A private limited company
- 4 A public limited company
- 5 A cooperative / social enterprise
- 6 Other (PLEASE WRITE IN)
- 7 (Don't know / unsure)
- 8 (Refused)

Q02 Do you have a website to generate business?
 DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Yes
- 2 No
- 3 (Refused / don't know)

Q03 What type of business is the main business operating from these premises?
 DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Food retail
- 2 Non-food retail
- 3 Coffee shop
- 4 Restaurant
- 5 Fast food restaurant
- 6 Pub / Bar
- 7 Bank
- 8 Other financial service e.g. Building society / Accountant
- 9 Recreation e.g. sports centre
- A Leisure e.g. cinema
- B Legal services e.g. solicitors office
- C Other service e.g. Hairdresser / Beauty salon / Tanning centre / Nail bar
- D Industry
- E Transport / logistics
- F Council office / advice centre
- G Other office use
- H Other (PLEASE WRITE IN)

Q04 How long has this business been operating from these premises?
 DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Less than 1 year
- 2 1 to 5 years
- 3 6 to 10 years
- 4 Over 10 years
- 5 Over 25 years
- 6 Over 50 years

Q05 Do you know approximate the floor area of your premises in square feet or metres? If so what is the floor area?

DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Don't know / Unsure
- 2 Square Feet (PLEASE WRITE IN)
- 3 Square Metres (PLEASE WRITE IN)

Q06 What is the main reason why your business is located in this area?
 DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Affordable rent
- 2 Availability of short term leases
- 3 Good accessibility
- 4 Availability of free car parking in centre
- 5 Close to other businesses
- 6 Serves local market
- 7 To be within town centre
- 8 High level of pedestrians (footfall) past premises
- 9 Business already set up when I took over
- A Premises the right size
- B Other (PLEASE WRITE IN)

Q06	Are any of the following, reasons why your business is located in this area? READ OUT. CAN BE MULTI CODED.	
1	Affordable rent	
2	Availability of short term leases	
3	Good accessibility	
4	Availability of free car parking in centre	
5	Close to other businesses	
6	Serves local market	
7	To be within town centre	
8	High level of pedestrians (footfall) past premises	
9	Business already set up when I took over	
A	Premises the right size	
Q07	Are there any other reasons why your business is located in this area? DO NOT READ OUT.	
1	(PLEASE WRITE IN)	
Q08	What current or future plans, if any, do you have to change your business premises ? DO NOT READ OUT. CAN BE MULTI CODED. IF THEY MENTION THEY ARE LOOKING TO RELOCATE CONFIRM WHETHER THAT WOULD BE IN THE BOROUGH OR OUTSIDE	
1	Re-fit, extend or improve premises	
2	Relocate within new premises in the Borough	
3	Relocate to new premises outside the Borough	
4	Closing business down	
5	Other (PLEASE WRITE IN)	
6	(No plans / nothing)	
7	(Don't know)	
Q09	What is the most important issue constraining the operation and performance of your business ? DO NOT READ OUT. ONE ANSWER ONLY.	
001	Advice on how to improve the operation of the business	GO TO Q10
002	Availability of business / customer car parking	GO TO Q10
003	Business rates	GO TO Q10
004	Childcare issues	GO TO Q10
005	Competition from other businesses in the town / local centre	GO TO Q10
006	Competition from other businesses in the wider area	GO TO Q10
007	Inability to find time to develop the business	GO TO Q10
008	Lack of business finance	GO TO Q10
009	Lack of good transport links	GO TO Q10
010	Level of trade / lack of visitors / customers	GO TO Q10
011	Poor accessibility	GO TO Q10
012	Poor location of premises	GO TO Q10
013	Poor quality of the local environment	GO TO Q10
014	Problems associated with anti social behaviour	GO TO Q10
015	Quality or size of premises	GO TO Q10
016	Rents / overheads	GO TO Q10
017	Security issues (Crime / vandalism)	GO TO Q10
018	Shortage of skilled local labour	GO TO Q10
019	Staff recruitment / retention	GO TO Q10
020	Other (PLEASE WRITE IN)	GO TO Q10
021	(Don't know / nothing)	GO TO Q13A IF ANDOVER, GO TO Q13B IF ROMSEY
Q10	How do you feel (ANSWER AT Q09) could best be addressed ? DO NOT PROMPT. PROBE FULLY.	
1	(PLEASE WRITE IN)	
Q11	What is the second most important issue constraining the operation and performance of your business ? DO NOT READ OUT. ONE ANSWER ONLY.	
001	Advice on how to improve the operation of the business	GO TO Q12
002	Availability of business / customer car parking	GO TO Q12
003	Business rates	GO TO Q12
004	Childcare issues	GO TO Q12
005	Competition from other businesses in the town / local centre	GO TO Q12
006	Competition from other businesses in the wider area	GO TO Q12
007	Inability to find time to develop the business	GO TO Q12
008	Lack of business finance	GO TO Q12
009	Lack of good transport links	GO TO Q12
010	Level of trade / lack of visitors / customers	GO TO Q12
011	Poor accessibility	GO TO Q12
012	Poor location of premises	GO TO Q12
013	Poor quality of the local environment	GO TO Q12
014	Problems associated with anti social behaviour	GO TO Q12
015	Quality or size of premises	GO TO Q12
016	Rents / overheads	GO TO Q12
017	Security issues (Crime / vandalism)	GO TO Q12
018	Shortage of skilled local labour	GO TO Q12
019	Staff recruitment / retention	GO TO Q12
020	Other (PLEASE WRITE IN)	GO TO Q12
021	(Don't know / no other issues)	GO TO Q13A IF ANDOVER, GO TO Q13B IF ROMSEY

Q12 How do you feel (ANSWER AT Q11) could best be addressed ?
DO NOT PROMPT. PROBE FULLY.

1 (PLEASE WRITE IN)

GO TO Q13A IF
ANDOVER, GO TO Q13B
IF ROMSEY

Q13A - Q19A ONLY ASKED TO BUSINESSES BASED IN ANDOVER

Q13A Do any of the following aspects of Andover town centre benefit your business?
DO NOT READ OUT.

Yes | No | (Don't know) | (Not applicable)

- 1 Affordable premises for expansion
- 2 Affordable rents
- 3 Availability of car parking
- 4 Easy for customers to get to
- 5 Easy for employees to get to
- 6 Employees live in area
- 7 Good bus services
- 8 Good rail services
- 9 Good road network
- A Local demand for product/service
- B Presence of other businesses
- C Room to expand
- D The variety of shops

Q14A Are there any other aspects of Andover town centre which benefit your business?
DO NOT READ OUT.

1 (PLEASE WRITE IN)

Q15A How do you rate Andover town centre in respect of the following aspects ?
READ OUT. CODE ONE RESPONSE PER STATEMENT.

Very good | Quite good | Neither good nor poor | Quite poor | Very poor | (Don't know) | (Not applicable)

- 001 Rents
- 002 Business rates
- 003 Availability of business / customer parking
- 004 Traffic circulation
- 005 Safety during the daytime
- 006 Safety during the evenings and at night
- 007 Range of shops and services available
- 008 Quality of shops and services available
- 009 Places to eat or drink
- 010 Street furniture and landscaping
- 011 Liveliness / street life / character
- 012 Level of street cleansing and litter
- 013 Town centre management and maintenance
- 014 Condition/appearance of buildings
- 015 General shopping environment
- 016 Marketing / promotion
- 017 Interest shown by landlord owners
- 018 The way businesses work together
- 019 The quality of parks and open spaces
- 020 Town centre events

Q16A In general, do you consider that over the last year Andover town centre has...
READ OUT. ONE ANSWER ONLY.

- 1 Improved
- 2 Stayed the same
- 3 Declined
- 4 (Don't know / no opinion)

GO TO Q17A
GO TO Q19A
GO TO Q18A
GO TO Q19A

Q17A In what way has it improved?
DO NOT PROMPT. PROBE FULLY.

1 (PLEASE WRITE IN)

Q18A In what way has it declined?
DO NOT PROMPT. PROBE FULLY.

1 (PLEASE WRITE IN)

Q19A How would you describe Romsey town centre's current shopping and service mix?
READ OUT. CAN BE MULTICODED.

- 1 Not enough large chain stores
- 2 About the right mix between small and large shops
- 3 Not enough small independent shops
- 4 (Don't know / not sure / no opinion)

Q13B - Q19B ONLY ASKED TO BUSINESSES BASED IN ROMSEY

Q13B Do any of the following aspects of Romsey town centre benefit your business?
DO NOT READ OUT.

Yes | No | (Don't know) | (Not applicable)

- 1 Affordable premises for expansion
- 2 Affordable rents
- 3 Availability of car parking
- 4 Easy for customers to get to
- 5 Easy for employees to get to
- 6 Employees live in area
- 7 Good bus services
- 8 Good rail services
- 9 Good road network
- A Local demand for product/service
- B Presence of other businesses
- C Room to expand
- D The variety of shops

Q14B Are there any other aspects of Romsey town centre which benefit your business?
DO NOT READ OUT.

- 1 (PLEASE WRITE IN)

Q15B How do you rate Romsey town centre in respect of the following aspects ?
READ OUT. CODE ONE RESPONSE PER STATEMENT.

Very good | Quite good | Neither good nor poor | Quite poor | Very poor | (Don't know) | (Not applicable)

- 001 Rents
- 002 Business rates
- 003 Availability of business / customer parking
- 004 Traffic circulation
- 005 Safety during the daytime
- 006 Safety during the evenings and at night
- 007 Range of shops and services available
- 008 Quality of shops and services available
- 009 Places to eat or drink
- 010 Street furniture and landscaping
- 011 Liveliness / street life / character
- 012 Level of street cleansing and litter
- 013 Town centre management and maintenance
- 014 Condition/appearance of buildings
- 015 General shopping environment
- 016 Marketing / promotion
- 017 Interest shown by landlord owners
- 018 The way businesses work together
- 019 The quality of parks and open spaces
- 020 Town centre events

Q16B In general, do you consider that over the last year Romsey town centre has...
READ OUT. ONE ANSWER ONLY.

- 1 Improved
- 2 Stayed the same
- 3 Declined
- 4 (Don't know / no opinion)

GO TO Q17B
GO TO Q19B
GO TO Q18B
GO TO Q19B

Q17B In what way has it improved?
DO NOT PROMPT. PROBE FULLY.

- 1 (PLEASE WRITE IN)

Q18B In what way has it declined?
DO NOT PROMPT. PROBE FULLY.

- 1 (PLEASE WRITE IN)

Q19B How would you describe Romsey town centre's current shopping and service mix?
READ OUT. CAN BE MULTICODED.

- 1 Not enough large chain stores
- 2 About the right mix between small and large shops
- 3 Not enough small independent shops
- 4 (Don't know / not sure / no opinion)

Q20 Which of the following statements best describes your business's current trading performance ?
READ OUT. ONE ANSWER ONLY.

- 1 Good
- 2 Satisfactory
- 3 Poor
- 4 (Don't know / no opinion)
- 5 (Refused)

Q21 Over the last 12 months has your trading performance...
READ OUT. ONE ANSWER ONLY.

- 1 Improved
- 2 Stayed the same
- 3 Declined
- 4 (Don't know / no opinion)
- 5 (Refused)

Q22 Over the next 12 months do you expect your business performance to...
READ OUT. ONE ANSWER ONLY.

- 1 Improve
- 2 Stay the same
- 3 Decline
- 4 (Don't know / no opinion)
- 5 (Refused)

Q23 How would you rate the following set of measures in terms of helping your business, using a scale of 1 -5, where 1 is 'a little' and 5 is 'a lot' ?
READ OUT. CODE ONE RESPONSE PER STATEMENT.

1 (a little)|2|3|4|5 (a lot)|(Don't know)

- 1 Streetscape improvements (e.g. paving, street furniture, signage)
- 2 Street cleaning and environmental services
- 3 Shop front improvements
- 4 Security measures such as CCTV and policing
- 5 Pedestrianisation
- 6 Better arrangements for receiving deliveries
- 7 Improved customer parking
- 8 Events and special promotions
- 9 Better marketing & promotion of the centre in general
- A An effective town centre forum where businesses can be heard
- B Business support/advice
- C Assistance in the recruitment & retention of staff
- D Improved activities by the council
- E Businesses more involved in town centre management

Q24 Could I please take your name, your position within the company and a contact number, if different to this number, or an email address ?

- 1 (PLEASE WRITE IN)