strategicperspectives

Basingstoke & Deane Borough Council

Retail Study Update

APPENDICES

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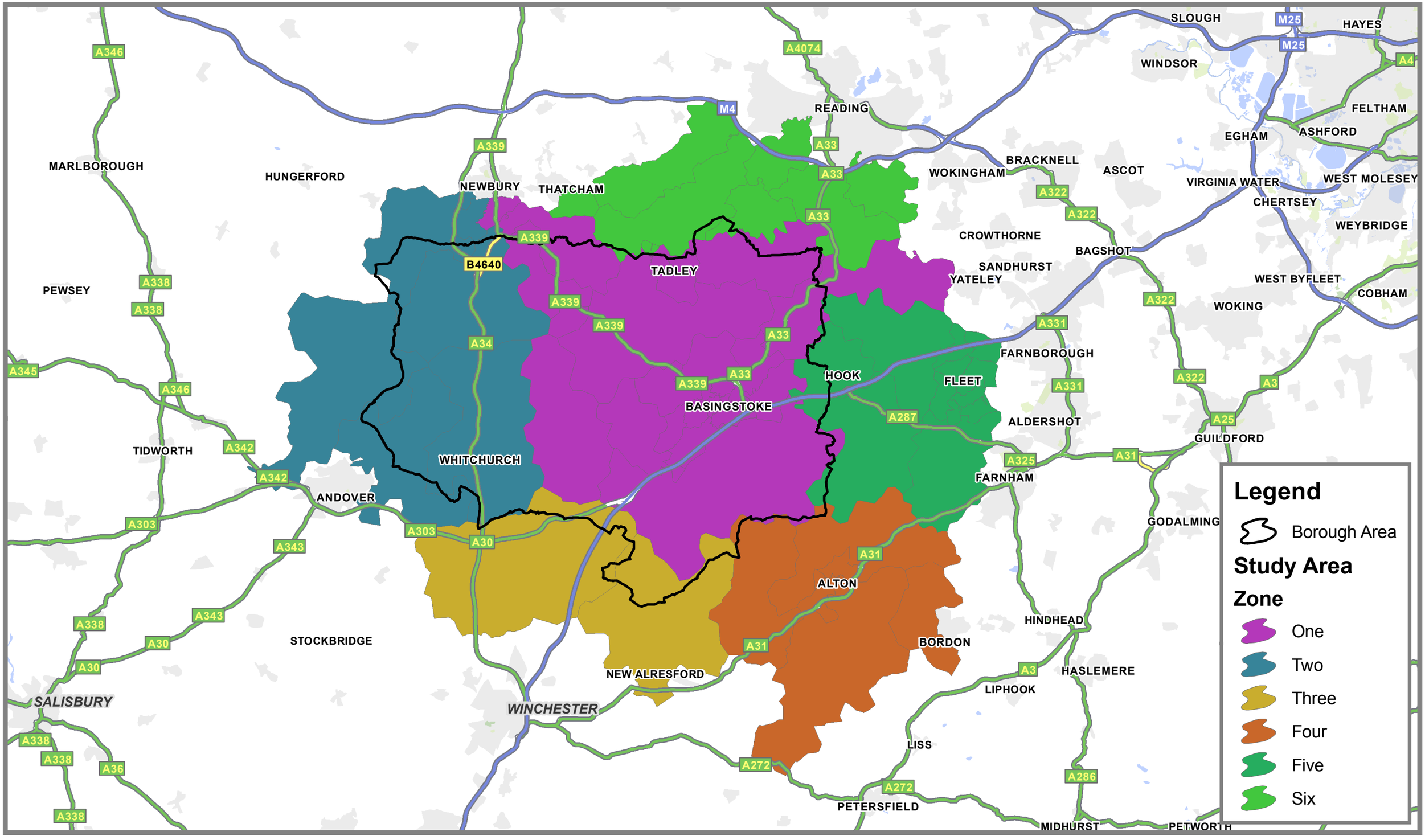
APPENDIX 1:

BASINGSTOKE TOWN CENTRE

CATCHMENT AREA -

Plan 1: Catchment and Borough Area

Experian



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APPENDIX 2:

HOUSEHOLD TELEPHONE INTERVIEW SURVEY

- QUESTIONNAIRE & RESULTS -

Research and Marketing plus >>>>

Basingstoke Household Survey
Technical Report

Strategic Perspectives

July 2008

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BACKGROUND & METHODOLOGY

A telephone survey was conducted within the Basingstoke catchment area, as well as the surrounding areas. The survey covered a range of aspects relating to shopping habits and in particular sought to establish the following:

Food Shopping

- Where respondents do most of their main food shopping
- Respondents' usual method of travel when undertaking main food shopping
- Whether there is a public transport services available to respondents for main food shopping
- Any other stores respondents use regularly for main food shopping
- The three main reasons for respondents' choice of their principal food store
- How often respondents undertake their main food shopping
- Whether, when undertaking their last main food shop, respondents undertook any of the following activities:

  Using financial services
  Going shopping for other food items
  Going to hairdressers, dry cleaners or other services
  Using a leisure facility
  Visiting Basingstoke town centre for non-food shopping
  Visiting other centres for non-food shopping

- How much per week respondents normally spend on food shopping
- Where respondents do most of their shopping for top-up food and convenience goods items
- Whether respondents undertake top-up food shopping at their local shop or village store and, if so, where that is and how often they use it

Non-Food Shopping

- Which location respondents usually visit when shopping for the following non-food items:

  Clothes, footwear and other fashion goods
  Furniture, carpets and other floor coverings
  Textiles and soft furnishings, including bedding
  Electrical appliances
  Audio-visual equipment
  Hardware, DIY goods, decorating supplies and garden products
  Chemist and medical goods, cosmetics and beauty products
  Books, jewellery and watches, china, glassware and kitchen utensils, recreational and luxury goods

- Whether respondents choose to shop outside the borough for any of the above non-food items and, if this is the case, why they choose to do so
- How respondents usually travel to undertake non-food shopping
- Whether there is a transport service available to respondents for non-food shopping

Leisure Activities

- What respondents like about Basingstoke for shopping, leisure/ evening activities or services
- Any improvements which make respondents visit Basingstoke town centre more often and improve the experience of their day out
- How often respondents visit the Top of the Town area of Basingstoke and what is the main purpose in doing so
- Whether respondents would agree with proposals to improve that area to act as the cultural focus of the town
- How often respondents visit the Mall area of Basingstoke and what would encourage them to visit that area of the town centre more regularly
- How often respondents visit Basingstoke town centre for the following activities:

  Food shopping
  Evening out to eat/ drink
  Visit the Haymarket Theatre
  Visit the Vue Cinema
  Visit museums/ art galleries

Demographics

- Current employment situation of chief wage earner
- Occupation/ SEG of chief wage earner
- Age band of respondent
- Number of adults (16+) in the household
- Number of children 15 and under) in the household
- Number of cars household owns or has the use of
- Whether there is a bus stop near respondent's home
- Property tenure
- Quality control
- Gender

A total of 1,001 interviews were carried out within the Basingstoke catchment area, as well as the surrounding areas between 1st July and 10th July 2008. Interviews were conducted at Research & Marketing's in-house CATI (Computer Assisted Telephone Interviewing) Unit. Respondents were contacted during the day, in the evening and at the weekend.

SAMPLE BREAKDOWN

Zone	PostalSect	Population	Population %	Number of Interviews
e	7 yUt 7 yUg 7 yy n 7 yy w 7 yy i 7 ye U 7 ye n 7 ye w 7 ye i 7 ye g 7 ye t 7 yn T 7 yn t 7 yn g 7 ywy 7 ywU 7 yv w 7 eT t 7 yi U 7 yi n 7 yi w 7 eT i 7 g y 7 yg v 7 en g 7 yv n	ewi lney	ni Shy2	ni n
y	7 en i 7 yt g 7 yv T ee i ee v 7 yv v	yi lTgn	t Svv2	t v
U	yn T ye U	eylgnw	USgt 2	Ut
n	7 Unn e 7 Unn y 7 Unn U 7 Unn n 7 UwT 7 Unn w	Unlyyt	evSei 2	evy
w	7 yT e 7 ev w	i elt ww	et SUw2	et n

	7 yg t 7 yg T 7 we e 7 we y 7 we U 7 we n 7 we w 7 wy v 7 wy i 7 wy g 7 wy t			
i	7 eT n 7 g n 7 g w 7 g U 7 g e 7 Uv U 7 y T 7 g t	nnlggn	eUSyT2	eUU
Total		**336,983**	**100.00%**	**1000**

The sample used for making telephone calls was obtained from an external supplier, who supplied telephone numbers by postcode from their database. The telephone numbers were then sorted into the relevant zones/postcode sector for interviewing.

WEIGHTED:
These tables have been weighted back to the respective populations of the survey area. This means that the total column gives a statistically representative result for the whole survey area.

STATEMENT OF RELIABILITY

Assessment of the standard error:

1. This survey has been undertaken by a series of individual sample surveys for different zones.

2. The results are subject to the following sampling error, for which there follows an analysis.

3. The following analysis indicates the methodology used to calculate the standard error, with the standard 95% probability of being correct. The formulae for these calculations are as follows:

$$SE\% = \sqrt{\frac{p\% x q\%}{n}}$$

where p% = % sample value recorded
q% = 100% – p%
n = sample size
and where:
±3.09 (SE%) = 95% probability that the correct answer lies in the range calculated.

4. When the sampling frame for individual zones is boosted to ensure reliability, with the results subsequently weighted proportional to population, the following analysis is used to calculate the effective sample size. The formulae for these calculations are as follows:

$$\frac{n}{\sum_{i=1}^{k} P_i W_i^{\,2}}$$

where k = number of zones the population and sample are divided into
n = total sample size
P = sample proportions
W = weights

5. On our sample of 1,000 interviews we have a confidence interval of 3.09 at a 95% confidence level.

The **confidence interval** is the plus-or-minus figure usually reported in newspaper or television opinion poll results. For example, if you use a confidence interval of 2.9 and 50% percent of your sample picks an answer you can be "sure" that if you had asked the question of the entire relevant population between 46.91% **(50 – 3.09)** and 53.09% **(50 + 3.09)** would have picked that answer.

The **confidence level** tells you how sure you can be. It is expressed as a percentage and represents how often the true percentage of the population who would pick an answer lies within the confidence interval. The 95% confidence level means you can be 95% certain; the 99% confidence level means you can be 99% certain. Most researchers use the 95% confidence level.
When you put the confidence level and the confidence interval together, you can say that you are 95% sure that the true percentage of the population is between **46.91%** and **53.09%.**

RESULTS – MAIN RESULTS TABULATIONS BY ZONE

Q1. At which food store do you do most of your household's main food shopping?

	Base: All respondents except internet shoppers		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: All respondents except internet shoppers	970	100.0%	450	100.0%	79	100.0%	37	100.0%
Tesco, Chineham District Centre, Basingstoke	90	9.3%	89	19.8%	0	.0%	0	.0%
Morrisons, Basingstoke	82	8.5%	77	17.1%	0	.0%	0	.0%
Sainsbury's, Hatch Warren, Basingstoke	80	8.2%	71	15.8%	1	1.3%	3	8.1%
Asda, Brighton Hill District Centre, Basingstoke	49	5.1%	44	9.8%	1	1.3%	0	.0%
Tesco, Newbury	49	5.1%	21	4.7%	16	20.3%	0	.0%
Sainsburys, Mulfords Hill, Tadley	48	4.9%	42	9.3%	0	.0%	0	.0%
Sainsburys, Newbury	39	4.0%	15	3.3%	16	20.3%	0	.0%
Waitrose, Hart Centre, Fleet	39	4.0%	2	.4%	1	1.3%	0	.0%
Tesco, Hook	34	3.5%	2	.4%	0	.0%	0	.0%
Sainsbury's Town Centre, Basingstoke	31	3.2%	26	5.8%	1	1.3%	1	2.7%
Tesco, Andover	22	2.3%	0	.0%	19	24.1%	2	5.4%
Tesco, Winnall, Winchester	18	1.9%	1	.2%	0	.0%	16	43.2%
Asda, Lower Earley, Reading	17	1.8%	1	.2%	0	.0%	0	.0%
Morrisons, Elvetham Heath	16	1.6%	0	.0%	0	.0%	0	.0%
Waitrose, Broadway, Thatcham	15	1.5%	6	1.3%	1	1.3%	0	.0%
Savacentre, Calcot	14	1.4%	1	.2%	0	.0%	0	.0%
Sainsbury's, Draymans Way, Andover	11	1.1%	0	.0%	1	1.3%	0	.0%
Sainsburys, Farnham Trading Estate, Farnham	10	1.0%	3	.7%	0	.0%	0	.0%
Somerfield, Winklebury Way, Basingstoke	7	.7%	6	1.3%	0	.0%	0	.0%
Tesco Town Centre Basingstoke	7	.7%	6	1.3%	0	.0%	0	.0%
Somerfield, Bell Street, Whitchurch	5	.5%	2	.4%	3	3.8%	0	.0%
Asda Princess Mead Shopping Centre, Farnborough	3	.3%	0	.0%	0	.0%	0	.0%

(cont.)

Q1. At which food store do you do most of your household's main food shopping?

	Base: All respondents except internet shoppers		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Iceland Town Centre Basingstoke	3	.3%	2	.4%	1	1.3%	0	.0%
Lidl, Churchill Way West, Basingstoke	3	.3%	1	.2%	0	.0%	0	.0%
Tesco, High Street, Bordon	3	.3%	0	.0%	0	.0%	0	.0%
Tesco, London Road, Camberley	3	.3%	0	.0%	0	.0%	0	.0%
Co-op, Giles Walk, Tadley	2	.2%	1	.2%	0	.0%	1	2.7%
Marks and Spencer Town Centre, Basingstoke	2	.2%	1	.2%	1	1.3%	0	.0%
Marks and Spencer, London Road, Camberley	1	.1%	0	.0%	0	.0%	0	.0%
Tesco (Metro), Oakridge Road, Basingstoke	1	.1%	1	.2%	0	.0%	0	.0%
Tesco, Whitchurch	1	.1%	0	.0%	1	1.3%	0	.0%

(cont.)

Q1. At which food store do you do most of your household's main food shopping?

		Base: All respondents except internet shoppers		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Sainsbury's, Draymans Way, Alton	46	4.7%	0	.0%	0	.0%	3	8.1%
	Tesco, Wellington Avenue, Aldershot	25	2.6%	0	.0%	0	.0%	0	.0%
	Morrisons, The Key, Fleet	23	2.4%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Alphington Road, Alton	18	1.9%	0	.0%	0	.0%	1	2.7%
	Sainsbury's, Bath Road, Calcot, Reading	18	1.9%	2	.4%	0	.0%	0	.0%
	Asda, Honey End Lane, Reading	9	.9%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Blackwater Valley Road, Camberley	5	.5%	1	.2%	0	.0%	0	.0%
	Sainsbury's, Middlebrook Street, Winchester	5	.5%	1	.2%	1	1.3%	2	5.4%
	Tesco, Napier Road, Reading	5	.5%	0	.0%	0	.0%	0	.0%
	Budgens, Victoria Road, Mortimer	4	.4%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Northbrook Street, Newbury	4	.4%	1	.2%	2	2.5%	0	.0%
	Morrisons, Summit Avenue, Farnborough	4	.4%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Cambridge Walk, Cadley	4	.4%	3	.7%	0	.0%	0	.0%
	Sainsbury's, Friar Street, Reading	4	.4%	0	.0%	0	.0%	0	.0%
	Tesco, Northbrook Street, Newbury	4	.4%	0	.0%	4	5.1%	0	.0%
	Waitrose, Oxford Road, Newbury	4	.4%	1	.2%	2	2.5%	0	.0%
	Budgens, Essex Street, Newbury	3	.3%	1	.2%	2	2.5%	0	.0%
	Sainsbury's, Wallop Drive, Overton	3	.3%	3	.7%	0	.0%	0	.0%
	Sainsbury's, Worting Road, Kempshott	3	.3%	3	.7%	0	.0%	0	.0%
	Tesco, Finchampstead Road, Wokingham	3	.3%	0	.0%	0	.0%	0	.0%
	Tesco, High Street, Bordon	3	.3%	0	.0%	0	.0%	0	.0%
	Waitrose, Tresham Crescent, Yateley	3	.3%	1	.2%	0	.0%	0	.0%
	Co-op, High Street, Theale, Reading	2	.2%	0	.0%	0	.0%	0	.0%

(cont.)

Q1. At which food store do you do most of your household's main food shopping?

		Base: All respondents except internet shoppers		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Co-op, The Broadway, Thatcham	2	.2%	0	.0%	0	.0%	0	.0%
	Co-op, West Street, Alresford	2	.2%	0	.0%	0	.0%	2	5.4%
	Co-op, Winchester Street, Overton	2	.2%	2	.4%	0	.0%	0	.0%
	Iceland, Bartholomew street, Newbury	2	.2%	1	.2%	1	1.3%	0	.0%
	Lidl, Basingstoke Road, Reading	2	.2%	0	.0%	0	.0%	0	.0%
	Local stores, Alresford	2	.2%	0	.0%	0	.0%	2	5.4%
	Marks & Spencer, Fleet Road, Fleet	2	.2%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Heather Ridge Arcade, Camberley	2	.2%	1	.2%	0	.0%	0	.0%
	Sainsbury's, Kings Street Lane, Winnersh	2	.2%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Shinfield Road, Reading	2	.2%	0	.0%	0	.0%	0	.0%
	Somerfield, Fleet Road, Fleet	2	.2%	0	.0%	0	.0%	0	.0%
	Somerfield, Pinehill Road, Bordon	2	.2%	0	.0%	0	.0%	0	.0%
	Tesco, Buckingham Parade, Basingstoke	2	.2%	2	.4%	0	.0%	0	.0%
	Waitrose, Wokingham	2	.2%	0	.0%	0	.0%	0	.0%
	Waitrose, The Hart, Farnham	2	.2%	0	.0%	0	.0%	0	.0%
	Aldi, Bath Road, Reading	1	.1%	0	.0%	0	.0%	0	.0%
	Asda, Anton Mill Road, Andover	1	.1%	0	.0%	1	1.3%	0	.0%
	Asda, Bournemouth Road, Eastleigh	1	.1%	0	.0%	1	1.3%	0	.0%
	Asda, Westmead, Farnborough	1	.1%	0	.0%	0	.0%	0	.0%
	Co-op, Fleet, Hampshire	1	.1%	0	.0%	0	.0%	0	.0%
	Co-op, Odiham	1	.1%	0	.0%	0	.0%	0	.0%
	Co-op, West Street, Hampshire	1	.1%	0	.0%	0	.0%	1	2.7%
	Iceland, Fleet Road, Fleet	1	.1%	0	.0%	0	.0%	0	.0%
	Kempshott, Basingstoke	1	.1%	1	.2%	0	.0%	0	.0%
	Local stores, Hurstbourne Tarrant, Andover	1	.1%	0	.0%	1	1.3%	0	.0%
	Local stores, Sutton Scotney	1	.1%	0	.0%	0	.0%	1	2.7%

(cont.)

Q1. At which food store do you do most of your household's main food shopping?

		Base: All respondents except internet shoppers		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Marks & Spencer, The Meadows, Sandhurst	1	.1%	0	.0%	0	.0%	0	.0%
	Mill Farm Organic, Mill Farm, Alton, Hampshire.	1	.1%	0	.0%	0	.0%	0	.0%
	Morrisons, Worting Road, Basingstoke	1	.1%	0	.0%	0	.0%	0	.0%
	Morrisons, Basingstoke road, Reading	1	.1%	0	.0%	0	.0%	0	.0%
	One Stop Community Stores, High Street, Hartney, Whitney, Hook	1	.1%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Seven Oaks	1	.1%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Kingsmead Centre, Farnborough	1	.1%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Wallop Drive, Basingstoke	1	.1%	1	.2%	0	.0%	0	.0%
	Sainsbury's, Badger farm road, Badger farm, Winchester	1	.1%	0	.0%	0	.0%	1	2.7%
	Sainsbury's, Blackwater Valley Road, Camberley	1	.1%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Reading Way, Knaphill, Woking	1	.1%	0	.0%	0	.0%	0	.0%
	Tesco Express, Reading Road South, Fleet	1	.1%	0	.0%	0	.0%	0	.0%
	Tesco, Baughurst, Tadley	1	.1%	1	.2%	0	.0%	0	.0%
	Tesco, Church Street, Tresham	1	.1%	0	.0%	0	.0%	0	.0%
	Tesco, Compton Square, Andover	1	.1%	0	.0%	1	1.3%	0	.0%
	Tesco, District Shopping Centre, Chineham	1	.1%	1	.2%	0	.0%	0	.0%
	Tesco, Finchampstead Road, Wokingham	1	.1%	0	.0%	0	.0%	0	.0%
	Waitrose, Charity Way, The Chantry Centre, Andover	1	.1%	0	.0%	0	.0%	1	2.7%
	Waitrose, Oxford Road, Reading	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q1. At which food store do you do most of your household's main food shopping?

		Base: All respondents except internet shoppers		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Waitrose, Rams Walk, Petersfield	1	.1%	0	.0%	0	.0%	0	.0%
	Waitrose, Speen	1	.1%	1	.2%	0	.0%	0	.0%
	Wholesalers, Reading	1	.1%	1	.2%	0	.0%	0	.0%

(cont.)

Q1. At which food store do you do most of your household's main food shopping?

	Zone					
	4		5		6	
	Num	%	Num	%	Num	%
Base: All respondents except internet shoppers	99	100.0%	181	100.0%	124	100.0%
Tesco, Chineham District Centre, Basingstoke	1	1.0%	0	.0%	0	.0%
Morrisons, Basingstoke	1	1.0%	2	1.1%	2	1.6%
Sainsbury's, Hatch Warren, Basingstoke	2	2.0%	3	1.7%	0	.0%
Asda, Brighton Hill District Centre, Basingstoke	2	2.0%	2	1.1%	0	.0%
Tesco, Newbury	0	.0%	1	.6%	11	8.9%
Sainsburys, Mulfords Hill, Tadley	2	2.0%	0	.0%	4	3.2%
Sainsburys, Newbury	0	.0%	0	.0%	8	6.5%
Waitrose, Hart Centre, Fleet	0	.0%	36	19.9%	0	.0%
Tesco, Hook	1	1.0%	31	17.1%	0	.0%
Sainsbury's Town Centre, Basingstoke	2	2.0%	1	.6%	0	.0%
Tesco, Andover	0	.0%	1	.6%	0	.0%
Tesco, Winnall, Winchester	1	1.0%	0	.0%	0	.0%
Asda, Lower Earley, Reading	0	.0%	0	.0%	16	12.9%
Morrisons, Elvetham Heath	0	.0%	16	8.8%	0	.0%
Waitrose, Broadway, Thatcham	0	.0%	0	.0%	8	6.5%
Savacentre, Calcot	0	.0%	0	.0%	13	10.5%
Sainsbury's, Draymans Way, Andover	9	9.1%	1	.6%	0	.0%
Sainsburys, Farnham Trading Estate, Farnham	2	2.0%	5	2.8%	0	.0%
Somerfield, Winklebury Way, Basingstoke	0	.0%	1	.6%	0	.0%
Tesco Town Centre Basingstoke	0	.0%	1	.6%	0	.0%
Somerfield, Bell Street, Whitchurch	0	.0%	0	.0%	0	.0%
Asda Princess Mead Shopping Centre, Farnborough	1	1.0%	2	1.1%	0	.0%

(cont.)

Q1. At which food store do you do most of your household's main food shopping?

	Zone					
	4		5		6	
	Num	%	Num	%	Num	%
Iceland Town Centre Basingstoke	0	.0%	0	.0%	0	.0%
Lidl, Churchill Way West, Basingstoke	1	1.0%	0	.0%	1	.8%
Tesco, High Street, Bordon	3	3.0%	0	.0%	0	.0%
Tesco, London Road, Camberley	0	.0%	3	1.7%	0	.0%
Co-op, Giles Walk, Tadley	0	.0%	0	.0%	0	.0%
Marks and Spencer Town Centre, Basingstoke	0	.0%	0	.0%	0	.0%
Marks and Spencer, London Road, Camberley	0	.0%	1	.6%	0	.0%
Tesco (Metro), Oakridge Road, Basingstoke	0	.0%	0	.0%	0	.0%
Tesco, Whitchurch	0	.0%	0	.0%	0	.0%

(cont.)

Q1. At which food store do you do most of your household's main food shopping?

		Zone					
		4		5		6	
		Num	%	Num	%	Num	%
Other	Sainsbury's, Draymans Way, Alton	43	43.4%	0	.0%	0	.0%
	Tesco, Wellington Avenue, Aldershot	1	1.0%	24	13.3%	0	.0%
	Morrisons, The Key, Fleet	0	.0%	23	12.7%	0	.0%
	Sainsbury's, Alphington Road, Alton	17	17.2%	0	.0%	0	.0%
	Sainsbury's, Bath Road, Calcot, Reading	0	.0%	0	.0%	16	12.9%
	Asda, Honey End Lane, Reading	0	.0%	0	.0%	9	7.3%
	Sainsbury's, Blackwater Valley Road, Camberley	0	.0%	4	2.2%	0	.0%
	Sainsbury's, Middlebrook Street, Winchester	1	1.0%	0	.0%	0	.0%
	Tesco, Napier Road, Reading	0	.0%	0	.0%	5	4.0%
	Budgens, Victoria Road, Mortimer	0	.0%	0	.0%	4	3.2%
	Marks & Spencer, Northbrook Street, Newbury	0	.0%	0	.0%	1	.8%
	Morrisons, Summit Avenue, Farnborough	0	.0%	4	2.2%	0	.0%
	Sainsbury's, Cambridge Walk, Cadley	0	.0%	1	.6%	0	.0%
	Sainsbury's, Friar Street, Reading	0	.0%	0	.0%	4	3.2%
	Tesco, Northbrook Street, Newbury	0	.0%	0	.0%	0	.0%
	Waitrose, Oxford Road, Newbury	0	.0%	0	.0%	1	.8%
	Budgens, Essex Street, Newbury	0	.0%	0	.0%	0	.0%
	Sainsbury's, Wallop Drive, Overton	0	.0%	0	.0%	0	.0%
	Sainsbury's, Worting Road, Kempshott	0	.0%	0	.0%	0	.0%
	Tesco, Finchampstead Road, Wokingham	0	.0%	0	.0%	3	2.4%
	Tesco, High Street, Bordon	3	3.0%	0	.0%	0	.0%
	Waitrose, Tresham Crescent, Yateley	0	.0%	2	1.1%	0	.0%
	Co-op, High Street, Theale, Reading	0	.0%	0	.0%	2	1.6%

(cont.)

Q1. At which food store do you do most of your household's main food shopping?

		Zone					
		4		5		6	
		Num	%	Num	%	Num	%
Other	Co-op, The Broadway, Thatcham	0	.0%	0	.0%	2	1.6%
	Co-op, West Street, Alresford	0	.0%	0	.0%	0	.0%
	Co-op, Winchester Street, Overton	0	.0%	0	.0%	0	.0%
	Iceland, Bartholomew street, Newbury	0	.0%	0	.0%	0	.0%
	Lidl, Basingstoke Road, Reading	0	.0%	0	.0%	2	1.6%
	Local stores, Alresford	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Fleet Road, Fleet	0	.0%	2	1.1%	0	.0%
	Sainsbury's, Heather Ridge Arcade, Camberley	0	.0%	1	.6%	0	.0%
	Sainsbury's, Kings Street Lane, Winnersh	0	.0%	0	.0%	2	1.6%
	Sainsbury's, Shinfield Road, Reading	0	.0%	0	.0%	2	1.6%
	Somerfield, Fleet Road, Fleet	0	.0%	2	1.1%	0	.0%
	Somerfield, Pinehill Road, Bordon	2	2.0%	0	.0%	0	.0%
	Tesco, Buckingham Parade, Basingstoke	0	.0%	0	.0%	0	.0%
	Waitrose, Wokingham	0	.0%	0	.0%	2	1.6%
	Waitrose, The Hart, Farnham	1	1.0%	1	.6%	0	.0%
	Aldi, Bath Road, Reading	0	.0%	0	.0%	1	.8%
	Asda, Anton Mill Road, Andover	0	.0%	0	.0%	0	.0%
	Asda, Bournemouth Road, Eastleigh	0	.0%	0	.0%	0	.0%
	Asda, Westmead, Farnborough	0	.0%	1	.6%	0	.0%
	Co-op, Fleet, Hampshire	0	.0%	1	.6%	0	.0%
	Co-op, Odiham	0	.0%	1	.6%	0	.0%
	Co-op, West Street, Hampshire	0	.0%	0	.0%	0	.0%
	Iceland, Fleet Road, Fleet	0	.0%	1	.6%	0	.0%
	Kempshott, Basingstoke	0	.0%	0	.0%	0	.0%
	Local stores, Hurstbourne Tarrant, Andover	0	.0%	0	.0%	0	.0%
	Local stores, Sutton Scotney	0	.0%	0	.0%	0	.0%

(cont.)

Q1. At which food store do you do most of your household's main food shopping?

		Zone					
		4		5		6	
		Num	%	Num	%	Num	%
Other	Marks & Spencer, The Meadows, Sandhurst	0	.0%	1	.6%	0	.0%
	Mill Farm Organic, Mill Farm, Alton, Hampshire.	1	1.0%	0	.0%	0	.0%
	Morrisons, Worting Road, Basingstoke	0	.0%	1	.6%	0	.0%
	Morrisons, Basingstoke road, Reading	0	.0%	0	.0%	1	.8%
	One Stop Community Stores, High Street, Hartney, Whitney, Hook	0	.0%	1	.6%	0	.0%
	Sainsbury's, Seven Oaks	0	.0%	0	.0%	1	.8%
	Sainsbury's, Kingsmead Centre, Farnborough	1	1.0%	0	.0%	0	.0%
	Sainsbury's, Wallop Drive, Basingstoke	0	.0%	0	.0%	0	.0%
	Sainsbury's, Badger farm road, Badger farm, Winchester	0	.0%	0	.0%	0	.0%
	Sainsbury's, Blackwater Valley Road, Camberley	0	.0%	1	.6%	0	.0%
	Sainsbury's, Reading Way, Knaphill, Woking	0	.0%	1	.6%	0	.0%
	Tesco Express, Reading Road South, Fleet	0	.0%	1	.6%	0	.0%
	Tesco, Baughurst, Tadley	0	.0%	0	.0%	0	.0%
	Tesco, Church Street, Tresham	0	.0%	0	.0%	1	.8%
	Tesco, Compton Square, Andover	0	.0%	0	.0%	0	.0%
	Tesco, District Shopping Centre, Chineham	0	.0%	0	.0%	0	.0%
	Tesco, Finchampstead Road, Wokingham	0	.0%	0	.0%	1	.8%
	Waitrose, Charity Way, The Chantry Centre, Andover	0	.0%	0	.0%	0	.0%
	Waitrose, Oxford Road, Reading	0	.0%	0	.0%	1	.8%

(cont.)

Q1. At which food store do you do most of your household's main food shopping?

		Zone					
		4		5		6	
		Num	%	Num	%	Num	%
Other	Waitrose, Rams Walk, Petersfield	1	1.0%	0	.0%	0	.0%
	Waitrose, Speen	0	.0%	0	.0%	0	.0%
	Wholesalers, Reading	0	.0%	0	.0%	0	.0%

Q2. When you do your household's mmain food shopping, how do you usually travel?

		Base: Excluding internet		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Base: Excluding internet		970	100.0%	450	100.0%	79	100.0%	37	100.0%
Car / Van (as driver)		670	69.1%	300	66.7%	51	64.6%	24	64.9%
Car / van (as passenger)		155	16.0%	77	17.1%	15	19.0%	6	16.2%
Walk		79	8.1%	37	8.2%	3	3.8%	4	10.8%
Bus/Coach		42	4.3%	27	6.0%	5	6.3%	1	2.7%
Don't travel / goods delivered		12	1.2%	3	.7%	3	3.8%	2	5.4%
Taxi		3	.3%	1	.2%	2	2.5%	0	.0%
Bicycle		3	.3%	3	.7%	0	.0%	0	.0%
Train/Tube		1	.1%	1	.2%	0	.0%	0	.0%
Other	Home delivery	3	.3%	1	.2%	0	.0%	0	.0%
	Mobility scooter	2	.2%	0	.0%	0	.0%	0	.0%

(cont.)

Q2. When you do your household's mmain food shopping, how do you usually travel?

		Zone					
		4		5		6	
		Num	%	Num	%	Num	%
Base: Excluding internet		99	100.0%	181	100.0%	124	100.0%
Car / Van (as driver)		71	71.7%	140	77.3%	84	67.7%
Car / van (as passenger)		12	12.1%	21	11.6%	24	19.4%
Walk		14	14.1%	16	8.8%	5	4.0%
Bus/Coach		1	1.0%	1	.6%	7	5.6%
Don't travel / goods delivered		0	.0%	2	1.1%	2	1.6%
Taxi		0	.0%	0	.0%	0	.0%
Bicycle		0	.0%	0	.0%	0	.0%
Train/Tube		0	.0%	0	.0%	0	.0%
Other	Home delivery	0	.0%	1	.6%	1	.8%
	Mobility scooter	1	1.0%	0	.0%	1	.8%

Q3. Is there a public transport service available to your main food shopping?

	Base: Excluding internet		Zone									
	Num	%	1		2		3		4		5	
			Num	%	Num	%	Num	%	Num	%	Num	%
Base: Excluding internet	970	100.0%	450	100.0%	79	100.0%	37	100.0%	99	100.0%	181	100.0%
Yes	502	51.8%	258	57.3%	44	55.7%	18	48.6%	56	56.6%	67	37.0%
No	333	34.3%	138	30.7%	21	26.6%	14	37.8%	33	33.3%	76	42.0%
Don't know	135	13.9%	54	12.0%	14	17.7%	5	13.5%	10	10.1%	38	21.0%

(cont.)

Q3. Is there a public transport service available to your main food shopping?

	Zone	
	6	
	Num	%
Base: Excluding internet	124	100.0%
Yes	59	47.6%
No	51	41.1%
Don't know	14	11.3%

Q4. Apart from Q1, are there any other stores that you regularly use for your main food shopping?

	Base: All respondents except internet shoppers		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: All respondents except internet shoppers	999	100.0%	464	100.0%	80	100.0%	38	100.0%
Asda, Princess Mead Shopping Centre, Farnborough	20	2.0%	3	.6%	1	1.3%	0	.0%
Asda, Brighton Hill District Centre, Basingstoke	58	5.8%	51	11.0%	2	2.5%	1	2.6%
Asda, Lower Earley, Reading	11	1.1%	0	.0%	1	1.3%	0	.0%
Co-op, Giles Walk, Tadley	10	1.0%	4	.9%	0	.0%	4	10.5%
Iceland, Town Centre, Basingstoke	11	1.1%	10	2.2%	0	.0%	0	.0%
Iceland, Chineham District Centre, Basingstoke	8	.8%	5	1.1%	1	1.3%	0	.0%
Lidl, Churchill Way West, Basingstoke	13	1.3%	9	1.9%	1	1.3%	0	.0%
Marks and Spencer, Town Centre, Basingstoke	24	2.4%	21	4.5%	0	.0%	0	.0%
Marks and Spencer, London Road, Camberley	12	1.2%	3	.6%	0	.0%	2	5.3%
Morrisons, Basingstoke	90	9.0%	64	13.8%	5	6.3%	1	2.6%
Morrisons, Elvetham Heath	15	1.5%	1	.2%	0	.0%	0	.0%
Sainsbury's, Hatch Warren, Basingstoke	35	3.5%	29	6.3%	2	2.5%	1	2.6%
Sainsbury's Town Centre, Basingstoke	36	3.6%	29	6.3%	2	2.5%	0	.0%
Sainsbury's, Farnham Trading Estate, Farnham	7	.7%	0	.0%	0	.0%	0	.0%
Sainsbury's, Mulford Hill, Tadley	26	2.6%	19	4.1%	0	.0%	0	.0%
Sainsbury's, Newbury	23	2.3%	11	2.4%	9	11.3%	0	.0%
Sainsbury's, Draymans Way, Andover	7	.7%	0	.0%	3	3.8%	1	2.6%
Savacentre, Calcot	6	.6%	1	.2%	0	.0%	0	.0%
Somerfield, Bell Street, Whitchurch	4	.4%	0	.0%	2	2.5%	0	.0%
Somerfield, Winklebury Way, Basingstoke	10	1.0%	7	1.5%	1	1.3%	0	.0%
Spar, Greyhound Lane, Overton	1	.1%	1	.2%	0	.0%	0	.0%

(cont.)

Q4. Apart from Q1, are there any other stores that you regularly use for your main food shopping?

	Base: All respondents except internet shoppers		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Tesco (Metro), Carpenters Down, Popley, Basingstoke	3	.3%	2	.4%	0	.0%	0	.0%
Tesco (Metro), Oakridge Road, Basingstoke	7	.7%	5	1.1%	0	.0%	0	.0%
Tesco, High Street, Bordon	7	.7%	2	.4%	4	5.0%	0	.0%
Tesco, Andover	41	4.1%	35	7.5%	0	.0%	1	2.6%
Tesco, Chineham District Centre, Basinstoke	8	.8%	1	.2%	0	.0%	0	.0%
Tesco, Hook	13	1.3%	1	.2%	0	.0%	0	.0%
Tesco, London Road, Camberley	9	.9%	1	.2%	0	.0%	0	.0%
Tesco, Newbury	37	3.7%	19	4.1%	9	11.3%	0	.0%
Tesco, Whitchurch	5	.5%	1	.2%	4	5.0%	0	.0%
Tesco, Winnall, Winchester	13	1.3%	1	.2%	2	2.5%	7	18.4%
Waitrose, Broadway, Thatcham	21	2.1%	6	1.3%	0	.0%	1	2.6%
Waitrose, Hart Centre, Fleet	34	3.4%	0	.0%	1	1.3%	0	.0%
No other stores	326	32.6%	151	32.5%	24	30.0%	14	36.8%

(cont.)

Q4. Apart from Q1, are there any other stores that you regularly use for your main food shopping?

		Base: All respondents except internet shoppers		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Marks & Spencer, Fleet Road, Fleet	12	1.2%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, High Street, Alton	11	1.1%	0	.0%	0	.0%	0	.0%
	Morrisons, Basingstoke Road, Reading	9	.9%	0	.0%	0	.0%	0	.0%
	Morrisons, The Key, Fleet	9	.9%	1	.2%	0	.0%	0	.0%
	Somerfield, Fleet Road, Fleet	9	.9%	0	.0%	0	.0%	0	.0%
	Tesco, Wellington Avenue, Aldershot	8	.8%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Draymans Way, Alton	7	.7%	1	.2%	0	.0%	0	.0%
	Aldi, Bath Road, Reading	6	.6%	2	.4%	1	1.3%	0	.0%
	Marks & Spencer, Broad Street, Reading	6	.6%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Northbrook Street, Newbury	6	.6%	1	.2%	4	5.0%	0	.0%
	Waitrose, Northbrook Street, Newbury	5	.5%	4	.9%	1	1.3%	0	.0%
	Waitrose, Tresham Crescent, Yateley	5	.5%	1	.2%	0	.0%	0	.0%
	Asda, Anton Mill Road, Andover	4	.4%	0	.0%	4	5.0%	0	.0%
	Co-op, Winchester Street, Overton, Basingstoke	4	.4%	4	.9%	0	.0%	0	.0%
	Marks & Spencer, High Street, Winchester	4	.4%	0	.0%	0	.0%	4	10.5%
	Morrisons, Southwood , Farnborough	4	.4%	0	.0%	0	.0%	0	.0%
	Budgens, Monument Close, Essex Street, Newbury	3	.3%	0	.0%	3	3.8%	0	.0%
	Co-op, West Street, Alresford	3	.3%	0	.0%	0	.0%	3	7.9%
	Sainsbury's, Blackwater Valley Road, Camberley	3	.3%	1	.2%	0	.0%	0	.0%
	Sainsbury's, Kings Street Lane, Winnersh	3	.3%	0	.0%	0	.0%	0	.0%
	Tesco, Anstey Lane, Alton	3	.3%	0	.0%	0	.0%	0	.0%
	Tesco, Bath Road, Reading	3	.3%	0	.0%	0	.0%	0	.0%

(cont.)

Q4. Apart from Q1, are there any other stores that you regularly use for your main food shopping?

		Base: All respondents except internet shoppers		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Waitrose, Chantry Way, Andover	3	.3%	0	.0%	3	3.8%	0	.0%
	Asda, Honey End Lane, Tilehurst	2	.2%	0	.0%	0	.0%	0	.0%
	Budgens, Victoria Road, Mortimer Common	2	.2%	1	.2%	0	.0%	0	.0%
	Iceland, Fleet	2	.2%	0	.0%	0	.0%	0	.0%
	Lidl, Farnham Town Centre	2	.2%	0	.0%	0	.0%	0	.0%
	Lidl, Pinehill Road, Bordon	2	.2%	0	.0%	0	.0%	0	.0%
	Lidll, Western Avenue, Andover	2	.2%	0	.0%	2	2.5%	0	.0%
	Local stores, Alresford	2	.2%	0	.0%	0	.0%	2	5.3%
	Local stores, Alton	2	.2%	0	.0%	0	.0%	0	.0%
	Local stores, Newbury	2	.2%	0	.0%	2	2.5%	0	.0%
	Local stores, Sherfield on Loddon	2	.2%	2	.4%	0	.0%	0	.0%
	Marks & Spencer, Martins Precint, Caversham	2	.2%	0	.0%	0	.0%	0	.0%
	Marks & Spencers, High Street, Andover	2	.2%	0	.0%	2	2.5%	0	.0%
	One Stop Convenience Stores, High Street, Theale	2	.2%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Alresford	2	.2%	0	.0%	0	.0%	2	5.3%
	Sainsbury's, Bath Road, Calcot, Reading	2	.2%	0	.0%	0	.0%	0	.0%
	Somerfield, Bell Street, Whitchurch	2	.2%	1	.2%	1	1.3%	0	.0%
	Tesco, Falkners Close, Fleet	2	.2%	0	.0%	0	.0%	0	.0%
	Tesco, Kingfisher Parade, Blackwater, Camberley	2	.2%	0	.0%	0	.0%	0	.0%
	Tesco, Napier Road, Reading	2	.2%	1	.2%	0	.0%	0	.0%
	Tesco, Winchester Road, Alton	2	.2%	0	.0%	0	.0%	0	.0%
	Waitrose, Farnham, Surrey	2	.2%	0	.0%	0	.0%	0	.0%
	A local farm shop, North Warnborough	1	.1%	0	.0%	0	.0%	0	.0%
	Co-op, Franklin Avenue Tadley	1	.1%	1	.2%	0	.0%	0	.0%
	Co-op, High Street, Theale	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q4. Apart from Q1, are there any other stores that you regularly use for your main food shopping?

		Base: All respondents except internet shoppers		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Co-op, The Broadway, Thatcham	1	.1%	0	.0%	0	.0%	0	.0%
	Costco, South Oak Way, Reading	1	.1%	0	.0%	1	1.3%	0	.0%
	Iceland, Bartholomew Street, Newbury	1	.1%	0	.0%	0	.0%	0	.0%
	Iceland, Bordon	1	.1%	0	.0%	0	.0%	0	.0%
	Iceland, Bridge Street, Andover	1	.1%	0	.0%	1	1.3%	0	.0%
	Lidl, London Road, Camberley	1	.1%	0	.0%	0	.0%	0	.0%
	Local green grocers, Reading Road	1	.1%	0	.0%	0	.0%	0	.0%
	Local stores, Old Basing	1	.1%	1	.2%	0	.0%	0	.0%
	Local stores, Headley	1	.1%	1	.2%	0	.0%	0	.0%
	Local stores, Popley	1	.1%	1	.2%	0	.0%	0	.0%
	Varies	1	.1%	0	.0%	0	.0%	0	.0%
	Morrisons, Worting road, Basingstoke	1	.1%	1	.2%	0	.0%	0	.0%
	Newbury Market	1	.1%	0	.0%	0	.0%	0	.0%
	Peacocks, Fleet Road, Fleet	1	.1%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Liphook	1	.1%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Hatch Warren	1	.1%	1	.2%	0	.0%	0	.0%
	Sainsbury's, Middlebrook Street, Winchester	1	.1%	0	.0%	0	.0%	1	2.6%
	Sainsbury's, Worting Road, Basingstoke	1	.1%	1	.2%	0	.0%	0	.0%
	Sainsbury's, Kings Road, Newbury	1	.1%	0	.0%	1	1.3%	0	.0%
	Sainsbury's, Bridge Street, Andover	1	.1%	0	.0%	1	1.3%	0	.0%
	Saveway, High Street, Fleet	1	.1%	0	.0%	0	.0%	0	.0%
	Somerfield, Ludgershall, Andover	1	.1%	0	.0%	1	1.3%	0	.0%
	Superdrug, Hampstead House, Town Centre, Basingstoke	1	.1%	1	.2%	0	.0%	0	.0%
	Tesco, Church Street, Caversham, Reading	1	.1%	0	.0%	0	.0%	0	.0%
	Tesco, King's Meadow, Reading	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q4. Apart from Q1, are there any other stores that you regularly use for your main food shopping?

		Base: All respondents except internet shoppers		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Tesco, Portman Road, Reading	1	.1%	0	.0%	0	.0%	0	.0%
	Tesco, The Meadows, Marshall Road, Sandhurst	1	.1%	0	.0%	0	.0%	0	.0%
	Waitrose, Oakmount Road, Chandler's Ford, Hampshire	1	.1%	0	.0%	0	.0%	1	2.6%
	Waitrose, Oxford Road, Reading	1	.1%	0	.0%	1	1.3%	0	.0%
	Waitrose, Petersfield	1	.1%	0	.0%	0	.0%	0	.0%
	Waitrose, Rams Walk, Petersfield	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q4. Apart from Q1, are there any other stores that you regularly use for your main food shopping?

	Zone					
	4		5		6	
	Num	%	Num	%	Num	%
Base: All respondents except internet shoppers	101	100.0%	183	100.0%	133	100.0%
Asda, Princess Mead Shopping Centre, Farnborough	3	3.0%	7	3.8%	6	4.5%
Asda, Brighton Hill District Centre, Basingstoke	1	1.0%	2	1.1%	1	.8%
Asda, Lower Earley, Reading	0	.0%	1	.5%	9	6.8%
Co-op, Giles Walk, Tadley	0	.0%	0	.0%	2	1.5%
Iceland, Town Centre, Basingstoke	0	.0%	1	.5%	0	.0%
Iceland, Chineham District Centre, Basingstoke	1	1.0%	1	.5%	0	.0%
Lidl, Churchill Way West, Basingstoke	0	.0%	2	1.1%	1	.8%
Marks and Spencer, Town Centre, Basingstoke	3	3.0%	0	.0%	0	.0%
Marks and Spencer, London Road, Camberley	1	1.0%	5	2.7%	1	.8%
Morrisons, Basingstoke	5	5.0%	9	4.9%	6	4.5%
Morrisons, Elvetham Heath	0	.0%	13	7.1%	1	.8%
Sainsbury's, Hatch Warren, Basingstoke	1	1.0%	1	.5%	1	.8%
Sainsbury's Town Centre, Basingstoke	1	1.0%	3	1.6%	1	.8%
Sainsbury's, Farnham Trading Estate, Farnham	0	.0%	7	3.8%	0	.0%
Sainsbury's, Mulford Hill, Tadley	1	1.0%	0	.0%	6	4.5%
Sainsbury's, Newbury	0	.0%	0	.0%	3	2.3%
Sainsbury's, Draymans Way, Andover	2	2.0%	0	.0%	1	.8%
Savacentre, Calcot	0	.0%	0	.0%	5	3.8%
Somerfield, Bell Street, Whitchurch	0	.0%	2	1.1%	0	.0%
Somerfield, Winklebury Way, Basingstoke	0	.0%	2	1.1%	0	.0%
Spar, Greyhound Lane, Overton	0	.0%	0	.0%	0	.0%

(cont.)

Q4. Apart from Q1, are there any other stores that you regularly use for your main food shopping?

	Zone					
	4		5		6	
	Num	%	Num	%	Num	%
Tesco (Metro), Carpenters Down, Popley, Basingstoke	0	.0%	0	.0%	1	.8%
Tesco (Metro), Oakridge Road, Basingstoke	1	1.0%	0	.0%	1	.8%
Tesco, High Street, Bordon	0	.0%	1	.5%	0	.0%
Tesco, Andover	3	3.0%	1	.5%	1	.8%
Tesco, Chineham District Centre, Basinstoke	5	5.0%	2	1.1%	0	.0%
Tesco, Hook	0	.0%	12	6.6%	0	.0%
Tesco, London Road, Camberley	2	2.0%	5	2.7%	1	.8%
Tesco, Newbury	0	.0%	0	.0%	9	6.8%
Tesco, Whitchurch	0	.0%	0	.0%	0	.0%
Tesco, Winnall, Winchester	3	3.0%	0	.0%	0	.0%
Waitrose, Broadway, Thatcham	1	1.0%	1	.5%	12	9.0%
Waitrose, Hart Centre, Fleet	3	3.0%	30	16.4%	0	.0%
No other stores	45	44.6%	49	26.8%	43	32.3%

(cont.)

Q4. Apart from Q1, are there any other stores that you regularly use for your main food shopping?

		Zone					
		4		5		6	
		Num	%	Num	%	Num	%
Other	Marks & Spencer, Fleet Road, Fleet	1	1.0%	11	6.0%	0	.0%
	Marks & Spencer, High Street, Alton	10	9.9%	0	.0%	1	.8%
	Morrisons, Basingstoke Road, Reading	0	.0%	0	.0%	9	6.8%
	Morrisons, The Key, Fleet	1	1.0%	7	3.8%	0	.0%
	Somerfield, Fleet Road, Fleet	1	1.0%	8	4.4%	0	.0%
	Tesco, Wellington Avenue, Aldershot	1	1.0%	7	3.8%	0	.0%
	Sainsbury's, Draymans Way, Alton	5	5.0%	1	.5%	0	.0%
	Aldi, Bath Road, Reading	0	.0%	0	.0%	3	2.3%
	Marks & Spencer, Broad Street, Reading	0	.0%	1	.5%	5	3.8%
	Marks & Spencer, Northbrook Street, Newbury	0	.0%	0	.0%	1	.8%
	Waitrose, Northbrook Street, Newbury	0	.0%	0	.0%	0	.0%
	Waitrose, Tresham Crescent, Yateley	1	1.0%	3	1.6%	0	.0%
	Asda, Anton Mill Road, Andover	0	.0%	0	.0%	0	.0%
	Co-op, Winchester Street, Overton, Basingstoke	0	.0%	0	.0%	0	.0%
	Marks & Spencer, High Street, Winchester	0	.0%	0	.0%	0	.0%
	Morrisons, Southwood , Farnborough	0	.0%	3	1.6%	1	.8%
	Budgens, Monument Close, Essex Street, Newbury	0	.0%	0	.0%	0	.0%
	Co-op, West Street, Alresford	0	.0%	0	.0%	0	.0%
	Sainsbury's, Blackwater Valley Road, Camberley	0	.0%	2	1.1%	0	.0%
	Sainsbury's, Kings Street Lane, Winnersh	0	.0%	0	.0%	3	2.3%
	Tesco, Anstey Lane, Alton	3	3.0%	0	.0%	0	.0%
	Tesco, Bath Road, Reading	0	.0%	0	.0%	3	2.3%

(cont.)

Q4. Apart from Q1, are there any other stores that you regularly use for your main food shopping?

		Zone					
		4		5		6	
		Num	%	Num	%	Num	%
Other	Waitrose, Chantry Way, Andover	0	.0%	0	.0%	0	.0%
	Asda, Honey End Lane, Tilehurst	0	.0%	0	.0%	2	1.5%
	Budgens, Victoria Road, Mortimer Common	0	.0%	0	.0%	1	.8%
	Iceland, Fleet	0	.0%	2	1.1%	0	.0%
	Lidl, Farnham Town Centre	0	.0%	1	.5%	1	.8%
	Lidl, Pinehill Road, Bordon	2	2.0%	0	.0%	0	.0%
	Lidll, Western Avenue, Andover	0	.0%	0	.0%	0	.0%
	Local stores, Alresford	0	.0%	0	.0%	0	.0%
	Local stores, Alton	2	2.0%	0	.0%	0	.0%
	Local stores, Newbury	0	.0%	0	.0%	0	.0%
	Local stores, Sherfield on Loddon	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Martins Precint, Caversham	0	.0%	1	.5%	1	.8%
	Marks & Spencers, High Street, Andover	0	.0%	0	.0%	0	.0%
	One Stop Convenience Stores, High Street, Theale	0	.0%	1	.5%	1	.8%
	Sainsbury's, Alresford	0	.0%	0	.0%	0	.0%
	Sainsbury's, Bath Road, Calcot, Reading	0	.0%	0	.0%	2	1.5%
	Somerfield, Bell Street, Whitchurch	0	.0%	0	.0%	0	.0%
	Tesco, Falkners Close, Fleet	0	.0%	2	1.1%	0	.0%
	Tesco, Kingfisher Parade, Blackwater, Camberley	0	.0%	2	1.1%	0	.0%
	Tesco, Napier Road, Reading	0	.0%	0	.0%	1	.8%
	Tesco, Winchester Road, Alton	2	2.0%	0	.0%	0	.0%
	Waitrose, Farnham, Surrey	2	2.0%	0	.0%	0	.0%
	A local farm shop, North Warnborough	0	.0%	1	.5%	0	.0%
	Co-op, Franklin Avenue Tadley	0	.0%	0	.0%	0	.0%
	Co-op, High Street, Theale	0	.0%	0	.0%	1	.8%

(cont.)

Q4. Apart from Q1, are there any other stores that you regularly use for your main food shopping?

		Zone					
		4		5		6	
		Num	%	Num	%	Num	%
Other	Co-op, The Broadway, Thatcham	0	.0%	0	.0%	1	.8%
	Costco, South Oak Way, Reading	0	.0%	0	.0%	0	.0%
	Iceland, Bartholomew Street, Newbury	0	.0%	0	.0%	1	.8%
	Iceland, Bordon	1	1.0%	0	.0%	0	.0%
	Iceland, Bridge Street, Andover	0	.0%	0	.0%	0	.0%
	Lidl, London Road, Camberley	0	.0%	0	.0%	1	.8%
	Local green grocers, Reading Road	0	.0%	0	.0%	1	.8%
	Local stores, Old Basing	0	.0%	0	.0%	0	.0%
	Local stores, Headley	0	.0%	0	.0%	0	.0%
	Local stores, Popley	0	.0%	0	.0%	0	.0%
	Varies	0	.0%	0	.0%	1	.8%
	Morrisons, Worting road, Basingstoke	0	.0%	0	.0%	0	.0%
	Newbury Market	0	.0%	0	.0%	1	.8%
	Peacocks, Fleet Road, Fleet	0	.0%	1	.5%	0	.0%
	Sainsbury's, Liphook	1	1.0%	0	.0%	0	.0%
	Sainsbury's, Hatch Warren	0	.0%	0	.0%	0	.0%
	Sainsbury's, Middlebrook Street, Winchester	0	.0%	0	.0%	0	.0%
	Sainsbury's, Worting Road, Basingstoke	0	.0%	0	.0%	0	.0%
	Sainsbury's, Kings Road, Newbury	0	.0%	0	.0%	0	.0%
	Sainsbury's, Bridge Street, Andover	0	.0%	0	.0%	0	.0%
	Saveway, High Street, Fleet	0	.0%	1	.5%	0	.0%
	Somerfield, Ludgershall, Andover	0	.0%	0	.0%	0	.0%
	Superdrug, Hampstead House, Town Centre, Basingstoke	0	.0%	0	.0%	0	.0%
	Tesco, Church Street, Caversham, Reading	0	.0%	0	.0%	1	.8%
	Tesco, King's Meadow, Reading	0	.0%	0	.0%	1	.8%

(cont.)

Q4. Apart from Q1, are there any other stores that you regularly use for your main food shopping?

		Zone					
		4		5		6	
		Num	%	Num	%	Num	%
Other	Tesco, Portman Road, Reading	0	.0%	0	.0%	1	.8%
	Tesco, The Meadows, Marshall Road, Sandhurst	0	.0%	1	.5%	0	.0%
	Waitrose, Oakmount Road, Chandler's Ford, Hampshire	0	.0%	0	.0%	0	.0%
	Waitrose, Oxford Road, Reading	0	.0%	0	.0%	0	.0%
	Waitrose, Petersfield	1	1.0%	0	.0%	0	.0%
	Waitrose, Rams Walk, Petersfield	1	1.0%	0	.0%	0	.0%

Q5. What are the three main reasons why you choose to use Q1 for most of your main food shopping?

	Base: All respondents		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: All respondents	1001	100.0%	464	100.0%	80	100.0%	38	100.0%
Convenient to home	522	52.1%	242	52.2%	44	55.0%	22	57.9%
Convenient to work	47	4.7%	23	5.0%	4	5.0%	3	7.9%
Easy to get to	85	8.5%	41	8.8%	6	7.5%	3	7.9%
Good bus service	9	.9%	5	1.1%	1	1.3%	0	.0%
Good/cheap parking	47	4.7%	13	2.8%	7	8.8%	1	2.6%
Range of goods available	203	20.3%	87	18.8%	20	25.0%	5	13.2%
Quality of goods	230	23.0%	100	21.6%	21	26.3%	12	31.6%
Lower prices	184	18.4%	88	19.0%	16	20.0%	6	15.8%
Better value for money	83	8.3%	37	8.0%	9	11.3%	2	5.3%
Preference for retailer	80	8.0%	42	9.1%	7	8.8%	4	10.5%
Has petrol station	8	.8%	4	.9%	1	1.3%	0	.0%
Good/friendly staff	39	3.9%	17	3.7%	2	2.5%	3	7.9%
Other shops/services nearby/convenient	4	.4%	2	.4%	0	.0%	0	.0%
Habit/always used it	87	8.7%	49	10.6%	8	10.0%	2	5.3%
Good opening hours	4	.4%	2	.4%	0	.0%	0	.0%
Clean	16	1.6%	7	1.5%	1	1.3%	0	.0%
Delivery service	19	1.9%	9	1.9%	0	.0%	1	2.6%
Internet shopping available	8	.8%	5	1.1%	1	1.3%	1	2.6%
Loyalty card	23	2.3%	11	2.4%	1	1.3%	1	2.6%
Good layout	25	2.5%	14	3.0%	3	3.8%	0	.0%
Organic produce available	8	.8%	2	.4%	1	1.3%	0	.0%
Not too big	10	1.0%	3	.6%	0	.0%	0	.0%
Not too busy	10	1.0%	3	.6%	2	2.5%	1	2.6%
Don't know	15	1.5%	3	.6%	2	2.5%	0	.0%

(cont.)

Q5. What are the three main reasons why you choose to use Q1 for most of your main food shopping?

		Base: All respondents		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
	No other big stores around	10	1.0%	3	.6%	0	.0%	0	.0%
	Discount	8	.8%	6	1.3%	0	.0%	0	.0%
	Work there/ used to work there	7	.7%	4	.9%	1	1.3%	0	.0%
	Can get a lift	3	.3%	1	.2%	1	1.3%	0	.0%
	Staff discount	3	.3%	1	.2%	0	.0%	0	.0%
	Cafeteria	2	.2%	1	.2%	0	.0%	0	.0%
	Don't drive	2	.2%	1	.2%	0	.0%	1	2.6%
	Good size	2	.2%	1	.2%	0	.0%	0	.0%
	Save travel time	2	.2%	0	.0%	0	.0%	0	.0%
	To support local shops	2	.2%	0	.0%	1	1.3%	0	.0%
	Big store	1	.1%	1	.2%	0	.0%	0	.0%
	Buy goods in large quantity	1	.1%	1	.2%	0	.0%	0	.0%
	Cash back	1	.1%	0	.0%	1	1.3%	0	.0%
	Daughter can take her	1	.1%	0	.0%	1	1.3%	0	.0%
Other	Detests Sainsbury's	1	.1%	1	.2%	0	.0%	0	.0%
	Don't have to pay for trolleys	1	.1%	1	.2%	0	.0%	0	.0%
	Easier than travelling	1	.1%	1	.2%	0	.0%	0	.0%
	Easy to get around, wide alises	1	.1%	0	.0%	1	1.3%	0	.0%
	Ethics - free-range food etc	1	.1%	0	.0%	0	.0%	0	.0%
	Family work there	1	.1%	1	.2%	0	.0%	0	.0%
	Good with nut allergy sufferers	1	.1%	0	.0%	0	.0%	0	.0%
	Near their library	1	.1%	1	.2%	0	.0%	0	.0%
	Not too big	1	.1%	0	.0%	0	.0%	0	.0%
	Offers on good quality products	1	.1%	0	.0%	0	.0%	0	.0%
	Quickness	1	.1%	0	.0%	0	.0%	0	.0%
	Restaurant available	1	.1%	0	.0%	1	1.3%	0	.0%
	Self service checkout	1	.1%	0	.0%	0	.0%	0	.0%
	Staff	1	.1%	1	.2%	0	.0%	0	.0%
	Tesco Visa	1	.1%	1	.2%	0	.0%	0	.0%

(cont.)

Q5. What are the three main reasons why you choose to use Q1 for most of your main food shopping?

	Zone					
	4		5		6	
	Num	%	Num	%	Num	%
Base: All respondents	102	100.0%	184	100.0%	133	100.0%
Convenient to home	62	60.8%	84	45.7%	68	51.1%
Convenient to work	5	4.9%	7	3.8%	5	3.8%
Easy to get to	9	8.8%	12	6.5%	14	10.5%
Good bus service	0	.0%	0	.0%	3	2.3%
Good/cheap parking	3	2.9%	21	11.4%	2	1.5%
Range of goods available	15	14.7%	42	22.8%	34	25.6%
Quality of goods	16	15.7%	56	30.4%	25	18.8%
Lower prices	9	8.8%	38	20.7%	27	20.3%
Better value for money	9	8.8%	14	7.6%	12	9.0%
Preference for retailer	6	5.9%	14	7.6%	7	5.3%
Has petrol station	0	.0%	3	1.6%	0	.0%
Good/friendly staff	2	2.0%	8	4.3%	7	5.3%
Other shops/services nearby/convenient	0	.0%	1	.5%	1	.8%
Habit/always used it	6	5.9%	15	8.2%	7	5.3%
Good opening hours	0	.0%	1	.5%	1	.8%
Clean	2	2.0%	3	1.6%	3	2.3%
Delivery service	1	1.0%	3	1.6%	5	3.8%
Internet shopping available	1	1.0%	0	.0%	0	.0%
Loyalty card	0	.0%	6	3.3%	4	3.0%
Good layout	1	1.0%	3	1.6%	4	3.0%
Organic produce available	2	2.0%	3	1.6%	0	.0%
Not too big	1	1.0%	3	1.6%	3	2.3%
Not too busy	1	1.0%	3	1.6%	0	.0%
Don't know	4	3.9%	1	.5%	5	3.8%

(cont.)

Q5. What are the three main reasons why you choose to use Q1 for most of your main food shopping?

		Zone					
		4		5		6	
		Num	%	Num	%	Num	%
	No other big stores around	6	5.9%	0	.0%	1	.8%
	Discount	0	.0%	1	.5%	1	.8%
	Work there/ used to work there	0	.0%	1	.5%	1	.8%
	Can get a lift	0	.0%	0	.0%	1	.8%
	Staff discount	1	1.0%	0	.0%	1	.8%
	Cafeteria	0	.0%	1	.5%	0	.0%
	Don't drive	0	.0%	0	.0%	0	.0%
	Good size	0	.0%	1	.5%	0	.0%
	Save travel time	0	.0%	1	.5%	1	.8%
	To support local shops	0	.0%	0	.0%	1	.8%
	Big store	0	.0%	0	.0%	0	.0%
	Buy goods in large quantity	0	.0%	0	.0%	0	.0%
	Cash back	0	.0%	0	.0%	0	.0%
	Daughter can take her	0	.0%	0	.0%	0	.0%
Other	Detests Sainsbury's	0	.0%	0	.0%	0	.0%
	Don't have to pay for trolleys	0	.0%	0	.0%	0	.0%
	Easier than travelling	0	.0%	0	.0%	0	.0%
	Easy to get around, wide alises	0	.0%	0	.0%	0	.0%
	Ethics - free-range food etc	0	.0%	0	.0%	1	.8%
	Family work there	0	.0%	0	.0%	0	.0%
	Good with nut allergy sufferers	0	.0%	1	.5%	0	.0%
	Near their library	0	.0%	0	.0%	0	.0%
	Not too big	0	.0%	1	.5%	0	.0%
	Offers on good quality products	0	.0%	1	.5%	0	.0%
	Quickness	0	.0%	1	.5%	0	.0%
	Restaurant available	0	.0%	0	.0%	0	.0%
	Self service checkout	0	.0%	1	.5%	0	.0%
	Staff	0	.0%	0	.0%	0	.0%
	Tesco Visa	0	.0%	0	.0%	0	.0%

Q6. How often do you normally do your main food shopping?

	Base: All respondents		Zone									
	Num	%	1		2		3		4		5	
			Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1001	100.0%	464	100.0%	80	100.0%	38	100.0%	102	100.0%	184	100.0%
More than once a week	166	16.6%	68	14.7%	11	13.8%	7	18.4%	19	18.6%	47	25.5%
Once a week	671	67.0%	312	67.2%	56	70.0%	22	57.9%	72	70.6%	118	64.1%
Once a fortnight	96	9.6%	54	11.6%	5	6.3%	5	13.2%	4	3.9%	13	7.1%
Once every 3 weeks	13	1.3%	4	.9%	3	3.8%	0	.0%	1	1.0%	2	1.1%
Once a month	39	3.9%	18	3.9%	4	5.0%	4	10.5%	2	2.0%	2	1.1%
Less often	2	.2%	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%
Varies	14	1.4%	6	1.3%	1	1.3%	0	.0%	4	3.9%	2	1.1%

(cont.)

Q6. How often do you normally do your main food shopping?

	Zone	
	6	
	Num	%
Base: All respondents	133	100.0%
More than once a week	14	10.5%
Once a week	91	68.4%
Once a fortnight	15	11.3%
Once every 3 weeks	3	2.3%
Once a month	9	6.8%
Less often	0	.0%
Varies	1	.8%

Q7. While you were carrying out your last main food shop, did you (or anyone else with you) also carry out any of the following activities?

	Base: All respondents		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: All respondents	1001	100.0%	464	100.0%	80	100.0%	38	100.0%
Go to the bank, post office, building society or cash point	280	28.0%	119	25.6%	26	32.5%	12	31.6%
Go shopping for non-food items	301	30.1%	136	29.3%	24	30.0%	16	42.1%
Go to the hair dressers, dry cleaners or other service	99	9.9%	49	10.6%	4	5.0%	4	10.5%
Use a leisure facility (e.g. cinema, restaurant or sports centre)	94	9.4%	40	8.6%	8	10.0%	8	21.1%
Visit Basingstoke town centre for non-food shopping	161	16.1%	104	22.4%	5	6.3%	7	18.4%
Visit other town centres/ district centres for non-food shopping	8	.8%	2	.4%	1	1.3%	0	.0%
No activity undertaken	459	45.9%	212	45.7%	33	41.3%	12	31.6%

(cont.)

Q7. While you were carrying out your last main food shop, did you (or anyone else with you) also carry out any of the following activities?

		Base: All respondents		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Newbury Town Centre	7	.7%	1	.2%	3	3.8%	0	.0%
	Andover Town Centre	6	.6%	0	.0%	6	7.5%	0	.0%
	Reading	6	.6%	1	.2%	0	.0%	0	.0%
	Winchester	5	.5%	1	.2%	0	.0%	2	5.3%
	Fleet Town Centre	3	.3%	0	.0%	0	.0%	0	.0%
	Camberley Town centre	2	.2%	0	.0%	0	.0%	0	.0%
	Goods delivered	2	.2%	0	.0%	0	.0%	1	2.6%
	Library	2	.2%	2	.4%	0	.0%	0	.0%
	Alford	1	.1%	0	.0%	1	1.3%	0	.0%
	Camberley & Winchester	1	.1%	1	.2%	0	.0%	0	.0%
	Lottery	1	.1%	1	.2%	0	.0%	0	.0%
	Gosport	1	.1%	1	.2%	0	.0%	0	.0%
	Guildford	1	.1%	0	.0%	0	.0%	0	.0%
	Guilford Shopping Centre	1	.1%	1	.2%	0	.0%	0	.0%
	Lloyds Pharmacy, Christchurch Road, Reading	1	.1%	0	.0%	0	.0%	0	.0%
	Meeting friends/relatives	1	.1%	1	.2%	0	.0%	0	.0%
	Morrisons, Basingstoke Road, Reading	1	.1%	0	.0%	0	.0%	0	.0%
	Salisbury Town Centre	1	.1%	0	.0%	0	.0%	1	2.6%
	Southampton	1	.1%	0	.0%	0	.0%	1	2.6%
	Swindon	1	.1%	0	.0%	0	.0%	0	.0%
	Weymouth	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q7. While you were carrying out your last main food shop, did you (or anyone else with you) also carry out any of the following activities?

	Zone					
	4		5		6	
	Num	%	Num	%	Num	%
Base: All respondents	102	100.0%	184	100.0%	133	100.0%
Go to the bank, post office, building society or cash point	35	34.3%	60	32.6%	28	21.1%
Go shopping for non-food items	37	36.3%	51	27.7%	37	27.8%
Go to the hair dressers, dry cleaners or other service	11	10.8%	17	9.2%	14	10.5%
Use a leisure facility (e.g. cinema, restaurant or sports centre)	13	12.7%	21	11.4%	4	3.0%
Visit Basingstoke town centre for non-food shopping	14	13.7%	24	13.0%	7	5.3%
Visit other town centres/ district centres for non-food shopping	1	1.0%	1	.5%	3	2.3%
No activity undertaken	40	39.2%	86	46.7%	76	57.1%

(cont.)

Q7. While you were carrying out your last main food shop, did you (or anyone else with you) also carry out any of the following activities?

		Zone					
		4		5		6	
		Num	%	Num	%	Num	%
Other	Newbury Town Centre	0	.0%	0	.0%	3	2.3%
	Andover Town Centre	0	.0%	0	.0%	0	.0%
	Reading	0	.0%	2	1.1%	3	2.3%
	Winchester	2	2.0%	0	.0%	0	.0%
	Fleet Town Centre	0	.0%	3	1.6%	0	.0%
	Camberley Town centre	0	.0%	2	1.1%	0	.0%
	Goods delivered	0	.0%	1	.5%	0	.0%
	Library	0	.0%	0	.0%	0	.0%
	Alford	0	.0%	0	.0%	0	.0%
	Camberley & Winchester	0	.0%	0	.0%	0	.0%
	Lottery	0	.0%	0	.0%	0	.0%
	Gosport	0	.0%	0	.0%	0	.0%
	Guildford	1	1.0%	0	.0%	0	.0%
	Guilford Shopping Centre	0	.0%	0	.0%	0	.0%
	Lloyds Pharmacy, Christchurch Road, Reading	0	.0%	0	.0%	1	.8%
	Meeting friends/relatives	0	.0%	0	.0%	0	.0%
	Morrisons, Basingstoke Road, Reading	0	.0%	0	.0%	1	.8%
	Salisbury Town Centre	0	.0%	0	.0%	0	.0%
	Southampton	0	.0%	0	.0%	0	.0%
	Swindon	0	.0%	0	.0%	1	.8%
	Weymouth	0	.0%	0	.0%	1	.8%

Q8. How much do you normally spend on food shopping on a weekly basis?

	Base: All respondents		Zone									
	Num	%	1		2		3		4		5	
			Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1001	100.0%	464	100.0%	80	100.0%	38	100.0%	102	100.0%	184	100.0%
0 - 6.00	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
6.01 - 7.00	1	.1%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
7.01 - 10.00	2	.2%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
10.01 - 12.00	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.5%
12.01 - 15.00	6	.6%	2	.4%	1	1.3%	0	.0%	1	1.0%	1	.5%
15.01 - 17.00	3	.3%	1	.2%	0	.0%	0	.0%	1	1.0%	1	.5%
17.01 - 20.00	7	.7%	4	.9%	0	.0%	0	.0%	0	.0%	2	1.1%
20.01 - 25.00	29	2.9%	14	3.0%	4	5.0%	0	.0%	4	3.9%	2	1.1%
25.01 - 28.00	11	1.1%	3	.6%	1	1.3%	0	.0%	1	1.0%	5	2.7%
28.01 - 30.00	25	2.5%	13	2.8%	3	3.8%	1	2.6%	0	.0%	3	1.6%
30.01 - 35.00	37	3.7%	25	5.4%	2	2.5%	1	2.6%	2	2.0%	2	1.1%
35.01 - 40.00	42	4.2%	25	5.4%	4	5.0%	1	2.6%	2	2.0%	5	2.7%
40.01 - 45.00	38	3.8%	22	4.7%	0	.0%	3	7.9%	4	3.9%	6	3.3%
45.01 - 50.00	46	4.6%	20	4.3%	5	6.3%	1	2.6%	6	5.9%	8	4.3%
50.01 - 55.00	54	5.4%	27	5.8%	3	3.8%	2	5.3%	3	2.9%	12	6.5%
55.01 - 60.00	42	4.2%	24	5.2%	3	3.8%	3	7.9%	5	4.9%	5	2.7%
60.01 - 65.00	55	5.5%	20	4.3%	6	7.5%	1	2.6%	6	5.9%	13	7.1%
65.01 - 70.00	37	3.7%	22	4.7%	2	2.5%	2	5.3%	4	3.9%	4	2.2%
70.01 - 75.00	41	4.1%	16	3.4%	1	1.3%	1	2.6%	6	5.9%	12	6.5%
75.01 - 80.00	42	4.2%	23	5.0%	3	3.8%	0	.0%	9	8.8%	4	2.2%
80.01 - 85.00	55	5.5%	20	4.3%	10	12.5%	2	5.3%	6	5.9%	9	4.9%
85.01 - 90.00	16	1.6%	5	1.1%	1	1.3%	2	5.3%	1	1.0%	3	1.6%
90.01 - 100.00	57	5.7%	27	5.8%	2	2.5%	3	7.9%	9	8.8%	6	3.3%
100.01 - 110.00	93	9.3%	38	8.2%	7	8.8%	3	7.9%	10	9.8%	22	12.0%
110.01 - 120.00	18	1.8%	8	1.7%	0	.0%	0	.0%	0	.0%	8	4.3%
120.01 - 125.00	31	3.1%	15	3.2%	1	1.3%	1	2.6%	3	2.9%	6	3.3%
125.01 - 130.00	7	.7%	2	.4%	0	.0%	2	5.3%	0	.0%	1	.5%
130.01 - 140.00	9	.9%	6	1.3%	0	.0%	0	.0%	0	.0%	2	1.1%

(cont.)

Q8. How much do you normally spend on food shopping on a weekly basis?

	Base: All respondents		Zone									
	Num	%	1		2		3		4		5	
			Num	%	Num	%	Num	%	Num	%	Num	%
140.01 - 150.00	14	1.4%	1	.2%	0	.0%	3	7.9%	2	2.0%	5	2.7%
150.01 - 180.00	37	3.7%	16	3.4%	2	2.5%	2	5.3%	4	3.9%	9	4.9%
More that £180	21	2.1%	8	1.7%	2	2.5%	0	.0%	2	2.0%	7	3.8%
Don't know/varies	99	9.9%	43	9.3%	12	15.0%	3	7.9%	10	9.8%	19	10.3%
Refused	24	2.4%	14	3.0%	3	3.8%	1	2.6%	1	1.0%	1	.5%

(cont.)

Q8. How much do you normally spend on food shopping on a weekly basis?

	Zone	
	6	
	Num	%
Base: All respondents	133	100.0%
0 - 6.00	1	.8%
6.01 - 7.00	0	.0%
7.01 - 10.00	1	.8%
10.01 - 12.00	0	.0%
12.01 - 15.00	1	.8%
15.01 - 17.00	0	.0%
17.01 - 20.00	1	.8%
20.01 - 25.00	5	3.8%
25.01 - 28.00	1	.8%
28.01 - 30.00	5	3.8%
30.01 - 35.00	5	3.8%
35.01 - 40.00	5	3.8%
40.01 - 45.00	3	2.3%
45.01 - 50.00	6	4.5%
50.01 - 55.00	7	5.3%
55.01 - 60.00	2	1.5%
60.01 - 65.00	9	6.8%
65.01 - 70.00	3	2.3%
70.01 - 75.00	5	3.8%
75.01 - 80.00	3	2.3%
80.01 - 85.00	8	6.0%
85.01 - 90.00	4	3.0%
90.01 - 100.00	10	7.5%
100.01 - 110.00	13	9.8%
110.01 - 120.00	2	1.5%
120.01 - 125.00	5	3.8%
125.01 - 130.00	2	1.5%
130.01 - 140.00	1	.8%

(cont.)

Q8. How much do you normally spend on food shopping on a weekly basis?

	Zone	
	6	
	Num	%
140.01 - 150.00	3	2.3%
150.01 - 180.00	4	3.0%
More that £180	2	1.5%
Don't know/varies	12	9.0%
Refused	4	3.0%

Q9. Where do you do most of your household's shopping for small scale 'top-up food and convenience goods items (including newspapers, bread milk and tobacco products?

	Base: All respondents except internet shoppers		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: All respondents except internet shoppers	994	100.0%	462	100.0%	79	100.0%	37	100.0%
Don't do top-up shopping	168	16.9%	81	17.5%	12	15.2%	7	18.9%
Morrisons, Basingstoke	33	3.3%	31	6.7%	0	.0%	0	.0%
Sainsbury's, Mulfords Hill, Tadley	33	3.3%	26	5.6%	0	.0%	1	2.7%
Asda, Brighton Hill District Centre, Basingstoke	29	2.9%	29	6.3%	0	.0%	0	.0%
Sainsbury's, Hatch Warren, Basingstoke	29	2.9%	25	5.4%	0	.0%	0	.0%
Tesco, Hook	28	2.8%	2	.4%	0	.0%	0	.0%
Sainsbury's, Town Centre, Basingstoke	26	2.6%	18	3.9%	1	1.3%	1	2.7%
Waitrose, Hart Centre, Fleet	21	2.1%	1	.2%	0	.0%	1	2.7%
Somerfield, Winklebury Way, Basingstoke	20	2.0%	19	4.1%	0	.0%	0	.0%
Tesco, Chineham District Centre, Basingstoke	17	1.7%	17	3.7%	0	.0%	0	.0%
Waitrose, Broadway, Thatcham	17	1.7%	1	.2%	0	.0%	0	.0%
Co-op, Giles Walk, Tadley	14	1.4%	10	2.2%	0	.0%	4	10.8%
Sainsbury's, Newbury	14	1.4%	5	1.1%	6	7.6%	0	.0%
Tesco, Newbury	13	1.3%	6	1.3%	6	7.6%	0	.0%
Somerfield, Bell Street, Whitchurch	11	1.1%	2	.4%	9	11.4%	0	.0%
Tesco (Metro), Oakridge Road, Basingstoke	10	1.0%	10	2.2%	0	.0%	0	.0%
Asda Princess Mead Shopping Centre, Farnborough	9	.9%	3	.6%	1	1.3%	0	.0%
Asda, Lower Earley, Reading	8	.8%	0	.0%	0	.0%	0	.0%
Tesco (Metro), Carpenters Down, Popley, Basingstoke	8	.8%	8	1.7%	0	.0%	0	.0%
Tesco, Town Centre, Basingstoke	8	.8%	7	1.5%	0	.0%	0	.0%
Tesco, Andover	8	.8%	0	.0%	6	7.6%	1	2.7%
Morrisons, Elvetham Heath	7	.7%	0	.0%	0	.0%	0	.0%

(cont.)

Q9. Where do you do most of your household's shopping for small scale 'top-up food and convenience goods items (including newspapers, bread milk and tobacco products?

	Base: All respondents except internet shoppers		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Marks and Spencer Town Centre, Basingstoke	6	.6%	4	.9%	0	.0%	0	.0%
Tesco, Winnall, Winchester	6	.6%	0	.0%	1	1.3%	4	10.8%
Tesco, Whitchurch	5	.5%	2	.4%	3	3.8%	0	.0%
Iceland Town Centre Basingstoke	4	.4%	4	.9%	0	.0%	0	.0%
Savacentre, Calcot	4	.4%	1	.2%	0	.0%	0	.0%
Tesco, High Street, Bordon	3	.3%	0	.0%	0	.0%	0	.0%
Sainsbury's, Draymans Way, Andover	2	.2%	0	.0%	0	.0%	0	.0%
Tesco, London Road, Camberley	2	.2%	0	.0%	0	.0%	0	.0%
Lidl, Churchill Way West, Basingstoke	1	.1%	1	.2%	0	.0%	0	.0%
Sainsburys, Farnham Trading Estate, Farnham	1	.1%	1	.2%	0	.0%	0	.0%
Spar, Greyhound Lane, Overton	1	.1%	1	.2%	0	.0%	0	.0%

(cont.)

Q9. Where do you do most of your household's shopping for small scale 'top-up food and convenience goods items (including newspapers, bread milk and tobacco products?

		Base: All respondents except internet shoppers		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Sainsbury's, Draymans Way, Alton	22	2.2%	0	.0%	0	.0%	0	.0%
	Budgens, Essex Street, Newbury	16	1.6%	1	.2%	15	19.0%	0	.0%
	Local stores, Basingstoke	14	1.4%	13	2.8%	0	.0%	0	.0%
	Local stores, Fleet	14	1.4%	0	.0%	0	.0%	0	.0%
	Tesco, Ansley Lane, Alton	13	1.3%	0	.0%	0	.0%	0	.0%
	Tesco, Reading Road South, Church Crookham, Fleet	12	1.2%	0	.0%	0	.0%	0	.0%
	Local stores, Newbury	11	1.1%	4	.9%	7	8.9%	0	.0%
	Morrisons, The Key, Fleet	11	1.1%	0	.0%	0	.0%	0	.0%
	Local stores, Kingsclere	9	.9%	9	1.9%	0	.0%	0	.0%
	Co-op, The High Street, Odiham	8	.8%	0	.0%	0	.0%	1	2.7%
	Co-op, Winchester Street, Overton	8	.8%	8	1.7%	0	.0%	0	.0%
	Local stores, Sherfield on Loddon	8	.8%	8	1.7%	0	.0%	0	.0%
	Somerfield, Fleet Road, Fleet	8	.8%	0	.0%	0	.0%	0	.0%
	Tesco, Buckingham Parade, Basingstoke	8	.8%	8	1.7%	0	.0%	0	.0%
	Milkman	7	.7%	2	.4%	0	.0%	1	2.7%
	Budgens, Victoria Road, Mortimer	7	.7%	2	.4%	0	.0%	0	.0%
	Co-op, West Street, Alresford	7	.7%	0	.0%	0	.0%	7	18.9%
	Co-op, The Broadway, Thatcham	6	.6%	0	.0%	0	.0%	0	.0%
	Local stores, Alton	6	.6%	2	.4%	0	.0%	0	.0%
	Local stores, Tadley	6	.6%	6	1.3%	0	.0%	0	.0%
	One Stop Community Stores, Hartley Wintney, Fleet	6	.6%	0	.0%	0	.0%	0	.0%
	Co-op, Clayhill Road, Reading	5	.5%	1	.2%	0	.0%	0	.0%
	Co-op, Kings Road, Basingstoke	5	.5%	5	1.1%	0	.0%	0	.0%
	Local stores, Old Basing	5	.5%	5	1.1%	0	.0%	0	.0%
	Co-op, High Street, Alton	4	.4%	0	.0%	0	.0%	0	.0%
	Local stores, Chineham	4	.4%	3	.6%	0	.0%	0	.0%

(cont.)

Q9. Where do you do most of your household's shopping for small scale 'top-up food and convenience goods items (including newspapers, bread milk and tobacco products?

		Base: All respondents except internet shoppers		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Local stores, Oakley	4	.4%	4	.9%	0	.0%	0	.0%
	Local stores, Overton	4	.4%	4	.9%	0	.0%	0	.0%
	Marks & Spencer, Broad Street, Reading	4	.4%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Bath Road, Calcot, Reading	4	.4%	1	.2%	0	.0%	0	.0%
	Tesco, Bath Road, Reading	4	.4%	0	.0%	0	.0%	0	.0%
	Tesco, Winchester Road, Alton	4	.4%	0	.0%	0	.0%	0	.0%
	Aldi, Bath Road, Reading	3	.3%	0	.0%	0	.0%	0	.0%
	Alton Town Centre	3	.3%	0	.0%	0	.0%	1	2.7%
	Fleet Town Centre	3	.3%	0	.0%	0	.0%	0	.0%
	Goods delivered	3	.3%	3	.6%	0	.0%	0	.0%
	Kempshot, Basingstoke	3	.3%	3	.6%	0	.0%	0	.0%
	Local stores, Bordon	3	.3%	0	.0%	0	.0%	0	.0%
	Local stores, Burghfield	3	.3%	0	.0%	0	.0%	0	.0%
	Local stores, Hartley Wintney	3	.3%	0	.0%	0	.0%	0	.0%
	Local stores, Odiham	3	.3%	0	.0%	0	.0%	0	.0%
	Local stores, Spencers Wood	3	.3%	0	.0%	0	.0%	0	.0%
	Londis, The Verne, Ridgeway Parade, Church Crookham	3	.3%	0	.0%	1	1.3%	0	.0%
	Morrisons, Summit Avenue, Southwood, Farnborough	3	.3%	0	.0%	0	.0%	0	.0%
	One Stop Community Stores, Madiera Close, Popley, Basingstoke	3	.3%	3	.6%	0	.0%	0	.0%
	One Stop Community Stores, Oakley, Basingstoke	3	.3%	3	.6%	0	.0%	0	.0%
	Sainsbury's, Kings Street Lane, Winnersh	3	.3%	0	.0%	0	.0%	0	.0%
	Tesco Express, Heath End Road, Baughurst, Tadley	3	.3%	3	.6%	0	.0%	0	.0%
	Alldays, Aldershot Road, Fleet	2	.2%	0	.0%	0	.0%	0	.0%

(cont.)

Q9. Where do you do most of your household's shopping for small scale 'top-up food and convenience goods items (including newspapers, bread milk and tobacco products?

		Base: All respondents except internet shoppers		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Asda, Honey End Lane, Reading	2	.2%	0	.0%	0	.0%	0	.0%
	Co-op Foodstores, The Broadway, Thatcham	2	.2%	0	.0%	0	.0%	1	2.7%
	Co-op, High Street, Theale	2	.2%	0	.0%	0	.0%	0	.0%
	Co-op, Swan Street, Kingsclere, Newbury	2	.2%	2	.4%	0	.0%	0	.0%
	Lidl, Bordon, East Hampshire	2	.2%	0	.0%	0	.0%	0	.0%
	Local stores, Hurstbourne Tarrant, Andover	2	.2%	0	.0%	2	2.5%	0	.0%
	Local stores, Bentley	2	.2%	1	.2%	0	.0%	0	.0%
	Local stores, Brimpton	2	.2%	0	.0%	0	.0%	0	.0%
	Local stores, Crookham	2	.2%	0	.0%	0	.0%	0	.0%
	Local stores, Headley	2	.2%	2	.4%	0	.0%	0	.0%
	Local stores, Hook	2	.2%	0	.0%	0	.0%	0	.0%
	Local stores, Linkway	2	.2%	0	.0%	0	.0%	0	.0%
	Local stores, Pamderheath	2	.2%	2	.4%	0	.0%	0	.0%
	Local stores, Popley	2	.2%	2	.4%	0	.0%	0	.0%
	Local stores, Sherborne St John	2	.2%	2	.4%	0	.0%	0	.0%
	Local stores, Theale, Reading	2	.2%	0	.0%	0	.0%	0	.0%
	Londis, Sherfield on Loddon	2	.2%	2	.4%	0	.0%	0	.0%
	Marks & Spencer, High Street, Alton	2	.2%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Northbrook Street, Newbury	2	.2%	1	.2%	0	.0%	0	.0%
	Oakridge	2	.2%	2	.4%	0	.0%	0	.0%
	Somerfield, Bell Street, Whitchurch	2	.2%	0	.0%	2	2.5%	0	.0%
	Somerfield, Grove Road, Basingstoke	2	.2%	2	.4%	0	.0%	0	.0%
	Spar, Old Basing	2	.2%	2	.4%	0	.0%	0	.0%
	Spar, Greyhound Lane, Overton	2	.2%	2	.4%	0	.0%	0	.0%

(cont.)

Q9. Where do you do most of your household's shopping for small scale 'top-up food and convenience goods items (including newspapers, bread milk and tobacco products?

		Base: All respondents except internet shoppers		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Stop and Shop, Kempshott Lane, Basingstoke	2	.2%	2	.4%	0	.0%	0	.0%
	Tesco Express, Winchester Road, Four Marks, Alton	2	.2%	0	.0%	0	.0%	0	.0%
	Tesco, Alresford, Hampshire	2	.2%	0	.0%	0	.0%	2	5.4%
	Tesco, Kempshott	2	.2%	2	.4%	0	.0%	0	.0%
	Tesco, Wellington Avenue, Aldershot	2	.2%	0	.0%	0	.0%	0	.0%
	Tesco. Church Street, Caversham	2	.2%	1	.2%	0	.0%	0	.0%
	Waitrose, Yateley	2	.2%	1	.2%	0	.0%	0	.0%
	BP, Basingstoke	1	.1%	1	.2%	0	.0%	0	.0%
	Co-op High street theale reading	1	.1%	0	.0%	0	.0%	0	.0%
	Co-op, Alresford, Hampshire	1	.1%	0	.0%	0	.0%	1	2.7%
	Co-op, Clayhill Road, Burghfield Common	1	.1%	0	.0%	0	.0%	0	.0%
	Co-op, Franklin Avenue, Tadley	1	.1%	1	.2%	0	.0%	0	.0%
	Co-op, Winchester Road, Alton	1	.1%	0	.0%	0	.0%	0	.0%
	Co op, Selborne Gallery, The Plestor, Alton	1	.1%	0	.0%	0	.0%	0	.0%
	Costcutter, Kingsclere, Newbury	1	.1%	1	.2%	0	.0%	0	.0%
	Country Market, Kingsley	1	.1%	0	.0%	0	.0%	0	.0%
	Gateway, Whitchurch	1	.1%	0	.0%	1	1.3%	0	.0%
	High Wickham	1	.1%	0	.0%	0	.0%	0	.0%
	Iceland, Fleet Road, Fleet	1	.1%	0	.0%	0	.0%	0	.0%
	Linden Market, Linden Avenue, Basingstoke	1	.1%	1	.2%	0	.0%	0	.0%
	Local stores, Reading	1	.1%	0	.0%	0	.0%	0	.0%
	Local stores, Whitchurch	1	.1%	1	.2%	0	.0%	0	.0%
	Local stores, Bramley	1	.1%	1	.2%	0	.0%	0	.0%
	Local stores, South Ham	1	.1%	1	.2%	0	.0%	0	.0%

(cont.)

Q9. Where do you do most of your household's shopping for small scale 'top-up food and convenience goods items (including newspapers, bread milk and tobacco products?

		Base: All respondents except internet shoppers		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Local stores Winchester	1	.1%	0	.0%	0	.0%	1	2.7%
	Local stores, Aldermaston	1	.1%	0	.0%	0	.0%	0	.0%
	Local stores, Alresford	1	.1%	0	.0%	0	.0%	1	2.7%
	Local stores, Berkshire	1	.1%	1	.2%	0	.0%	0	.0%
	Local Stores, Bradfield	1	.1%	0	.0%	0	.0%	0	.0%
	Local stores, Bucklebury	1	.1%	0	.0%	0	.0%	0	.0%
	Local stores, Camberley	1	.1%	1	.2%	0	.0%	0	.0%
	Local Stores, Eversley	1	.1%	1	.2%	0	.0%	0	.0%
	Local stores, Four Mark	1	.1%	0	.0%	0	.0%	0	.0%
	Local stores, Highclere	1	.1%	0	.0%	1	1.3%	0	.0%
	Local stores, Holybourne, Alton	1	.1%	0	.0%	0	.0%	0	.0%
	Local stores, South Wonston, Winchester	1	.1%	0	.0%	0	.0%	1	2.7%
	Local stores, Southcote	1	.1%	0	.0%	0	.0%	0	.0%
	Local stores, St Mary Bourne	1	.1%	0	.0%	1	1.3%	0	.0%
	Local stores, Stratfield Saye	1	.1%	1	.2%	0	.0%	0	.0%
	Local stores, Velmead	1	.1%	0	.0%	0	.0%	0	.0%
	Local stores, Wonston	1	.1%	0	.0%	0	.0%	1	2.7%
	Tesco Express, Farnham	1	.1%	0	.0%	0	.0%	0	.0%
	Morrisons, Basingstoke Road, Reading	1	.1%	0	.0%	0	.0%	0	.0%
	One Stop Community Stores, Longfellow Parade, Basingstoke	1	.1%	1	.2%	0	.0%	0	.0%
	Post Office Stores, Basingstoke Road, 3 Mile Cross, Reading	1	.1%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Cambridge Walk, Cadley	1	.1%	1	.2%	0	.0%	0	.0%
	Sainsbury's, Friar Street, Reading	1	.1%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Middlebrook Street, Winchester	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q9. Where do you do most of your household's shopping for small scale 'top-up food and convenience goods items (including newspapers, bread milk and tobacco products?

		Base: All respondents except internet shoppers		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Sainsbury's, Wallop Drive Basingstoke	1	.1%	1	.2%	0	.0%	0	.0%
	Sainsbury's, Alphingdon Road, Alton	1	.1%	0	.0%	0	.0%	0	.0%
	Spar, Frenchmans Creek, Church Crookham, Fleet	1	.1%	0	.0%	0	.0%	0	.0%
	Spar, The Sqaure, Harmans Water, Bracknell	1	.1%	0	.0%	0	.0%	0	.0%
	Spar, Upper Bucklebury, Reading	1	.1%	0	.0%	0	.0%	0	.0%
	Swallowfield Town Centre	1	.1%	1	.2%	0	.0%	0	.0%
	Tesco, Compton Square, Andover	1	.1%	0	.0%	1	1.3%	0	.0%
	Tesco Metro, Northbrook Street, Newbury	1	.1%	0	.0%	1	1.3%	0	.0%
	Tesco, Farnborough	1	.1%	0	.0%	0	.0%	0	.0%
	Tesco, Finchampstead Road, Wokingham	1	.1%	0	.0%	0	.0%	0	.0%
	Tesco, Mulfords Hill, Tadley	1	.1%	1	.2%	0	.0%	0	.0%
	Tesco, Napier Road, Reading	1	.1%	0	.0%	0	.0%	0	.0%
	Tesco, Overton, Basingstoke	1	.1%	1	.2%	0	.0%	0	.0%
	Tesco, The Parade, Knowsley Road, Tilehurst, Reading	1	.1%	0	.0%	0	.0%	0	.0%
	Tesco, Reading Road South, Fleet	1	.1%	0	.0%	0	.0%	0	.0%
	Travelling shop	1	.1%	0	.0%	0	.0%	0	.0%
	Waitrose, Burghfield Common, Reading	1	.1%	0	.0%	0	.0%	0	.0%
	Waitrose, Oxford Road, Newbury	1	.1%	0	.0%	1	1.3%	0	.0%
	Waitrose, Oxford Road, Reading	1	.1%	0	.0%	1	1.3%	0	.0%
	Waitrose, The Hart, Farnham	1	.1%	0	.0%	0	.0%	0	.0%
	Wilkinsons, Castle Square, The Mall Shopping Centre, Basingstoke	1	.1%	1	.2%	0	.0%	0	.0%

(cont.)

Q9. Where do you do most of your household's shopping for small scale 'top-up food and convenience goods items (including newspapers, bread milk and tobacco products?

	Zone					
	4		5		6	
	Num	%	Num	%	Num	%
Base: All respondents except internet shoppers	102	100.0%	183	100.0%	131	100.0%
Don't do top-up shopping	12	11.8%	30	16.4%	26	19.8%
Morrisons, Basingstoke	0	.0%	2	1.1%	0	.0%
Sainsbury's, Mulfords Hill, Tadley	2	2.0%	0	.0%	4	3.1%
Asda, Brighton Hill District Centre, Basingstoke	0	.0%	0	.0%	0	.0%
Sainsbury's, Hatch Warren, Basingstoke	4	3.9%	0	.0%	0	.0%
Tesco, Hook	0	.0%	26	14.2%	0	.0%
Sainsbury's, Town Centre, Basingstoke	4	3.9%	0	.0%	2	1.5%
Waitrose, Hart Centre, Fleet	0	.0%	19	10.4%	0	.0%
Somerfield, Winklebury Way, Basingstoke	1	1.0%	0	.0%	0	.0%
Tesco, Chineham District Centre, Basingstoke	0	.0%	0	.0%	0	.0%
Waitrose, Broadway, Thatcham	0	.0%	1	.5%	15	11.5%
Co-op, Giles Walk, Tadley	0	.0%	0	.0%	0	.0%
Sainsbury's, Newbury	1	1.0%	0	.0%	2	1.5%
Tesco, Newbury	0	.0%	0	.0%	1	.8%
Somerfield, Bell Street, Whitchurch	0	.0%	0	.0%	0	.0%
Tesco (Metro), Oakridge Road, Basingstoke	0	.0%	0	.0%	0	.0%
Asda Princess Mead Shopping Centre, Farnborough	0	.0%	3	1.6%	2	1.5%
Asda, Lower Earley, Reading	0	.0%	0	.0%	8	6.1%
Tesco (Metro), Carpenters Down, Popley, Basingstoke	0	.0%	0	.0%	0	.0%
Tesco, Town Centre, Basingstoke	0	.0%	1	.5%	0	.0%
Tesco, Andover	0	.0%	1	.5%	0	.0%
Morrisons, Elvetham Heath	0	.0%	7	3.8%	0	.0%

(cont.)

Q9. Where do you do most of your household's shopping for small scale 'top-up food and convenience goods items (including newspapers, bread milk and tobacco products?

	Zone					
	4		5		6	
	Num	%	Num	%	Num	%
Marks and Spencer Town Centre, Basingstoke	0	.0%	2	1.1%	0	.0%
Tesco, Winnall, Winchester	1	1.0%	0	.0%	0	.0%
Tesco, Whitchurch	0	.0%	0	.0%	0	.0%
Iceland Town Centre Basingstoke	0	.0%	0	.0%	0	.0%
Savacentre, Calcot	0	.0%	0	.0%	3	2.3%
Tesco, High Street, Bordon	2	2.0%	1	.5%	0	.0%
Sainsbury's, Draymans Way, Andover	2	2.0%	0	.0%	0	.0%
Tesco, London Road, Camberley	0	.0%	2	1.1%	0	.0%
Lidl, Churchill Way West, Basingstoke	0	.0%	0	.0%	0	.0%
Sainsburys, Farnham Trading Estate, Farnham	0	.0%	0	.0%	0	.0%
Spar, Greyhound Lane, Overton	0	.0%	0	.0%	0	.0%

(cont.)

Q9. Where do you do most of your household's shopping for small scale 'top-up food and convenience goods items (including newspapers, bread milk and tobacco products?

		Zone					
		4		5		6	
		Num	%	Num	%	Num	%
Other	Sainsbury's, Draymans Way, Alton	22	21.6%	0	.0%	0	.0%
	Budgens, Essex Street, Newbury	0	.0%	0	.0%	0	.0%
	Local stores, Basingstoke	1	1.0%	0	.0%	0	.0%
	Local stores, Fleet	0	.0%	13	7.1%	1	.8%
	Tesco, Ansley Lane, Alton	13	12.7%	0	.0%	0	.0%
	Tesco, Reading Road South, Church Crookham, Fleet	0	.0%	12	6.6%	0	.0%
	Local stores, Newbury	0	.0%	0	.0%	0	.0%
	Morrisons, The Key, Fleet	0	.0%	11	6.0%	0	.0%
	Local stores, Kingsclere	0	.0%	0	.0%	0	.0%
	Co-op, The High Street, Odiham	0	.0%	7	3.8%	0	.0%
	Co-op, Winchester Street, Overton	0	.0%	0	.0%	0	.0%
	Local stores, Sherfield on Loddon	0	.0%	0	.0%	0	.0%
	Somerfield, Fleet Road, Fleet	0	.0%	8	4.4%	0	.0%
	Tesco, Buckingham Parade, Basingstoke	0	.0%	0	.0%	0	.0%
	Milkman	2	2.0%	0	.0%	2	1.5%
	Budgens, Victoria Road, Mortimer	0	.0%	0	.0%	5	3.8%
	Co-op, West Street, Alresford	0	.0%	0	.0%	0	.0%
	Co-op, The Broadway, Thatcham	0	.0%	0	.0%	6	4.6%
	Local stores, Alton	4	3.9%	0	.0%	0	.0%
	Local stores, Tadley	0	.0%	0	.0%	0	.0%
	One Stop Community Stores, Hartley Wintney, Fleet	0	.0%	6	3.3%	0	.0%
	Co-op, Clayhill Road, Reading	0	.0%	0	.0%	4	3.1%
	Co-op, Kings Road, Basingstoke	0	.0%	0	.0%	0	.0%
	Local stores, Old Basing	0	.0%	0	.0%	0	.0%
	Co-op, High Street, Alton	4	3.9%	0	.0%	0	.0%
	Local stores, Chineham	0	.0%	0	.0%	1	.8%

(cont.)

Q9. Where do you do most of your household's shopping for small scale 'top-up food and convenience goods items (including newspapers, bread milk and tobacco products?

		Zone					
		4		5		6	
		Num	%	Num	%	Num	%
Other	Local stores, Oakley	0	.0%	0	.0%	0	.0%
	Local stores, Overton	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Broad Street, Reading	0	.0%	1	.5%	3	2.3%
	Sainsbury's, Bath Road, Calcot, Reading	0	.0%	0	.0%	3	2.3%
	Tesco, Bath Road, Reading	0	.0%	0	.0%	4	3.1%
	Tesco, Winchester Road, Alton	4	3.9%	0	.0%	0	.0%
	Aldi, Bath Road, Reading	0	.0%	0	.0%	3	2.3%
	Alton Town Centre	2	2.0%	0	.0%	0	.0%
	Fleet Town Centre	0	.0%	3	1.6%	0	.0%
	Goods delivered	0	.0%	0	.0%	0	.0%
	Kempshot, Basingstoke	0	.0%	0	.0%	0	.0%
	Local stores, Bordon	3	2.9%	0	.0%	0	.0%
	Local stores, Burghfield	0	.0%	0	.0%	3	2.3%
	Local stores, Hartley Wintney	0	.0%	3	1.6%	0	.0%
	Local stores, Odiham	0	.0%	3	1.6%	0	.0%
	Local stores, Spencers Wood	0	.0%	0	.0%	3	2.3%
	Londis, The Verne, Ridgeway Parade, Church Crookham	0	.0%	2	1.1%	0	.0%
	Morrisons, Summit Avenue, Southwood, Farnborough	0	.0%	3	1.6%	0	.0%
	One Stop Community Stores, Madiera Close, Popley, Basingstoke	0	.0%	0	.0%	0	.0%
	One Stop Community Stores, Oakley, Basingstoke	0	.0%	0	.0%	0	.0%
	Sainsbury's, Kings Street Lane, Winnersh	0	.0%	0	.0%	3	2.3%
	Tesco Express, Heath End Road, Baughurst, Tadley	0	.0%	0	.0%	0	.0%
	Alldays, Aldershot Road, Fleet	0	.0%	2	1.1%	0	.0%

(cont.)

Q9. Where do you do most of your household's shopping for small scale 'top-up food and convenience goods items (including newspapers, bread milk and tobacco products?

		Zone					
		4		5		6	
		Num	%	Num	%	Num	%
Other	Asda, Honey End Lane, Reading	0	.0%	0	.0%	2	1.5%
	Co-op Foodstores, The Broadway, Thatcham	0	.0%	0	.0%	1	.8%
	Co-op, High Street, Theale	0	.0%	0	.0%	2	1.5%
	Co-op, Swan Street, Kingsclere, Newbury	0	.0%	0	.0%	0	.0%
	Lidl, Bordon, East Hampshire	2	2.0%	0	.0%	0	.0%
	Local stores, Hurstbourne Tarrant, Andover	0	.0%	0	.0%	0	.0%
	Local stores, Bentley	1	1.0%	0	.0%	0	.0%
	Local stores, Brimpton	0	.0%	0	.0%	2	1.5%
	Local stores, Crookham	0	.0%	2	1.1%	0	.0%
	Local stores, Headley	0	.0%	0	.0%	0	.0%
	Local stores, Hook	0	.0%	2	1.1%	0	.0%
	Local stores, Linkway	0	.0%	2	1.1%	0	.0%
	Local stores, Pamderheath	0	.0%	0	.0%	0	.0%
	Local stores, Popley	0	.0%	0	.0%	0	.0%
	Local stores, Sherborne St John	0	.0%	0	.0%	0	.0%
	Local stores, Theale, Reading	0	.0%	0	.0%	2	1.5%
	Londis, Sherfield on Loddon	0	.0%	0	.0%	0	.0%
	Marks & Spencer, High Street, Alton	2	2.0%	0	.0%	0	.0%
	Marks & Spencer, Northbrook Street, Newbury	1	1.0%	0	.0%	0	.0%
	Oakridge	0	.0%	0	.0%	0	.0%
	Somerfield, Bell Street, Whitchurch	0	.0%	0	.0%	0	.0%
	Somerfield, Grove Road, Basingstoke	0	.0%	0	.0%	0	.0%
	Spar, Old Basing	0	.0%	0	.0%	0	.0%
	Spar, Greyhound Lane, Overton	0	.0%	0	.0%	0	.0%

(cont.)

Q9. Where do you do most of your household's shopping for small scale 'top-up food and convenience goods items (including newspapers, bread milk and tobacco products?

		Zone					
		4		5		6	
		Num	%	Num	%	Num	%
Other	Stop and Shop, Kempshott Lane, Basingstoke	0	.0%	0	.0%	0	.0%
	Tesco Express, Winchester Road, Four Marks, Alton	2	2.0%	0	.0%	0	.0%
	Tesco, Alresford, Hampshire	0	.0%	0	.0%	0	.0%
	Tesco, Kempshott	0	.0%	0	.0%	0	.0%
	Tesco, Wellington Avenue, Aldershot	0	.0%	2	1.1%	0	.0%
	Tesco. Church Street, Caversham	0	.0%	0	.0%	1	.8%
	Waitrose, Yateley	0	.0%	1	.5%	0	.0%
	BP, Basingstoke	0	.0%	0	.0%	0	.0%
	Co-op High street theale reading	0	.0%	0	.0%	1	.8%
	Co-op, Alresford, Hampshire	0	.0%	0	.0%	0	.0%
	Co-op, Clayhill Road, Burghfield Common	0	.0%	0	.0%	1	.8%
	Co-op, Franklin Avenue, Tadley	0	.0%	0	.0%	0	.0%
	Co-op, Winchester Road, Alton	1	1.0%	0	.0%	0	.0%
	Co op, Selborne Gallery, The Plestor, Alton	1	1.0%	0	.0%	0	.0%
	Costcutter, Kingsclere, Newbury	0	.0%	0	.0%	0	.0%
	Country Market, Kingsley	1	1.0%	0	.0%	0	.0%
	Gateway, Whitchurch	0	.0%	0	.0%	0	.0%
	High Wickham	0	.0%	0	.0%	1	.8%
	Iceland, Fleet Road, Fleet	0	.0%	1	.5%	0	.0%
	Linden Market, Linden Avenue, Basingstoke	0	.0%	0	.0%	0	.0%
	Local stores, Reading	0	.0%	0	.0%	1	.8%
	Local stores, Whitchurch	0	.0%	0	.0%	0	.0%
	Local stores, Bramley	0	.0%	0	.0%	0	.0%
	Local stores, South Ham	0	.0%	0	.0%	0	.0%

(cont.)

Q9. Where do you do most of your household's shopping for small scale 'top-up food and convenience goods items (including newspapers, bread milk and tobacco products?

		Zone					
		4		5		6	
		Num	%	Num	%	Num	%
Other	Local stores Winchester	0	.0%	0	.0%	0	.0%
	Local stores, Aldermaston	0	.0%	0	.0%	1	.8%
	Local stores, Alresford	0	.0%	0	.0%	0	.0%
	Local stores, Berkshire	0	.0%	0	.0%	0	.0%
	Local Stores, Bradfield	0	.0%	0	.0%	1	.8%
	Local stores, Bucklebury	0	.0%	0	.0%	1	.8%
	Local stores, Camberley	0	.0%	0	.0%	0	.0%
	Local Stores, Eversley	0	.0%	0	.0%	0	.0%
	Local stores, Four Mark	1	1.0%	0	.0%	0	.0%
	Local stores, Highclere	0	.0%	0	.0%	0	.0%
	Local stores, Holybourne, Alton	1	1.0%	0	.0%	0	.0%
	Local stores, South Wonston, Winchester	0	.0%	0	.0%	0	.0%
	Local stores, Southcote	0	.0%	0	.0%	1	.8%
	Local stores, St Mary Bourne	0	.0%	0	.0%	0	.0%
	Local stores, Stratfield Saye	0	.0%	0	.0%	0	.0%
	Local stores, Velmead	0	.0%	1	.5%	0	.0%
	Local stores, Wonston	0	.0%	0	.0%	0	.0%
	Tesco Express, Farnham	1	1.0%	0	.0%	0	.0%
	Morrisons, Basingstoke Road, Reading	0	.0%	0	.0%	1	.8%
	One Stop Community Stores, Longfellow Parade, Basingstoke	0	.0%	0	.0%	0	.0%
	Post Office Stores, Basingstoke Road, 3 Mile Cross, Reading	0	.0%	0	.0%	1	.8%
	Sainsbury's, Cambridge Walk, Cadley	0	.0%	0	.0%	0	.0%
	Sainsbury's, Friar Street, Reading	0	.0%	0	.0%	1	.8%
	Sainsbury's, Middlebrook Street, Winchester	1	1.0%	0	.0%	0	.0%

(cont.)

Q9. Where do you do most of your household's shopping for small scale 'top-up food and convenience goods items (including newspapers, bread milk and tobacco products?

		Zone					
		4		5		6	
		Num	%	Num	%	Num	%
Other	Sainsbury's, Wallop Drive Basingstoke	0	.0%	0	.0%	0	.0%
	Sainsbury's, Alphingdon Road, Alton	1	1.0%	0	.0%	0	.0%
	Spar, Frenchmans Creek, Church Crookham, Fleet	0	.0%	1	.5%	0	.0%
	Spar, The Sqaure, Harmans Water, Bracknell	0	.0%	0	.0%	1	.8%
	Spar, Upper Bucklebury, Reading	0	.0%	0	.0%	1	.8%
	Swallowfield Town Centre	0	.0%	0	.0%	0	.0%
	Tesco, Compton Square, Andover	0	.0%	0	.0%	0	.0%
	Tesco Metro, Northbrook Street, Newbury	0	.0%	0	.0%	0	.0%
	Tesco, Farnborough	1	1.0%	0	.0%	0	.0%
	Tesco, Finchampstead Road, Wokingham	0	.0%	0	.0%	1	.8%
	Tesco, Mulfords Hill, Tadley	0	.0%	0	.0%	0	.0%
	Tesco, Napier Road, Reading	0	.0%	0	.0%	1	.8%
	Tesco, Overton, Basingstoke	0	.0%	0	.0%	0	.0%
	Tesco, The Parade, Knowsley Road, Tilehurst, Reading	0	.0%	0	.0%	1	.8%
	Tesco, Reading Road South, Fleet	0	.0%	1	.5%	0	.0%
	Travelling shop	1	1.0%	0	.0%	0	.0%
	Waitrose, Burghfield Common, Reading	0	.0%	0	.0%	1	.8%
	Waitrose, Oxford Road, Newbury	0	.0%	0	.0%	0	.0%
	Waitrose, Oxford Road, Reading	0	.0%	0	.0%	0	.0%
	Waitrose, The Hart, Farnham	0	.0%	1	.5%	0	.0%
	Wilkinsons, Castle Square, The Mall Shopping Centre, Basingstoke	0	.0%	0	.0%	0	.0%

Q10. Is this your local shop or village store?

	Base: Those who do top-up shopping		Zone									
	Num	%	1		2		3		4		5	
			Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those who do top-up shopping	*826*	*100.0%*	*381*	*100.0%*	*67*	*100.0%*	*30*	*100.0%*	*90*	*100.0%*	*153*	*100.0%*
Yes	*652*	*78.9%*	*304*	*79.8%*	*53*	*79.1%*	*24*	*80.0%*	*69*	*76.7%*	*119*	*77.8%*
No	*174*	*21.1%*	*77*	*20.2%*	*14*	*20.9%*	*6*	*20.0%*	*21*	*23.3%*	*34*	*22.2%*

(cont.)

Q10. Is this your local shop or village store?

	Zone	
	6	
	Num	%
Base: Those who do top-up shopping	*105*	*100.0%*
Yes	*83*	*79.0%*
No	*22*	*21.0%*

Q11a. Where is your local shop or village store?

	Base: Those using local shop/ store		Zone							
	Num	%	1		2		3		4	
			Num	%	Num	%	Num	%	Num	%
Base: Those using local shop/ store	349	100.0%	160	100.0%	27	100.0%	14	100.0%	33	100.0%
Basingstoke	44	12.6%	43	26.9%	0	.0%	0	.0%	0	.0%
Alton	19	5.4%	0	.0%	0	.0%	0	.0%	19	57.6%
Tadley	17	4.9%	17	10.6%	0	.0%	0	.0%	0	.0%
Chineham	10	2.9%	8	5.0%	0	.0%	0	.0%	0	.0%
Oakley	10	2.9%	9	5.6%	0	.0%	0	.0%	0	.0%
Hook	8	2.3%	1	.6%	1	3.7%	0	.0%	0	.0%
Old Basing	7	2.0%	6	3.8%	0	.0%	0	.0%	0	.0%
Theale	7	2.0%	0	.0%	0	.0%	0	.0%	0	.0%
Whitchurch	7	2.0%	1	.6%	4	14.8%	2	14.3%	0	.0%
Burghfield Common	6	1.7%	0	.0%	0	.0%	0	.0%	0	.0%
Kingsclere	6	1.7%	5	3.1%	1	3.7%	0	.0%	0	.0%
Four Marks	4	1.1%	0	.0%	0	.0%	0	.0%	4	12.1%
Whitfield	4	1.1%	1	.6%	0	.0%	0	.0%	1	3.0%
Aldermaston	3	.9%	2	1.3%	0	.0%	0	.0%	0	.0%
Bramley	3	.9%	3	1.9%	0	.0%	0	.0%	0	.0%
Holybourne	3	.9%	0	.0%	0	.0%	0	.0%	3	9.1%
Mortimer	3	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Swallowfield	3	.9%	0	.0%	1	3.7%	0	.0%	0	.0%
Newnham	2	.6%	1	.6%	0	.0%	0	.0%	0	.0%
Odiham	2	.6%	0	.0%	0	.0%	0	.0%	1	3.0%
Pamber Heath	2	.6%	2	1.3%	0	.0%	0	.0%	0	.0%
Barton Stacey	1	.3%	0	.0%	0	.0%	1	7.1%	0	.0%
Brimpton	1	.3%	1	.6%	0	.0%	0	.0%	0	.0%
East Tisted	1	.3%	0	.0%	0	.0%	0	.0%	1	3.0%
Highclere	1	.3%	1	.6%	0	.0%	0	.0%	0	.0%
Laverstoke	1	.3%	0	.0%	1	3.7%	0	.0%	0	.0%
Micheldere	1	.3%	0	.0%	0	.0%	1	7.1%	0	.0%

(cont.)

Q11a. Where is your local shop or village store?

	Base: Those using local shop/ store		Zone							
	Num	%	1		2		3		4	
			Num	%	Num	%	Num	%	Num	%
Newtown	1	.3%	0	.0%	1	3.7%	0	.0%	0	.0%
North Waltham	1	.3%	0	.0%	0	.0%	1	7.1%	0	.0%
Sherbourne St john	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%
Sherfield upon Loddon	1	.3%	1	.6%	0	.0%	0	.0%	0	.0%
Sulhampstead	1	.3%	0	.0%	0	.0%	1	7.1%	0	.0%
Upton Grey	1	.3%	1	.6%	0	.0%	0	.0%	0	.0%

(cont.)

Q11a. Where is your local shop or village store?

		Base: Those using local shop/ store		Zone							
		Num	%	1		2		3		4	
				Num	%	Num	%	Num	%	Num	%
Other	Fleet	38	10.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Newbury	18	5.2%	9	5.6%	9	33.3%	0	.0%	0	.0%
	Reading	13	3.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Don't do top up shopping	7	2.0%	5	3.1%	0	.0%	0	.0%	1	3.0%
	Don't know	6	1.7%	5	3.1%	0	.0%	0	.0%	0	.0%
	Brighton hill	5	1.4%	5	3.1%	0	.0%	0	.0%	0	.0%
	Hatch Warren	5	1.4%	5	3.1%	0	.0%	0	.0%	0	.0%
	Alresford	4	1.1%	1	.6%	0	.0%	3	21.4%	0	.0%
	Popley	4	1.1%	4	2.5%	0	.0%	0	.0%	0	.0%
	Andover	3	.9%	0	.0%	3	11.1%	0	.0%	0	.0%
	Crookham	3	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Hartley Wintney, Hook	3	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Hartley, Wintney, Hook	3	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	New Bury	3	.9%	2	1.3%	1	3.7%	0	.0%	0	.0%
	Overton	3	.9%	3	1.9%	0	.0%	0	.0%	0	.0%
	Spencers Wood, Reading, Wokingham	3	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Sutton Scotney	3	.9%	0	.0%	0	.0%	3	21.4%	0	.0%
	Worting, Basingstoke	3	.9%	3	1.9%	0	.0%	0	.0%	0	.0%
	Alesford	2	.6%	1	.6%	0	.0%	1	7.1%	0	.0%
	Kingsmill	2	.6%	2	1.3%	0	.0%	0	.0%	0	.0%
	Oakridge Road, Basingstoke	2	.6%	2	1.3%	0	.0%	0	.0%	0	.0%
	Three mile cross	2	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Alressord	1	.3%	0	.0%	0	.0%	1	7.1%	0	.0%
	Andover Road, Newbury	1	.3%	0	.0%	1	3.7%	0	.0%	0	.0%
	Arbofield	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%
	Arborfield	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%
	Bath Road	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%
	Beenham	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q11a. Where is your local shop or village store?

		Base: Those using local shop/ store		Zone							
		Num	%	1		2		3		4	
				Num	%	Num	%	Num	%	Num	%
Other	Bordon	1	.3%	0	.0%	0	.0%	0	.0%	1	3.0%
	Brookvale Close	1	.3%	1	.6%	0	.0%	0	.0%	0	.0%
	Bucklebury	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%
	Budgens, Wash Common	1	.3%	0	.0%	1	3.7%	0	.0%	0	.0%
	Camberley	1	.3%	0	.0%	1	3.7%	0	.0%	0	.0%
	Charlton	1	.3%	0	.0%	1	3.7%	0	.0%	0	.0%
	Church Crookham	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%
	Colmore	1	.3%	0	.0%	0	.0%	0	.0%	1	3.0%
	Greenham	1	.3%	1	.6%	0	.0%	0	.0%	0	.0%
	Thatcham	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%
	Londis, The Verne, Church Cookham	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%
	Lytchpit	1	.3%	1	.6%	0	.0%	0	.0%	0	.0%
	Oakhanger	1	.3%	0	.0%	0	.0%	0	.0%	1	3.0%
	Penwood, Newbury	1	.3%	0	.0%	1	3.7%	0	.0%	0	.0%
	Reading Road	1	.3%	1	.6%	0	.0%	0	.0%	0	.0%
	Ringway Street, Basingstoke	1	.3%	1	.6%	0	.0%	0	.0%	0	.0%
	Ryeish Green, Reading	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%
	Sherbourne St John	1	.3%	1	.6%	0	.0%	0	.0%	0	.0%
	Southcote	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%
	Spar, Fleet	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%
	St Michael's Road	1	.3%	1	.6%	0	.0%	0	.0%	0	.0%
	Tesco Express, Popley	1	.3%	1	.6%	0	.0%	0	.0%	0	.0%
	Tesco Express, Church Street, Caversham	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%
	West ham	1	.3%	1	.6%	0	.0%	0	.0%	0	.0%
	Whitney	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%
	Winklebury Centre	1	.3%	1	.6%	0	.0%	0	.0%	0	.0%

(cont.)

Q11a. Where is your local shop or village store?

	Zone			
	5		6	
	Num	%	Num	%
Base: Those using local shop/ store	65	100.0%	50	100.0%
Basingstoke	1	1.5%	0	.0%
Alton	0	.0%	0	.0%
Tadley	0	.0%	0	.0%
Chineham	2	3.1%	0	.0%
Oakley	0	.0%	1	2.0%
Hook	6	9.2%	0	.0%
Old Basing	1	1.5%	0	.0%
Theale	0	.0%	7	14.0%
Whitchurch	0	.0%	0	.0%
Burghfield Common	0	.0%	6	12.0%
Kingsclere	0	.0%	0	.0%
Four Marks	0	.0%	0	.0%
Whitfield	0	.0%	2	4.0%
Aldermaston	0	.0%	1	2.0%
Bramley	0	.0%	0	.0%
Holybourne	0	.0%	0	.0%
Mortimer	0	.0%	3	6.0%
Swallowfield	0	.0%	2	4.0%
Newnham	1	1.5%	0	.0%
Odiham	1	1.5%	0	.0%
Pamber Heath	0	.0%	0	.0%
Barton Stacey	0	.0%	0	.0%
Brimpton	0	.0%	0	.0%
East Tisted	0	.0%	0	.0%
Highclere	0	.0%	0	.0%
Laverstoke	0	.0%	0	.0%
Micheldere	0	.0%	0	.0%

(cont.)

Q11a. Where is your local shop or village store?

	Zone			
	5		6	
	Num	%	Num	%
Newtown	0	.0%	0	.0%
North Waltham	0	.0%	0	.0%
Sherbourne St john	0	.0%	1	2.0%
Sherfield upon Loddon	0	.0%	0	.0%
Sulhampstead	0	.0%	0	.0%
Upton Grey	0	.0%	0	.0%

(cont.)

Q11a. Where is your local shop or village store?

		Zone			
		5		6	
		Num	%	Num	%
Other	Fleet	38	58.5%	0	.0%
	Newbury	0	.0%	0	.0%
	Reading	0	.0%	13	26.0%
	Don't do top up shopping	1	1.5%	0	.0%
	Don't know	1	1.5%	0	.0%
	Brighton hill	0	.0%	0	.0%
	Hatch Warren	0	.0%	0	.0%
	Alresford	0	.0%	0	.0%
	Popley	0	.0%	0	.0%
	Andover	0	.0%	0	.0%
	Crookham	3	4.6%	0	.0%
	Hartley Wintney, Hook	3	4.6%	0	.0%
	Hartley, Wintney, Hook	3	4.6%	0	.0%
	New Bury	0	.0%	0	.0%
	Overton	0	.0%	0	.0%
	Spencers Wood, Reading, Wokingham	0	.0%	3	6.0%
	Sutton Scotney	0	.0%	0	.0%
	Worting, Basingstoke	0	.0%	0	.0%
	Alesford	0	.0%	0	.0%
	Kingsmill	0	.0%	0	.0%
	Oakridge Road, Basingstoke	0	.0%	0	.0%
	Three mile cross	0	.0%	2	4.0%
	Alressord	0	.0%	0	.0%
	Andover Road, Newbury	0	.0%	0	.0%
	Arbofield	0	.0%	1	2.0%
	Arborfield	0	.0%	1	2.0%
	Bath Road	0	.0%	1	2.0%
	Beenham	0	.0%	1	2.0%

(cont.)

Q11a. Where is your local shop or village store?

		Zone			
		5		6	
		Num	%	Num	%
Other	Bordon	0	.0%	0	.0%
	Brookvale Close	0	.0%	0	.0%
	Bucklebury	0	.0%	1	2.0%
	Budgens, Wash Common	0	.0%	0	.0%
	Camberley	0	.0%	0	.0%
	Charlton	0	.0%	0	.0%
	Church Crookham	1	1.5%	0	.0%
	Colmore	0	.0%	0	.0%
	Greenham	0	.0%	0	.0%
	Thatcham	0	.0%	1	2.0%
	Londis, The Verne, Church Cookham	1	1.5%	0	.0%
	Lytchpit	0	.0%	0	.0%
	Oakhanger	0	.0%	0	.0%
	Penwood, Newbury	0	.0%	0	.0%
	Reading Road	0	.0%	0	.0%
	Ringway Street, Basingstoke	0	.0%	0	.0%
	Ryeish Green, Reading	0	.0%	1	2.0%
	Sherbourne St John	0	.0%	0	.0%
	Southcote	0	.0%	1	2.0%
	Spar, Fleet	1	1.5%	0	.0%
	St Michael's Road	0	.0%	0	.0%
	Tesco Express, Popley	0	.0%	0	.0%
	Tesco Express, Church Street, Caversham	0	.0%	1	2.0%
	West ham	0	.0%	0	.0%
	Whitney	1	1.5%	0	.0%
	Winklebury Centre	0	.0%	0	.0%

Q11b. How often do you use your local shop or village store?

	Base: Those using local shop/ store		Zone									
	Num	%	1		2		3		4		5	
			Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those using local shop/ store	349	100.0%	160	100.0%	27	100.0%	14	100.0%	33	100.0%	65	100.0%
More than once a week	98	28.1%	48	30.0%	6	22.2%	8	57.1%	7	21.2%	18	27.7%
Once a week	73	20.9%	30	18.8%	6	22.2%	3	21.4%	13	39.4%	11	16.9%
Once a fortnight	27	7.7%	13	8.1%	0	.0%	2	14.3%	3	9.1%	4	6.2%
Once every 3 weeks	7	2.0%	2	1.3%	2	7.4%	0	.0%	0	.0%	1	1.5%
Once a month	30	8.6%	12	7.5%	8	29.6%	0	.0%	2	6.1%	7	10.8%
Less often	86	24.6%	44	27.5%	4	14.8%	1	7.1%	7	21.2%	19	29.2%
Varies	28	8.0%	11	6.9%	1	3.7%	0	.0%	1	3.0%	5	7.7%

(cont.)

Q11b. How often do you use your local shop or village store?

	Zone		
	6		
	Num	%	
Base: Those using local shop/ store	50	100.0%	
More than once a week	11	22.0%	
Once a week	10	20.0%	
Once a fortnight	5	10.0%	
Once every 3 weeks	2	4.0%	
Once a month	1	2.0%	
Less often	11	22.0%	
Varies	10	20.0%	

Q12. Where do you do most of your household's shopping for clothes, footwear and other fashion goods?

	Base: All respondents except internet shoppers		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: All respondents except internet shoppers	987	100.0%	458	100.0%	79	100.0%	38	100.0%
Basingstoke Town Centre	429	43.5%	313	68.3%	9	11.4%	4	10.5%
Reading Town Centre / The Oracle	112	11.3%	23	5.0%	2	2.5%	0	.0%
Newbury Town Centre	81	8.2%	31	6.8%	27	34.2%	0	.0%
Don't purchase these items	52	5.3%	16	3.5%	7	8.9%	2	5.3%
Catalogue/Mail Order	44	4.5%	21	4.6%	4	5.1%	3	7.9%
Winchester City Centre	37	3.7%	3	.7%	2	2.5%	20	52.6%
Camberley Town Centre	32	3.2%	2	.4%	0	.0%	0	.0%
Guildford Town Centre	30	3.0%	3	.7%	0	.0%	1	2.6%
Southampton City Centre / West Quay	13	1.3%	6	1.3%	3	3.8%	2	5.3%
Andover Town Centre	10	1.0%	1	.2%	8	10.1%	0	.0%
Reading Retail Warehouses (including B&Q Depot)	4	.4%	0	.0%	0	.0%	0	.0%
Matalan, Chineham District Centre, Basingstoke	3	.3%	2	.4%	1	1.3%	0	.0%
Whitchurch District Centre	3	.3%	0	.0%	3	3.8%	0	.0%
Next, Chineham District Centre, Basingstoke	2	.2%	2	.4%	0	.0%	0	.0%
Salisbury Town Centre	2	.2%	0	.0%	1	1.3%	1	2.6%
Blockbuster, Chineham District Centre, Basingstoke	1	.1%	1	.2%	0	.0%	0	.0%
New Look, Chineham District Centre, Basingstoke	1	.1%	1	.2%	0	.0%	0	.0%
Oxford City Centre	1	.1%	0	.0%	1	1.3%	0	.0%

(cont.)

Q12. Where do you do most of your household's shopping for clothes, footwear and other fashion goods?

		Base: All respondents except internet shoppers		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
	Fleet Town Centre	17	1.7%	0	.0%	0	.0%	0	.0%
	Alton Town Centre	11	1.1%	1	.2%	0	.0%	1	2.6%
	Farnham	10	1.0%	1	.2%	0	.0%	0	.0%
	London	9	.9%	1	.2%	3	3.8%	1	2.6%
	Marks and Spencer, Basingstoke	7	.7%	6	1.3%	0	.0%	1	2.6%
	Marks and Spencers, The Meadows, Sandhurst, Berkshire	6	.6%	0	.0%	0	.0%	0	.0%
	Varies	6	.6%	2	.4%	0	.0%	0	.0%
	Farnborough	5	.5%	1	.2%	0	.0%	0	.0%
	Marks and Spencers, Broad Street, Reading	5	.5%	0	.0%	0	.0%	0	.0%
	Aldershot Town Centre	4	.4%	0	.0%	0	.0%	0	.0%
	Newbury Retail Park, Pinchington Lane, Newbury	4	.4%	0	.0%	4	5.1%	0	.0%
	Abroad	3	.3%	1	.2%	0	.0%	0	.0%
Other	Asda, Brighton hill,Basingstoke	2	.2%	2	.4%	0	.0%	0	.0%
	Bon Marche, Old Basingstoke Mall, Basingstoke	2	.2%	2	.4%	0	.0%	0	.0%
	Eastleigh Town Centre	2	.2%	0	.0%	0	.0%	2	5.3%
	Marks and Spencers, Camberley Shopping Centre	2	.2%	1	.2%	0	.0%	0	.0%
	Peacocks, Fleet	2	.2%	0	.0%	0	.0%	0	.0%
	Sainsburys Local, Bath Road, Calcot, Reading	2	.2%	0	.0%	0	.0%	0	.0%
	Swindon Town Centre	2	.2%	2	.4%	0	.0%	0	.0%
	Woking	2	.2%	0	.0%	0	.0%	0	.0%
	Alford	1	.1%	0	.0%	1	1.3%	0	.0%
	Asda, Lower Earley, Reading	1	.1%	1	.2%	0	.0%	0	.0%
	Basingstoke, Festival Place	1	.1%	1	.2%	0	.0%	0	.0%
	Bath and West Show	1	.1%	1	.2%	0	.0%	0	.0%
	Blackwater	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q12. Where do you do most of your household's shopping for clothes, footwear and other fashion goods?

		Base: All respondents except internet shoppers		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Boutiques in North Wales	1	.1%	0	.0%	1	1.3%	0	.0%
	Calcut	1	.1%	0	.0%	0	.0%	0	.0%
	Cardiff Town Centre	1	.1%	1	.2%	0	.0%	0	.0%
	Chineham District Centre, Basingstoke	1	.1%	1	.2%	0	.0%	0	.0%
	Debenhams, The Mall, The Kennett Centre, Newbury	1	.1%	0	.0%	0	.0%	0	.0%
	Debenhams, Church Street, Basingstoke	1	.1%	0	.0%	0	.0%	0	.0%
	General charity shops, Fleet	1	.1%	0	.0%	0	.0%	0	.0%
	Gosport	1	.1%	1	.2%	0	.0%	0	.0%
	Kent (no specific location)	1	.1%	1	.2%	0	.0%	0	.0%
	Marks & Spencers, Northbroak Street, Newbury	1	.1%	0	.0%	1	1.3%	0	.0%
	Matalan Plc, Turbary Retail Park, Ringwood Road, Bournemouth	1	.1%	0	.0%	1	1.3%	0	.0%
	Matalan, Rose Kiln Lane, Reading	1	.1%	0	.0%	0	.0%	0	.0%
	Retail Park, Farnborough	1	.1%	0	.0%	0	.0%	0	.0%
	Ringwood Town Centre	1	.1%	1	.2%	0	.0%	0	.0%
	Sainsbury's, Hatch Warren, Basingstoke	1	.1%	1	.2%	0	.0%	0	.0%
	Somerset	1	.1%	1	.2%	0	.0%	0	.0%
	Spar, Linkway Pride, Fleet	1	.1%	0	.0%	0	.0%	0	.0%
	Swansea	1	.1%	1	.2%	0	.0%	0	.0%
	Tesco, Buckingham Parade, Basingstoke	1	.1%	1	.2%	0	.0%	0	.0%
	The Mall Main Square, Cambridge Walk, Camberley	1	.1%	0	.0%	0	.0%	0	.0%
	Tumbridge Wells	1	.1%	1	.2%	0	.0%	0	.0%
	Wokingham	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q12. Where do you do most of your household's shopping for clothes, footwear and other fashion goods?

	Zone					
	4		5		6	
	Num	%	Num	%	Num	%
Base: All respondents except internet shoppers	100	100.0%	180	100.0%	132	100.0%
Basingstoke Town Centre	40	40.0%	56	31.1%	7	5.3%
Reading Town Centre / The Oracle	0	.0%	16	8.9%	71	53.8%
Newbury Town Centre	0	.0%	0	.0%	23	17.4%
Don't purchase these items	12	12.0%	9	5.0%	6	4.5%
Catalogue/Mail Order	5	5.0%	7	3.9%	4	3.0%
Winchester City Centre	11	11.0%	0	.0%	1	.8%
Camberley Town Centre	2	2.0%	26	14.4%	2	1.5%
Guildford Town Centre	10	10.0%	16	8.9%	0	.0%
Southampton City Centre / West Quay	1	1.0%	0	.0%	1	.8%
Andover Town Centre	1	1.0%	0	.0%	0	.0%
Reading Retail Warehouses (including B&Q Depot)	0	.0%	0	.0%	4	3.0%
Matalan, Chineham District Centre, Basingstoke	0	.0%	0	.0%	0	.0%
Whitchurch District Centre	0	.0%	0	.0%	0	.0%
Next, Chineham District Centre, Basingstoke	0	.0%	0	.0%	0	.0%
Salisbury Town Centre	0	.0%	0	.0%	0	.0%
Blockbuster, Chineham District Centre, Basingstoke	0	.0%	0	.0%	0	.0%
New Look, Chineham District Centre, Basingstoke	0	.0%	0	.0%	0	.0%
Oxford City Centre	0	.0%	0	.0%	0	.0%

(cont.)

Q12. Where do you do most of your household's shopping for clothes, footwear and other fashion goods?

		Zone					
		4		5		6	
		Num	%	Num	%	Num	%
	Fleet Town Centre	0	.0%	17	9.4%	0	.0%
	Alton Town Centre	9	9.0%	0	.0%	0	.0%
	Farnham	3	3.0%	6	3.3%	0	.0%
	London	0	.0%	3	1.7%	1	.8%
	Marks and Spencer, Basingstoke	0	.0%	0	.0%	0	.0%
	Marks and Spencers, The Meadows, Sandhurst, Berkshire	0	.0%	6	3.3%	0	.0%
	Varies	0	.0%	3	1.7%	1	.8%
	Farnborough	1	1.0%	3	1.7%	0	.0%
	Marks and Spencers, Broad Street, Reading	0	.0%	0	.0%	5	3.8%
	Aldershot Town Centre	2	2.0%	2	1.1%	0	.0%
	Newbury Retail Park, Pinchington Lane, Newbury	0	.0%	0	.0%	0	.0%
	Abroad	0	.0%	2	1.1%	0	.0%
Other	Asda, Brighton hill,Basingstoke	0	.0%	0	.0%	0	.0%
	Bon Marche, Old Basingstoke Mall, Basingstoke	0	.0%	0	.0%	0	.0%
	Eastleigh Town Centre	0	.0%	0	.0%	0	.0%
	Marks and Spencers, Camberley Shopping Centre	1	1.0%	0	.0%	0	.0%
	Peacocks, Fleet	1	1.0%	1	.6%	0	.0%
	Sainsburys Local, Bath Road, Calcot, Reading	0	.0%	0	.0%	2	1.5%
	Swindon Town Centre	0	.0%	0	.0%	0	.0%
	Woking	1	1.0%	1	.6%	0	.0%
	Alford	0	.0%	0	.0%	0	.0%
	Asda, Lower Earley, Reading	0	.0%	0	.0%	0	.0%
	Basingstoke, Festival Place	0	.0%	0	.0%	0	.0%
	Bath and West Show	0	.0%	0	.0%	0	.0%
	Blackwater	0	.0%	1	.6%	0	.0%

(cont.)

Q12. Where do you do most of your household's shopping for clothes, footwear and other fashion goods?

		Zone					
		4		5		6	
		Num	%	Num	%	Num	%
Other	Boutiques in North Wales	0	.0%	0	.0%	0	.0%
	Calcut	0	.0%	0	.0%	1	.8%
	Cardiff Town Centre	0	.0%	0	.0%	0	.0%
	Chineham District Centre, Basingstoke	0	.0%	0	.0%	0	.0%
	Debenhams, The Mall, The Kennett Centre, Newbury	0	.0%	0	.0%	1	.8%
	Debenhams, Church Street, Basingstoke	0	.0%	1	.6%	0	.0%
	General charity shops, Fleet	0	.0%	1	.6%	0	.0%
	Gosport	0	.0%	0	.0%	0	.0%
	Kent (no specific location)	0	.0%	0	.0%	0	.0%
	Marks & Spencers, Northbroak Street, Newbury	0	.0%	0	.0%	0	.0%
	Matalan Plc, Turbary Retail Park, Ringwood Road, Bournemouth	0	.0%	0	.0%	0	.0%
	Matalan, Rose Kiln Lane, Reading	0	.0%	0	.0%	1	.8%
	Retail Park, Farnborough	0	.0%	1	.6%	0	.0%
	Ringwood Town Centre	0	.0%	0	.0%	0	.0%
	Sainsbury's, Hatch Warren, Basingstoke	0	.0%	0	.0%	0	.0%
	Somerset	0	.0%	0	.0%	0	.0%
	Spar, Linkway Pride, Fleet	0	.0%	1	.6%	0	.0%
	Swansea	0	.0%	0	.0%	0	.0%
	Tesco, Buckingham Parade, Basingstoke	0	.0%	0	.0%	0	.0%
	The Mall Main Square, Cambridge Walk, Camberley	0	.0%	1	.6%	0	.0%
	Tumbridge Wells	0	.0%	0	.0%	0	.0%
	Wokingham	0	.0%	0	.0%	1	.8%

Q13. Where do you do most of your household's shopping for furniture, carpets and other floor coverings?

	Base: All respondents except internet shoppers		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: All respondents except internet shoppers	965	100.0%	448	100.0%	79	100.0%	38	100.0%
Don't purchase these items	321	33.3%	143	31.9%	29	36.7%	12	31.6%
Basingstoke Town Centre	143	14.8%	111	24.8%	2	2.5%	4	10.5%
Reading Town Centre / The Oracle	91	9.4%	29	6.5%	6	7.6%	0	.0%
Newbury Town Centre	42	4.4%	14	3.1%	18	22.8%	0	.0%
Reading Retail Warehouses (including B&Q Depot)	39	4.0%	15	3.3%	0	.0%	1	2.6%
Carpet Right, Brighton Hill Retail Park, Basingstoke	25	2.6%	23	5.1%	1	1.3%	0	.0%
Camberley Town Centre	15	1.6%	2	.4%	0	.0%	0	.0%
Winchester City Centre	15	1.6%	2	.4%	0	.0%	6	15.8%
Southampton Retail Warehouses	14	1.5%	5	1.1%	2	2.5%	5	13.2%
Southampton City Centre / West Quay	12	1.2%	2	.4%	3	3.8%	3	7.9%
Reading Warehouse, New Road, Tadley	10	1.0%	6	1.3%	0	.0%	0	.0%
Allied Carpets, Winchester Road, Basingstoke	9	.9%	8	1.8%	0	.0%	0	.0%
Guildford Town Centre	8	.8%	1	.2%	0	.0%	1	2.6%
Harveys, Brighton Hill Retail Park, Basingstoke	8	.8%	8	1.8%	0	.0%	0	.0%
Ikea - London / Bristol	8	.8%	4	.9%	1	1.3%	0	.0%
Andover Town Centre	7	.7%	0	.0%	4	5.1%	1	2.6%
Argos Extra, Hatch Warren Retail Park, Basingstoke	7	.7%	7	1.6%	0	.0%	0	.0%
Catalogue/Mail Order	6	.6%	1	.2%	0	.0%	1	2.6%
Andover Retail Warehouses	3	.3%	0	.0%	3	3.8%	0	.0%
MFI, Reading Road, Basingstoke	3	.3%	3	.7%	0	.0%	0	.0%
County Carpets, Chineham District Centre, Basingstoke	2	.2%	2	.4%	0	.0%	0	.0%
Whitchurch District Centre	2	.2%	1	.2%	1	1.3%	0	.0%

(cont.)

Q13. Where do you do most of your household's shopping for furniture, carpets and other floor coverings?

	Base: All respondents except internet shoppers		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Bathstore, Worting Road, Basingstoke	1	.1%	0	.0%	0	.0%	0	.0%
Design 64 (Flooring), Hatch Warren (adjacent to Sainsburys),	1	.1%	1	.2%	0	.0%	0	.0%
Dreams, Hatch Warren Retail Park, Basingstoke	1	.1%	1	.2%	0	.0%	0	.0%
Hedge End Retail Park, Hedge End, nr Southampton	1	.1%	1	.2%	0	.0%	0	.0%
Portsmouth City Centre / Gun Wharf Quays	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q13. Where do you do most of your household's shopping for furniture, carpets and other floor coverings?

		Base: All respondents except internet shoppers		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Farnborough Gate Retail Park, Farnborough	25	2.6%	3	.7%	0	.0%	0	.0%
	Fleet	22	2.3%	0	.0%	0	.0%	0	.0%
	Brighton Hill Retail Park, Basingstoke	20	2.1%	17	3.8%	0	.0%	0	.0%
	Farnborough Town Centre	12	1.2%	0	.0%	0	.0%	1	2.6%
	Varies	12	1.2%	4	.9%	1	1.3%	0	.0%
	Alton Town Centre	9	.9%	0	.0%	0	.0%	0	.0%
	Basingstoke Retail Warehouses	8	.8%	5	1.1%	0	.0%	0	.0%
	Newbury Retail Park	7	.7%	2	.4%	4	5.1%	0	.0%
	Oakley	5	.5%	5	1.1%	0	.0%	0	.0%
	Farnham	4	.4%	2	.4%	0	.0%	0	.0%
	London West End	4	.4%	2	.4%	1	1.3%	0	.0%
	Aldershot Town Centre	3	.3%	0	.0%	0	.0%	0	.0%
	John Lewis, Broad Street, Reading	3	.3%	3	.7%	0	.0%	0	.0%
	Burghfield, Reading	2	.2%	2	.4%	0	.0%	0	.0%
	Furniture Village, Forbury Retail Park, Forbury Road, Reading	2	.2%	1	.2%	1	1.3%	0	.0%
	Hartley Wintney	2	.2%	0	.0%	0	.0%	0	.0%
	Hedge End, Southampton	2	.2%	1	.2%	0	.0%	1	2.6%
	Homebase, Newbury Retail Park, Pinchington Lane, Sandleford Cross, Newbury	2	.2%	0	.0%	1	1.3%	0	.0%
	Homebase, Winchester Road, Basingstoke	2	.2%	2	.4%	0	.0%	0	.0%
	Tables and Chairs, Raceview Business Centre, Newbury	2	.2%	0	.0%	0	.0%	0	.0%
	Alresford	1	.1%	0	.0%	0	.0%	1	2.6%
	Argos, Newbury Retail Park	1	.1%	0	.0%	0	.0%	0	.0%
	Argos, Old Basing Mall, Basingstoke	1	.1%	1	.2%	0	.0%	0	.0%
	Asda, Basingstoke	1	.1%	1	.2%	0	.0%	0	.0%
	B&Q, Farnborough Gate Retail Park	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q13. Where do you do most of your household's shopping for furniture, carpets and other floor coverings?

		Base: All respondents except internet shoppers		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	B&Q Invincable road town centre farnbourgh	1	.1%	0	.0%	0	.0%	0	.0%
	Calcot	1	.1%	0	.0%	0	.0%	0	.0%
	Camberley Town Centre	1	.1%	0	.0%	0	.0%	0	.0%
	Chandlers Ford, Winchester	1	.1%	0	.0%	0	.0%	0	.0%
	Chineham District Centre	1	.1%	1	.2%	0	.0%	0	.0%
	Churchill Retail Park, Andover	1	.1%	0	.0%	1	1.3%	0	.0%
	DFS, Forbury Retail Park, Reading	1	.1%	0	.0%	0	.0%	0	.0%
	Eastleigh	1	.1%	0	.0%	0	.0%	1	2.6%
	Faringdon	1	.1%	0	.0%	0	.0%	0	.0%
	Furniture Village, Waterhouse Way, Southampton	1	.1%	1	.2%	0	.0%	0	.0%
	Greenham town centre	1	.1%	1	.2%	0	.0%	0	.0%
	Harveys, Grovebell Industrial Estate, Farnham	1	.1%	1	.2%	0	.0%	0	.0%
	John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe	1	.1%	1	.2%	0	.0%	0	.0%
	Peter Green, Chandlers Ford, Eastleigh	1	.1%	0	.0%	0	.0%	0	.0%
	Tadley	1	.1%	1	.2%	0	.0%	0	.0%
	Worting, Basingstoke	1	.1%	1	.2%	0	.0%	0	.0%
	Yately	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q13. Where do you do most of your household's shopping for furniture, carpets and other floor coverings?

	Zone					
	4		5		6	
	Num	%	Num	%	Num	%
Base: All respondents except internet shoppers	96	100.0%	179	100.0%	125	100.0%
Don't purchase these items	41	42.7%	54	30.2%	42	33.6%
Basingstoke Town Centre	13	13.5%	13	7.3%	0	.0%
Reading Town Centre / The Oracle	0	.0%	14	7.8%	42	33.6%
Newbury Town Centre	0	.0%	0	.0%	10	8.0%
Reading Retail Warehouses (including B&Q Depot)	0	.0%	7	3.9%	16	12.8%
Carpet Right, Brighton Hill Retail Park, Basingstoke	0	.0%	1	.6%	0	.0%
Camberley Town Centre	2	2.1%	11	6.1%	0	.0%
Winchester City Centre	4	4.2%	1	.6%	2	1.6%
Southampton Retail Warehouses	2	2.1%	0	.0%	0	.0%
Southampton City Centre / West Quay	4	4.2%	0	.0%	0	.0%
Reading Warehouse, New Road, Tadley	0	.0%	0	.0%	4	3.2%
Allied Carpets, Winchester Road, Basingstoke	0	.0%	1	.6%	0	.0%
Guildford Town Centre	1	1.0%	5	2.8%	0	.0%
Harveys, Brighton Hill Retail Park, Basingstoke	0	.0%	0	.0%	0	.0%
Ikea - London / Bristol	0	.0%	2	1.1%	1	.8%
Andover Town Centre	2	2.1%	0	.0%	0	.0%
Argos Extra, Hatch Warren Retail Park, Basingstoke	0	.0%	0	.0%	0	.0%
Catalogue/Mail Order	1	1.0%	2	1.1%	1	.8%
Andover Retail Warehouses	0	.0%	0	.0%	0	.0%
MFI, Reading Road, Basingstoke	0	.0%	0	.0%	0	.0%
County Carpets, Chineham District Centre, Basingstoke	0	.0%	0	.0%	0	.0%
Whitchurch District Centre	0	.0%	0	.0%	0	.0%

(cont.)

Q13. Where do you do most of your household's shopping for furniture, carpets and other floor coverings?

	Zone					
	4		5		6	
	Num	%	Num	%	Num	%
Bathstore, Worting Road, Basingstoke	*0*	*.0%*	*1*	*.6%*	*0*	*.0%*
Design 64 (Flooring), Hatch Warren (adjacent to Sainsburys),	*0*	*.0%*	*0*	*.0%*	*0*	*.0%*
Dreams, Hatch Warren Retail Park, Basingstoke	*0*	*.0%*	*0*	*.0%*	*0*	*.0%*
Hedge End Retail Park, Hedge End, nr Southampton	*0*	*.0%*	*0*	*.0%*	*0*	*.0%*
Portsmouth City Centre / Gun Wharf Quays	*1*	*1.0%*	*0*	*.0%*	*0*	*.0%*

(cont.)

Q13. Where do you do most of your household's shopping for furniture, carpets and other floor coverings?

		Zone					
		4		5		6	
		Num	%	Num	%	Num	%
Other	Farnborough Gate Retail Park, Farnborough	4	4.2%	18	10.1%	0	.0%
	Fleet	1	1.0%	21	11.7%	0	.0%
	Brighton Hill Retail Park, Basingstoke	3	3.1%	0	.0%	0	.0%
	Farnborough Town Centre	1	1.0%	10	5.6%	0	.0%
	Varies	1	1.0%	3	1.7%	3	2.4%
	Alton Town Centre	9	9.4%	0	.0%	0	.0%
	Basingstoke Retail Warehouses	1	1.0%	2	1.1%	0	.0%
	Newbury Retail Park	0	.0%	0	.0%	1	.8%
	Oakley	0	.0%	0	.0%	0	.0%
	Farnham	0	.0%	2	1.1%	0	.0%
	London West End	0	.0%	0	.0%	1	.8%
	Aldershot Town Centre	1	1.0%	2	1.1%	0	.0%
	John Lewis, Broad Street, Reading	0	.0%	0	.0%	0	.0%
	Burghfield, Reading	0	.0%	0	.0%	0	.0%
	Furniture Village, Forbury Retail Park, Forbury Road, Reading	0	.0%	0	.0%	0	.0%
	Hartley Wintney	0	.0%	2	1.1%	0	.0%
	Hedge End, Southampton	0	.0%	0	.0%	0	.0%
	Homebase, Newbury Retail Park, Pinchington Lane, Sandleford Cross, Newbury	1	1.0%	0	.0%	0	.0%
	Homebase, Winchester Road, Basingstoke	0	.0%	0	.0%	0	.0%
	Tables and Chairs, Raceview Business Centre, Newbury	1	1.0%	1	.6%	0	.0%
	Alresford	0	.0%	0	.0%	0	.0%
	Argos, Newbury Retail Park	0	.0%	0	.0%	1	.8%
	Argos, Old Basing Mall, Basingstoke	0	.0%	0	.0%	0	.0%
	Asda, Basingstoke	0	.0%	0	.0%	0	.0%
	B&Q, Farnborough Gate Retail Park	0	.0%	1	.6%	0	.0%

(cont.)

Q13. Where do you do most of your household's shopping for furniture, carpets and other floor coverings?

		Zone					
		4		5		6	
		Num	%	Num	%	Num	%
Other	B&Q Invincable road town centre farnbourgh	0	.0%	1	.6%	0	.0%
	Calcot	0	.0%	0	.0%	1	.8%
	Camberley Town Centre	0	.0%	1	.6%	0	.0%
	Chandlers Ford, Winchester	0	.0%	1	.6%	0	.0%
	Chineham District Centre	0	.0%	0	.0%	0	.0%
	Churchill Retail Park, Andover	0	.0%	0	.0%	0	.0%
	DFS, Forbury Retail Park, Reading	0	.0%	1	.6%	0	.0%
	Eastleigh	0	.0%	0	.0%	0	.0%
	Faringdon	1	1.0%	0	.0%	0	.0%
	Furniture Village, Waterhouse Way, Southampton	0	.0%	0	.0%	0	.0%
	Greenham town centre	0	.0%	0	.0%	0	.0%
	Harveys, Grovebell Industrial Estate, Farnham	0	.0%	0	.0%	0	.0%
	John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe	0	.0%	0	.0%	0	.0%
	Peter Green, Chandlers Ford, Eastleigh	1	1.0%	0	.0%	0	.0%
	Tadley	0	.0%	0	.0%	0	.0%
	Worting, Basingstoke	0	.0%	0	.0%	0	.0%
	Yately	0	.0%	1	.6%	0	.0%

Q14. Where do you do most of your household's shopping for textiles and soft furnishings including bedding?

	Base: All respondents except internet shoppers		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: All respondents except internet shoppers	967	100.0%	450	100.0%	77	100.0%	37	100.0%
Basingstoke Town Centre	261	27.0%	197	43.8%	2	2.6%	6	16.2%
Don't purchase these items	200	20.7%	92	20.4%	19	24.7%	6	16.2%
Reading Town Centre / The Oracle	106	11.0%	31	6.9%	7	9.1%	0	.0%
Newbury Town Centre	59	6.1%	22	4.9%	17	22.1%	0	.0%
Catalogue/Mail Order	30	3.1%	8	1.8%	1	1.3%	3	8.1%
Camberley Town Centre	26	2.7%	3	.7%	0	.0%	0	.0%
Winchester City Centre	22	2.3%	2	.4%	2	2.6%	12	32.4%
Reading Retail Warehouses (including B&Q Depot)	20	2.1%	6	1.3%	0	.0%	0	.0%
Reading Warehouse, New Road, Tadley	12	1.2%	7	1.6%	1	1.3%	0	.0%
Southampton City Centre / West Quay	12	1.2%	4	.9%	1	1.3%	5	13.5%
Guildford Town Centre	11	1.1%	2	.4%	0	.0%	0	.0%
Andover Town Centre	10	1.0%	0	.0%	9	11.7%	0	.0%
Southampton Retail Warehouses	6	.6%	2	.4%	1	1.3%	2	5.4%
Andover Retail Warehouses	4	.4%	0	.0%	4	5.2%	0	.0%
Argos Extra, Hatch Warren Retail Park, Basingstoke	3	.3%	2	.4%	0	.0%	0	.0%
Hedge End Retail Park, Hedge End, nr Southampton	2	.2%	1	.2%	0	.0%	0	.0%
Ikea - London / Bristol	1	.1%	0	.0%	0	.0%	0	.0%
Overton District Centre	1	.1%	1	.2%	0	.0%	0	.0%
Oxford City Centre	1	.1%	0	.0%	0	.0%	1	2.7%
Salisbury Town Centre	1	.1%	0	.0%	1	1.3%	0	.0%

(cont.)

Q14. Where do you do most of your household's shopping for textiles and soft furnishings including bedding?

		Base: All respondents except internet shoppers		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Brighton Hill Retail Park, Basingstoke	13	1.3%	12	2.7%	0	.0%	0	.0%
	Farnborough Town Centre	13	1.3%	0	.0%	0	.0%	0	.0%
	Farnborough Gate	12	1.2%	1	.2%	0	.0%	0	.0%
	Alton town centre	9	.9%	0	.0%	0	.0%	0	.0%
	Farnham	9	.9%	0	.0%	0	.0%	0	.0%
	Newbury Retail Park, Pinchinton Lane, Newbury	9	.9%	1	.2%	6	7.8%	0	.0%
	John Lewis, Broad Street, Reading	8	.8%	7	1.6%	0	.0%	0	.0%
	Asda, Brighton Hill, Basingstoke	6	.6%	6	1.3%	0	.0%	0	.0%
	John Lewis, Arrowhead Road, Reading	6	.6%	2	.4%	2	2.6%	0	.0%
	Varies	6	.6%	3	.7%	0	.0%	0	.0%
	Aldershot Town Centre	5	.5%	0	.0%	0	.0%	0	.0%
	Central London	5	.5%	1	.2%	2	2.6%	0	.0%
	Dunelm Mill, Pincents Lane, Calcot, Reading	5	.5%	3	.7%	0	.0%	0	.0%
	Fleet	5	.5%	0	.0%	0	.0%	0	.0%
	Harveys, Brighton Hill Retail Park, Basingstoke	5	.5%	5	1.1%	0	.0%	0	.0%
	Basingstoke Retail Warehouses	3	.3%	3	.7%	0	.0%	0	.0%
	Chineham District Centre	3	.3%	3	.7%	0	.0%	0	.0%
	Rosebys, Hatch Warren Retail Park, Wallop Drive, Basingstoke	3	.3%	2	.4%	0	.0%	0	.0%
	Bracknell	2	.2%	0	.0%	0	.0%	0	.0%
	Debenhams, Church Street, Basingstoke	2	.2%	2	.4%	0	.0%	0	.0%
	Hartley Wintney	2	.2%	0	.0%	0	.0%	0	.0%
	Homebase, Warminster Road, Basingstoke	2	.2%	2	.4%	0	.0%	0	.0%
	John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe	2	.2%	1	.2%	0	.0%	0	.0%

(cont.)

Q14. Where do you do most of your household's shopping for textiles and soft furnishings including bedding?

		Base: All respondents except internet shoppers		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Marks & Spencer, Frimley, Camberley	2	.2%	1	.2%	0	.0%	0	.0%
	Marks & Spencer, The Meadows, Sandhurst, Berkshire	2	.2%	0	.0%	0	.0%	0	.0%
	Rosebys, Farnborough Gate, Farnborough Road, Farnborough	2	.2%	0	.0%	0	.0%	0	.0%
	Abroad	1	.1%	0	.0%	0	.0%	0	.0%
	Argos, Denmark Street, Wokingham	1	.1%	0	.0%	0	.0%	0	.0%
	Argos, Farnham	1	.1%	0	.0%	0	.0%	0	.0%
	Argos, Old Basing Mall, Basingstoke	1	.1%	1	.2%	0	.0%	0	.0%
	Asda, Anton Mill Road, Andover	1	.1%	0	.0%	1	1.3%	0	.0%
	B&Q, Invincable Road, Farnborough	1	.1%	0	.0%	0	.0%	0	.0%
	Bensons, Sleepstore Plus, Forbury Retail Park, Reading	1	.1%	0	.0%	0	.0%	0	.0%
	Bradfield	1	.1%	0	.0%	0	.0%	0	.0%
	Calcot	1	.1%	0	.0%	0	.0%	0	.0%
	Cardiff Gate Retail Park, Cardiff	1	.1%	1	.2%	0	.0%	0	.0%
	Dreams, Farnborough	1	.1%	0	.0%	0	.0%	0	.0%
	Dreams, Hatch Warren, Basingstoke	1	.1%	1	.2%	0	.0%	0	.0%
	Dreams, London Road, Newbury	1	.1%	0	.0%	1	1.3%	0	.0%
	Eastleigh town Centre	1	.1%	0	.0%	0	.0%	1	2.7%
	Gloucester	1	.1%	1	.2%	0	.0%	0	.0%
	Habitat, Seacourt Tower, West Way, Oxford	1	.1%	1	.2%	0	.0%	0	.0%
	Hatch Warren Retail Park	1	.1%	1	.2%	0	.0%	0	.0%
	Kingston upon Thames	1	.1%	0	.0%	0	.0%	0	.0%
	M & Co, High Street, Alton	1	.1%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Broad Street, Reading	1	.1%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Camberley Shopping Centre	1	.1%	1	.2%	0	.0%	0	.0%

(cont.)

Q14. Where do you do most of your household's shopping for textiles and soft furnishings including bedding?

		Base: All respondents except internet shoppers		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
	Marks & Spencer, Paddington House, Festival Place, Basingstoke	1	.1%	1	.2%	0	.0%	0	.0%
	Matalan, Chineham	1	.1%	1	.2%	0	.0%	0	.0%
	Matalan, Rose Kiln Lane, Reading	1	.1%	0	.0%	0	.0%	0	.0%
	Next, Festival Place, Basingstoke	1	.1%	1	.2%	0	.0%	0	.0%
	Rangers, West Street, Farnham	1	.1%	0	.0%	0	.0%	0	.0%
	Rosebys, Newbury Retail Park	1	.1%	1	.2%	0	.0%	0	.0%
	Sainsbury's, Bath Road, Calcot, Reading	1	.1%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Wallop Drive, Basingstoke	1	.1%	1	.2%	0	.0%	0	.0%
Other	Swindon	1	.1%	0	.0%	0	.0%	0	.0%
	Tesco, Andover	1	.1%	0	.0%	0	.0%	1	2.7%
	Tesco, Chineham District Centre	1	.1%	1	.2%	0	.0%	0	.0%
	Tesco, Northbrook Street, Newbury	1	.1%	0	.0%	0	.0%	0	.0%
	The Meadows, Marshall Road, Sandhurst	1	.1%	0	.0%	0	.0%	0	.0%
	Wilkinsons, Castle Square, The Mall Shopping Centre, Basingstoke	1	.1%	1	.2%	0	.0%	0	.0%
	Woking	1	.1%	0	.0%	0	.0%	0	.0%
	Woodley	1	.1%	0	.0%	0	.0%	0	.0%
	Woolworths, Chiswick House, Basingstoke	1	.1%	1	.2%	0	.0%	0	.0%

(cont.)

Q14. Where do you do most of your household's shopping for textiles and soft furnishings including bedding?

	Zone					
	4		5		6	
	Num	%	Num	%	Num	%
Base: All respondents except internet shoppers	97	100.0%	178	100.0%	128	100.0%
Basingstoke Town Centre	29	29.9%	25	14.0%	2	1.6%
Don't purchase these items	21	21.6%	36	20.2%	26	20.3%
Reading Town Centre / The Oracle	0	.0%	20	11.2%	48	37.5%
Newbury Town Centre	1	1.0%	0	.0%	19	14.8%
Catalogue/Mail Order	8	8.2%	7	3.9%	3	2.3%
Camberley Town Centre	3	3.1%	20	11.2%	0	.0%
Winchester City Centre	5	5.2%	0	.0%	1	.8%
Reading Retail Warehouses (including B&Q Depot)	0	.0%	2	1.1%	12	9.4%
Reading Warehouse, New Road, Tadley	0	.0%	0	.0%	4	3.1%
Southampton City Centre / West Quay	2	2.1%	0	.0%	0	.0%
Guildford Town Centre	4	4.1%	5	2.8%	0	.0%
Andover Town Centre	1	1.0%	0	.0%	0	.0%
Southampton Retail Warehouses	1	1.0%	0	.0%	0	.0%
Andover Retail Warehouses	0	.0%	0	.0%	0	.0%
Argos Extra, Hatch Warren Retail Park, Basingstoke	0	.0%	1	.6%	0	.0%
Hedge End Retail Park, Hedge End, nr Southampton	1	1.0%	0	.0%	0	.0%
Ikea - London / Bristol	0	.0%	1	.6%	0	.0%
Overton District Centre	0	.0%	0	.0%	0	.0%
Oxford City Centre	0	.0%	0	.0%	0	.0%
Salisbury Town Centre	0	.0%	0	.0%	0	.0%

(cont.)

Q14. Where do you do most of your household's shopping for textiles and soft furnishings including bedding?

		Zone					
		4		5		6	
		Num	%	Num	%	Num	%
Other	Brighton Hill Retail Park, Basingstoke	1	1.0%	0	.0%	0	.0%
	Farnborough Town Centre	1	1.0%	12	6.7%	0	.0%
	Farnborough Gate	0	.0%	11	6.2%	0	.0%
	Alton town centre	9	9.3%	0	.0%	0	.0%
	Farnham	4	4.1%	5	2.8%	0	.0%
	Newbury Retail Park, Pinchinton Lane, Newbury	0	.0%	0	.0%	2	1.6%
	John Lewis, Broad Street, Reading	0	.0%	1	.6%	0	.0%
	Asda, Brighton Hill, Basingstoke	0	.0%	0	.0%	0	.0%
	John Lewis, Arrowhead Road, Reading	0	.0%	1	.6%	1	.8%
	Varies	0	.0%	2	1.1%	1	.8%
	Aldershot Town Centre	2	2.1%	3	1.7%	0	.0%
	Central London	1	1.0%	1	.6%	0	.0%
	Dunelm Mill, Pincents Lane, Calcot, Reading	0	.0%	1	.6%	1	.8%
	Fleet	0	.0%	5	2.8%	0	.0%
	Harveys, Brighton Hill Retail Park, Basingstoke	0	.0%	0	.0%	0	.0%
	Basingstoke Retail Warehouses	0	.0%	0	.0%	0	.0%
	Chineham District Centre	0	.0%	0	.0%	0	.0%
	Rosebys, Hatch Warren Retail Park, Wallop Drive, Basingstoke	0	.0%	1	.6%	0	.0%
	Bracknell	0	.0%	2	1.1%	0	.0%
	Debenhams, Church Street, Basingstoke	0	.0%	0	.0%	0	.0%
	Hartley Wintney	0	.0%	2	1.1%	0	.0%
	Homebase, Warminster Road, Basingstoke	0	.0%	0	.0%	0	.0%
	John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe	0	.0%	1	.6%	0	.0%

(cont.)

Q14. Where do you do most of your household's shopping for textiles and soft furnishings including bedding?

		Zone					
		4		5		6	
		Num	%	Num	%	Num	%
Other	Marks & Spencer, Frimley, Camberley	0	.0%	1	.6%	0	.0%
	Marks & Spencer, The Meadows, Sandhurst, Berkshire	0	.0%	2	1.1%	0	.0%
	Rosebys, Farnborough Gate, Farnborough Road, Farnborough	0	.0%	2	1.1%	0	.0%
	Abroad	0	.0%	1	.6%	0	.0%
	Argos, Denmark Street, Wokingham	0	.0%	0	.0%	1	.8%
	Argos, Farnham	1	1.0%	0	.0%	0	.0%
	Argos, Old Basing Mall, Basingstoke	0	.0%	0	.0%	0	.0%
	Asda, Anton Mill Road, Andover	0	.0%	0	.0%	0	.0%
	B&Q, Invincable Road, Farnborough	0	.0%	1	.6%	0	.0%
	Bensons, Sleepstore Plus, Forbury Retail Park, Reading	0	.0%	1	.6%	0	.0%
	Bradfield	0	.0%	0	.0%	1	.8%
	Calcot	0	.0%	0	.0%	1	.8%
	Cardiff Gate Retail Park, Cardiff	0	.0%	0	.0%	0	.0%
	Dreams, Farnborough	0	.0%	1	.6%	0	.0%
	Dreams, Hatch Warren, Basingstoke	0	.0%	0	.0%	0	.0%
	Dreams, London Road, Newbury	0	.0%	0	.0%	0	.0%
	Eastleigh town Centre	0	.0%	0	.0%	0	.0%
	Gloucester	0	.0%	0	.0%	0	.0%
	Habitat, Seacourt Tower, West Way, Oxford	0	.0%	0	.0%	0	.0%
	Hatch Warren Retail Park	0	.0%	0	.0%	0	.0%
	Kingston upon Thames	0	.0%	1	.6%	0	.0%
	M & Co, High Street, Alton	1	1.0%	0	.0%	0	.0%
	Marks & Spencer, Broad Street, Reading	0	.0%	0	.0%	1	.8%
	Marks & Spencer, Camberley Shopping Centre	0	.0%	0	.0%	0	.0%

(cont.)

Q14. Where do you do most of your household's shopping for textiles and soft furnishings including bedding?

		Zone					
		4		5		6	
		Num	%	Num	%	Num	%
	Marks & Spencer, Paddington House, Festival Place, Basingstoke	0	.0%	0	.0%	0	.0%
	Matalan, Chineham	0	.0%	0	.0%	0	.0%
	Matalan, Rose Kiln Lane, Reading	0	.0%	0	.0%	1	.8%
	Next, Festival Place, Basingstoke	0	.0%	0	.0%	0	.0%
	Rangers, West Street, Farnham	0	.0%	1	.6%	0	.0%
	Rosebys, Newbury Retail Park	0	.0%	0	.0%	0	.0%
	Sainsbury's, Bath Road, Calcot, Reading	0	.0%	0	.0%	1	.8%
	Sainsbury's, Wallop Drive, Basingstoke	0	.0%	0	.0%	0	.0%
Other	Swindon	0	.0%	0	.0%	1	.8%
	Tesco, Andover	0	.0%	0	.0%	0	.0%
	Tesco, Chineham District Centre	0	.0%	0	.0%	0	.0%
	Tesco, Northbrook Street, Newbury	0	.0%	0	.0%	1	.8%
	The Meadows, Marshall Road, Sandhurst	0	.0%	1	.6%	0	.0%
	Wilkinsons, Castle Square, The Mall Shopping Centre, Basingstoke	0	.0%	0	.0%	0	.0%
	Woking	1	1.0%	0	.0%	0	.0%
	Woodley	0	.0%	1	.6%	0	.0%
	Woolworths, Chiswick House, Basingstoke	0	.0%	0	.0%	0	.0%

Q15. Where do you do most of your household's shopping for appliances, such as fridges, washing machines, kettles or hairdryers?

	Base: All respondents except internet shoppers		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: All respondents except internet shoppers	885	100.0%	421	100.0%	73	100.0%	35	100.0%
Basingstoke Town Centre	141	15.9%	108	25.7%	1	1.4%	2	5.7%
Don't purchase these items	110	12.4%	40	9.5%	7	9.6%	4	11.4%
Currys, Brighton Hill Retail Park, Basingstoke	97	11.0%	85	20.2%	1	1.4%	1	2.9%
Reading Town Centre / The Oracle	66	7.5%	18	4.3%	0	.0%	0	.0%
Newbury Town Centre	62	7.0%	19	4.5%	28	38.4%	0	.0%
Comet, Winchester Road, Basingstoke	30	3.4%	25	5.9%	0	.0%	1	2.9%
Reading Warehouse, New Road, Tadley	29	3.3%	22	5.2%	0	.0%	0	.0%
Reading Retail Warehouses (including B&Q Depot)	28	3.2%	12	2.9%	1	1.4%	0	.0%
Argos Extra, Hatch Warren Retail Park, Basingstoke	16	1.8%	14	3.3%	0	.0%	0	.0%
Winchester City Centre	16	1.8%	0	.0%	1	1.4%	11	31.4%
Catalogue/Mail Order	15	1.7%	7	1.7%	2	2.7%	2	5.7%
Southampton City Centre / West Quay	13	1.5%	3	.7%	1	1.4%	6	17.1%
Andover Town Centre	12	1.4%	1	.2%	8	11.0%	1	2.9%
Andover Retail Warehouses	7	.8%	1	.2%	4	5.5%	1	2.9%
Camberley Town Centre	6	.7%	1	.2%	0	.0%	0	.0%
Southampton Retail Warehouses	6	.7%	1	.2%	0	.0%	4	11.4%
Guildford Town Centre	2	.2%	0	.0%	0	.0%	0	.0%
Homebase, Winchester Road, Basingstoke	2	.2%	2	.5%	0	.0%	0	.0%
B&Q, Winchester Road, Basingstoke	1	.1%	1	.2%	0	.0%	0	.0%
Wickes, Churchill Way West, Basingstoke	1	.1%	1	.2%	0	.0%	0	.0%

(cont.)

Q15. Where do you do most of your household's shopping for appliances, such as fridges, washing machines, kettles or hairdryers?

		Base: All respondents except internet shoppers		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Farnborough Gate	28	3.2%	1	.2%	0	.0%	0	.0%
	Brighton Hill Retail Park, Basingstoke	21	2.4%	18	4.3%	0	.0%	0	.0%
	Currys, Farnborough Gate, Farnborough Road, Farnborough	18	2.0%	1	.2%	0	.0%	0	.0%
	Alton	16	1.8%	0	.0%	0	.0%	0	.0%
	Currys, High Street, Alton	13	1.5%	0	.0%	0	.0%	0	.0%
	Farnborough Town Centre	13	1.5%	0	.0%	0	.0%	0	.0%
	Newbury Retail Park, Pinchington Lane, Newbury	12	1.4%	2	.5%	6	8.2%	0	.0%
	Tadley	10	1.1%	10	2.4%	0	.0%	0	.0%
	John lewis, Broad Street, Reading	8	.9%	5	1.2%	0	.0%	0	.0%
	Varies	8	.9%	1	.2%	2	2.7%	0	.0%
	Comet, Farnborough Gate, Farnborough Road, Farnborough	6	.7%	0	.0%	1	1.4%	0	.0%
	Argos, The Hart Centre, Fleet	5	.6%	0	.0%	0	.0%	0	.0%
	Comet, Reading Gate Retail Park, Acre Road, Reading	5	.6%	0	.0%	0	.0%	0	.0%
	Currys, Basingstoke Road, Reading	5	.6%	0	.0%	0	.0%	0	.0%
	Iceland, Chineham Shopping Centre, Basingstoke	5	.6%	3	.7%	1	1.4%	0	.0%
	Ace Electrics, Kings Road, Fleet	4	.5%	0	.0%	0	.0%	0	.0%
	Currys, Churchill Retail Park, Andover	4	.5%	0	.0%	4	5.5%	0	.0%
	Argos, Newbury Retail Park, Newbury	3	.3%	3	.7%	0	.0%	0	.0%
	Asda, Brighton Hill District Centre, Basingstoke	3	.3%	3	.7%	0	.0%	0	.0%
	Currys, London Road, Newbury	3	.3%	1	.2%	0	.0%	1	2.9%
	Argos, Old Basingstoke Mall, The Basingstoke Centre, Hampshire	2	.2%	2	.5%	0	.0%	0	.0%
	Argos, Wellington Centre, Aldershot	2	.2%	0	.0%	0	.0%	0	.0%
	Comet, London Road, Newbury	2	.2%	0	.0%	1	1.4%	0	.0%

(cont.)

Q15. Where do you do most of your household's shopping for appliances, such as fridges, washing machines, kettles or hairdryers?

		Base: All respondents except internet shoppers		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
	Currys, Whitley, Reading	2	.2%	0	.0%	0	.0%	0	.0%
	Fleet	2	.2%	0	.0%	0	.0%	0	.0%
	Iceland, Bartholomew Street, Newbury	2	.2%	0	.0%	0	.0%	0	.0%
	Robert Dyas, Old Basing Mall, Basingstoke	2	.2%	2	.5%	0	.0%	0	.0%
	Alresford	1	.1%	0	.0%	0	.0%	1	2.9%
	Argos, over the telephone	1	.1%	0	.0%	0	.0%	0	.0%
	Argos, Oxford Street, Reading	1	.1%	0	.0%	0	.0%	0	.0%
	Asda, Honey End Lane, Reading	1	.1%	0	.0%	0	.0%	0	.0%
	Asda, Lower Earley, Reading	1	.1%	1	.2%	0	.0%	0	.0%
	Asda, Purbrook Way, Havant	1	.1%	0	.0%	0	.0%	0	.0%
	Costco, Oak Way, Reading	1	.1%	1	.2%	0	.0%	0	.0%
Other	Currys, Moorside Road, Winchester	1	.1%	0	.0%	0	.0%	0	.0%
	Currys, Newbury Retail Park, Newbury	1	.1%	0	.0%	1	1.4%	0	.0%
	Currys, Northbrook Street, Newbury	1	.1%	1	.2%	0	.0%	0	.0%
	Currys, Weston Lock Retail, Lower Bristol Road, Bath	1	.1%	0	.0%	0	.0%	0	.0%
	Discount Warehouse, Fleet Town Centre	1	.1%	0	.0%	0	.0%	0	.0%
	Eastleigh	1	.1%	0	.0%	1	1.4%	0	.0%
	Frimley Town Centre	1	.1%	0	.0%	0	.0%	0	.0%
	John Lewis, Oxford Street, London	1	.1%	0	.0%	1	1.4%	0	.0%
	John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe	1	.1%	1	.2%	0	.0%	0	.0%
	Kingsclere	1	.1%	1	.2%	0	.0%	0	.0%
	Odiham	1	.1%	0	.0%	1	1.4%	0	.0%

(cont.)

Q15. Where do you do most of your household's shopping for appliances, such as fridges, washing machines, kettles or hairdryers?

		Base: All respondents except internet shoppers		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Orange Shop, Cambridge Walk, Camberley	*1*	*.1%*	*1*	*.2%*	*0*	*.0%*	*0*	*.0%*
	Sainsbury's, Wallop Drive, Basingstoke	*1*	*.1%*	*1*	*.2%*	*0*	*.0%*	*0*	*.0%*
	Sinclair Young, Wote Street, Basingstoke	*1*	*.1%*	*1*	*.2%*	*0*	*.0%*	*0*	*.0%*

(cont.)

Q15. Where do you do most of your household's shopping for appliances, such as fridges, washing machines, kettles or hairdryers?

	Zone					
	4		5		6	
	Num	%	Num	%	Num	%
Base: All respondents except internet shoppers	89	100.0%	154	100.0%	113	100.0%
Basingstoke Town Centre	17	19.1%	11	7.1%	2	1.8%
Don't purchase these items	18	20.2%	26	16.9%	15	13.3%
Currys, Brighton Hill Retail Park, Basingstoke	1	1.1%	8	5.2%	1	.9%
Reading Town Centre / The Oracle	0	.0%	11	7.1%	37	32.7%
Newbury Town Centre	0	.0%	0	.0%	15	13.3%
Comet, Winchester Road, Basingstoke	1	1.1%	2	1.3%	1	.9%
Reading Warehouse, New Road, Tadley	0	.0%	0	.0%	7	6.2%
Reading Retail Warehouses (including B&Q Depot)	0	.0%	3	1.9%	12	10.6%
Argos Extra, Hatch Warren Retail Park, Basingstoke	0	.0%	2	1.3%	0	.0%
Winchester City Centre	4	4.5%	0	.0%	0	.0%
Catalogue/Mail Order	3	3.4%	0	.0%	1	.9%
Southampton City Centre / West Quay	2	2.2%	1	.6%	0	.0%
Andover Town Centre	1	1.1%	0	.0%	1	.9%
Andover Retail Warehouses	0	.0%	1	.6%	0	.0%
Camberley Town Centre	0	.0%	5	3.2%	0	.0%
Southampton Retail Warehouses	0	.0%	1	.6%	0	.0%
Guildford Town Centre	1	1.1%	1	.6%	0	.0%
Homebase, Winchester Road, Basingstoke	0	.0%	0	.0%	0	.0%
B&Q, Winchester Road, Basingstoke	0	.0%	0	.0%	0	.0%
Wickes, Churchill Way West, Basingstoke	0	.0%	0	.0%	0	.0%

(cont.)

Q15. Where do you do most of your household's shopping for appliances, such as fridges, washing machines, kettles or hairdryers?

		Zone					
		4		5		6	
		Num	%	Num	%	Num	%
Other	Farnborough Gate	4	4.5%	23	14.9%	0	.0%
	Brighton Hill Retail Park, Basingstoke	2	2.2%	1	.6%	0	.0%
	Currys, Farnborough Gate, Farnborough Road, Farnborough	0	.0%	17	11.0%	0	.0%
	Alton	16	18.0%	0	.0%	0	.0%
	Currys, High Street, Alton	12	13.5%	1	.6%	0	.0%
	Farnborough Town Centre	2	2.2%	11	7.1%	0	.0%
	Newbury Retail Park, Pinchington Lane, Newbury	0	.0%	0	.0%	4	3.5%
	Tadley	0	.0%	0	.0%	0	.0%
	John lewis, Broad Street, Reading	0	.0%	1	.6%	2	1.8%
	Varies	0	.0%	4	2.6%	1	.9%
	Comet, Farnborough Gate, Farnborough Road, Farnborough	1	1.1%	4	2.6%	0	.0%
	Argos, The Hart Centre, Fleet	0	.0%	5	3.2%	0	.0%
	Comet, Reading Gate Retail Park, Acre Road, Reading	0	.0%	1	.6%	4	3.5%
	Currys, Basingstoke Road, Reading	0	.0%	1	.6%	4	3.5%
	Iceland, Chineham Shopping Centre, Basingstoke	0	.0%	1	.6%	0	.0%
	Ace Electrics, Kings Road, Fleet	0	.0%	4	2.6%	0	.0%
	Currys, Churchill Retail Park, Andover	0	.0%	0	.0%	0	.0%
	Argos, Newbury Retail Park, Newbury	0	.0%	0	.0%	0	.0%
	Asda, Brighton Hill District Centre, Basingstoke	0	.0%	0	.0%	0	.0%
	Currys, London Road, Newbury	0	.0%	0	.0%	1	.9%
	Argos, Old Basingstoke Mall, The Basingstoke Centre, Hampshire	0	.0%	0	.0%	0	.0%
	Argos, Wellington Centre, Aldershot	2	2.2%	0	.0%	0	.0%
	Comet, London Road, Newbury	0	.0%	0	.0%	1	.9%

(cont.)

Q15. Where do you do most of your household's shopping for appliances, such as fridges, washing machines, kettles or hairdryers?

		Zone					
		4		5		6	
		Num	%	Num	%	Num	%
Other	Currys, Whitley, Reading	0	.0%	1	.6%	1	.9%
	Fleet	0	.0%	2	1.3%	0	.0%
	Iceland, Bartholomew Street, Newbury	0	.0%	1	.6%	1	.9%
	Robert Dyas, Old Basing Mall, Basingstoke	0	.0%	0	.0%	0	.0%
	Alresford	0	.0%	0	.0%	0	.0%
	Argos, over the telephone	0	.0%	1	.6%	0	.0%
	Argos, Oxford Street, Reading	0	.0%	0	.0%	1	.9%
	Asda, Honey End Lane, Reading	0	.0%	0	.0%	1	.9%
	Asda, Lower Earley, Reading	0	.0%	0	.0%	0	.0%
	Asda, Purbrook Way, Havant	1	1.1%	0	.0%	0	.0%
	Costco, Oak Way, Reading	0	.0%	0	.0%	0	.0%
	Currys, Moorside Road, Winchester	1	1.1%	0	.0%	0	.0%
	Currys, Newbury Retail Park, Newbury	0	.0%	0	.0%	0	.0%
	Currys, Northbrook Street, Newbury	0	.0%	0	.0%	0	.0%
	Currys, Weston Lock Retail, Lower Bristol Road, Bath	0	.0%	1	.6%	0	.0%
	Discount Warehouse, Fleet Town Centre	0	.0%	1	.6%	0	.0%
	Eastleigh	0	.0%	0	.0%	0	.0%
	Frimley Town Centre	0	.0%	1	.6%	0	.0%
	John Lewis, Oxford Street, London	0	.0%	0	.0%	0	.0%
	John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe	0	.0%	0	.0%	0	.0%
	Kingsclere	0	.0%	0	.0%	0	.0%
	Odiham	0	.0%	0	.0%	0	.0%

(cont.)

Q15. Where do you do most of your household's shopping for appliances, such as fridges, washing machines, kettles or hairdryers?

		Zone					
		4		5		6	
		Num	%	Num	%	Num	%
Other	Orange Shop, Cambridge Walk, Camberley	*0*	*.0%*	*0*	*.0%*	*0*	*.0%*
	Sainsbury's, Wallop Drive, Basingstoke	*0*	*.0%*	*0*	*.0%*	*0*	*.0%*
	Sinclair Young, Wote Street, Basingstoke	*0*	*.0%*	*0*	*.0%*	*0*	*.0%*

Q16. Where do you do most of your household's shopping for audio-visual equipment, such as radio, TV, HiFi, telephones, photographic goods and computer products?

	Base: All respondents except internet shoppers		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: All respondents except internet shoppers	859	100.0%	412	100.0%	69	100.0%	34	100.0%
Don't purchase these items	174	20.3%	77	18.7%	18	26.1%	6	17.6%
Basingstoke Town Centre	145	16.9%	106	25.7%	2	2.9%	2	5.9%
Currys, Brighton Hill Retail Park, Basingstoke	79	9.2%	69	16.7%	0	.0%	0	.0%
Reading Town Centre / The Oracle	62	7.2%	17	4.1%	2	2.9%	0	.0%
Reading Retail Warehouses (including B&Q Depot)	48	5.6%	24	5.8%	0	.0%	0	.0%
Newbury Town Centre	46	5.4%	13	3.2%	22	31.9%	0	.0%
Comet, Winchester Road, Basingstoke	24	2.8%	24	5.8%	0	.0%	0	.0%
Catalogue/Mail Order	13	1.5%	5	1.2%	0	.0%	2	5.9%
Argos Extra, Hatch Warren Retail Park, Basingstoke	11	1.3%	9	2.2%	0	.0%	0	.0%
Winchester City Centre	11	1.3%	0	.0%	0	.0%	10	29.4%
PC World, Brighton Hill Retail Park, Basingstoke	10	1.2%	7	1.7%	0	.0%	0	.0%
Camberley Town Centre	8	.9%	1	.2%	0	.0%	0	.0%
Southampton City Centre / West Quay	8	.9%	1	.2%	1	1.4%	5	14.7%
Andover Town Centre	7	.8%	0	.0%	6	8.7%	0	.0%
Andover Retail Warehouses	6	.7%	1	.2%	2	2.9%	3	8.8%
Southampton Retail Warehouses	6	.7%	2	.5%	0	.0%	4	11.8%
Guildford Town Centre	5	.6%	0	.0%	0	.0%	0	.0%
Blockbuster, Chineham District Centre, Basingstoke	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q16. Where do you do most of your household's shopping for audio-visual equipment, such as radio, TV, HiFi, telephones, photographic goods and computer products?

		Base: All respondents except internet shoppers		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Farnborough Gate	32	3.7%	1	.2%	0	.0%	0	.0%
	Brighton Hill Retail Park, Basingstoke	21	2.4%	18	4.4%	0	.0%	0	.0%
	Alton Town Centre	17	2.0%	0	.0%	0	.0%	0	.0%
	Fleet	11	1.3%	0	.0%	0	.0%	0	.0%
	John Lewis, Broad Street, Reading	10	1.2%	8	1.9%	0	.0%	0	.0%
	Newbury Retail Park	9	1.0%	2	.5%	6	8.7%	0	.0%
	Currys, Farnborough Gate, Farnborough Road, Farnborough	8	.9%	0	.0%	0	.0%	0	.0%
	Currys, High Street, Alton	7	.8%	0	.0%	0	.0%	0	.0%
	Farnham Town Centre	5	.6%	0	.0%	0	.0%	0	.0%
	Varies	5	.6%	0	.0%	0	.0%	0	.0%
	Currys, Churchill Retail Park, New Street, Andover	4	.5%	0	.0%	4	5.8%	0	.0%
	Currys, Newbury Retail Park, Newbury	4	.5%	2	.5%	2	2.9%	0	.0%
	Argos, The Hart Centre, Fleet	3	.3%	0	.0%	0	.0%	0	.0%
	Asda, Brighton Hill Retail Park, Basingstoke	3	.3%	3	.7%	0	.0%	0	.0%
	Comet, Reading Gate Retail Park, Acre Road, Reading	3	.3%	1	.2%	0	.0%	0	.0%
	PC World, Bracknell Buildings, Westmead, Farnborough	3	.3%	0	.0%	0	.0%	0	.0%
	Tadley	3	.3%	3	.7%	0	.0%	0	.0%
	Tesco Extra, Newbury	3	.3%	2	.5%	0	.0%	0	.0%
	ACE Electrical Stores, Kings Road, Fleet	2	.2%	0	.0%	0	.0%	0	.0%
	Aldershot Town Centre	2	.2%	0	.0%	0	.0%	0	.0%
	Argos, Newbury Retail Park, Newbury	2	.2%	2	.5%	0	.0%	0	.0%
	Argos, Old Basingstoke Mall, The Basingstoke Centre	2	.2%	2	.5%	0	.0%	0	.0%

(cont.)

Q16. Where do you do most of your household's shopping for audio-visual equipment, such as radio, TV, HiFi, telephones, photographic goods and computer products?

		Base: All respondents except internet shoppers		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Bennets, Farnborough Road, Farnham	2	.2%	0	.0%	0	.0%	0	.0%
	Bracknell	2	.2%	0	.0%	0	.0%	0	.0%
	Comet, Farnborough Gate Retail Park, Farnbourough	2	.2%	0	.0%	0	.0%	0	.0%
	Currys, London Road, Newbury	2	.2%	1	.2%	1	1.4%	0	.0%
	London	2	.2%	1	.2%	1	1.4%	0	.0%
	Reading Warehouses, New Road, Tadley	2	.2%	2	.5%	0	.0%	0	.0%
	Relative Purchased Item	2	.2%	1	.2%	0	.0%	0	.0%
	Alresford	1	.1%	0	.0%	0	.0%	1	2.9%
	Argos, Crockhamwell Road, Woodley	1	.1%	0	.0%	0	.0%	0	.0%
	Argos, Wellington Centre, Aldershot	1	.1%	0	.0%	0	.0%	0	.0%
	Asda, Purbrook Way, Havant	1	.1%	0	.0%	0	.0%	0	.0%
	Basingstoke Retail Warehouses	1	.1%	1	.2%	0	.0%	0	.0%
	Costco, Oak Way, Reading	1	.1%	1	.2%	0	.0%	0	.0%
	Currys, Moorside Road, Winchester	1	.1%	0	.0%	0	.0%	0	.0%
	Dixons, Farnborough Road, Farnborough	1	.1%	0	.0%	0	.0%	0	.0%
	Farnborough	1	.1%	0	.0%	0	.0%	0	.0%
	John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe	1	.1%	1	.2%	0	.0%	0	.0%
	John Lewis, Oxford Street, London	1	.1%	0	.0%	1	1.4%	0	.0%
	John Lewis, West Quay Shopping Centre, Southampton	1	.1%	0	.0%	0	.0%	1	2.9%
	Lion Retail Park, Woking	1	.1%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Bath Road, Calcot, Reading	1	.1%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Draymans Way, Alton	1	.1%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Hatch Warren, Basingstoke	1	.1%	1	.2%	0	.0%	0	.0%

(cont.)

Q16. Where do you do most of your household's shopping for audio-visual equipment, such as radio, TV, HiFi, telephones, photographic goods and computer products?

		Base: All respondents except internet shoppers		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Sinclair Young, Wote Street, Basingstoke	1	.1%	1	.2%	0	.0%	0	.0%
	Sony, Viables Industrial Estate, Jays Close, Basingstoke	1	.1%	1	.2%	0	.0%	0	.0%
	Staples, Winchester Road, Basingstoke	1	.1%	1	.2%	0	.0%	0	.0%
	Street Town Centre	1	.1%	0	.0%	0	.0%	0	.0%
	Tesco, Pinchington Lane, Newbury	1	.1%	0	.0%	0	.0%	0	.0%
	Whitchurch	1	.1%	0	.0%	1	1.4%	0	.0%

(cont.)

Q16. Where do you do most of your household's shopping for audio-visual equipment, such as radio, TV, HiFi, telephones, photographic goods and computer products?

	Zone					
	4		5		6	
	Num	%	Num	%	Num	%
Base: All respondents except internet shoppers	84	100.0%	149	100.0%	111	100.0%
Don't purchase these items	21	25.0%	28	18.8%	24	21.6%
Basingstoke Town Centre	16	19.0%	18	12.1%	1	.9%
Currys, Brighton Hill Retail Park, Basingstoke	3	3.6%	6	4.0%	1	.9%
Reading Town Centre / The Oracle	0	.0%	5	3.4%	38	34.2%
Reading Retail Warehouses (including B&Q Depot)	0	.0%	3	2.0%	21	18.9%
Newbury Town Centre	0	.0%	0	.0%	11	9.9%
Comet, Winchester Road, Basingstoke	0	.0%	0	.0%	0	.0%
Catalogue/Mail Order	1	1.2%	3	2.0%	2	1.8%
Argos Extra, Hatch Warren Retail Park, Basingstoke	0	.0%	2	1.3%	0	.0%
Winchester City Centre	1	1.2%	0	.0%	0	.0%
PC World, Brighton Hill Retail Park, Basingstoke	1	1.2%	1	.7%	1	.9%
Camberley Town Centre	0	.0%	7	4.7%	0	.0%
Southampton City Centre / West Quay	1	1.2%	0	.0%	0	.0%
Andover Town Centre	1	1.2%	0	.0%	0	.0%
Andover Retail Warehouses	0	.0%	0	.0%	0	.0%
Southampton Retail Warehouses	0	.0%	0	.0%	0	.0%
Guildford Town Centre	2	2.4%	3	2.0%	0	.0%
Blockbuster, Chineham District Centre, Basingstoke	0	.0%	1	.7%	0	.0%

(cont.)

Q16. Where do you do most of your household's shopping for audio-visual equipment, such as radio, TV, HiFi, telephones, photographic goods and computer products?

		Zone					
		4		5		6	
		Num	%	Num	%	Num	%
Other	Farnborough Gate	3	3.6%	28	18.8%	0	.0%
	Brighton Hill Retail Park, Basingstoke	2	2.4%	1	.7%	0	.0%
	Alton Town Centre	17	20.2%	0	.0%	0	.0%
	Fleet	0	.0%	11	7.4%	0	.0%
	John Lewis, Broad Street, Reading	0	.0%	1	.7%	1	.9%
	Newbury Retail Park	0	.0%	0	.0%	1	.9%
	Currys, Farnborough Gate, Farnborough Road, Farnborough	1	1.2%	7	4.7%	0	.0%
	Currys, High Street, Alton	7	8.3%	0	.0%	0	.0%
	Farnham Town Centre	3	3.6%	2	1.3%	0	.0%
	Varies	0	.0%	3	2.0%	2	1.8%
	Currys, Churchill Retail Park, New Street, Andover	0	.0%	0	.0%	0	.0%
	Currys, Newbury Retail Park, Newbury	0	.0%	0	.0%	0	.0%
	Argos, The Hart Centre, Fleet	0	.0%	3	2.0%	0	.0%
	Asda, Brighton Hill Retail Park, Basingstoke	0	.0%	0	.0%	0	.0%
	Comet, Reading Gate Retail Park, Acre Road, Reading	0	.0%	0	.0%	2	1.8%
	PC World, Bracknell Buildings, Westmead, Farnborough	0	.0%	3	2.0%	0	.0%
	Tadley	0	.0%	0	.0%	0	.0%
	Tesco Extra, Newbury	0	.0%	0	.0%	1	.9%
	ACE Electrical Stores, Kings Road, Fleet	0	.0%	2	1.3%	0	.0%
	Aldershot Town Centre	0	.0%	2	1.3%	0	.0%
	Argos, Newbury Retail Park, Newbury	0	.0%	0	.0%	0	.0%
	Argos, Old Basingstoke Mall, The Basingstoke Centre	0	.0%	0	.0%	0	.0%

(cont.)

Q16. Where do you do most of your household's shopping for audio-visual equipment, such as radio, TV, HiFi, telephones, photographic goods and computer products?

		Zone					
		4		5		6	
		Num	%	Num	%	Num	%
Other	Bennets, Farnborough Road, Farnham	0	.0%	2	1.3%	0	.0%
	Bracknell	0	.0%	1	.7%	1	.9%
	Comet, Farnborough Gate Retail Park, Farnbourough	0	.0%	2	1.3%	0	.0%
	Currys, London Road, Newbury	0	.0%	0	.0%	0	.0%
	London	0	.0%	0	.0%	0	.0%
	Reading Warehouses, New Road, Tadley	0	.0%	0	.0%	0	.0%
	Relative Purchased Item	0	.0%	0	.0%	1	.9%
	Alresford	0	.0%	0	.0%	0	.0%
	Argos, Crockhamwell Road, Woodley	0	.0%	0	.0%	1	.9%
	Argos, Wellington Centre, Aldershot	1	1.2%	0	.0%	0	.0%
	Asda, Purbrook Way, Havant	1	1.2%	0	.0%	0	.0%
	Basingstoke Retail Warehouses	0	.0%	0	.0%	0	.0%
	Costco, Oak Way, Reading	0	.0%	0	.0%	0	.0%
	Currys, Moorside Road, Winchester	1	1.2%	0	.0%	0	.0%
	Dixons, Farnborough Road, Farnborough	0	.0%	1	.7%	0	.0%
	Farnborough	0	.0%	1	.7%	0	.0%
	John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe	0	.0%	0	.0%	0	.0%
	John Lewis, Oxford Street, London	0	.0%	0	.0%	0	.0%
	John Lewis, West Quay Shopping Centre, Southampton	0	.0%	0	.0%	0	.0%
	Lion Retail Park, Woking	0	.0%	1	.7%	0	.0%
	Sainsbury's, Bath Road, Calcot, Reading	0	.0%	0	.0%	1	.9%
	Sainsbury's, Draymans Way, Alton	1	1.2%	0	.0%	0	.0%
	Sainsbury's, Hatch Warren, Basingstoke	0	.0%	0	.0%	0	.0%

(cont.)

Q16. Where do you do most of your household's shopping for audio-visual equipment, such as radio, TV, HiFi, telephones, photographic goods and computer products?

		Zone					
		4		5		6	
		Num	%	Num	%	Num	%
Other	Sinclair Young, Wote Street, Basingstoke	*0*	*.0%*	*0*	*.0%*	*0*	*.0%*
	Sony, Viables Industrial Estate, Jays Close, Basingstoke	*0*	*.0%*	*0*	*.0%*	*0*	*.0%*
	Staples, Winchester Road, Basingstoke	*0*	*.0%*	*0*	*.0%*	*0*	*.0%*
	Street Town Centre	*0*	*.0%*	*1*	*.7%*	*0*	*.0%*
	Tesco, Pinchington Lane, Newbury	*0*	*.0%*	*0*	*.0%*	*1*	*.9%*
	Whitchurch	*0*	*.0%*	*0*	*.0%*	*0*	*.0%*

Q17. Where do you do most of your household's shopping for hardware, DIY goods, decorating supplies and garden products?

	Base: All respondents except internet shoppers		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: All respondents except internet shoppers	995	100.0%	462	100.0%	79	100.0%	38	100.0%
B&Q, Winchester Road, Basingstoke	137	13.8%	111	24.0%	2	2.5%	1	2.6%
Don't purchase these items	128	12.9%	51	11.0%	15	19.0%	5	13.2%
Basingstoke Town Centre	118	11.9%	94	20.3%	1	1.3%	6	15.8%
Homebase, Winchester Road, Basingstoke	108	10.9%	95	20.6%	1	1.3%	2	5.3%
Newbury Town Centre	63	6.3%	17	3.7%	27	34.2%	0	.0%
Reading Retail Warehouses (including B&Q Depot)	30	3.0%	6	1.3%	0	.0%	0	.0%
Reading Town Centre / The Oracle	28	2.8%	4	.9%	0	.0%	0	.0%
Winchester City Centre	18	1.8%	0	.0%	1	1.3%	14	36.8%
Andover Town Centre	12	1.2%	1	.2%	9	11.4%	1	2.6%
Reading Warehouse, New Road, Tadley	12	1.2%	5	1.1%	0	.0%	0	.0%
Wickes, Churchill Way West, Basingstoke	7	.7%	7	1.5%	0	.0%	0	.0%
Camberley Town Centre	5	.5%	1	.2%	0	.0%	0	.0%
Andover Retail Warehouses	4	.4%	1	.2%	2	2.5%	0	.0%
Guildford Town Centre	4	.4%	0	.0%	0	.0%	0	.0%
Trade Warehouse, Houndmills, Basingstoke	4	.4%	4	.9%	0	.0%	0	.0%
Whitchurch District Centre	2	.2%	0	.0%	2	2.5%	0	.0%
Catalogue/Mail Order	2	.2%	0	.0%	0	.0%	1	2.6%
Argos Extra, Hatch Warren Retail Park, Basingstoke	1	.1%	1	.2%	0	.0%	0	.0%
Bathstore, Worting Road, Basingstoke	1	.1%	1	.2%	0	.0%	0	.0%
Halfords, Winchester Road, Basingstoke	1	.1%	1	.2%	0	.0%	0	.0%
Overton District Centre	1	.1%	0	.0%	0	.0%	0	.0%
Southampton City Centre / West Quay	1	.1%	0	.0%	0	.0%	1	2.6%

(cont.)

Q17. Where do you do most of your household's shopping for hardware, DIY goods, decorating supplies and garden products?

		Base: All respondents except internet shoppers		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Southampton Retail Warehouses		1	.1%	1	.2%	0	.0%	0	.0%
	B&Q, Invincible Road, Farnborough	27	2.7%	0	.0%	0	.0%	0	.0%
	Alton Town Centre	23	2.3%	0	.0%	0	.0%	1	2.6%
	B&Q, Farnborough Gate Retail Park	21	2.1%	1	.2%	0	.0%	0	.0%
	Farnborough Gate Retail Park, Farnborough	18	1.8%	0	.0%	0	.0%	0	.0%
	Fleet	18	1.8%	0	.0%	0	.0%	0	.0%
	Farmborough	17	1.7%	0	.0%	0	.0%	0	.0%
	B&Q, Acre Business Park, Acre Road, Reading	16	1.6%	4	.9%	0	.0%	0	.0%
	Focus, Mill Lane, Alton	15	1.5%	0	.0%	0	.0%	0	.0%
	Homebase, Newbury Retail Park, Pinchington Lane, Newbury	13	1.3%	10	2.2%	2	2.5%	0	.0%
	Tadley Town Centre	13	1.3%	12	2.6%	0	.0%	0	.0%
	B&Q, London Road, Newbury	11	1.1%	4	.9%	2	2.5%	0	.0%
Other	Brighton Hill Retail Park, Basingstoke	9	.9%	8	1.7%	0	.0%	0	.0%
	Newbury Retail Park, Pinchington Lane, Newbury	9	.9%	3	.6%	5	6.3%	0	.0%
	B&Q, Farnborough, Imperial Park, Wills Way, Bristol	7	.7%	0	.0%	0	.0%	0	.0%
	Farnham Town Centre	7	.7%	0	.0%	0	.0%	0	.0%
	Redfields Garden Centre, Ewshot Lane, Church Crookham, Fleet	6	.6%	0	.0%	0	.0%	0	.0%
	Homebase, Enham Arch Retail Park, Newbury Road, Andover	5	.5%	0	.0%	4	5.1%	1	2.6%
	Alton	4	.4%	0	.0%	0	.0%	0	.0%
	Homebase, Pincents Kiln, Calcot	4	.4%	1	.2%	0	.0%	0	.0%
	Wilkinsons, Castle Square, The Malls Shopping Centre, Basingstoke	4	.4%	4	.9%	0	.0%	0	.0%
	Wyevale Garden Centre, Salisbury Road, Andover	4	.4%	2	.4%	2	2.5%	0	.0%
	B&Q, Russell Street, Reading	3	.3%	0	.0%	1	1.3%	0	.0%

(cont.)

Q17. Where do you do most of your household's shopping for hardware, DIY goods, decorating supplies and garden products?

		Base: All respondents except internet shoppers		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Conkers Garden Centre, London Road, Basingstoke	3	.3%	3	.6%	0	.0%	0	.0%
	Homebase, Easton Lane, Winchester	3	.3%	0	.0%	0	.0%	2	5.3%
	Homebase, Farnham Retail Park, Guildford Road, Farnham	3	.3%	0	.0%	0	.0%	0	.0%
	Aldershot Town Centre	2	.2%	0	.0%	0	.0%	0	.0%
	Alresford	2	.2%	0	.0%	0	.0%	2	5.3%
	Focus, Reading Retail Park, Oxford Road, Reading	2	.2%	1	.2%	0	.0%	0	.0%
	Oakhanger, Bordon	2	.2%	0	.0%	0	.0%	0	.0%
	Wokingham	2	.2%	0	.0%	0	.0%	0	.0%
	WC Baker & Son, Fleet Road, Fleet	1	.1%	0	.0%	0	.0%	0	.0%
	Alton Home Hardware, High Street, Alton	1	.1%	0	.0%	0	.0%	0	.0%
	Avenue Nurseries, Avenue Road, Lasham	1	.1%	0	.0%	0	.0%	0	.0%
	B&Q, Bath Road	1	.1%	0	.0%	0	.0%	0	.0%
	Bagshot Town Centre	1	.1%	0	.0%	0	.0%	0	.0%
	Bradfield	1	.1%	0	.0%	0	.0%	0	.0%
	Builders Merchant (Wholesaler), Alresford	1	.1%	0	.0%	0	.0%	1	2.6%
	Doobies Garden Centre, Hyde End Road, Shinfield	1	.1%	0	.0%	0	.0%	0	.0%
	Focus, Park Farm Industrial Estate, Frimley Road, Camberley	1	.1%	0	.0%	0	.0%	0	.0%
	Garden Centres, Farnham	1	.1%	0	.0%	0	.0%	0	.0%
	Has an account with a local builder	1	.1%	0	.0%	0	.0%	0	.0%
	Homebase, near Camberley	1	.1%	0	.0%	0	.0%	0	.0%
	Homebase, Sandhurst	1	.1%	0	.0%	0	.0%	0	.0%
	John Lewis, Broad Street, Reading	1	.1%	1	.2%	0	.0%	0	.0%
	Kings, Mulford Hill, Tadley	1	.1%	1	.2%	0	.0%	0	.0%
	Kingsclere	1	.1%	1	.2%	0	.0%	0	.0%

(cont.)

Q17. Where do you do most of your household's shopping for hardware, DIY goods, decorating supplies and garden products?

		Base: All respondents except internet shoppers		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Local Iron Monger, Coronation Square	1	.1%	0	.0%	0	.0%	0	.0%
	Local stores, Odiham	1	.1%	0	.0%	0	.0%	0	.0%
	Metstead	1	.1%	0	.0%	0	.0%	0	.0%
	Newbury Retail Warehouses	1	.1%	0	.0%	1	1.3%	0	.0%
	Old Basing	1	.1%	1	.2%	0	.0%	0	.0%
	Pangbourne	1	.1%	0	.0%	0	.0%	0	.0%
	Sainsburys, Bath Road, Calcot, Reading	1	.1%	0	.0%	0	.0%	0	.0%
	Self employed Gardener	1	.1%	1	.2%	0	.0%	0	.0%
	Tadley DIY, Bishopswood Road, Tadley	1	.1%	1	.2%	0	.0%	0	.0%
	Trade Depot, Houndmills Industrial Estate, Basingstoke	1	.1%	1	.2%	0	.0%	0	.0%
	Travis Perkins, Albion Place, Hartley Wintney, Hook	1	.1%	0	.0%	0	.0%	0	.0%
	WC Baker & Son, Fleet Road, Fleet	1	.1%	0	.0%	0	.0%	0	.0%
	Whitchurch	1	.1%	0	.0%	1	1.3%	0	.0%
	Wickes, Enham Arches Retail Park, Newbury Road, Andover	1	.1%	0	.0%	1	1.3%	0	.0%
	Wickes, Invincible Road, Farnborough	1	.1%	0	.0%	0	.0%	0	.0%
	Willkinsons, The Forest Centre, Bordon	1	.1%	0	.0%	0	.0%	0	.0%
	Winchester Road, Basingstoke	1	.1%	1	.2%	0	.0%	0	.0%
	Varies	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q17. Where do you do most of your household's shopping for hardware, DIY goods, decorating supplies and garden products?

	Zone					
	4		5		6	
	Num	%	Num	%	Num	%
Base: All respondents except internet shoppers	101	100.0%	184	100.0%	131	100.0%
B&Q, Winchester Road, Basingstoke	5	5.0%	16	8.7%	2	1.5%
Don't purchase these items	17	16.8%	21	11.4%	19	14.5%
Basingstoke Town Centre	7	6.9%	10	5.4%	0	.0%
Homebase, Winchester Road, Basingstoke	1	1.0%	6	3.3%	3	2.3%
Newbury Town Centre	0	.0%	0	.0%	19	14.5%
Reading Retail Warehouses (including B&Q Depot)	0	.0%	2	1.1%	22	16.8%
Reading Town Centre / The Oracle	0	.0%	1	.5%	23	17.6%
Winchester City Centre	3	3.0%	0	.0%	0	.0%
Andover Town Centre	1	1.0%	0	.0%	0	.0%
Reading Warehouse, New Road, Tadley	0	.0%	0	.0%	7	5.3%
Wickes, Churchill Way West, Basingstoke	0	.0%	0	.0%	0	.0%
Camberley Town Centre	0	.0%	4	2.2%	0	.0%
Andover Retail Warehouses	0	.0%	0	.0%	1	.8%
Guildford Town Centre	4	4.0%	0	.0%	0	.0%
Trade Warehouse, Houndmills, Basingstoke	0	.0%	0	.0%	0	.0%
Whitchurch District Centre	0	.0%	0	.0%	0	.0%
Catalogue/Mail Order	0	.0%	0	.0%	1	.8%
Argos Extra, Hatch Warren Retail Park, Basingstoke	0	.0%	0	.0%	0	.0%
Bathstore, Worting Road, Basingstoke	0	.0%	0	.0%	0	.0%
Halfords, Winchester Road, Basingstoke	0	.0%	0	.0%	0	.0%
Overton District Centre	1	1.0%	0	.0%	0	.0%
Southampton City Centre / West Quay	0	.0%	0	.0%	0	.0%

(cont.)

Q17. Where do you do most of your household's shopping for hardware, DIY goods, decorating supplies and garden products?

		Zone					
		4		5		6	
		Num	%	Num	%	Num	%
Southampton Retail Warehouses		0	.0%	0	.0%	0	.0%
	B&Q, Invincible Road, Farnborough	2	2.0%	25	13.6%	0	.0%
	Alton Town Centre	22	21.8%	0	.0%	0	.0%
	B&Q, Farnborough Gate Retail Park	2	2.0%	18	9.8%	0	.0%
	Farnborough Gate Retail Park, Farnborough	1	1.0%	17	9.2%	0	.0%
	Fleet	0	.0%	18	9.8%	0	.0%
	Farmborough	2	2.0%	15	8.2%	0	.0%
	B&Q, Acre Business Park, Acre Road, Reading	0	.0%	1	.5%	11	8.4%
	Focus, Mill Lane, Alton	15	14.9%	0	.0%	0	.0%
	Homebase, Newbury Retail Park, Pinchington Lane, Newbury	0	.0%	0	.0%	1	.8%
	Tadley Town Centre	0	.0%	0	.0%	1	.8%
	B&Q, London Road, Newbury	0	.0%	0	.0%	5	3.8%
Other	Brighton Hill Retail Park, Basingstoke	0	.0%	1	.5%	0	.0%
	Newbury Retail Park, Pinchington Lane, Newbury	0	.0%	0	.0%	1	.8%
	B&Q, Farnborough, Imperial Park, Wills Way, Bristol	0	.0%	7	3.8%	0	.0%
	Farnham Town Centre	4	4.0%	3	1.6%	0	.0%
	Redfields Garden Centre, Ewshot Lane, Church Crookham, Fleet	0	.0%	6	3.3%	0	.0%
	Homebase, Enham Arch Retail Park, Newbury Road, Andover	0	.0%	0	.0%	0	.0%
	Alton	4	4.0%	0	.0%	0	.0%
	Homebase, Pincents Kiln, Calcot	0	.0%	0	.0%	3	2.3%
	Wilkinsons, Castle Square, The Malls Shopping Centre, Basingstoke	0	.0%	0	.0%	0	.0%
	Wyevale Garden Centre, Salisbury Road, Andover	0	.0%	0	.0%	0	.0%
	B&Q, Russell Street, Reading	0	.0%	0	.0%	2	1.5%

(cont.)

Q17. Where do you do most of your household's shopping for hardware, DIY goods, decorating supplies and garden products?

		Zone					
		4		5		6	
		Num	%	Num	%	Num	%
Other	Conkers Garden Centre, London Road, Basingstoke	0	.0%	0	.0%	0	.0%
	Homebase, Easton Lane, Winchester	1	1.0%	0	.0%	0	.0%
	Homebase, Farnham Retail Park, Guildford Road, Farnham	1	1.0%	2	1.1%	0	.0%
	Aldershot Town Centre	0	.0%	2	1.1%	0	.0%
	Alresford	0	.0%	0	.0%	0	.0%
	Focus, Reading Retail Park, Oxford Road, Reading	0	.0%	0	.0%	1	.8%
	Oakhanger, Bordon	2	2.0%	0	.0%	0	.0%
	Wokingham	0	.0%	0	.0%	2	1.5%
	WC Baker & Son, Fleet Road, Fleet	0	.0%	1	.5%	0	.0%
	Alton Home Hardware, High Street, Alton	1	1.0%	0	.0%	0	.0%
	Avenue Nurseries, Avenue Road, Lasham	1	1.0%	0	.0%	0	.0%
	B&Q, Bath Road	0	.0%	0	.0%	1	.8%
	Bagshot Town Centre	0	.0%	1	.5%	0	.0%
	Bradfield	0	.0%	0	.0%	1	.8%
	Builders Merchant (Wholesaler), Alresford	0	.0%	0	.0%	0	.0%
	Doobies Garden Centre, Hyde End Road, Shinfield	0	.0%	0	.0%	1	.8%
	Focus, Park Farm Industrial Estate, Frimley Road, Camberley	0	.0%	1	.5%	0	.0%
	Garden Centres, Farnham	1	1.0%	0	.0%	0	.0%
	Has an account with a local builder	1	1.0%	0	.0%	0	.0%
	Homebase, near Camberley	0	.0%	1	.5%	0	.0%
	Homebase, Sandhurst	0	.0%	1	.5%	0	.0%
	John Lewis, Broad Street, Reading	0	.0%	0	.0%	0	.0%
	Kings, Mulford Hill, Tadley	0	.0%	0	.0%	0	.0%
	Kingsclere	0	.0%	0	.0%	0	.0%

(cont.)

Q17. Where do you do most of your household's shopping for hardware, DIY goods, decorating supplies and garden products?

		Zone					
		4		5		6	
		Num	%	Num	%	Num	%
Other	Local Iron Monger, Coronation Square	0	.0%	0	.0%	1	.8%
	Local stores, Odiham	0	.0%	1	.5%	0	.0%
	Metstead	1	1.0%	0	.0%	0	.0%
	Newbury Retail Warehouses	0	.0%	0	.0%	0	.0%
	Old Basing	0	.0%	0	.0%	0	.0%
	Pangbourne	0	.0%	0	.0%	1	.8%
	Sainsburys, Bath Road, Calcot, Reading	0	.0%	0	.0%	1	.8%
	Self employed Gardener	0	.0%	0	.0%	0	.0%
	Tadley DIY, Bishopswood Road, Tadley	0	.0%	0	.0%	0	.0%
	Trade Depot, Houndmills Industrial Estate, Basingstoke	0	.0%	0	.0%	0	.0%
	Travis Perkins, Albion Place, Hartley Wintney, Hook	0	.0%	1	.5%	0	.0%
	WC Baker & Son, Fleet Road, Fleet	0	.0%	1	.5%	0	.0%
	Whitchurch	0	.0%	0	.0%	0	.0%
	Wickes, Enham Arches Retail Park, Newbury Road, Andover	0	.0%	0	.0%	0	.0%
	Wickes, Invincible Road, Farnborough	0	.0%	1	.5%	0	.0%
	Willkinsons, The Forest Centre, Bordon	1	1.0%	0	.0%	0	.0%
	Winchester Road, Basingstoke	0	.0%	0	.0%	0	.0%
	Varies	0	.0%	0	.0%	1	.8%

Q18. Where do you do most of your household's shopping for chemist and medical goods, cosmetics and beauty products?

	Base: All respondents except internet shoppers		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: All respondents except internet shoppers	990	100.0%	458	100.0%	79	100.0%	38	100.0%
Basingstoke Town Centre	188	19.0%	171	37.3%	1	1.3%	3	7.9%
Newbury Town Centre	69	7.0%	25	5.5%	31	39.2%	0	.0%
Boots, Chineham District Centre, Basingstoke	61	6.2%	55	12.0%	0	.0%	0	.0%
Reading Town Centre/ The Oracle	44	4.4%	7	1.5%	0	.0%	0	.0%
Don't purchase these items	36	3.6%	16	3.5%	2	2.5%	0	.0%
Winchester City Centre	21	2.1%	0	.0%	3	3.8%	14	36.8%
Chemist / estate agents / bank / coffee shop / bookmakers /	17	1.7%	13	2.8%	0	.0%	0	.0%
Andover Town Centre	15	1.5%	0	.0%	12	15.2%	1	2.6%
Whitchurch District Centre	12	1.2%	1	.2%	11	13.9%	0	.0%
Overton District Centre	8	.8%	8	1.7%	0	.0%	0	.0%
Catalogue/Mail Order	7	.7%	1	.2%	2	2.5%	0	.0%
Superdrug, Chineham District Centre, Basingstoke	6	.6%	5	1.1%	0	.0%	0	.0%
Camberley Town Centre	4	.4%	0	.0%	0	.0%	0	.0%
Reading Retail Warehouses (including B&Q Depot)	3	.3%	0	.0%	0	.0%	0	.0%
Andover Retail Warehouses	2	.2%	0	.0%	1	1.3%	0	.0%
Argos Extra, Hatch Warren Retail Park, Basingstoke	2	.2%	2	.4%	0	.0%	0	.0%
Guildford Town Centre	2	.2%	0	.0%	0	.0%	0	.0%
Salisbury Town Centre	2	.2%	1	.2%	0	.0%	1	2.6%
Southampton City Centre / West Quay	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q18. Where do you do most of your household's shopping for chemist and medical goods, cosmetics and beauty products?

		Base: All respondents except internet shoppers		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Alton Town Centre	59	6.0%	2	.4%	1	1.3%	2	5.3%
	Fleet Town Centre	42	4.2%	0	.0%	0	.0%	0	.0%
	Fleet	26	2.6%	0	.0%	0	.0%	0	.0%
	Tadley Town Centre	23	2.3%	21	4.6%	0	.0%	0	.0%
	Boots, Fleet Road, Fleet	16	1.6%	0	.0%	0	.0%	0	.0%
	Boots, High Street, Alton	14	1.4%	0	.0%	0	.0%	1	2.6%
	Alresford	12	1.2%	1	.2%	0	.0%	11	28.9%
	Hook Town Centre	12	1.2%	2	.4%	0	.0%	0	.0%
	Sainsbury's, Hatch Warren, Basingstoke	11	1.1%	11	2.4%	0	.0%	0	.0%
	Sainsbury's, Mulfords Hill, Tadley	11	1.1%	11	2.4%	0	.0%	0	.0%
	Boots, Old Basing Mall, Basingstoke	10	1.0%	10	2.2%	0	.0%	0	.0%
	Thatcham Town Centre	10	1.0%	0	.0%	1	1.3%	0	.0%
	Boots, Newbury Retail Park, Newbury	9	.9%	4	.9%	3	3.8%	0	.0%
	Boots, Fleet	7	.7%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Hectors Way, Newbury	7	.7%	2	.4%	3	3.8%	0	.0%
	Burghfield Common	6	.6%	0	.0%	0	.0%	0	.0%
	Lloyds, Guinea Court, Chineham, Basingstoke	6	.6%	6	1.3%	0	.0%	0	.0%
	Lloyds, Hatch Warren, Basingstoke	6	.6%	6	1.3%	0	.0%	0	.0%
	Newbury Retail Park	6	.6%	1	.2%	4	5.1%	0	.0%
	Tesco, Chineham District Centre, Basingstoke	6	.6%	6	1.3%	0	.0%	0	.0%
	Aldershot Town Centre	5	.5%	0	.0%	0	.0%	0	.0%
	Boots, The Oracle Centre, Reading	5	.5%	0	.0%	0	.0%	0	.0%
	Brighton Hill Retail Park, Basingstoke	5	.5%	5	1.1%	0	.0%	0	.0%
	Odiham	5	.5%	0	.0%	0	.0%	0	.0%
	Superdrug, The Hart Centre, Fleet	5	.5%	0	.0%	0	.0%	0	.0%
	Theale	5	.5%	0	.0%	0	.0%	0	.0%

(cont.)

Q18. Where do you do most of your household's shopping for chemist and medical goods, cosmetics and beauty products?

		Base: All respondents except internet shoppers		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Asda, Brighton Hill, Basingstoke	4	.4%	4	.9%	0	.0%	0	.0%
	Boots, The Hook Parade, Station Road, Hook	4	.4%	1	.2%	0	.0%	0	.0%
	Bordon	4	.4%	0	.0%	0	.0%	0	.0%
	Chineham Shopping Centre	4	.4%	4	.9%	0	.0%	0	.0%
	Farnborough Town Centre	4	.4%	0	.0%	0	.0%	0	.0%
	Hatch Warren	4	.4%	4	.9%	0	.0%	0	.0%
	Lloyds, Essex Road, Basingstoke	4	.4%	4	.9%	0	.0%	0	.0%
	Local Chemist, Reading	4	.4%	1	.2%	0	.0%	0	.0%
	Morrisons, The Key, Fleet	4	.4%	0	.0%	0	.0%	0	.0%
	Popley	4	.4%	4	.9%	0	.0%	0	.0%
	Sainsbury's, Draymans Way, Alton	4	.4%	0	.0%	0	.0%	0	.0%
	Tesco, Northbrook Street, Newbury	4	.4%	3	.7%	0	.0%	0	.0%
	Doctor	3	.3%	1	.2%	0	.0%	0	.0%
	Hartley Wintney	3	.3%	0	.0%	0	.0%	0	.0%
	Lloyds, Fleet Medical Centre, Church Street, Fleet	3	.3%	0	.0%	0	.0%	0	.0%
	Lloyds, Kings Road, Basingstoke	3	.3%	2	.4%	0	.0%	0	.0%
	Mortimer	3	.3%	0	.0%	0	.0%	0	.0%
	Oakley	3	.3%	3	.7%	0	.0%	0	.0%
	Old Basing	3	.3%	3	.7%	0	.0%	0	.0%
	Overton	3	.3%	3	.7%	0	.0%	0	.0%
	Sainsbury's, Bath Road, Calcot, Reading	3	.3%	0	.0%	0	.0%	0	.0%
	Southcote	3	.3%	0	.0%	0	.0%	0	.0%
	Asda, Lower Earley, Reading	2	.2%	0	.0%	0	.0%	0	.0%
	Boots, Bath Road, Calcot	2	.2%	0	.0%	0	.0%	0	.0%
	Brighton Hill	2	.2%	2	.4%	0	.0%	0	.0%
	Farnham Town Centre	2	.2%	0	.0%	0	.0%	0	.0%

(cont.)

Q18. Where do you do most of your household's shopping for chemist and medical goods, cosmetics and beauty products?

		Base: All respondents except internet shoppers		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
	Four Marks Pharmacy, Winchester Road, Alton	2	.2%	0	.0%	0	.0%	0	.0%
	Kingsclere	2	.2%	2	.4%	0	.0%	0	.0%
	Lloyds, Crowd Mead, Bath Road, Thatcham	2	.2%	0	.0%	0	.0%	0	.0%
	Lloyds, High Street, Hartney Whitney, Hook	2	.2%	0	.0%	0	.0%	0	.0%
	Lloyds, Normandy Street, Alton	2	.2%	0	.0%	0	.0%	0	.0%
	Morrisons, Elvetham Heath	2	.2%	0	.0%	0	.0%	0	.0%
	Morrisons, Thornycroft Industrial Estate, Worting Road, Basingstoke	2	.2%	2	.4%	0	.0%	0	.0%
	Oakley Town Centre	2	.2%	2	.4%	0	.0%	0	.0%
	Overton Town Centre	2	.2%	2	.4%	0	.0%	0	.0%
	Spencers Wood	2	.2%	0	.0%	0	.0%	0	.0%
	Spencers Wood, Reading, Wokingham	2	.2%	0	.0%	0	.0%	0	.0%
Other	Tesco, Station Road, Hook	2	.2%	0	.0%	0	.0%	0	.0%
	Varies	2	.2%	0	.0%	0	.0%	0	.0%
	Wokingham	2	.2%	0	.0%	0	.0%	0	.0%
	Boots, Princes Mead, Farnborough	1	.1%	0	.0%	0	.0%	0	.0%
	Boots, Chantry Centre, Andover	1	.1%	0	.0%	1	1.3%	0	.0%
	Boots, Eastleigh	1	.1%	0	.0%	0	.0%	1	2.6%
	Boots, Hartley Wintney	1	.1%	0	.0%	0	.0%	0	.0%
	Boots, Priors Dean Road, Winchester	1	.1%	0	.0%	0	.0%	1	2.6%
	Boots, Thatcham Health Centre, Bath Road, Thatcham	1	.1%	0	.0%	0	.0%	0	.0%
	Bradfield	1	.1%	0	.0%	0	.0%	0	.0%
	Burghfield	1	.1%	0	.0%	0	.0%	0	.0%
	Camp Hopsons, West Street, Newbury	1	.1%	1	.2%	0	.0%	0	.0%
	Chippenham town centre	1	.1%	1	.2%	0	.0%	0	.0%
	Coronation Square, Reading	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q18. Where do you do most of your household's shopping for chemist and medical goods, cosmetics and beauty products?

		Base: All respondents except internet shoppers		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Day Lewis Chemists, London Road, Reading	1	.1%	1	.2%	0	.0%	0	.0%
	Elphicks, West Street, Farnham	1	.1%	0	.0%	0	.0%	0	.0%
	Hartley Wintey Hook	1	.1%	0	.0%	0	.0%	0	.0%
	House of Fraser, Reading	1	.1%	0	.0%	0	.0%	0	.0%
	Kempshott, Basingstoke	1	.1%	1	.2%	0	.0%	0	.0%
	Linkway	1	.1%	0	.0%	0	.0%	0	.0%
	Lloyds, High Street, Theale	1	.1%	0	.0%	0	.0%	0	.0%
	Lloyds, Newbury Street, Whitchurch, Overton	1	.1%	1	.2%	0	.0%	0	.0%
	Lloyds, Shakespeare Avenue, Andover	1	.1%	0	.0%	1	1.3%	0	.0%
	Lloyds, West End Road, Reading	1	.1%	0	.0%	0	.0%	0	.0%
	London	1	.1%	0	.0%	1	1.3%	0	.0%
	Morland Surgery, New Road, Tadley	1	.1%	1	.2%	0	.0%	0	.0%
	Moss Pharmacy, Kings Road, Basingstoke	1	.1%	1	.2%	0	.0%	0	.0%
	Newbury	1	.1%	0	.0%	1	1.3%	0	.0%
	Oakridge Town Centre	1	.1%	1	.2%	0	.0%	0	.0%
	S L Pharmacy, Winchester Road, Basingstoke	1	.1%	1	.2%	0	.0%	0	.0%
	Sainsbury's, Wallop Drive Basingstoke	1	.1%	1	.2%	0	.0%	0	.0%
	Sainsbury's, Kings Street Lane, Winnersh	1	.1%	0	.0%	0	.0%	0	.0%
	Sarna Enterprises, Oakley Lane, Oakley	1	.1%	1	.2%	0	.0%	0	.0%
	Savacentre, Calcot	1	.1%	0	.0%	0	.0%	0	.0%
	Southham	1	.1%	1	.2%	0	.0%	0	.0%
	SR Pharmacy, Kingsfurlong Centre, Basingstoke	1	.1%	1	.2%	0	.0%	0	.0%
	Stains Road, Twickenham	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q18. Where do you do most of your household's shopping for chemist and medical goods, cosmetics and beauty products?

		Base: All respondents except internet shoppers		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Superdrug, The Kennet Centre, Newbury	1	.1%	0	.0%	0	.0%	0	.0%
	Superdrug, St Martins Precinct, Church Street, Caversham, Reading	1	.1%	0	.0%	0	.0%	0	.0%
	Sutton Scotney	1	.1%	0	.0%	0	.0%	1	2.6%
	Tesco, Church Street, Caversham	1	.1%	0	.0%	0	.0%	0	.0%
	Tesco, Wellington Avenue, Aldershot	1	.1%	0	.0%	0	.0%	0	.0%
	Waitrose, Northbrook Street, Newbury	1	.1%	1	.2%	0	.0%	0	.0%
	Waitrose, Thatcham	1	.1%	1	.2%	0	.0%	0	.0%
	Wessex Pharmacies, Broad Street, Alresford	1	.1%	0	.0%	0	.0%	1	2.6%
	Wilkinsons, Loddon Mall, Basingstoke	1	.1%	1	.2%	0	.0%	0	.0%
	Willkinsons, The Forest Centre, Bordon	1	.1%	0	.0%	0	.0%	0	.0%
	Winall Town Centre	1	.1%	0	.0%	0	.0%	1	2.6%
	Winklebury Way, Basingstoke	1	.1%	1	.2%	0	.0%	0	.0%
	Yateley	1	.1%	1	.2%	0	.0%	0	.0%

(cont.)

Q18. Where do you do most of your household's shopping for chemist and medical goods, cosmetics and beauty products?

	Zone					
	4		5		6	
	Num	%	Num	%	Num	%
Base: All respondents except internet shoppers	101	100.0%	184	100.0%	130	100.0%
Basingstoke Town Centre	1	1.0%	12	6.5%	0	.0%
Newbury Town Centre	1	1.0%	1	.5%	11	8.5%
Boots, Chineham District Centre, Basingstoke	2	2.0%	4	2.2%	0	.0%
Reading Town Centre/ The Oracle	0	.0%	0	.0%	37	28.5%
Don't purchase these items	6	5.9%	7	3.8%	5	3.8%
Winchester City Centre	2	2.0%	1	.5%	1	.8%
Chemist / estate agents / bank / coffee shop / bookmakers /	1	1.0%	1	.5%	2	1.5%
Andover Town Centre	2	2.0%	0	.0%	0	.0%
Whitchurch District Centre	0	.0%	0	.0%	0	.0%
Overton District Centre	0	.0%	0	.0%	0	.0%
Catalogue/Mail Order	3	3.0%	0	.0%	1	.8%
Superdrug, Chineham District Centre, Basingstoke	0	.0%	1	.5%	0	.0%
Camberley Town Centre	0	.0%	4	2.2%	0	.0%
Reading Retail Warehouses (including B&Q Depot)	0	.0%	0	.0%	3	2.3%
Andover Retail Warehouses	0	.0%	1	.5%	0	.0%
Argos Extra, Hatch Warren Retail Park, Basingstoke	0	.0%	0	.0%	0	.0%
Guildford Town Centre	1	1.0%	1	.5%	0	.0%
Salisbury Town Centre	0	.0%	0	.0%	0	.0%
Southampton City Centre / West Quay	0	.0%	0	.0%	1	.8%

(cont.)

Q18. Where do you do most of your household's shopping for chemist and medical goods, cosmetics and beauty products?

		Zone					
		4		5		6	
		Num	%	Num	%	Num	%
Other	Alton Town Centre	54	53.5%	0	.0%	0	.0%
	Fleet Town Centre	0	.0%	42	22.8%	0	.0%
	Fleet	0	.0%	26	14.1%	0	.0%
	Tadley Town Centre	0	.0%	0	.0%	2	1.5%
	Boots, Fleet Road, Fleet	0	.0%	16	8.7%	0	.0%
	Boots, High Street, Alton	13	12.9%	0	.0%	0	.0%
	Alresford	0	.0%	0	.0%	0	.0%
	Hook Town Centre	0	.0%	10	5.4%	0	.0%
	Sainsbury's, Hatch Warren, Basingstoke	0	.0%	0	.0%	0	.0%
	Sainsbury's, Mulfords Hill, Tadley	0	.0%	0	.0%	0	.0%
	Boots, Old Basing Mall, Basingstoke	0	.0%	0	.0%	0	.0%
	Thatcham Town Centre	0	.0%	0	.0%	9	6.9%
	Boots, Newbury Retail Park, Newbury	0	.0%	0	.0%	2	1.5%
	Boots, Fleet	0	.0%	7	3.8%	0	.0%
	Sainsbury's, Hectors Way, Newbury	1	1.0%	0	.0%	1	.8%
	Burghfield Common	0	.0%	0	.0%	6	4.6%
	Lloyds, Guinea Court, Chineham, Basingstoke	0	.0%	0	.0%	0	.0%
	Lloyds, Hatch Warren, Basingstoke	0	.0%	0	.0%	0	.0%
	Newbury Retail Park	0	.0%	0	.0%	1	.8%
	Tesco, Chineham District Centre, Basingstoke	0	.0%	0	.0%	0	.0%
	Aldershot Town Centre	1	1.0%	4	2.2%	0	.0%
	Boots, The Oracle Centre, Reading	0	.0%	0	.0%	5	3.8%
	Brighton Hill Retail Park, Basingstoke	0	.0%	0	.0%	0	.0%
	Odiham	0	.0%	5	2.7%	0	.0%
	Superdrug, The Hart Centre, Fleet	0	.0%	5	2.7%	0	.0%
	Theale	0	.0%	0	.0%	5	3.8%

(cont.)

Q18. Where do you do most of your household's shopping for chemist and medical goods, cosmetics and beauty products?

		Zone					
		4		5		6	
		Num	%	Num	%	Num	%
Other	Asda, Brighton Hill, Basingstoke	0	.0%	0	.0%	0	.0%
	Boots, The Hook Parade, Station Road, Hook	0	.0%	3	1.6%	0	.0%
	Bordon	4	4.0%	0	.0%	0	.0%
	Chineham Shopping Centre	0	.0%	0	.0%	0	.0%
	Farnborough Town Centre	0	.0%	4	2.2%	0	.0%
	Hatch Warren	0	.0%	0	.0%	0	.0%
	Lloyds, Essex Road, Basingstoke	0	.0%	0	.0%	0	.0%
	Local Chemist, Reading	0	.0%	0	.0%	3	2.3%
	Morrisons, The Key, Fleet	0	.0%	4	2.2%	0	.0%
	Popley	0	.0%	0	.0%	0	.0%
	Sainsbury's, Draymans Way, Alton	3	3.0%	1	.5%	0	.0%
	Tesco, Northbrook Street, Newbury	0	.0%	0	.0%	1	.8%
	Doctor	0	.0%	0	.0%	2	1.5%
	Hartley Wintney	0	.0%	3	1.6%	0	.0%
	Lloyds, Fleet Medical Centre, Church Street, Fleet	0	.0%	3	1.6%	0	.0%
	Lloyds, Kings Road, Basingstoke	0	.0%	1	.5%	0	.0%
	Mortimer	0	.0%	0	.0%	3	2.3%
	Oakley	0	.0%	0	.0%	0	.0%
	Old Basing	0	.0%	0	.0%	0	.0%
	Overton	0	.0%	0	.0%	0	.0%
	Sainsbury's, Bath Road, Calcot, Reading	0	.0%	0	.0%	3	2.3%
	Southcote	0	.0%	0	.0%	3	2.3%
	Asda, Lower Earley, Reading	0	.0%	0	.0%	2	1.5%
	Boots, Bath Road, Calcot	0	.0%	0	.0%	2	1.5%
	Brighton Hill	0	.0%	0	.0%	0	.0%
	Farnham Town Centre	0	.0%	2	1.1%	0	.0%

(cont.)

Q18. Where do you do most of your household's shopping for chemist and medical goods, cosmetics and beauty products?

		Zone					
		4		5		6	
		Num	%	Num	%	Num	%
Other	Four Marks Pharmacy, Winchester Road, Alton	2	2.0%	0	.0%	0	.0%
	Kingsclere	0	.0%	0	.0%	0	.0%
	Lloyds, Crowd Mead, Bath Road, Thatcham	1	1.0%	0	.0%	1	.8%
	Lloyds, High Street, Hartney Whitney, Hook	0	.0%	2	1.1%	0	.0%
	Lloyds, Normandy Street, Alton	2	2.0%	0	.0%	0	.0%
	Morrisons, Elvetham Heath	0	.0%	2	1.1%	0	.0%
	Morrisons, Thornycroft Industrial Estate, Worting Road, Basingstoke	0	.0%	0	.0%	0	.0%
	Oakley Town Centre	0	.0%	0	.0%	0	.0%
	Overton Town Centre	0	.0%	0	.0%	0	.0%
	Spencers Wood	0	.0%	0	.0%	2	1.5%
	Spencers Wood, Reading, Wokingham	0	.0%	0	.0%	2	1.5%
	Tesco, Station Road, Hook	0	.0%	2	1.1%	0	.0%
	Varies	0	.0%	2	1.1%	0	.0%
	Wokingham	0	.0%	0	.0%	2	1.5%
	Boots, Princes Mead, Farnborough	0	.0%	1	.5%	0	.0%
	Boots, Chantry Centre, Andover	0	.0%	0	.0%	0	.0%
	Boots, Eastleigh	0	.0%	0	.0%	0	.0%
	Boots, Hartley Wintney	0	.0%	1	.5%	0	.0%
	Boots, Priors Dean Road, Winchester	0	.0%	0	.0%	0	.0%
	Boots, Thatcham Health Centre, Bath Road, Thatcham	0	.0%	0	.0%	1	.8%
	Bradfield	0	.0%	0	.0%	1	.8%
	Burghfield	0	.0%	0	.0%	1	.8%
	Camp Hopsons, West Street, Newbury	0	.0%	0	.0%	0	.0%
	Chippenham town centre	0	.0%	0	.0%	0	.0%
	Coronation Square, Reading	0	.0%	0	.0%	1	.8%

(cont.)

Q18. Where do you do most of your household's shopping for chemist and medical goods, cosmetics and beauty products?

		Zone					
		4		5		6	
		Num	%	Num	%	Num	%
Other	Day Lewis Chemists, London Road, Reading	0	.0%	0	.0%	0	.0%
	Elphicks, West Street, Farnham	0	.0%	1	.5%	0	.0%
	Hartley Wintey Hook	0	.0%	1	.5%	0	.0%
	House of Fraser, Reading	0	.0%	0	.0%	1	.8%
	Kempshott, Basingstoke	0	.0%	0	.0%	0	.0%
	Linkway	0	.0%	1	.5%	0	.0%
	Lloyds, High Street, Theale	0	.0%	0	.0%	1	.8%
	Lloyds, Newbury Street, Whitchurch, Overton	0	.0%	0	.0%	0	.0%
	Lloyds, Shakespeare Avenue, Andover	0	.0%	0	.0%	0	.0%
	Lloyds, West End Road, Reading	0	.0%	0	.0%	1	.8%
	London	0	.0%	0	.0%	0	.0%
	Morland Surgery, New Road, Tadley	0	.0%	0	.0%	0	.0%
	Moss Pharmacy, Kings Road, Basingstoke	0	.0%	0	.0%	0	.0%
	Newbury	0	.0%	0	.0%	0	.0%
	Oakridge Town Centre	0	.0%	0	.0%	0	.0%
	S L Pharmacy, Winchester Road, Basingstoke	0	.0%	0	.0%	0	.0%
	Sainsbury's, Wallop Drive Basingstoke	0	.0%	0	.0%	0	.0%
	Sainsbury's, Kings Street Lane, Winnersh	0	.0%	0	.0%	1	.8%
	Sarna Enterprises, Oakley Lane, Oakley	0	.0%	0	.0%	0	.0%
	Savacentre, Calcot	0	.0%	0	.0%	1	.8%
	Southham	0	.0%	0	.0%	0	.0%
	SR Pharmacy, Kingsfurlong Centre, Basingstoke	0	.0%	0	.0%	0	.0%
	Stains Road, Twickenham	0	.0%	1	.5%	0	.0%

(cont.)

Q18. Where do you do most of your household's shopping for chemist and medical goods, cosmetics and beauty products?

		Zone					
		4		5		6	
		Num	%	Num	%	Num	%
Other	Superdrug, The Kennet Centre, Newbury	0	.0%	0	.0%	1	.8%
	Superdrug, St Martins Precinct, Church Street, Caversham, Reading	0	.0%	0	.0%	1	.8%
	Sutton Scotney	0	.0%	0	.0%	0	.0%
	Tesco, Church Street, Caversham	0	.0%	0	.0%	1	.8%
	Tesco, Wellington Avenue, Aldershot	0	.0%	1	.5%	0	.0%
	Waitrose, Northbrook Street, Newbury	0	.0%	0	.0%	0	.0%
	Waitrose, Thatcham	0	.0%	0	.0%	0	.0%
	Wessex Pharmacies, Broad Street, Alresford	0	.0%	0	.0%	0	.0%
	Wilkinsons, Loddon Mall, Basingstoke	0	.0%	0	.0%	0	.0%
	Willkinsons, The Forest Centre, Bordon	1	1.0%	0	.0%	0	.0%
	Winall Town Centre	0	.0%	0	.0%	0	.0%
	Winklebury Way, Basingstoke	0	.0%	0	.0%	0	.0%
	Yateley	0	.0%	0	.0%	0	.0%

Q19. Where do you do most of your household's shopping for books, jewellery and watches, china, glassware and kitchen utensils, recreational and luxury goods?

	Base: All respondents except internet shoppers		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: All respondents except internet shoppers	930	100.0%	436	100.0%	74	100.0%	36	100.0%
Basingstoke Town Centre	301	32.4%	243	55.7%	3	4.1%	3	8.3%
Don't purchase these items	234	25.2%	105	24.1%	17	23.0%	12	33.3%
Reading Town Centre / The Oracle	81	8.7%	18	4.1%	4	5.4%	0	.0%
Newbury Town Centre	55	5.9%	17	3.9%	24	32.4%	0	.0%
Winchester City Centre	18	1.9%	0	.0%	1	1.4%	13	36.1%
Andover Town Centre	17	1.8%	2	.5%	13	17.6%	0	.0%
Guildford Town Centre	14	1.5%	1	.2%	0	.0%	0	.0%
Catalogue/Mail Order	13	1.4%	6	1.4%	0	.0%	1	2.8%
Camberley Town Centre	12	1.3%	1	.2%	0	.0%	0	.0%
Argos Extra, Hatch Warren Retail Park, Basingstoke	8	.9%	6	1.4%	0	.0%	0	.0%
Reading Retail Warehouses (including B&Q Depot)	5	.5%	2	.5%	0	.0%	0	.0%
Charity shop / takeaways / newsagent / estate agent / video	4	.4%	0	.0%	0	.0%	0	.0%
Southampton City Centre / West Quay	4	.4%	2	.5%	0	.0%	2	5.6%
Boots, Chineham District Centre, Basingstoke	2	.2%	2	.5%	0	.0%	0	.0%
Whitchurch District Centre	2	.2%	0	.0%	2	2.7%	0	.0%
Andover Retail Warehouses	1	.1%	1	.2%	0	.0%	0	.0%
Design 64 (Flooring), Hatch Warren (adjacent to Sainsburys),	1	.1%	0	.0%	0	.0%	0	.0%
JJB Sports, Brighton Hill Retail Park, Basingstoke	1	.1%	1	.2%	0	.0%	0	.0%
Matalan, Chineham District Centre, Basingstoke	1	.1%	1	.2%	0	.0%	0	.0%
Mothercare World, Hatch Warren (adjacent to Sainsburys), Bas	1	.1%	0	.0%	0	.0%	0	.0%
Next, Chineham District Centre, Basingstoke	1	.1%	1	.2%	0	.0%	0	.0%

(cont.)

Q19. Where do you do most of your household's shopping for books, jewellery and watches, china, glassware and kitchen utensils, recreational and luxury goods?

	Base: All respondents except internet shoppers		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Portsmouth City Centre / Gun Wharf Quays	*1*	*.1%*	*1*	*.2%*	*0*	*.0%*	*0*	*.0%*
Southampton Retail Warehouses	*1*	*.1%*	*1*	*.2%*	*0*	*.0%*	*0*	*.0%*

(cont.)

Q19. Where do you do most of your household's shopping for books, jewellery and watches, china, glassware and kitchen utensils, recreational and luxury goods?

		Base: All respondents except internet shoppers		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Fleet Town Centre	41	4.4%	1	.2%	0	.0%	0	.0%
	Alton Town Centre	27	2.9%	0	.0%	0	.0%	2	5.6%
	Varies	13	1.4%	6	1.4%	1	1.4%	0	.0%
	John Lewis, Broad Street, Reading	6	.6%	1	.2%	1	1.4%	0	.0%
	Alton	5	.5%	0	.0%	0	.0%	0	.0%
	Abroad	4	.4%	1	.2%	1	1.4%	1	2.8%
	London West End	4	.4%	2	.5%	1	1.4%	0	.0%
	Airport	3	.3%	0	.0%	2	2.7%	0	.0%
	Farnham Town Centre	3	.3%	0	.0%	0	.0%	0	.0%
	Aldershot Town Centre	2	.2%	0	.0%	0	.0%	0	.0%
	Argos, Newbury Retail Park, Pinchington Lane, Newbury	2	.2%	0	.0%	0	.0%	0	.0%
	Brighton Hill Retail Park, Basingstoke	2	.2%	2	.5%	0	.0%	0	.0%
	Farnborough Town Centre	2	.2%	0	.0%	0	.0%	0	.0%
	Newbury Retail Park	2	.2%	0	.0%	1	1.4%	0	.0%
	Sainsbury's, Bath Road, Calcot	2	.2%	0	.0%	0	.0%	0	.0%
	Waterstones, Wesley Walk, Basingstoke	2	.2%	1	.2%	0	.0%	0	.0%
	Woking	2	.2%	0	.0%	0	.0%	0	.0%
	Alresford	1	.1%	0	.0%	0	.0%	1	2.8%
	Argos, Farnham Town Centre	1	.1%	0	.0%	0	.0%	0	.0%
	Argos, Hatch Warren Retail Park, Wallop Drive, Basingstoke	1	.1%	1	.2%	0	.0%	0	.0%
	Asda, Lower Earley, Reading	1	.1%	1	.2%	0	.0%	0	.0%
	Bicester, Oxfordshire	1	.1%	0	.0%	0	.0%	0	.0%
	Borders, Newbury Retail Park	1	.1%	1	.2%	0	.0%	0	.0%
	Carboot sales	1	.1%	1	.2%	0	.0%	0	.0%
	Caversham	1	.1%	0	.0%	0	.0%	0	.0%
	Coronation Square, Reading	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q19. Where do you do most of your household's shopping for books, jewellery and watches, china, glassware and kitchen utensils, recreational and luxury goods?

		Base: All respondents except internet shoppers		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Debenhams, Church Street, Basingstoke	1	.1%	0	.0%	0	.0%	0	.0%
	Devon	1	.1%	0	.0%	1	1.4%	0	.0%
	Dunelm Mill, Cranmer Close, Tilehurst, Reading	1	.1%	0	.0%	0	.0%	0	.0%
	Dunelm Mill, Pincents Kiln, Calcot	1	.1%	1	.2%	0	.0%	0	.0%
	Eastleigh	1	.1%	0	.0%	1	1.4%	0	.0%
	John Lewis, Oxford Street, London	1	.1%	0	.0%	1	1.4%	0	.0%
	John Lewis, West Quay Shopping Centre, Southampton	1	.1%	0	.0%	0	.0%	1	2.8%
	Kingston Town Centre	1	.1%	0	.0%	0	.0%	0	.0%
	Library	1	.1%	0	.0%	0	.0%	0	.0%
	Library, Tadley	1	.1%	1	.2%	0	.0%	0	.0%
	Marks & Spencer, High Street, Camberley	1	.1%	1	.2%	0	.0%	0	.0%
	Marks & Spencer, The Meadows, Marshall Road, Sandhurst	1	.1%	1	.2%	0	.0%	0	.0%
	Oxfam, Crockhamwell Road, Reading	1	.1%	0	.0%	0	.0%	0	.0%
	Reading	1	.1%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Draymans Way, Alton	1	.1%	0	.0%	0	.0%	0	.0%
	Tadley Town Centre	1	.1%	1	.2%	0	.0%	0	.0%
	Tesco, Northbrook Street, Newbury	1	.1%	0	.0%	0	.0%	0	.0%
	Thatcham town centre	1	.1%	0	.0%	0	.0%	0	.0%
	Tumbridge Wells	1	.1%	1	.2%	0	.0%	0	.0%
	WH Smith, Old Basing Mall, Basingstoke	1	.1%	1	.2%	0	.0%	0	.0%
	WH Smith, Sonning Common, Reading	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q19. Where do you do most of your household's shopping for books, jewellery and watches, china, glassware and kitchen utensils, recreational and luxury goods?

	Zone					
	4		5		6	
	Num	%	Num	%	Num	%
Base: All respondents except internet shoppers	89	100.0%	173	100.0%	122	100.0%
Basingstoke Town Centre	20	22.5%	30	17.3%	2	1.6%
Don't purchase these items	22	24.7%	47	27.2%	31	25.4%
Reading Town Centre / The Oracle	0	.0%	9	5.2%	50	41.0%
Newbury Town Centre	0	.0%	0	.0%	14	11.5%
Winchester City Centre	4	4.5%	0	.0%	0	.0%
Andover Town Centre	1	1.1%	0	.0%	1	.8%
Guildford Town Centre	2	2.2%	11	6.4%	0	.0%
Catalogue/Mail Order	4	4.5%	2	1.2%	0	.0%
Camberley Town Centre	0	.0%	11	6.4%	0	.0%
Argos Extra, Hatch Warren Retail Park, Basingstoke	0	.0%	1	.6%	1	.8%
Reading Retail Warehouses (including B&Q Depot)	0	.0%	1	.6%	2	1.6%
Charity shop / takeaways / newsagent / estate agent / video	2	2.2%	0	.0%	2	1.6%
Southampton City Centre / West Quay	0	.0%	0	.0%	0	.0%
Boots, Chineham District Centre, Basingstoke	0	.0%	0	.0%	0	.0%
Whitchurch District Centre	0	.0%	0	.0%	0	.0%
Andover Retail Warehouses	0	.0%	0	.0%	0	.0%
Design 64 (Flooring), Hatch Warren (adjacent to Sainsburys),	0	.0%	1	.6%	0	.0%
JJB Sports, Brighton Hill Retail Park, Basingstoke	0	.0%	0	.0%	0	.0%
Matalan, Chineham District Centre, Basingstoke	0	.0%	0	.0%	0	.0%
Mothercare World, Hatch Warren (adjacent to Sainsburys), Bas	0	.0%	0	.0%	1	.8%
Next, Chineham District Centre, Basingstoke	0	.0%	0	.0%	0	.0%

(cont.)

Q19. Where do you do most of your household's shopping for books, jewellery and watches, china, glassware and kitchen utensils, recreational and luxury goods?

	Zone					
	4		5		6	
	Num	%	Num	%	Num	%
Portsmouth City Centre / Gun Wharf Quays	*0*	*.0%*	*0*	*.0%*	*0*	*.0%*
Southampton Retail Warehouses	*0*	*.0%*	*0*	*.0%*	*0*	*.0%*

(cont.)

Q19. Where do you do most of your household's shopping for books, jewellery and watches, china, glassware and kitchen utensils, recreational and luxury goods?

		Zone					
		4		5		6	
		Num	%	Num	%	Num	%
Other	Fleet Town Centre	0	.0%	40	23.1%	0	.0%
	Alton Town Centre	24	27.0%	0	.0%	1	.8%
	Varies	0	.0%	6	3.5%	0	.0%
	John Lewis, Broad Street, Reading	0	.0%	2	1.2%	2	1.6%
	Alton	5	5.6%	0	.0%	0	.0%
	Abroad	0	.0%	0	.0%	1	.8%
	London West End	0	.0%	1	.6%	0	.0%
	Airport	0	.0%	1	.6%	0	.0%
	Farnham Town Centre	1	1.1%	2	1.2%	0	.0%
	Aldershot Town Centre	1	1.1%	1	.6%	0	.0%
	Argos, Newbury Retail Park, Pinchington Lane, Newbury	0	.0%	0	.0%	2	1.6%
	Brighton Hill Retail Park, Basingstoke	0	.0%	0	.0%	0	.0%
	Farnborough Town Centre	0	.0%	2	1.2%	0	.0%
	Newbury Retail Park	0	.0%	0	.0%	1	.8%
	Sainsbury's, Bath Road, Calcot	0	.0%	0	.0%	2	1.6%
	Waterstones, Wesley Walk, Basingstoke	0	.0%	1	.6%	0	.0%
	Woking	1	1.1%	1	.6%	0	.0%
	Alresford	0	.0%	0	.0%	0	.0%
	Argos, Farnham Town Centre	1	1.1%	0	.0%	0	.0%
	Argos, Hatch Warren Retail Park, Wallop Drive, Basingstoke	0	.0%	0	.0%	0	.0%
	Asda, Lower Earley, Reading	0	.0%	0	.0%	0	.0%
	Bicester, Oxfordshire	0	.0%	1	.6%	0	.0%
	Borders, Newbury Retail Park	0	.0%	0	.0%	0	.0%
	Carboot sales	0	.0%	0	.0%	0	.0%
	Caversham	0	.0%	0	.0%	1	.8%
	Coronation Square, Reading	0	.0%	0	.0%	1	.8%

(cont.)

Q19. Where do you do most of your household's shopping for books, jewellery and watches, china, glassware and kitchen utensils, recreational and luxury goods?

		Zone					
		4		5		6	
		Num	%	Num	%	Num	%
Other	Debenhams, Church Street, Basingstoke	0	.0%	1	.6%	0	.0%
	Devon	0	.0%	0	.0%	0	.0%
	Dunelm Mill, Cranmer Close, Tilehurst, Reading	0	.0%	0	.0%	1	.8%
	Dunelm Mill, Pincents Kiln, Calcot	0	.0%	0	.0%	0	.0%
	Eastleigh	0	.0%	0	.0%	0	.0%
	John Lewis, Oxford Street, London	0	.0%	0	.0%	0	.0%
	John Lewis, West Quay Shopping Centre, Southampton	0	.0%	0	.0%	0	.0%
	Kingston Town Centre	0	.0%	1	.6%	0	.0%
	Library	0	.0%	0	.0%	1	.8%
	Library, Tadley	0	.0%	0	.0%	0	.0%
	Marks & Spencer, High Street, Camberley	0	.0%	0	.0%	0	.0%
	Marks & Spencer, The Meadows, Marshall Road, Sandhurst	0	.0%	0	.0%	0	.0%
	Oxfam, Crockhamwell Road, Reading	0	.0%	0	.0%	1	.8%
	Reading	0	.0%	0	.0%	1	.8%
	Sainsbury's, Draymans Way, Alton	1	1.1%	0	.0%	0	.0%
	Tadley Town Centre	0	.0%	0	.0%	0	.0%
	Tesco, Northbrook Street, Newbury	0	.0%	0	.0%	1	.8%
	Thatcham town centre	0	.0%	0	.0%	1	.8%
	Tumbridge Wells	0	.0%	0	.0%	0	.0%
	WH Smith, Old Basing Mall, Basingstoke	0	.0%	0	.0%	0	.0%
	WH Smith, Sonning Common, Reading	0	.0%	0	.0%	1	.8%

Q20a. Do you choose to shop outside of the borough for any non-food items mentioned?

	Base: All respondents		Zone									
	Num	%	1		2		3		4		5	
			Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1001	100.0%	464	100.0%	80	100.0%	38	100.0%	102	100.0%	184	100.0%
Yes	274	27.4%	119	25.6%	22	27.5%	11	28.9%	34	33.3%	60	32.6%
No	606	60.5%	282	60.8%	50	62.5%	24	63.2%	55	53.9%	102	55.4%
Sometimes	121	12.1%	63	13.6%	8	10.0%	3	7.9%	13	12.7%	22	12.0%

(cont.)

Q20a. Do you choose to shop outside of the borough for any non-food items mentioned?

	Zone	
	6	
	Num	%
Base: All respondents	133	100.0%
Yes	28	21.1%
No	93	69.9%
Sometimes	12	9.0%

Q20b. Why do you choose to shop outside the borough?

	Base: Those shopping outside the borough		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: Those shopping outside the borough	395	100.0%	182	100.0%	30	100.0%	14	100.0%
Better transport links	10	2.5%	0	.0%	0	.0%	0	.0%
Easier to park	4	1.0%	2	1.1%	0	.0%	0	.0%
Preferred retailers not in the borough	54	13.7%	25	13.7%	5	16.7%	2	14.3%
Cheaper stores outside the borough	22	5.6%	11	6.0%	2	6.7%	1	7.1%
Dislike the shops in the borough	7	1.8%	3	1.6%	0	.0%	1	7.1%
Dislike the borough area	5	1.3%	4	2.2%	1	3.3%	0	.0%
Better range of shops	194	49.1%	88	48.4%	13	43.3%	9	64.3%
Convenient to home	28	7.1%	12	6.6%	1	3.3%	1	7.1%
Convenient to work	14	3.5%	5	2.7%	0	.0%	0	.0%

(cont.)

Q20b. Why do you choose to shop outside the borough?

		Base: Those shopping outside the borough		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
	Day out/ change of scenery	44	11.1%	27	14.8%	3	10.0%	1	7.1%
	Friends/ family live there	12	3.0%	7	3.8%	2	6.7%	0	.0%
	Convenient to other activities	11	2.8%	5	2.7%	1	3.3%	0	.0%
	Goes with friend/ relative	7	1.8%	3	1.6%	1	3.3%	1	7.1%
	Variety	5	1.3%	2	1.1%	1	3.3%	0	.0%
	Better quality of goods	4	1.0%	2	1.1%	0	.0%	0	.0%
	Availability	3	.8%	1	.5%	0	.0%	0	.0%
	Shopping for special items i.e. wedding presents etc	3	.8%	1	.5%	0	.0%	0	.0%
Other	Passing through	2	.5%	1	.5%	1	3.3%	0	.0%
	To go Christmas shopping	2	.5%	0	.0%	0	.0%	0	.0%
	Familiar with Southampton Town Centre	1	.3%	0	.0%	0	.0%	0	.0%
	Holiday	1	.3%	1	.5%	0	.0%	0	.0%
	Market	1	.3%	1	.5%	0	.0%	0	.0%
	Nice atmosphere	1	.3%	1	.5%	0	.0%	0	.0%
	Services nearby	1	.3%	0	.0%	0	.0%	0	.0%
	Visit local garden centres	1	.3%	1	.5%	0	.0%	0	.0%
	Don't know/varies	1	.3%	1	.5%	0	.0%	0	.0%

(cont.)

Q20b. Why do you choose to shop outside the borough?

	Zone					
	4		5		6	
	Num	%	Num	%	Num	%
Base: Those shopping outside the borough	47	100.0%	82	100.0%	40	100.0%
Better transport links	3	6.4%	1	1.2%	6	15.0%
Easier to park	0	.0%	2	2.4%	0	.0%
Preferred retailers not in the borough	8	17.0%	12	14.6%	2	5.0%
Cheaper stores outside the borough	1	2.1%	5	6.1%	2	5.0%
Dislike the shops in the borough	2	4.3%	1	1.2%	0	.0%
Dislike the borough area	0	.0%	0	.0%	0	.0%
Better range of shops	27	57.4%	45	54.9%	12	30.0%
Convenient to home	2	4.3%	6	7.3%	6	15.0%
Convenient to work	2	4.3%	3	3.7%	4	10.0%

(cont.)

Q20b. Why do you choose to shop outside the borough?

		Zone					
		4		5		6	
		Num	%	Num	%	Num	%
	Day out/ change of scenery	3	6.4%	6	7.3%	4	10.0%
	Friends/ family live there	1	2.1%	1	1.2%	1	2.5%
	Convenient to other activities	1	2.1%	1	1.2%	3	7.5%
	Goes with friend/ relative	0	.0%	2	2.4%	0	.0%
	Variety	0	.0%	1	1.2%	1	2.5%
	Better quality of goods	0	.0%	2	2.4%	0	.0%
	Availability	0	.0%	2	2.4%	0	.0%
	Shopping for special items i.e. wedding presents etc	0	.0%	0	.0%	2	5.0%
Other	Passing through	0	.0%	0	.0%	0	.0%
	To go Christmas shopping	1	2.1%	1	1.2%	0	.0%
	Familiar with Southampton Town Centre	1	2.1%	0	.0%	0	.0%
	Holiday	0	.0%	0	.0%	0	.0%
	Market	0	.0%	0	.0%	0	.0%
	Nice atmosphere	0	.0%	0	.0%	0	.0%
	Services nearby	0	.0%	1	1.2%	0	.0%
	Visit local garden centres	0	.0%	0	.0%	0	.0%
	Don't know/varies	0	.0%	0	.0%	0	.0%

Q21. When you do your household's non-food shopping, how do you usually travel?

		Base: All respondents		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Base: All respondents		1001	100.0%	464	100.0%	80	100.0%	38	100.0%
Car / Van (as driver)		662	66.1%	283	61.0%	53	66.3%	24	63.2%
Car / Van (as passenger)		168	16.8%	84	18.1%	19	23.8%	7	18.4%
Bus/Coach		89	8.9%	49	10.6%	5	6.3%	4	10.5%
Walk		41	4.1%	23	5.0%	1	1.3%	2	5.3%
Train/Tube		26	2.6%	16	3.4%	1	1.3%	0	.0%
Bicycle		4	.4%	2	.4%	0	.0%	0	.0%
Don't travel / goods delivered		4	.4%	3	.6%	0	.0%	0	.0%
Don't know / varies		3	.3%	2	.4%	0	.0%	1	2.6%
Taxi		2	.2%	1	.2%	1	1.3%	0	.0%
Other	Electric buggy	1	.1%	1	.2%	0	.0%	0	.0%
	Mobility scooter	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q21. When you do your household's non-food shopping, how do you usually travel?

		Zone					
		4		5		6	
		Num	%	Num	%	Num	%
Base: All respondents		102	100.0%	184	100.0%	133	100.0%
Car / Van (as driver)		71	69.6%	143	77.7%	88	66.2%
Car / Van (as passenger)		14	13.7%	19	10.3%	25	18.8%
Bus/Coach		9	8.8%	5	2.7%	17	12.8%
Walk		4	3.9%	8	4.3%	3	2.3%
Train/Tube		2	2.0%	7	3.8%	0	.0%
Bicycle		0	.0%	2	1.1%	0	.0%
Don't travel / goods delivered		1	1.0%	0	.0%	0	.0%
Don't know / varies		0	.0%	0	.0%	0	.0%
Taxi		0	.0%	0	.0%	0	.0%
Other	Electric buggy	0	.0%	0	.0%	0	.0%
	Mobility scooter	1	1.0%	0	.0%	0	.0%

Q22. Is there a public transport service (bus/train) available to your non-food shopping destinations?

	Base: All respondents		Zone									
	Num	%	1		2		3		4		5	
			Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1001	100.0%	464	100.0%	80	100.0%	38	100.0%	102	100.0%	184	100.0%
Yes	705	70.4%	351	75.6%	57	71.3%	24	63.2%	68	66.7%	119	64.7%
No	166	16.6%	65	14.0%	12	15.0%	10	26.3%	20	19.6%	29	15.8%
Some	76	7.6%	22	4.7%	7	8.8%	3	7.9%	11	10.8%	22	12.0%
Don't know	54	5.4%	26	5.6%	4	5.0%	1	2.6%	3	2.9%	14	7.6%

(cont.)

Q22. Is there a public transport service (bus/train) available to your non-food shopping destinations?

	Zone	
	6	
	Num	%
Base: All respondents	133	100.0%
Yes	86	64.7%
No	30	22.6%
Some	11	8.3%
Don't know	6	4.5%

Q23. What do you like about Basingstoke town centre for shopping, leisure/ evening activities or services?

	Base: All respondents		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: All respondents	1001	100.0%	464	100.0%	80	100.0%	38	100.0%
Good food shops	37	3.7%	15	3.2%	4	5.0%	0	.0%
Good non-food shops	89	8.9%	35	7.5%	8	10.0%	2	5.3%
Good market	4	.4%	3	.6%	0	.0%	0	.0%
Good range of financial/personal service	12	1.2%	6	1.3%	0	.0%	2	5.3%
Good cafés/restaurants/public houses	59	5.9%	37	8.0%	3	3.8%	1	2.6%
Particular shops/services	58	5.8%	25	5.4%	3	3.8%	2	5.3%
Attractive architecture/buildings	15	1.5%	10	2.2%	1	1.3%	1	2.6%
Attractive shop fronts/shopping streets	12	1.2%	6	1.3%	2	2.5%	0	.0%
Floral displays/natural features	2	.2%	1	.2%	0	.0%	0	.0%
Historic buildings	4	.4%	3	.6%	0	.0%	0	.0%
Tourist attractions	9	.9%	6	1.3%	0	.0%	0	.0%
Traffic free pedestrian areas	7	.7%	2	.4%	0	.0%	1	2.6%
Clean streets	27	2.7%	20	4.3%	0	.0%	1	2.6%
Well maintained streets	5	.5%	3	.6%	0	.0%	0	.0%
Easy to park the car	46	4.6%	19	4.1%	1	1.3%	1	2.6%
Low cost of car parking	17	1.7%	5	1.1%	0	.0%	0	.0%
Good public transport	11	1.1%	2	.4%	2	2.5%	0	.0%
Easy to get to from home	55	5.5%	38	8.2%	1	1.3%	0	.0%
Easy to get to from work	6	.6%	5	1.1%	0	.0%	0	.0%
Good safety/security	5	.5%	3	.6%	0	.0%	0	.0%
Independent shops	3	.3%	1	.2%	1	1.3%	0	.0%
Good customer service	0	.0%	0	.0%	0	.0%	0	.0%
Atmosphere	17	1.7%	10	2.2%	0	.0%	0	.0%
Compact	58	5.8%	28	6.0%	5	6.3%	4	10.5%
Friendly	9	.9%	6	1.3%	0	.0%	0	.0%
It is local	19	1.9%	14	3.0%	0	.0%	1	2.6%
It is not too big	11	1.1%	7	1.5%	0	.0%	0	.0%

(cont.)

Q23. What do you like about Basingstoke town centre for shopping, leisure/ evening activities or services?

	Base: All respondents		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
It is not busy	5	.5%	2	.4%	0	.0%	0	.0%
It is quaint	4	.4%	2	.4%	0	.0%	0	.0%
It is small	5	.5%	2	.4%	0	.0%	0	.0%
The events	2	.2%	2	.4%	0	.0%	0	.0%
It has everything I need	104	10.4%	66	14.2%	6	7.5%	2	5.3%
It is close to home	55	5.5%	42	9.1%	1	1.3%	1	2.6%
Nothing/very little	412	41.2%	155	33.4%	42	52.5%	22	57.9%

(cont.)

Q23. What do you like about Basingstoke town centre for shopping, leisure/ evening activities or services?

		Base: All respondents		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Cinema	30	3.0%	14	3.0%	6	7.5%	1	2.6%
	Undercover shopping area	18	1.8%	9	1.9%	1	1.3%	0	.0%
	Choice/ variety of shops	15	1.5%	5	1.1%	2	2.5%	0	.0%
	Don't visit Basingstoke Town Centre	11	1.1%	1	.2%	4	5.0%	1	2.6%
	Good leisure facilities	7	.7%	4	.9%	0	.0%	0	.0%
	Good theatre	7	.7%	2	.4%	0	.0%	0	.0%
	Change of scenery	5	.5%	0	.0%	0	.0%	1	2.6%
	Good entertainment facilities	5	.5%	4	.9%	0	.0%	0	.0%
	Modern	5	.5%	3	.6%	0	.0%	0	.0%
	Convenient	4	.4%	1	.2%	0	.0%	0	.0%
	Like the layout	3	.3%	2	.4%	0	.0%	0	.0%
	Familiarity/ know where everything is	2	.2%	2	.4%	0	.0%	0	.0%
	Never been there	2	.2%	0	.0%	0	.0%	0	.0%
	Bus stops there	1	.1%	1	.2%	0	.0%	0	.0%
	Convenient opening hours	1	.1%	1	.2%	0	.0%	0	.0%
	Everything is close to the station	1	.1%	0	.0%	0	.0%	0	.0%
	Film clubs	1	.1%	0	.0%	1	1.3%	0	.0%
	Good baby changing facilities	1	.1%	0	.0%	0	.0%	0	.0%
	Good disabled access	1	.1%	0	.0%	0	.0%	0	.0%
	Good out-of-town shopping	1	.1%	1	.2%	0	.0%	0	.0%
	Good precinct	1	.1%	0	.0%	0	.0%	0	.0%
	Good sports centre	1	.1%	0	.0%	0	.0%	0	.0%
	Near country	1	.1%	1	.2%	0	.0%	0	.0%
	New Marks & Spencer	1	.1%	0	.0%	0	.0%	0	.0%
	Pleasant	1	.1%	1	.2%	0	.0%	0	.0%
	Practical and cheap	1	.1%	0	.0%	0	.0%	1	2.6%
	Preference for area	1	.1%	1	.2%	0	.0%	0	.0%
	Too hard to get to	1	.1%	0	.0%	1	1.3%	0	.0%

(cont.)

Q23. What do you like about Basingstoke town centre for shopping, leisure/ evening activities or services?

	Zone					
	4		5		6	
	Num	%	Num	%	Num	%
Base: All respondents	102	100.0%	184	100.0%	133	100.0%
Good food shops	5	4.9%	8	4.3%	5	3.8%
Good non-food shops	15	14.7%	21	11.4%	8	6.0%
Good market	1	1.0%	0	.0%	0	.0%
Good range of financial/personal service	1	1.0%	2	1.1%	1	.8%
Good cafés/restaurants/public houses	3	2.9%	14	7.6%	1	.8%
Particular shops/services	11	10.8%	14	7.6%	3	2.3%
Attractive architecture/buildings	2	2.0%	1	.5%	0	.0%
Attractive shop fronts/shopping streets	1	1.0%	1	.5%	2	1.5%
Floral displays/natural features	0	.0%	0	.0%	1	.8%
Historic buildings	0	.0%	0	.0%	1	.8%
Tourist attractions	1	1.0%	2	1.1%	0	.0%
Traffic free pedestrian areas	1	1.0%	3	1.6%	0	.0%
Clean streets	1	1.0%	5	2.7%	0	.0%
Well maintained streets	0	.0%	2	1.1%	0	.0%
Easy to park the car	4	3.9%	14	7.6%	7	5.3%
Low cost of car parking	1	1.0%	3	1.6%	8	6.0%
Good public transport	2	2.0%	3	1.6%	2	1.5%
Easy to get to from home	4	3.9%	7	3.8%	5	3.8%
Easy to get to from work	1	1.0%	0	.0%	0	.0%
Good safety/security	1	1.0%	0	.0%	1	.8%
Independent shops	0	.0%	1	.5%	0	.0%
Good customer service	0	.0%	0	.0%	0	.0%
Atmosphere	0	.0%	2	1.1%	5	3.8%
Compact	4	3.9%	12	6.5%	5	3.8%
Friendly	0	.0%	1	.5%	2	1.5%
It is local	1	1.0%	2	1.1%	1	.8%
It is not too big	2	2.0%	1	.5%	1	.8%

(cont.)

Q23. What do you like about Basingstoke town centre for shopping, leisure/ evening activities or services?

	Zone					
	4		5		6	
	Num	%	Num	%	Num	%
It is not busy	0	.0%	3	1.6%	0	.0%
It is quaint	1	1.0%	1	.5%	0	.0%
It is small	0	.0%	3	1.6%	0	.0%
The events	0	.0%	0	.0%	0	.0%
It has everything I need	11	10.8%	13	7.1%	6	4.5%
It is close to home	3	2.9%	8	4.3%	0	.0%
Nothing/very little	45	44.1%	70	38.0%	78	58.6%

(cont.)

Q23. What do you like about Basingstoke town centre for shopping, leisure/ evening activities or services?

		Zone					
		4		5		6	
		Num	%	Num	%	Num	%
Other	Cinema	1	1.0%	8	4.3%	0	.0%
	Undercover shopping area	3	2.9%	3	1.6%	2	1.5%
	Choice/ variety of shops	3	2.9%	4	2.2%	1	.8%
	Don't visit Basingstoke Town Centre	0	.0%	1	.5%	4	3.0%
	Good leisure facilities	0	.0%	1	.5%	2	1.5%
	Good theatre	1	1.0%	2	1.1%	2	1.5%
	Change of scenery	0	.0%	1	.5%	3	2.3%
	Good entertainment facilities	0	.0%	1	.5%	0	.0%
	Modern	1	1.0%	1	.5%	0	.0%
	Convenient	0	.0%	2	1.1%	1	.8%
	Like the layout	0	.0%	1	.5%	0	.0%
	Familiarity/ know where everything is	0	.0%	0	.0%	0	.0%
	Never been there	0	.0%	0	.0%	2	1.5%
	Bus stops there	0	.0%	0	.0%	0	.0%
	Convenient opening hours	0	.0%	0	.0%	0	.0%
	Everything is close to the station	0	.0%	1	.5%	0	.0%
	Film clubs	0	.0%	0	.0%	0	.0%
	Good baby changing facilities	0	.0%	0	.0%	1	.8%
	Good disabled access	1	1.0%	0	.0%	0	.0%
	Good out-of-town shopping	0	.0%	0	.0%	0	.0%
	Good precinct	0	.0%	1	.5%	0	.0%
	Good sports centre	1	1.0%	0	.0%	0	.0%
	Near country	0	.0%	0	.0%	0	.0%
	New Marks & Spencer	0	.0%	1	.5%	0	.0%
	Pleasant	0	.0%	0	.0%	0	.0%
	Practical and cheap	0	.0%	0	.0%	0	.0%
	Preference for area	0	.0%	0	.0%	0	.0%
	Too hard to get to	0	.0%	0	.0%	0	.0%

Q24. What improvements, if any, would make you visit Basingstoke town centre more often and improve your day out experience?

	Base: All respondents		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: All respondents	1001	100.0%	464	100.0%	80	100.0%	38	100.0%
More/better parking	40	4.0%	14	3.0%	2	2.5%	1	2.6%
Lower car park charges	42	4.2%	15	3.2%	2	2.5%	2	5.3%
Better public transport	28	2.8%	12	2.6%	2	2.5%	2	5.3%
More/better shops	55	5.5%	40	8.6%	2	2.5%	2	5.3%
More/better financial/personal services	1	.1%	1	.2%	0	.0%	0	.0%
More/better cafés/restaurants/public houses	13	1.3%	9	1.9%	0	.0%	0	.0%
Particular shop/shops	19	1.9%	16	3.4%	0	.0%	0	.0%
More traffic free pedestrian streets	5	.5%	2	.4%	0	.0%	1	2.6%
Fewer traffic free pedestrian streets	4	.4%	2	.4%	0	.0%	2	5.3%
Cleaner streets	3	.3%	0	.0%	1	1.3%	0	.0%
More/better leisure/entertainment/cultural activities	8	.8%	3	.6%	0	.0%	0	.0%
More/better seats/floral displays	6	.6%	3	.6%	0	.0%	0	.0%
Better disabled access	7	.7%	5	1.1%	0	.0%	0	.0%
Shops/services open later in the evenings	2	.2%	2	.4%	0	.0%	0	.0%
More shops/services open on Sundays	1	.1%	0	.0%	1	1.3%	0	.0%
Better signposting	7	.7%	0	.0%	1	1.3%	2	5.3%
Better customer service	1	.1%	1	.2%	0	.0%	0	.0%
Better facilities for elderly	24	2.4%	19	4.1%	1	1.3%	1	2.6%
Better facilities for younger people	6	.6%	3	.6%	0	.0%	0	.0%
General clothes shops	13	1.3%	10	2.2%	0	.0%	1	2.6%
Department store	39	3.9%	29	6.3%	0	.0%	1	2.6%
Individual stores	23	2.3%	16	3.4%	0	.0%	0	.0%
Ladies clothes store	8	.8%	8	1.7%	0	.0%	0	.0%
Children's clothes stores	0	.0%	0	.0%	0	.0%	0	.0%
A better market	1	.1%	1	.2%	0	.0%	0	.0%

(cont.)

Q24. What improvements, if any, would make you visit Basingstoke town centre more often and improve your day out experience?

	Base: All respondents		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
A bypass	2	.2%	1	.2%	1	1.3%	0	.0%
Less traffic	7	.7%	4	.9%	1	1.3%	0	.0%
More variety	17	1.7%	14	3.0%	0	.0%	0	.0%
General re-developments/tidy up	18	1.8%	11	2.4%	1	1.3%	0	.0%
Less empty shops	5	.5%	4	.9%	0	.0%	0	.0%
Music shops fashion boutiques	5	.5%	4	.9%	0	.0%	0	.0%
No improvements	654	65.3%	262	56.5%	65	81.3%	28	73.7%

(cont.)

Q24. What improvements, if any, would make you visit Basingstoke town centre more often and improve your day out experience?

		Base: All respondents		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
	A John Lewis store	12	1.2%	9	1.9%	0	.0%	0	.0%
	Easier road access	7	.7%	2	.4%	1	1.3%	1	2.6%
	More undercover shopping	6	.6%	6	1.3%	0	.0%	0	.0%
	More police presence	5	.5%	2	.4%	1	1.3%	0	.0%
	A market	3	.3%	2	.4%	0	.0%	0	.0%
	Fewer clothes shops	3	.3%	3	.6%	0	.0%	0	.0%
	Less busy	3	.3%	1	.2%	0	.0%	0	.0%
	More furniture shops	3	.3%	3	.6%	0	.0%	0	.0%
	Better atmosphere	2	.2%	0	.0%	0	.0%	0	.0%
	Better road between Alton and Basingstoke	2	.2%	1	.2%	0	.0%	0	.0%
	Better road layout/ easier road access	2	.2%	1	.2%	0	.0%	0	.0%
	Bigger food stores	2	.2%	2	.4%	0	.0%	0	.0%
	Bring back the old shops	2	.2%	1	.2%	0	.0%	0	.0%
Other	Everything closer together	2	.2%	1	.2%	0	.0%	0	.0%
	Fewer roundabouts	2	.2%	0	.0%	0	.0%	0	.0%
	Less expensive shops	2	.2%	2	.4%	0	.0%	0	.0%
	More green areas	2	.2%	1	.2%	0	.0%	0	.0%
	Unattractive environment	2	.2%	1	.2%	1	1.3%	0	.0%
	Slippery floors in precinct	2	.2%	2	.4%	0	.0%	0	.0%
	A Morrisons	1	.1%	1	.2%	0	.0%	0	.0%
	Better bus stop	1	.1%	1	.2%	0	.0%	0	.0%
	Better choice of restaurants for children	1	.1%	0	.0%	0	.0%	0	.0%
	Better night life	1	.1%	1	.2%	0	.0%	0	.0%
	Better quality of goods	1	.1%	1	.2%	0	.0%	0	.0%
	Better selection of computer stores	1	.1%	0	.0%	0	.0%	0	.0%
	Car park height limit is too restrictive	1	.1%	0	.0%	0	.0%	0	.0%
	Cheaper petrol	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q24. What improvements, if any, would make you visit Basingstoke town centre more often and improve your day out experience?

		Base: All respondents		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Creche facilities	1	.1%	1	.2%	0	.0%	0	.0%
	Easier to navigate the parking area	1	.1%	0	.0%	0	.0%	0	.0%
	Fewer mobile phone shops	1	.1%	1	.2%	0	.0%	0	.0%
	Fewer roadworks	1	.1%	1	.2%	0	.0%	0	.0%
	Free parking	1	.1%	1	.2%	0	.0%	0	.0%
	If was more convenient to home	1	.1%	0	.0%	1	1.3%	0	.0%
	Less busy/ crowded	1	.1%	0	.0%	0	.0%	0	.0%
	Less drunkenness/ young people drinking	1	.1%	1	.2%	0	.0%	0	.0%
	Lower shop rental	1	.1%	1	.2%	0	.0%	0	.0%
	More choice of arts and crafts type shops	1	.1%	0	.0%	1	1.3%	0	.0%
	More features, e.g a water feature	1	.1%	1	.2%	0	.0%	0	.0%
	More non-food shops	1	.1%	1	.2%	0	.0%	0	.0%
	More outdoor shops	1	.1%	0	.0%	0	.0%	0	.0%
	More public toilets	1	.1%	0	.0%	0	.0%	0	.0%
	More stores for older people	1	.1%	1	.2%	0	.0%	0	.0%
	Need a new cinema	1	.1%	0	.0%	0	.0%	0	.0%
	Prefer the retail parks to the town centre	1	.1%	0	.0%	0	.0%	1	2.6%

(cont.)

Q24. What improvements, if any, would make you visit Basingstoke town centre more often and improve your day out experience?

	Zone					
	4		5		6	
	Num	%	Num	%	Num	%
Base: All respondents	102	100.0%	184	100.0%	133	100.0%
More/better parking	3	2.9%	13	7.1%	7	5.3%
Lower car park charges	3	2.9%	17	9.2%	3	2.3%
Better public transport	2	2.0%	7	3.8%	3	2.3%
More/better shops	3	2.9%	6	3.3%	2	1.5%
More/better financial/personal services	0	.0%	0	.0%	0	.0%
More/better cafés/restaurants/public houses	1	1.0%	2	1.1%	1	.8%
Particular shop/shops	0	.0%	2	1.1%	1	.8%
More traffic free pedestrian streets	2	2.0%	0	.0%	0	.0%
Fewer traffic free pedestrian streets	0	.0%	0	.0%	0	.0%
Cleaner streets	0	.0%	1	.5%	1	.8%
More/better leisure/entertainment/cultural activities	1	1.0%	2	1.1%	2	1.5%
More/better seats/floral displays	1	1.0%	1	.5%	1	.8%
Better disabled access	2	2.0%	0	.0%	0	.0%
Shops/services open later in the evenings	0	.0%	0	.0%	0	.0%
More shops/services open on Sundays	0	.0%	0	.0%	0	.0%
Better signposting	2	2.0%	1	.5%	1	.8%
Better customer service	0	.0%	0	.0%	0	.0%
Better facilities for elderly	0	.0%	3	1.6%	0	.0%
Better facilities for younger people	1	1.0%	2	1.1%	0	.0%
General clothes shops	0	.0%	1	.5%	1	.8%
Department store	0	.0%	9	4.9%	0	.0%
Individual stores	4	3.9%	3	1.6%	0	.0%
Ladies clothes store	0	.0%	0	.0%	0	.0%
Children's clothes stores	0	.0%	0	.0%	0	.0%
A better market	0	.0%	0	.0%	0	.0%

(cont.)

Q24. What improvements, if any, would make you visit Basingstoke town centre more often and improve your day out experience?

	Zone					
	4		5		6	
	Num	%	Num	%	Num	%
A bypass	0	.0%	0	.0%	0	.0%
Less traffic	0	.0%	2	1.1%	0	.0%
More variety	2	2.0%	1	.5%	0	.0%
General re-developments/tidy up	0	.0%	5	2.7%	1	.8%
Less empty shops	0	.0%	1	.5%	0	.0%
Music shops fashion boutiques	1	1.0%	0	.0%	0	.0%
No improvements	75	73.5%	114	62.0%	110	82.7%

(cont.)

Q24. What improvements, if any, would make you visit Basingstoke town centre more often and improve your day out experience?

		Zone					
		4		5		6	
		Num	%	Num	%	Num	%
	A John Lewis store	1	1.0%	2	1.1%	0	.0%
	Easier road access	1	1.0%	1	.5%	1	.8%
	More undercover shopping	0	.0%	0	.0%	0	.0%
	More police presence	0	.0%	2	1.1%	0	.0%
	A market	0	.0%	1	.5%	0	.0%
	Fewer clothes shops	0	.0%	0	.0%	0	.0%
	Less busy	0	.0%	2	1.1%	0	.0%
	More furniture shops	0	.0%	0	.0%	0	.0%
	Better atmosphere	1	1.0%	1	.5%	0	.0%
	Better road between Alton and Basingstoke	1	1.0%	0	.0%	0	.0%
	Better road layout/ easier road access	0	.0%	0	.0%	1	.8%
	Bigger food stores	0	.0%	0	.0%	0	.0%
	Bring back the old shops	0	.0%	1	.5%	0	.0%
Other	Everything closer together	1	1.0%	0	.0%	0	.0%
	Fewer roundabouts	0	.0%	1	.5%	1	.8%
	Less expensive shops	0	.0%	0	.0%	0	.0%
	More green areas	0	.0%	1	.5%	0	.0%
	Unattractive environment	0	.0%	0	.0%	0	.0%
	Slippery floors in precinct	0	.0%	0	.0%	0	.0%
	A Morrisons	0	.0%	0	.0%	0	.0%
	Better bus stop	0	.0%	0	.0%	0	.0%
	Better choice of restaurants for children	0	.0%	0	.0%	1	.8%
	Better night life	0	.0%	0	.0%	0	.0%
	Better quality of goods	0	.0%	0	.0%	0	.0%
	Better selection of computer stores	1	1.0%	0	.0%	0	.0%
	Car park height limit is too restrictive	0	.0%	0	.0%	1	.8%
	Cheaper petrol	0	.0%	1	.5%	0	.0%

(cont.)

Q24. What improvements, if any, would make you visit Basingstoke town centre more often and improve your day out experience?

		Zone					
		4		5		6	
		Num	%	Num	%	Num	%
Other	Creche facilities	*0*	*.0%*	*0*	*.0%*	*0*	*.0%*
	Easier to navigate the parking area	*0*	*.0%*	*1*	*.5%*	*0*	*.0%*
	Fewer mobile phone shops	*0*	*.0%*	*0*	*.0%*	*0*	*.0%*
	Fewer roadworks	*0*	*.0%*	*0*	*.0%*	*0*	*.0%*
	Free parking	*0*	*.0%*	*0*	*.0%*	*0*	*.0%*
	If was more convenient to home	*0*	*.0%*	*0*	*.0%*	*0*	*.0%*
	Less busy/ crowded	*0*	*.0%*	*1*	*.5%*	*0*	*.0%*
	Less drunkenness/ young people drinking	*0*	*.0%*	*0*	*.0%*	*0*	*.0%*
	Lower shop rental	*0*	*.0%*	*0*	*.0%*	*0*	*.0%*
	More choice of arts and crafts type shops	*0*	*.0%*	*0*	*.0%*	*0*	*.0%*
	More features, e.g a water feature	*0*	*.0%*	*0*	*.0%*	*0*	*.0%*
	More non-food shops	*0*	*.0%*	*0*	*.0%*	*0*	*.0%*
	More outdoor shops	*0*	*.0%*	*1*	*.5%*	*0*	*.0%*
	More public toilets	*0*	*.0%*	*1*	*.5%*	*0*	*.0%*
	More stores for older people	*0*	*.0%*	*0*	*.0%*	*0*	*.0%*
	Need a new cinema	*0*	*.0%*	*1*	*.5%*	*0*	*.0%*
	Prefer the retail parks to the town centre	*0*	*.0%*	*0*	*.0%*	*0*	*.0%*

Q25a. How often do you visit the Top of the Town area of Basingstoke (includes Winchester Street, London Street, Wote Street, Cross Street and Market Place)?

	Base: All respondents		Zone									
	Num	%	1		2		3		4		5	
			Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1001	100.0%	464	100.0%	80	100.0%	38	100.0%	102	100.0%	184	100.0%
More than once a week	50	5.0%	44	9.5%	0	.0%	0	.0%	0	.0%	6	3.3%
Once a week	82	8.2%	72	15.5%	1	1.3%	2	5.3%	1	1.0%	4	2.2%
Once a fortnight	48	4.8%	39	8.4%	1	1.3%	1	2.6%	4	3.9%	2	1.1%
Once every 3 weeks	19	1.9%	12	2.6%	1	1.3%	0	.0%	2	2.0%	3	1.6%
Once a month	128	12.8%	89	19.2%	8	10.0%	1	2.6%	5	4.9%	16	8.7%
Less often	262	26.2%	118	25.4%	21	26.3%	11	28.9%	32	31.4%	53	28.8%
Varies	32	3.2%	10	2.2%	4	5.0%	1	2.6%	8	7.8%	7	3.8%
Never	380	38.0%	80	17.2%	44	55.0%	22	57.9%	50	49.0%	93	50.5%

(cont.)

Q25a. How often do you visit the Top of the Town area of Basingstoke (includes Winchester Street, London Street, Wote Street, Cross Street and Market Place)?

	Zone	
	6	
	Num	%
Base: All respondents	133	100.0%
More than once a week	0	.0%
Once a week	2	1.5%
Once a fortnight	1	.8%
Once every 3 weeks	1	.8%
Once a month	9	6.8%
Less often	27	20.3%
Varies	2	1.5%
Never	91	68.4%

Q25b. What is your main purpose in visiting the Top of the Town area of Basingstoke?

	Base: Those visiting Top of the Town		Zone							
	Num	%	1		2		3		4	
			Num	%	Num	%	Num	%	Num	%
Base: Those visiting Top of the Town	621	100.0%	384	100.0%	36	100.0%	16	100.0%	52	100.0%
Non-food shopping	203	32.7%	106	27.6%	13	36.1%	7	43.8%	24	46.2%
Eating/Drinking out	56	9.0%	38	9.9%	5	13.9%	1	6.3%	2	3.8%
Food shopping	23	3.7%	11	2.9%	1	2.8%	1	6.3%	6	11.5%
Going to the theatre	19	3.1%	5	1.3%	5	13.9%	2	12.5%	2	3.8%
Going to the cinema	18	2.9%	1	.3%	5	13.9%	2	12.5%	3	5.8%

(cont.)

Q25b. What is your main purpose in visiting the Top of the Town area of Basingstoke?

		Base: Those visiting Top of the Town		Zone							
		Num	%	1		2		3		4	
				Num	%	Num	%	Num	%	Num	%
Other	Bank	90	14.5%	84	21.9%	0	.0%	0	.0%	0	.0%
	Post office	55	8.9%	49	12.8%	1	2.8%	0	.0%	2	3.8%
	Browsing	26	4.2%	6	1.6%	4	11.1%	1	6.3%	3	5.8%
	Day out	11	1.8%	7	1.8%	1	2.8%	0	.0%	1	1.9%
	Market	9	1.4%	9	2.3%	0	.0%	0	.0%	0	.0%
	Post Office and Bank	9	1.4%	8	2.1%	0	.0%	0	.0%	0	.0%
	Visiting friends/relatives	9	1.4%	3	.8%	0	.0%	0	.0%	0	.0%
	Passing through	8	1.3%	1	.3%	0	.0%	1	6.3%	1	1.9%
	Visit Bank	8	1.3%	8	2.1%	0	.0%	0	.0%	0	.0%
	Car parking	7	1.1%	3	.8%	0	.0%	0	.0%	1	1.9%
	Varies	7	1.1%	5	1.3%	0	.0%	0	.0%	1	1.9%
	Visiting hairdressers, dentists, opticians, etc	6	1.0%	6	1.6%	0	.0%	0	.0%	0	.0%
	Change of scenery	5	.8%	1	.3%	0	.0%	0	.0%	0	.0%
	Work	5	.8%	4	1.0%	0	.0%	0	.0%	1	1.9%
	Financial services	3	.5%	3	.8%	0	.0%	0	.0%	0	.0%
	Leisure	3	.5%	2	.5%	0	.0%	0	.0%	0	.0%
	Market	3	.5%	2	.5%	0	.0%	1	6.3%	0	.0%
	Museum	3	.5%	1	.3%	0	.0%	0	.0%	1	1.9%
	Cathedral	2	.3%	1	.3%	0	.0%	0	.0%	0	.0%
	Council services	2	.3%	2	.5%	0	.0%	0	.0%	0	.0%
	Entertainment	2	.3%	1	.3%	0	.0%	0	.0%	0	.0%
	For diversity	2	.3%	1	.3%	0	.0%	0	.0%	0	.0%
	Health and Fitness Club	2	.3%	2	.5%	0	.0%	0	.0%	0	.0%
	Job related	2	.3%	1	.3%	0	.0%	0	.0%	0	.0%
	Social activities	2	.3%	0	.0%	0	.0%	0	.0%	1	1.9%
	Sports centre	2	.3%	2	.5%	0	.0%	0	.0%	0	.0%
	Art	1	.2%	1	.3%	0	.0%	0	.0%	0	.0%
	Car Park	1	.2%	1	.3%	0	.0%	0	.0%	0	.0%

(cont.)

Q25b. What is your main purpose in visiting the Top of the Town area of Basingstoke?

		Base: Those visiting Top of the Town		Zone							
		Num	%	1		2		3		4	
				Num	%	Num	%	Num	%	Num	%
Other	Covenient	1	.2%	1	.3%	0	.0%	0	.0%	0	.0%
	Foot Clinc	1	.2%	1	.3%	0	.0%	0	.0%	0	.0%
	Go to the solicitors or visit the theatre	1	.2%	0	.0%	0	.0%	0	.0%	1	1.9%
	Going to the drycleaners	1	.2%	1	.3%	0	.0%	0	.0%	0	.0%
	Launderette	1	.2%	1	.3%	0	.0%	0	.0%	0	.0%
	McDonalds	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Parking	1	.2%	0	.0%	0	.0%	0	.0%	1	1.9%
	Parking / Public House	1	.2%	1	.3%	0	.0%	0	.0%	0	.0%
	Post Office, Bank and to visit the Museum	1	.2%	1	.3%	0	.0%	0	.0%	0	.0%
	Restaurant	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Special occasion	1	.2%	0	.0%	1	2.8%	0	.0%	0	.0%
	Take daughter to work	1	.2%	0	.0%	0	.0%	0	.0%	1	1.9%
	Taking child to pre-school	1	.2%	1	.3%	0	.0%	0	.0%	0	.0%
	Train tickets	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Use the farmers market	1	.2%	1	.3%	0	.0%	0	.0%	0	.0%
	Visits swimming centre with children	1	.2%	1	.3%	0	.0%	0	.0%	0	.0%
	Watch football in a pub	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q25b. What is your main purpose in visiting the Top of the Town area of Basingstoke?

	Zone			
	5		6	
	Num	%	Num	%
Base: Those visiting Top of the Town	91	100.0%	42	100.0%
Non-food shopping	36	39.6%	17	40.5%
Eating/Drinking out	7	7.7%	3	7.1%
Food shopping	3	3.3%	1	2.4%
Going to the theatre	3	3.3%	2	4.8%
Going to the cinema	4	4.4%	3	7.1%

(cont.)

Q25b. What is your main purpose in visiting the Top of the Town area of Basingstoke?

		Zone			
		5		6	
		Num	%	Num	%
Other	Bank	6	6.6%	0	.0%
	Post office	3	3.3%	0	.0%
	Browsing	10	11.0%	2	4.8%
	Day out	1	1.1%	1	2.4%
	Market	0	.0%	0	.0%
	Post Office and Bank	1	1.1%	0	.0%
	Visiting friends/relatives	2	2.2%	4	9.5%
	Passing through	3	3.3%	2	4.8%
	Visit Bank	0	.0%	0	.0%
	Car parking	2	2.2%	1	2.4%
	Varies	1	1.1%	0	.0%
	Visiting hairdressers, dentists, opticians, etc	0	.0%	0	.0%
	Change of scenery	2	2.2%	2	4.8%
	Work	0	.0%	0	.0%
	Financial services	0	.0%	0	.0%
	Leisure	0	.0%	1	2.4%
	Market	0	.0%	0	.0%
	Museum	1	1.1%	0	.0%
	Cathedral	1	1.1%	0	.0%
	Council services	0	.0%	0	.0%
	Entertainment	1	1.1%	0	.0%
	For diversity	0	.0%	1	2.4%
	Health and Fitness Club	0	.0%	0	.0%
	Job related	0	.0%	1	2.4%
	Social activities	1	1.1%	0	.0%
	Sports centre	0	.0%	0	.0%
	Art	0	.0%	0	.0%
	Car Park	0	.0%	0	.0%

(cont.)

Q25b. What is your main purpose in visiting the Top of the Town area of Basingstoke?

		Zone			
		5		6	
		Num	%	Num	%
Other	Covenient	0	.0%	0	.0%
	Foot Clinc	0	.0%	0	.0%
	Go to the solicitors or visit the theatre	0	.0%	0	.0%
	Going to the drycleaners	0	.0%	0	.0%
	Launderette	0	.0%	0	.0%
	McDonalds	1	1.1%	0	.0%
	Parking	0	.0%	0	.0%
	Parking / Public House	0	.0%	0	.0%
	Post Office, Bank and to visit the Museum	0	.0%	0	.0%
	Restaurant	0	.0%	1	2.4%
	Special occasion	0	.0%	0	.0%
	Take daughter to work	0	.0%	0	.0%
	Taking child to pre-school	0	.0%	0	.0%
	Train tickets	1	1.1%	0	.0%
	Use the farmers market	0	.0%	0	.0%
	Visits swimming centre with children	0	.0%	0	.0%
	Watch football in a pub	1	1.1%	0	.0%

Q26. Would you agree with proposals to improve this area to act as the cultural focus of the town?

	Base: All respondents		Zone									
	Num	%	1		2		3		4		5	
			Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1001	100.0%	464	100.0%	80	100.0%	38	100.0%	102	100.0%	184	100.0%
Yes	572	57.1%	320	69.0%	31	38.8%	20	52.6%	50	49.0%	107	58.2%

(cont.)

Q26. Would you agree with proposals to improve this area to act as the cultural focus of the town?

	Base: All respondents		Zone									
	Num	%	1		2		3		4		5	
			Num	%	Num	%	Num	%	Num	%	Num	%
No	110	11.0%	55	11.9%	10	12.5%	2	5.3%	11	10.8%	21	11.4%
Don't know	319	31.9%	89	19.2%	39	48.8%	16	42.1%	41	40.2%	56	30.4%

(cont.)

Q26. Would you agree with proposals to improve this area to act as the cultural focus of the town?

	Zone	
	6	
	Num	%
Base: All respondents	133	100.0%
Yes	44	33.1%

(cont.)

Q26. Would you agree with proposals to improve this area to act as the cultural focus of the town?

	Zone	
	6	
	Num	%
No	11	8.3%
Don't know	78	58.6%

Q27. How often do you visit the Mall areas of Basingstoke?

	Base: All respondents		Zone									
	Num	%	1		2		3		4		5	
			Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1001	100.0%	464	100.0%	80	100.0%	38	100.0%	102	100.0%	184	100.0%
More than once a week	75	7.5%	67	14.4%	0	.0%	0	.0%	2	2.0%	6	3.3%
Once a week	148	14.8%	126	27.2%	0	.0%	1	2.6%	5	4.9%	12	6.5%
Once a fortnight	91	9.1%	61	13.1%	4	5.0%	3	7.9%	6	5.9%	15	8.2%
Once every 3 weeks	21	2.1%	10	2.2%	1	1.3%	1	2.6%	2	2.0%	6	3.3%
Once a month	138	13.8%	69	14.9%	9	11.3%	4	10.5%	18	17.6%	29	15.8%
Less often	245	24.5%	76	16.4%	24	30.0%	14	36.8%	34	33.3%	59	32.1%
Varies	28	2.8%	7	1.5%	5	6.3%	1	2.6%	3	2.9%	9	4.9%
Never	255	25.5%	48	10.3%	37	46.3%	14	36.8%	32	31.4%	48	26.1%

(cont.)

Q27. How often do you visit the Mall areas of Basingstoke?

	Zone	
	6	
	Num	%
Base: All respondents	133	100.0%
More than once a week	0	.0%
Once a week	4	3.0%
Once a fortnight	2	1.5%
Once every 3 weeks	1	.8%
Once a month	9	6.8%
Less often	38	28.6%
Varies	3	2.3%
Never	76	57.1%

Q28. What would encourage you to visit this area of the town centre more regularly ?

	Base: All respondents		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: All respondents	1001	100.0%	464	100.0%	80	100.0%	38	100.0%
More/better parking	21	2.1%	8	1.7%	2	2.5%	1	2.6%
Lower car park charges	21	2.1%	7	1.5%	2	2.5%	0	.0%
Better public transport	14	1.4%	2	.4%	2	2.5%	2	5.3%
More/better shops	65	6.5%	42	9.1%	0	.0%	1	2.6%
More/better financial/personal services	1	.1%	0	.0%	0	.0%	0	.0%
More/better cafés/restaurants/public houses	8	.8%	6	1.3%	0	.0%	0	.0%
Particular shop/shops	18	1.8%	13	2.8%	0	.0%	0	.0%
More traffic free pedestrian streets	4	.4%	2	.4%	0	.0%	0	.0%
Fewer traffic free pedestrian streets	2	.2%	0	.0%	1	1.3%	0	.0%
Cleaner streets	3	.3%	1	.2%	0	.0%	0	.0%
More/better leisure/entertainment/cultural activities	11	1.1%	3	.6%	3	3.8%	1	2.6%
More/better seats/floral displays	7	.7%	4	.9%	0	.0%	0	.0%
Better disabled access	1	.1%	1	.2%	0	.0%	0	.0%
Shops/services open later in the evenings	2	.2%	0	.0%	0	.0%	1	2.6%
More shops/services open on .	0	.0%	0	.0%	0	.0%	0	.0%
Better signposting	3	.3%	0	.0%	0	.0%	0	.0%
Better customer service	3	.3%	3	.6%	0	.0%	0	.0%
Better facilities for elderly	13	1.3%	11	2.4%	1	1.3%	0	.0%
Better facilities for younger people	3	.3%	0	.0%	0	.0%	1	2.6%
General clothes shops	6	.6%	5	1.1%	1	1.3%	0	.0%
Department store	15	1.5%	9	1.9%	0	.0%	2	5.3%
Individual stores	15	1.5%	12	2.6%	0	.0%	1	2.6%
Ladies clothes store	8	.8%	7	1.5%	0	.0%	0	.0%
Children's clothes stores	2	.2%	2	.4%	0	.0%	0	.0%
A better market .	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q28. What would encourage you to visit this area of the town centre more regularly ?

	Base: All respondents		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
A bypass .	0	.0%	0	.0%	0	.0%	0	.0%
Less traffic .	0	.0%	0	.0%	0	.0%	0	.0%
More variety	7	.7%	3	.6%	1	1.3%	1	2.6%
General re-developments/tidy up	17	1.7%	15	3.2%	0	.0%	0	.0%
Less empty shops	7	.7%	4	.9%	0	.0%	0	.0%
Music shops fashion boutiques	2	.2%	2	.4%	0	.0%	0	.0%
Nothing	751	75.0%	324	69.8%	63	78.8%	31	81.6%

(cont.)

Q28. What would encourage you to visit this area of the town centre more regularly ?

		Base: All respondents		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	More money	7	.7%	4	.9%	1	1.3%	0	.0%
	Connect outside shopping area to indoor area with cover	5	.5%	3	.6%	0	.0%	0	.0%
	John Lewis store	4	.4%	2	.4%	0	.0%	0	.0%
	Better access to the car park	3	.3%	2	.4%	1	1.3%	0	.0%
	Better shops for older generation	3	.3%	2	.4%	1	1.3%	0	.0%
	Cheaper fuel	2	.2%	0	.0%	0	.0%	0	.0%
	Cheaper stores	2	.2%	1	.2%	0	.0%	0	.0%
	Free parking	2	.2%	2	.4%	0	.0%	0	.0%
	Less crime	2	.2%	1	.2%	1	1.3%	0	.0%
	Make an indoor shopping area	2	.2%	2	.4%	0	.0%	0	.0%
	Make more attractive	2	.2%	1	.2%	0	.0%	0	.0%
	More coffee shops	2	.2%	2	.4%	0	.0%	0	.0%
	More crafts shops	2	.2%	1	.2%	1	1.3%	0	.0%
	More mobile	2	.2%	1	.2%	0	.0%	0	.0%
	More offers	2	.2%	1	.2%	0	.0%	0	.0%
	More public conveniences	2	.2%	2	.4%	0	.0%	0	.0%
	More stores for older people	2	.2%	2	.4%	0	.0%	0	.0%
	Better amenities	1	.1%	0	.0%	0	.0%	0	.0%
	Better quality of goods	1	.1%	1	.2%	0	.0%	0	.0%
	Better road between Alton and Basingstoke	1	.1%	0	.0%	0	.0%	0	.0%
	Better staff	1	.1%	1	.2%	0	.0%	0	.0%
	Bigger brands	1	.1%	0	.0%	0	.0%	1	2.6%
	Cheaper petrol	1	.1%	0	.0%	0	.0%	0	.0%
	Covenient to home	1	.1%	1	.2%	0	.0%	0	.0%
	Dress shops	1	.1%	1	.2%	0	.0%	0	.0%
	Easier to access	1	.1%	0	.0%	0	.0%	0	.0%
	Entrance to the Mall needs improving	1	.1%	1	.2%	0	.0%	0	.0%
	Family oriented events	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q28. What would encourage you to visit this area of the town centre more regularly ?

		Base: All respondents		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
	If it were outdoors	1	.1%	1	.2%	0	.0%	0	.0%
	Improve area round the station	1	.1%	0	.0%	0	.0%	0	.0%
	Less cheap shops	1	.1%	1	.2%	0	.0%	0	.0%
	Less congestion	1	.1%	1	.2%	0	.0%	0	.0%
	One-way street system	1	.1%	0	.0%	0	.0%	0	.0%
	More access for disbaled people	1	.1%	0	.0%	1	1.3%	0	.0%
Other	More family oriented events	1	.1%	1	.2%	0	.0%	0	.0%
	More features, e.g water feature	1	.1%	1	.2%	0	.0%	0	.0%
	More for the elderly people	1	.1%	1	.2%	0	.0%	0	.0%
	More markets	1	.1%	1	.2%	0	.0%	0	.0%
	More sales	1	.1%	1	.2%	0	.0%	0	.0%
	More smaller shops	1	.1%	0	.0%	1	1.3%	0	.0%
	Nightlife	1	.1%	1	.2%	0	.0%	0	.0%

(cont.)

Q28. What would encourage you to visit this area of the town centre more regularly ?

	Zone					
	4		5		6	
	Num	%	Num	%	Num	%
Base: All respondents	102	100.0%	184	100.0%	133	100.0%
More/better parking	0	.0%	8	4.3%	2	1.5%
Lower car park charges	0	.0%	10	5.4%	2	1.5%
Better public transport	2	2.0%	4	2.2%	2	1.5%
More/better shops	7	6.9%	11	6.0%	4	3.0%
More/better financial/personal services	1	1.0%	0	.0%	0	.0%
More/better cafés/restaurants/public houses	1	1.0%	0	.0%	1	.8%
Particular shop/shops	1	1.0%	3	1.6%	1	.8%
More traffic free pedestrian streets	0	.0%	1	.5%	1	.8%
Fewer traffic free pedestrian streets	1	1.0%	0	.0%	0	.0%
Cleaner streets	0	.0%	1	.5%	1	.8%
More/better leisure/entertainment/cultural activities	1	1.0%	3	1.6%	0	.0%
More/better seats/floral displays	2	2.0%	1	.5%	0	.0%
Better disabled access	0	.0%	0	.0%	0	.0%
Shops/services open later in the evenings	1	1.0%	0	.0%	0	.0%
More shops/services open on .	0	.0%	0	.0%	0	.0%
Better signposting	2	2.0%	1	.5%	0	.0%
Better customer service	0	.0%	0	.0%	0	.0%
Better facilities for elderly	0	.0%	1	.5%	0	.0%
Better facilities for younger people	0	.0%	2	1.1%	0	.0%
General clothes shops	0	.0%	0	.0%	0	.0%
Department store	0	.0%	3	1.6%	1	.8%
Individual stores	1	1.0%	1	.5%	0	.0%
Ladies clothes store	0	.0%	1	.5%	0	.0%
Children's clothes stores	0	.0%	0	.0%	0	.0%
A better market .	0	.0%	0	.0%	0	.0%

(cont.)

Q28. What would encourage you to visit this area of the town centre more regularly ?

		Zone					
		4		5		6	
		Num	%	Num	%	Num	%
A bypass	.	0	.0%	0	.0%	0	.0%
Less traffic	.	0	.0%	0	.0%	0	.0%
More variety		0	.0%	1	.5%	1	.8%
General re-developments/tidy up		0	.0%	1	.5%	1	.8%
Less empty shops		1	1.0%	2	1.1%	0	.0%
Music shops fashion boutiques		0	.0%	0	.0%	0	.0%
Nothing		82	80.4%	138	75.0%	113	85.0%

(cont.)

Q28. What would encourage you to visit this area of the town centre more regularly ?

		Zone					
		4		5		6	
		Num	%	Num	%	Num	%
Other	More money	0	.0%	1	.5%	1	.8%
	Connect outside shopping area to indoor area with cover	1	1.0%	1	.5%	0	.0%
	John Lewis store	0	.0%	1	.5%	1	.8%
	Better access to the car park	0	.0%	0	.0%	0	.0%
	Better shops for older generation	0	.0%	0	.0%	0	.0%
	Cheaper fuel	0	.0%	1	.5%	1	.8%
	Cheaper stores	0	.0%	0	.0%	1	.8%
	Free parking	0	.0%	0	.0%	0	.0%
	Less crime	0	.0%	0	.0%	0	.0%
	Make an indoor shopping area	0	.0%	0	.0%	0	.0%
	Make more attractive	1	1.0%	0	.0%	0	.0%
	More coffee shops	0	.0%	0	.0%	0	.0%
	More crafts shops	0	.0%	0	.0%	0	.0%
	More mobile	0	.0%	0	.0%	1	.8%
	More offers	0	.0%	0	.0%	1	.8%
	More public conveniences	0	.0%	0	.0%	0	.0%
	More stores for older people	0	.0%	0	.0%	0	.0%
	Better amenities	0	.0%	1	.5%	0	.0%
	Better quality of goods	0	.0%	0	.0%	0	.0%
	Better road between Alton and Basingstoke	1	1.0%	0	.0%	0	.0%
	Better staff	0	.0%	0	.0%	0	.0%
	Bigger brands	0	.0%	0	.0%	0	.0%
	Cheaper petrol	0	.0%	1	.5%	0	.0%
	Covenient to home	0	.0%	0	.0%	0	.0%
	Dress shops	0	.0%	0	.0%	0	.0%
	Easier to access	0	.0%	0	.0%	1	.8%
	Entrance to the Mall needs improving	0	.0%	0	.0%	0	.0%
	Family oriented events	0	.0%	1	.5%	0	.0%

(cont.)

Q28. What would encourage you to visit this area of the town centre more regularly ?

		Zone					
		4		5		6	
		Num	%	Num	%	Num	%
Other	If it were outdoors	0	.0%	0	.0%	0	.0%
	Improve area round the station	0	.0%	1	.5%	0	.0%
	Less cheap shops	0	.0%	0	.0%	0	.0%
	Less congestion	0	.0%	0	.0%	0	.0%
	One-way street system	0	.0%	1	.5%	0	.0%
	More access for disbaled people	0	.0%	0	.0%	0	.0%
	More family oriented events	0	.0%	0	.0%	0	.0%
	More features, e.g water feature	0	.0%	0	.0%	0	.0%
	More for the elderly people	0	.0%	0	.0%	0	.0%
	More markets	0	.0%	0	.0%	0	.0%
	More sales	0	.0%	0	.0%	0	.0%
	More smaller shops	0	.0%	0	.0%	0	.0%
	Nightlife	0	.0%	0	.0%	0	.0%

Q29. How often do you visit Basingstoke town centre for FOOD SHOPPING?

	Base: All respondents		Zone									
	Num	%	1		2		3		4		5	
			Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1001	100.0%	464	100.0%	80	100.0%	38	100.0%	102	100.0%	184	100.0%
More than once a week	37	3.7%	35	7.5%	0	.0%	0	.0%	1	1.0%	1	.5%
Once a week	61	6.1%	55	11.9%	1	1.3%	1	2.6%	1	1.0%	3	1.6%
Once a fortnight	26	2.6%	21	4.5%	1	1.3%	0	.0%	2	2.0%	2	1.1%
Once a month	72	7.2%	41	8.8%	4	5.0%	4	10.5%	9	8.8%	7	3.8%
Once every 3 months	17	1.7%	15	3.2%	1	1.3%	0	.0%	0	.0%	0	.0%
Once every 6 month	14	1.4%	8	1.7%	1	1.3%	1	2.6%	0	.0%	1	.5%
Once a year	19	1.9%	10	2.2%	2	2.5%	1	2.6%	1	1.0%	3	1.6%
Never	737	73.6%	271	58.4%	67	83.8%	30	78.9%	86	84.3%	164	89.1%
Don't know	18	1.8%	8	1.7%	3	3.8%	1	2.6%	2	2.0%	3	1.6%

(cont.)

Q29. How often do you visit Basingstoke town centre for FOOD SHOPPING?

	Zone	
	6	
	Num	%
Base: All respondents	133	100.0%
More than once a week	0	.0%
Once a week	0	.0%
Once a fortnight	0	.0%
Once a month	7	5.3%
Once every 3 months	1	.8%
Once every 6 month	3	2.3%
Once a year	2	1.5%
Never	119	89.5%
Don't know	1	.8%

Q29. How often do you visit Basingstoke town centre for an EVENING OUT TO EAT/ DRINK

	Base: All respondents		Zone									
	Num	%	1		2		3		4		5	
			Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1001	100.0%	464	100.0%	80	100.0%	38	100.0%	102	100.0%	184	100.0%
More than once a week	13	1.3%	13	2.8%	0	.0%	0	.0%	0	.0%	0	.0%
Once a week	37	3.7%	30	6.5%	0	.0%	2	5.3%	1	1.0%	4	2.2%
Once a fortnight	47	4.7%	30	6.5%	3	3.8%	2	5.3%	4	3.9%	6	3.3%
Once a month	134	13.4%	78	16.8%	10	12.5%	3	7.9%	9	8.8%	26	14.1%
Once every 3 months	91	9.1%	52	11.2%	6	7.5%	4	10.5%	9	8.8%	16	8.7%
Once every 6 month	52	5.2%	27	5.8%	1	1.3%	2	5.3%	3	2.9%	13	7.1%
Once a year	55	5.5%	23	5.0%	9	11.3%	2	5.3%	3	2.9%	14	7.6%
Never	553	55.2%	203	43.8%	50	62.5%	23	60.5%	69	67.6%	100	54.3%
Don't know	19	1.9%	8	1.7%	1	1.3%	0	.0%	4	3.9%	5	2.7%

(cont.)

Q29. How often do you visit Basingstoke town centre for an EVENING OUT TO EAT/ DRINK

	Zone	
	6	
	Num	%
Base: All respondents	133	100.0%
More than once a week	0	.0%
Once a week	0	.0%
Once a fortnight	2	1.5%
Once a month	8	6.0%
Once every 3 months	4	3.0%
Once every 6 month	6	4.5%
Once a year	4	3.0%
Never	108	81.2%
Don't know	1	.8%

Q29. How often do you visit Basingstoke town centre to VISIT THE HAYMARKET THEATRE?

	Base: All respondents		Zone									
	Num	%	1		2		3		4		5	
			Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1001	100.0%	464	100.0%	80	100.0%	38	100.0%	102	100.0%	184	100.0%
More than once a week	4	.4%	3	.6%	0	.0%	0	.0%	0	.0%	1	.5%
Once a week	2	.2%	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%
Once a fortnight	3	.3%	2	.4%	0	.0%	0	.0%	1	1.0%	0	.0%
Once a month	49	4.9%	24	5.2%	6	7.5%	2	5.3%	8	7.8%	5	2.7%
Once every 3 months	70	7.0%	50	10.8%	3	3.8%	1	2.6%	2	2.0%	10	5.4%
Once every 6 month	87	8.7%	58	12.5%	4	5.0%	4	10.5%	6	5.9%	11	6.0%
Once a year	130	13.0%	68	14.7%	7	8.8%	2	5.3%	10	9.8%	31	16.8%
Never	631	63.0%	245	52.8%	59	73.8%	29	76.3%	71	69.6%	120	65.2%
Don't know	25	2.5%	12	2.6%	1	1.3%	0	.0%	4	3.9%	6	3.3%

(cont.)

Q29. How often do you visit Basingstoke town centre to VISIT THE HAYMARKET THEATRE?

	Zone	
	6	
	Num	%
Base: All respondents	133	100.0%
More than once a week	0	.0%
Once a week	0	.0%
Once a fortnight	0	.0%
Once a month	4	3.0%
Once every 3 months	4	3.0%
Once every 6 month	4	3.0%
Once a year	12	9.0%
Never	107	80.5%
Don't know	2	1.5%

Q29. How often do you visit Basingstoke town centre to VISIT THE VUE CINEMA?

	Base: All respondents		Zone									
	Num	%	1		2		3		4		5	
			Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1001	100.0%	464	100.0%	80	100.0%	38	100.0%	102	100.0%	184	100.0%
More than once a week	2	.2%	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%
Once a week	11	1.1%	9	1.9%	1	1.3%	0	.0%	0	.0%	1	.5%
Once a fortnight	26	2.6%	15	3.2%	1	1.3%	1	2.6%	1	1.0%	5	2.7%
Once a month	93	9.3%	41	8.8%	7	8.8%	2	5.3%	12	11.8%	24	13.0%
Once every 3 months	131	13.1%	63	13.6%	14	17.5%	5	13.2%	12	11.8%	32	17.4%
Once every 6 month	71	7.1%	42	9.1%	5	6.3%	2	5.3%	5	4.9%	13	7.1%
Once a year	78	7.8%	40	8.6%	6	7.5%	1	2.6%	9	8.8%	16	8.7%
Never	567	56.6%	241	51.9%	45	56.3%	27	71.1%	60	58.8%	87	47.3%
Don't know	22	2.2%	11	2.4%	1	1.3%	0	.0%	3	2.9%	6	3.3%

(cont.)

Q29. How often do you visit Basingstoke town centre to VISIT THE VUE CINEMA?

	Zone	
	6	
	Num	%
Base: All respondents	133	100.0%
More than once a week	0	.0%
Once a week	0	.0%
Once a fortnight	3	2.3%
Once a month	7	5.3%
Once every 3 months	5	3.8%
Once every 6 month	4	3.0%
Once a year	6	4.5%
Never	107	80.5%
Don't know	1	.8%

Q29. How often do you visit Basingstoke town centre to VISIT MUSEUMS/ ART GALLERIES?

	Base: All respondents		Zone									
	Num	%	1		2		3		4		5	
			Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1001	100.0%	464	100.0%	80	100.0%	38	100.0%	102	100.0%	184	100.0%
More than once a week	3	.3%	3	.6%	0	.0%	0	.0%	0	.0%	0	.0%
Once a week	2	.2%	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%
Once a month	33	3.3%	13	2.8%	3	3.8%	2	5.3%	6	5.9%	4	2.2%
Once every 3 months	19	1.9%	13	2.8%	0	.0%	0	.0%	3	2.9%	1	.5%
Once every 6 month	33	3.3%	20	4.3%	1	1.3%	1	2.6%	1	1.0%	6	3.3%
Once a year	100	10.0%	56	12.1%	6	7.5%	4	10.5%	5	4.9%	19	10.3%
Never	782	78.1%	340	73.3%	68	85.0%	30	78.9%	85	83.3%	148	80.4%
Don't know	29	2.9%	17	3.7%	2	2.5%	1	2.6%	2	2.0%	6	3.3%

(cont.)

Q29. How often do you visit Basingstoke town centre to VISIT MUSEUMS/ ART GALLERIES?

	Zone	
	6	
	Num	%
Base: All respondents	133	100.0%
More than once a week	0	.0%
Once a week	0	.0%
Once a month	5	3.8%
Once every 3 months	2	1.5%
Once every 6 month	4	3.0%
Once a year	10	7.5%
Never	111	83.5%
Don't know	1	.8%

Q30. Employment status of chief wage earner?

		Base: All respondents		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Base: All respondents		1001	100.0%	464	100.0%	80	100.0%	38	100.0%
Working full time (35 hours or more)		434	43.4%	199	42.9%	26	32.5%	13	34.2%
Retired		421	42.1%	204	44.0%	37	46.3%	18	47.4%
Working part time (8-29 hours)		72	7.2%	27	5.8%	9	11.3%	5	13.2%
Refused		34	3.4%	11	2.4%	4	5.0%	1	2.6%
Unemployed		17	1.7%	12	2.6%	2	2.5%	0	.0%
A housewife / husband		11	1.1%	5	1.1%	2	2.5%	0	.0%
Working part time (less that 8 hours)		4	.4%	4	.9%	0	.0%	0	.0%
A student		4	.4%	0	.0%	0	.0%	1	2.6%
Other	Long term illness	2	.2%	2	.4%	0	.0%	0	.0%
	Carer	1	.1%	0	.0%	0	.0%	0	.0%
	Semi-retired	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q30. Employment status of chief wage earner?

		Zone					
		4		5		6	
		Num	%	Num	%	Num	%
Base: All respondents		102	100.0%	184	100.0%	133	100.0%
Working full time (35 hours or more)		50	49.0%	80	43.5%	66	49.6%
Retired		35	34.3%	77	41.8%	50	37.6%
Working part time (8-29 hours)		10	9.8%	14	7.6%	7	5.3%
Refused		6	5.9%	7	3.8%	5	3.8%
Unemployed		0	.0%	2	1.1%	1	.8%
A housewife / husband		1	1.0%	2	1.1%	1	.8%
Working part time (less that 8 hours)		0	.0%	0	.0%	0	.0%
A student		0	.0%	2	1.1%	1	.8%
	Long term illness	0	.0%	0	.0%	0	.0%
Other	Carer	0	.0%	0	.0%	1	.8%
	Semi-retired	0	.0%	0	.0%	1	.8%

Q32. SEG

	Base: All respondents		Zone									
	Num	%	1		2		3		4		5	
			Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1001	100.0%	464	100.0%	80	100.0%	38	100.0%	102	100.0%	184	100.0%
A/B	314	31.4%	134	28.9%	25	31.3%	15	39.5%	31	30.4%	60	32.6%
C1	282	28.2%	132	28.4%	19	23.8%	11	28.9%	27	26.5%	59	32.1%
C2	200	20.0%	103	22.2%	11	13.8%	7	18.4%	18	17.6%	35	19.0%
D/E	118	11.8%	58	12.5%	17	21.3%	4	10.5%	12	11.8%	16	8.7%
Refused	87	8.7%	37	8.0%	8	10.0%	1	2.6%	14	13.7%	14	7.6%

(cont.)

Q32. SEG

	Zone	
	6	
	Num	%
Base: All respondents	133	100.0%
A/B	49	36.8%
C1	34	25.6%
C2	26	19.5%
D/E	11	8.3%
Refused	13	9.8%

Q33. Age group of respondent

	Base: All respondents		Zone									
	Num	%	1		2		3		4		5	
			Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1001	100.0%	464	100.0%	80	100.0%	38	100.0%	102	100.0%	184	100.0%
18 - 24 years	26	2.6%	11	2.4%	1	1.3%	1	2.6%	5	4.9%	6	3.3%
25 - 34 years	45	4.5%	21	4.5%	2	2.5%	0	.0%	5	4.9%	7	3.8%
35 - 44 years	150	15.0%	74	15.9%	13	16.3%	4	10.5%	16	15.7%	22	12.0%
45 - 54 years	155	15.5%	69	14.9%	9	11.3%	7	18.4%	19	18.6%	31	16.8%
55 - 64 years	223	22.3%	99	21.3%	21	26.3%	9	23.7%	22	21.6%	41	22.3%
65 years or above	368	36.8%	176	37.9%	32	40.0%	17	44.7%	28	27.5%	70	38.0%
Refused	34	3.4%	14	3.0%	2	2.5%	0	.0%	7	6.9%	7	3.8%

(cont.)

Q33. Age group of respondent

	Zone	
	6	
	Num	%
Base: All respondents	133	100.0%
18 - 24 years	2	1.5%
25 - 34 years	10	7.5%
35 - 44 years	21	15.8%
45 - 54 years	20	15.0%
55 - 64 years	31	23.3%
65 years or above	45	33.8%
Refused	4	3.0%

Q34. Number of adults (16+) in the household

	Base: All respondents		Zone									
	Num	%	1		2		3		4		5	
			Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1001	100.0%	464	100.0%	80	100.0%	38	100.0%	102	100.0%	184	100.0%
1	259	25.9%	123	26.5%	23	28.8%	13	34.2%	26	25.5%	39	21.2%
2	515	51.4%	242	52.2%	40	50.0%	20	52.6%	47	46.1%	98	53.3%
3	125	12.5%	63	13.6%	8	10.0%	4	10.5%	12	11.8%	22	12.0%
4	43	4.3%	16	3.4%	2	2.5%	0	.0%	6	5.9%	12	6.5%
5	11	1.1%	4	.9%	1	1.3%	0	.0%	1	1.0%	4	2.2%
6 or more	2	.2%	1	.2%	1	1.3%	0	.0%	0	.0%	0	.0%
Refused	46	4.6%	15	3.2%	5	6.3%	1	2.6%	10	9.8%	9	4.9%

(cont.)

Q34. Number of adults (16+) in the household

	Zone	
	6	
	Num	%
Base: All respondents	133	100.0%
1	35	26.3%
2	68	51.1%
3	16	12.0%
4	7	5.3%
5	1	.8%
6 or more	0	.0%
Refused	6	4.5%

Q35. Number of children (15 and under) in the household

	Base: All respondents		Zone									
	Num	%	1		2		3		4		5	
			Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1001	100.0%	464	100.0%	80	100.0%	38	100.0%	102	100.0%	184	100.0%
None	746	74.5%	354	76.3%	63	78.8%	32	84.2%	65	63.7%	137	74.5%
1	76	7.6%	30	6.5%	7	8.8%	4	10.5%	11	10.8%	12	6.5%
2	105	10.5%	48	10.3%	4	5.0%	1	2.6%	11	10.8%	23	12.5%
3 or more	29	2.9%	14	3.0%	3	3.8%	0	.0%	5	4.9%	4	2.2%
Refused	45	4.5%	18	3.9%	3	3.8%	1	2.6%	10	9.8%	8	4.3%

(cont.)

Q35. Number of children (15 and under) in the household

	Zone	
	6	
	Num	%
Base: All respondents	133	100.0%
None	95	71.4%
1	12	9.0%
2	18	13.5%
3 or more	3	2.3%
Refused	5	3.8%

Q36. How many cars does your household own or have the use of?

	Base: All respondents		Zone									
	Num	%	1		2		3		4		5	
			Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1001	100.0%	464	100.0%	80	100.0%	38	100.0%	102	100.0%	184	100.0%
None	97	9.7%	52	11.2%	10	12.5%	4	10.5%	8	7.8%	5	2.7%
1	382	38.2%	189	40.7%	33	41.3%	17	44.7%	39	38.2%	61	33.2%
2	363	36.3%	156	33.6%	28	35.0%	10	26.3%	33	32.4%	88	47.8%
3 or more	116	11.6%	49	10.6%	6	7.5%	6	15.8%	14	13.7%	21	11.4%
Refused	43	4.3%	18	3.9%	3	3.8%	1	2.6%	8	7.8%	9	4.9%

(cont.)

Q36. How many cars does your household own or have the use of?

	Zone	
	6	
	Num	%
Base: All respondents	133	100.0%
None	18	13.5%
1	43	32.3%
2	48	36.1%
3 or more	20	15.0%
Refused	4	3.0%

Q37. Is there a bus stop within 5 minutes walk of your home?

	Base: All respondents		Zone									
	Num	%	1		2		3		4		5	
			Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1001	100.0%	464	100.0%	80	100.0%	38	100.0%	102	100.0%	184	100.0%
Yes	795	79.4%	386	83.2%	66	82.5%	32	84.2%	68	66.7%	140	76.1%
No	159	15.9%	58	12.5%	11	13.8%	5	13.2%	28	27.5%	32	17.4%
Don't know	14	1.4%	4	.9%	0	.0%	0	.0%	2	2.0%	6	3.3%
Refused	33	3.3%	16	3.4%	3	3.8%	1	2.6%	4	3.9%	6	3.3%

(cont.)

Q37. Is there a bus stop within 5 minutes walk of your home?

	Zone	
	6	
	Num	%
Base: All respondents	133	100.0%
Yes	103	77.4%
No	25	18.8%
Don't know	2	1.5%
Refused	3	2.3%

Q38. Tenure of property

		Base: All respondents		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Base: All respondents		1001	100.0%	464	100.0%	80	100.0%	38	100.0%
Owned outright		510	50.9%	242	52.2%	42	52.5%	21	55.3%
Owned via a mortgage		279	27.9%	127	27.4%	17	21.3%	7	18.4%
Rented via a housing association		82	8.2%	45	9.7%	7	8.8%	3	7.9%
Refused		73	7.3%	31	6.7%	6	7.5%	2	5.3%
Rented privately		44	4.4%	16	3.4%	7	8.8%	3	7.9%
Other	Sheltered housing	5	.5%	1	.2%	1	1.3%	0	.0%
	Tied cottage, belongs to boss	4	.4%	1	.2%	0	.0%	1	2.6%
	Owned by the Church	1	.1%	0	.0%	0	.0%	0	.0%
	Owned by the farmer they work for	1	.1%	1	.2%	0	.0%	0	.0%
	Rented from council	1	.1%	0	.0%	0	.0%	1	2.6%
	Rented from the Army	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q38. Tenure of property

		Zone					
		4		5		6	
		Num	%	Num	%	Num	%
Base: All respondents		102	100.0%	184	100.0%	133	100.0%
Owned outright		50	49.0%	94	51.1%	61	45.9%
Owned via a mortgage		31	30.4%	55	29.9%	42	31.6%
Rented via a housing association		7	6.9%	12	6.5%	8	6.0%
Refused		11	10.8%	13	7.1%	10	7.5%
Rented privately		2	2.0%	7	3.8%	9	6.8%
Other	Sheltered housing	0	.0%	1	.5%	2	1.5%
	Tied cottage, belongs to boss	0	.0%	1	.5%	1	.8%
	Owned by the Church	1	1.0%	0	.0%	0	.0%
	Owned by the farmer they work for	0	.0%	0	.0%	0	.0%
	Rented from council	0	.0%	0	.0%	0	.0%
	Rented from the Army	0	.0%	1	.5%	0	.0%

Q39. Would you be willing to be recontacted for future quality control purposes?

	Base: All respondents		Zone									
	Num	%	1		2		3		4		5	
			Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1001	100.0%	464	100.0%	80	100.0%	38	100.0%	102	100.0%	184	100.0%
Yes	585	58.4%	272	58.6%	44	55.0%	20	52.6%	60	58.8%	119	64.7%
No	416	41.6%	192	41.4%	36	45.0%	18	47.4%	42	41.2%	65	35.3%

(cont.)

Q39. Would you be willing to be recontacted for future quality control purposes?

	Zone	
	6	
	Num	%
Base: All respondents	133	100.0%
Yes	70	52.6%
No	63	47.4%

Q40. Gender of respondent

	Base: All respondents		Zone									
	Num	%	1		2		3		4		5	
			Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1001	100.0%	464	100.0%	80	100.0%	38	100.0%	102	100.0%	184	100.0%
Male	305	30.5%	151	32.5%	19	23.8%	12	31.6%	25	24.5%	66	35.9%
Female	696	69.5%	313	67.5%	61	76.3%	26	68.4%	77	75.5%	118	64.1%

(cont.)

Q40. Gender of respondent

	Zone	
	6	
	Num	%
Base: All respondents	133	100.0%
Male	32	24.1%
Female	101	75.9%

APPENDIX ONE – THE QUESTIONNAIRE

Telephone Introduction:

Good morning/ afternoon. My name is AgentName and I am calling from an independent research agency 'R&M' in Cardiff. Firstly, can I assure you that we are NOT a sales company; we're simply conducting a short shopping survey in your area. Would you be kind enough to spare a few minutes of your time?

F1 Are you the person responsible for the main food and grocery shopping in your household?

If not ask for person who is. If not available please thank respondent, arrange an appointment and close interview.

- ❑ Yes
- ❑ No

If = 2, Prompt interviewee with message 'Please thank respondent and close interview'

F2. Can I just confirm that your postcode is S_Postcode ?

If INCORRECT, PLEASE TYPE UNDER 'OTHER (SPECIFY)'

- ❑ Postcode is correct
- ❑ Other (specify) ____

If = , Prompt interviewee with message 'Please thank respondent and close interview'

To begin with, I would like to ask you some questions about your main food shopping:

Q1. At which food store do you do most of your household's main food shopping?

If other, please specify the FOOD STORE NAME, ROAD/STREET NAME and AREA. E.G. Asda, Hillfield Road, Hemel Hempstead

DO NOT READ OUT LIST. MARK ONE BOX ONLY.

- ❑ Asda Princess Mead Shopping Centre, Farnborough

- ❑ Asda, Brighton Hill District Centre, Basingstoke
- ❑ Asda, Lower Earley, Reading
- ❑ Co-op, Giles Walk, Tadley
- ❑ Iceland Town Centre Basingstoke
- ❑ Iceland, Chineham District Centre, Basingstoke
- ❑ Lidl, Churchill Way West, Basingstoke
- ❑ Marks and Spencer Town Centre, Basingstoke
- ❑ Marks and Spencer, London Road, Camberley
- ❑ Morrisons, Basingstoke
- ❑ Morrisons, Elvetham Heath
- ❑ Sainsbury's, Hatch Warren, Basingstoke
- ❑ Sainsburys Town Centre, Basingstoke
- ❑ Sainsburys, Farnham Trading Estate, Farnham
- ❑ Sainsburys, Mulfords Hill, Tadley
- ❑ Sainsburys, Newbury
- ❑ Sainsburys. Draymans Way, Andover
- ❑ Savacentre, Calcot
- ❑ Somerfield, Bell Street, Whitchurch
- ❑ Somerfield, Winklebury Way, Basingstoke
- ❑ Spar, Greyhound Lane, Overton
- ❑ Tesco (Metro), Carpenters Down, Popley, Basingstoke
- ❑ Tesco (Metro), Oakridge Road, Basingstoke
- ❑ Tesco Town Centre Basingstoke
- ❑ Tesco, Andover
- ❑ Tesco, Chineham District Centre, Basingstoke
- ❑ Tesco, High Street, Bordon
- ❑ Tesco, Hook
- ❑ Tesco, London Road, Camberley
- ❑ Tesco, Newbury
- ❑ Tesco, Whitchurch
- ❑ Tesco, Winnall, Winchester
- ❑ Waitrose, Broadway, Thatcham
- ❑ Waitrose, Hart Centre, Fleet
- ❑ Internet
- ❑ Other (specify) _____

If = 35, goto 'Q4'

Q2. When you do your household's main food shopping, how do you usually travel?

PLEASE REMEMBER TO ASK "DRIVER" OR "PASSENGER", IF RESPONDENT TRAVELS BY CAR.

DO NOT READ OUT LIST. MARK ONE BOX ONLY.

- ❑ Car / Van (as driver)
- ❑ Car / van (as passenger)
- ❑ Motorcycle/Moped
- ❑ Bus/Coach
- ❑ Train/Tube
- ❑ Taxi
- ❑ Walk
- ❑ Bicycle
- ❑ Don't know / varies
- ❑ Don't travel / goods delivered
- ❑ Other (specify) _____

Q3. Is there a public transport service available to your main food shopping destination?

DO NOT READ OUT LIST. MARK ONE BOX ONLY.

- ❑ Yes
- ❑ No
- ❑ Don't know

Q4. Apart from Q1, are there any other stores that you regularly use for your main food shopping?

DO NOT READ OUT. MARK ALL THAT APPLY.

(35 maximum responses)

- ❑ Asda Princess Mead Shopping Centre, Farnborough
- ❑ Asda, Brighton Hill District Centre, Basingstoke
- ❑ Asda, Lower Earley, Reading
- ❑ Co-op, Giles Walk, Tadley
- ❑ Iceland Town Centre Basingstoke
- ❑ Iceland, Chineham District Centre, Basingstoke
- ❑ Lidl, Churchill Way West, Basingstoke
- ❑ Marks and Spencer Town Centre, Basingstoke
- ❑ Marks and Spencer, London Road, Camberley
- ❑ Morrisons, Basingstoke
- ❑ Morrisons, Elvetham Heath
- ❑ Sainsbury's, Hatch Warren, Basingstoke
- ❑ Sainsburys Town Centre, Basingstoke
- ❑ Sainsburys, Farnham Trading Estate, Farnham
- ❑ Sainsburys, Mulfords Hill, Tadley
- ❑ Sainsburys, Newbury
- ❑ Sainsburys. Draymans Way, Andover
- ❑ Savacentre, Calcot

- ❑ Somerfield, Bell Street, Whitchurch
- ❑ Somerfield, Winklebury Way, Basingstoke
- ❑ Spar, Greyhound Lane, Overton
- ❑ Tesco (Metro), Carpenters Down, Popley, Basingstoke
- ❑ Tesco (Metro), Oakridge Road, Basingstoke
- ❑ Tesco Town Centre Basingstoke
- ❑ Tesco, Andover
- ❑ Tesco, Chineham District Centre, Basingstoke
- ❑ Tesco, High Street, Bordon
- ❑ Tesco, Hook
- ❑ Tesco, London Road, Camberley
- ❑ Tesco, Newbury
- ❑ Tesco, Whitchurch
- ❑ Tesco, Winnall, Winchester
- ❑ Waitrose, Broadway, Thatcham
- ❑ Waitrose, Hart Centre, Fleet
- ❑ No other stores
- ❑ Other (specify) _____

Q5. What are the three main reasons why you choose to use Q1 for most of your main food shopping?

DO NOT READ OUT. MARK UP TO THREE RESPONSES.

(3 maximum responses)

- ❑ Convenient to home
- ❑ Convenient to work
- ❑ Easy to get to
- ❑ Good bus service
- ❑ Good/cheap parking
- ❑ Range of goods available
- ❑ Quality of goods
- ❑ Lower prices
- ❑ Better value for money
- ❑ Preference for retailer
- ❑ Has petrol station
- ❑ Good/friendly staff
- ❑ Other shops/services nearby/convenient
- ❑ Habit/always used it
- ❑ Good opening hours
- ❑ Clean
- ❑ Delivery service
- ❑ Internet shopping available
- ❑ Loyalty card
- ❑ Good layout
- ❑ Organic produce available
- ❑ Not too big
- ❑ Not too busy

- ❑ Don't know
- ❑ Other (specify) _____

Q6. How often do you normally do your main food shopping?

DO NOT READ OUT. MARK ONE BOX ONLY.

- ❑ More than once a week
- ❑ Once a week
- ❑ Once a fortnight
- ❑ Once every 3 weeks
- ❑ Once a month
- ❑ Less often
- ❑ Varies

Q7. While you were carrying out your last main food shop did you (or anyone else with you) also carry out any of the following activities?

READ OUT. MARK ALL THAT APPLY.

IF VISITING OTHER TOWN CENTRES SPECIFY UNDER 'OTHER' E.G. 'Other town centre - Reading town centre)

(5 maximum responses)

- ❑ Go to the bank, post office, building society or cash point
- ❑ Go shopping for non-food items
- ❑ Go to the hair dressers, dry cleaners, or other service (none of the above)
- ❑ Use a leisure facility (e.g. cinema, restaurant or sports centre)
- ❑ Visit Basingstoke town centre for non-food shopping
- ❑ Visit other town centres/district centres for non-food shopping (specify under OTHER)
- ❑ No activity undertaken
- ❑ Other (specify) _____

Q8. How much do you normally spend on your food shopping on a weekly basis?

DO NOT READ OUT. MARK ONE BOX ONLY.

- ❑ 0 - 6.00

- ❑ 6.01 - 7.00
- ❑ 7.01 - 10.00
- ❑ 10.01 - 12.00
- ❑ 12.01 - 15.00
- ❑ 15.01 - 17.00
- ❑ 17.01 - 20.00
- ❑ 20.01 - 25.00
- ❑ 25.01 - 28.00
- ❑ 28.01 - 30.00
- ❑ 30.01 - 35.00
- ❑ 35.01 - 40.00
- ❑ 40.01 - 45.00
- ❑ 45.01 - 50.00
- ❑ 50.01 - 55.00
- ❑ 55.01 - 60.00
- ❑ 60.01 - 65.00
- ❑ 65.01 - 70.00
- ❑ 70.01 - 75.00
- ❑ 75.01 - 80.00
- ❑ 80.01 - 85.00
- ❑ 85.01 - 90.00
- ❑ 90.01 - 100.00
- ❑ 100.01 - 110.00
- ❑ 110.01 - 120.00
- ❑ 120.01 - 125.00
- ❑ 125.01 - 130.00
- ❑ 130.01 - 140.00
- ❑ 140.01 - 150.00
- ❑ 150.01 - 180.00
- ❑ More that £180
- ❑ Don't know/varies
- ❑ Refused

Q9. Where do you do most of your household's shopping for small scale 'top-up' food and convenience goods items (including newspapers, bread, milk and tobacco products)?

If other, please specify the FOOD STORE NAME, ROAD/STREET NAME and AREA. E.G. Asda, Hillfield Road, Hemel Hempstead

DO NOT READ OUT. MARK ONE BOX ONLY.

- ❑ Asda Princess Mead Shopping Centre, Farnborough
- ❑ Asda, Brighton Hill District Centre, Basingstoke

- ❑ Asda, Lower Earley, Reading
- ❑ Co-op, Giles Walk, Tadley
- ❑ Iceland Town Centre Basingstoke
- ❑ Iceland, Chineham District Centre, Basingstoke
- ❑ Lidl, Churchill Way West, Basingstoke
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- ❑ Marks and Spencer, London Road, Camberley
- ❑ Morrisons, Basingstoke
- ❑ Morrisons, Elvetham Heath
- ❑ Sainsbury's, Hatch Warren, Basingstoke
- ❑ Sainsburys Town Centre, Basingstoke
- ❑ Sainsburys, Farnham Trading Estate, Farnham
- ❑ Sainsburys, Mulfords Hill, Tadley
- ❑ Sainsburys, Newbury
- ❑ Sainsburys. Draymans Way, Andover
- ❑ Savacentre, Calcot
- ❑ Somerfield, Bell Street, Whitchurch
- ❑ Somerfield, Winklebury Way, Basingstoke
- ❑ Spar, Greyhound Lane, Overton
- ❑ Tesco (Metro), Carpenters Down, Popley, Basingstoke
- ❑ Tesco (Metro), Oakridge Road, Basingstoke
- ❑ Tesco Town Centre Basingstoke
- ❑ Tesco, Andover
- ❑ Tesco, Chineham District Centre, Basingstoke
- ❑ Tesco, High Street, Bordon
- ❑ Tesco, Hook
- ❑ Tesco, London Road, Camberley
- ❑ Tesco, Newbury
- ❑ Tesco, Whitchurch
- ❑ Tesco, Winnall, Winchester
- ❑ Waitrose, Broadway, Thatcham
- ❑ Waitrose, Hart Centre, Fleet
- ❑ Internet
- ❑ Other (specify) _____

If = 35, do not ask 'Q10'

Q10. Is this your local shop or village store?

DO NOT READ OUT. MARK ONE BOX ONLY.

- ❑ Yes
- ❑ No

If = 1, do not ask 'Q11a'

Q11a. Where is your local shop or village store?

DO NOT READ OUT. MARK ONE BOX ONLY.

- ❑ Aldermaston
- ❑ Alton
- ❑ Barton Stacey
- ❑ Basingstoke
- ❑ Bentworth
- ❑ Bramley
- ❑ Brimpton
- ❑ Burghclere
- ❑ Burghfield Common
- ❑ Chineham
- ❑ East Tisted
- ❑ Eccinswell
- ❑ Empshott
- ❑ Finchampstead
- ❑ Four Marks
- ❑ Heckfield
- ❑ Herriard
- ❑ Highclere
- ❑ Holybourne
- ❑ Hook
- ❑ Hurstbourne Priors
- ❑ Hurstbourne Tarrant
- ❑ Kingsclere
- ❑ Laverstoke
- ❑ Litchfield
- ❑ Medstead
- ❑ Micheldere
- ❑ Middleton
- ❑ Mortimer
- ❑ Newnham
- ❑ Newtown
- ❑ North Waltham
- ❑ North Warnborough
- ❑ Oakley
- ❑ Odiham
- ❑ Old Basing
- ❑ Pamber Heath
- ❑ Preston Landover
- ❑ Ramsdell
- ❑ Selbourne
- ❑ Serbourne St john
- ❑ Sherfield upon Loddon
- ❑ Silchester
- ❑ St Mary Bourne
- ❑ Stratfield Mortimer

- ❑ Stratfield Saye
- ❑ Sulhampstead
- ❑ Swallowfield
- ❑ Tadley
- ❑ Theale
- ❑ Upton Grey
- ❑ Well
- ❑ Whitchurch
- ❑ Whitfield
- ❑ Other (specify) _____

Q11b. How often do you use your local shop or village store?

DO NOT READ OUT. MARK ONE BOX ONLY.

- ❑ More than once a week
- ❑ Once a week
- ❑ Once a fortnight
- ❑ Once every 3 weeks
- ❑ Once a month
- ❑ Less often
- ❑ Varies

Now some questions about shopping for non-food items:

Q12. Where do you do most of your household's shopping for clothes, footwear and other fashion goods?

If OTHER or RESPONDENTS STATES A PARTICULAR A STORE, please specify the NON-FOOD STORE, RETAIL PARK/ ROAD NAME AND AREA

If TOWN CENTRE, please specify the name of the town e.g. Cambridge City Centre

DO NOT READ OUT LIST. MARK ONE BOX ONLY.

- ❑ Andover Retail Warehouses
- ❑ Andover town centre

- ❑ Argos Extra, Hatch Warren Retail Park, Basingstoke
- ❑ Basingstoke Town Centre
- ❑ Blockbuster, Chineham District Centre, Basingstoke
- ❑ Boots, Chineham District Centre, Basingstoke
- ❑ Brantano, Chineham District Centre, Basingstoke
- ❑ Camberley town Centre
- ❑ Guildford town centre
- ❑ Hedge End Retail Park, Hedge End, nr Southampton
- ❑ JJB Sports, Brighton Hill Retail Park, Basingstoke
- ❑ Johnsons, Chineham District Centre, Basingstoke
- ❑ Matalan, Chineham District Centre, Basingstoke
- ❑ New Look, Chineham District Centre, Basingstoke
- ❑ Newbury town centre
- ❑ Next, Chineham District Centre, Basingstoke
- ❑ Overton District Centre
- ❑ Oxford City Centre
- ❑ Portsmouth City Centre / Gun Wharf Quays
- ❑ QS (Clothes), Chineham District Centre, Basingstoke
- ❑ Reading Retail Warehouses (including B&Q Depot)
- ❑ Reading town centre / The Oracle
- ❑ Salisbury Town Centre
- ❑ Southampton City Centre / West Quay
- ❑ Southampton Retail Warehouses
- ❑ Whitchurch District Centre
- ❑ Winchester City Centre
- ❑ Catalogue/Mail Order
- ❑ Internet
- ❑ Don't purchase these items
- ❑ Other (specify) _____

Q13. Where do you do most of your household's shopping for furniture, carpets and other floor coverings?

If OTHER or RESPONDENTS STATES A PARTICULAR A STORE, please specify the NON-FOOD STORE, RETAIL PARK/ ROAD NAME AND AREA

If TOWN CENTRE, please specify the name of the town e.g. Cambridge City Centre

DO NOT READ OUT LIST. MARK ONE BOX ONLY.

- ❑ Allied Carpets, Winchester Road, Basingstoke

- ❑ Andover Retail Warehouses
- ❑ Andover town centre
- ❑ Argos Extra, Hatch Warren Retail Park, Basingstoke
- ❑ Basingstoke Town Centre
- ❑ Bathstore, Worting Road, Basingstoke
- ❑ Brewers Paints, Worting Road, Basingstoke
- ❑ Camberley town Centre
- ❑ Carpet Right, Brighton Hill Retail Park, Basingstoke
- ❑ County Carpets, Chineham District Centre, Basingstoke
- ❑ Design 64 (Flooring), Hatch Warren (adjacent to Sainsburys), Basingstoke
- ❑ Dreams, Hatch Warren Retail Park, Basingstoke
- ❑ Guildford town centre
- ❑ Harveys, Brighton Hill Retail Park, Basingstoke
- ❑ Hedge End Retail Park, Hedge End, nr Southampton
- ❑ Howdens Kitchens, Worting Road, Basingstoke
- ❑ Ikea – London / Bristol
- ❑ MFI, Reading Road, Basingstoke
- ❑ Newbury town centre
- ❑ Overton District Centre
- ❑ Oxford City Centre
- ❑ Portsmouth City Centre / Gun Wharf Quays
- ❑ Reading Retail Warehouses (including B&Q Depot)
- ❑ Reading town centre / The Oracle
- ❑ Reading Warehouse, New Road, Tadley
- ❑ Rosebys / Bensons For Beds, Hatch Warren Retail Park, Basingstoke
- ❑ Salisbury Town Centre
- ❑ Southampton City Centre / West Quay
- ❑ Southampton Retail Warehouses
- ❑ Tile Depot, Kingsclere Road, Basingstoke
- ❑ Trade Warehouse, Houndmills, Basingstoke
- ❑ Whitchurch District Centre
- ❑ Winchester City Centre
- ❑ Catalogue/Mail Order
- ❑ Internet
- ❑ Don't purchase these items
- ❑ Other (specify) _____

Q14. Where do you do most of your household's shopping for textiles and soft furnishings, including bedding?

If OTHER or RESPONDENTS STATES A PARTICULAR A STORE, please specify the NON-FOOD STORE, RETAIL PARK/ ROAD NAME AND AREA

If TOWN CENTRE, please specify the name of the town e.g. Cambridge City Centre

DO NOT READ OUT LIST. MARK ONE BOX ONLY.

- ❑ Andover Retail Warehouses
- ❑ Andover town centre
- ❑ Argos Extra, Hatch Warren Retail Park, Basingstoke
- ❑ Basingstoke Town Centre
- ❑ Camberley town Centre
- ❑ Cutting Edge Fabrics, Brighton Hill District Centre, Basingstoke
- ❑ Guildford town centre
- ❑ Hedge End Retail Park, Hedge End, nr Southampton
- ❑ Ikea – London / Bristol
- ❑ Newbury town centre
- ❑ Overton District Centre
- ❑ Oxford City Centre
- ❑ Portsmouth City Centre / Gun Wharf Quays
- ❑ Reading Retail Warehouses (including B&Q Depot)
- ❑ Reading town centre / The Oracle
- ❑ Reading Warehouse, New Road, Tadley
- ❑ Salisbury Town Centre
- ❑ Southampton City Centre / West Quay
- ❑ Southampton Retail Warehouses
- ❑ Whitchurch District Centre
- ❑ Winchester City Centre
- ❑ Catalogue/Mail Order
- ❑ Internet
- ❑ Don't purchase these items
- ❑ Other (specify) _____

Q15. Where do you do most of your household's shopping for appliances, such as fridges, washing machines, kettles or hairdyers?

If OTHER or RESPONDENTS STATES A PARTICULAR A STORE, please specify the NON-FOOD STORE, RETAIL PARK/ ROAD NAME AND AREA

If TOWN CENTRE, please specify the name of the town e.g. Cambridge City Centre

DO NOT READ OUT LIST. MARK ONE BOX ONLY.

- ❑ Andover Retail Warehouses
- ❑ Andover town centre
- ❑ Argos Extra, Hatch Warren Retail Park, Basingstoke
- ❑ B&Q, Winchester Road, Basingstoke
- ❑ Basingstoke Town Centre
- ❑ Bathstore, Worting Road, Basingstoke
- ❑ Camberley town Centre
- ❑ Comet, Winchester Road, Basingstoke
- ❑ Currys, Brighton Hill Retail Park, Basingstoke
- ❑ Guildford town centre
- ❑ Hedge End Retail Park, Hedge End, nr Southampton
- ❑ Homebase, Winchester Road, Basingstoke
- ❑ Howdens Kitchens, Worting Road, Basingstoke
- ❑ Ikea – London / Bristol
- ❑ Maplin, Winchester Road, Basingstoke
- ❑ Newbury town centre
- ❑ Overton District Centre
- ❑ Oxford City Centre
- ❑ PC World, Brighton Hill Retail Park, Basingstoke
- ❑ Portsmouth City Centre / Gun Wharf Quays
- ❑ Reading Retail Warehouses (including B&Q Depot)
- ❑ Reading town centre / The Oracle
- ❑ Reading Warehouse, New Road, Tadley
- ❑ Salisbury Town Centre
- ❑ Southampton City Centre / West Quay
- ❑ Southampton Retail Warehouses
- ❑ Trade Warehouse, Houndmills, Basingstoke
- ❑ Whitchurch District Centre
- ❑ Wickes, Churchill Way West, Basingstoke
- ❑ Winchester City Centre
- ❑ Catalogue/Mail Order
- ❑ Internet
- ❑ Don't purchase these items
- ❑ Other (specify) _____

Q16. Where do you do most of your household's shopping for audio-visual equipment, such as radio, TV, HiFi, telephones, photographic goods and computer products?

If OTHER or RESPONDENTS STATES A PARTICULAR A STORE, please specify the NON-FOOD STORE, RETAIL PARK/ ROAD NAME AND AREA

If TOWN CENTRE, please specify the name of the town e.g. Cambridge City Centre

DO NOT READ OUT LIST. MARK ONE BOX ONLY.

- ❑ Andover Retail Warehouses
- ❑ Andover town centre
- ❑ Argos Extra, Hatch Warren Retail Park, Basingstoke
- ❑ Basingstoke Town Centre
- ❑ Blockbuster, Chineham District Centre, Basingstoke
- ❑ Blockbuster, Hatch Warren Retail Park, Basingstoke
- ❑ Camberley town Centre
- ❑ Charity shop / takeaways / newsagent / estate agent / video and DVD shop, Brighton Hill District Centre, Basingstoke
- ❑ Comet, Winchester Road, Basingstoke
- ❑ Currys, Brighton Hill Retail Park, Basingstoke
- ❑ Guildford town centre
- ❑ Hedge End Retail Park, Hedge End, nr Southampton
- ❑ Ikea – London / Bristol
- ❑ Maplin, Winchester Road, Basingstoke
- ❑ Newbury town centre
- ❑ Overton District Centre
- ❑ Oxford City Centre
- ❑ PC World, Brighton Hill Retail Park, Basingstoke
- ❑ Portsmouth City Centre / Gun Wharf Quays
- ❑ Reading Retail Warehouses (including B&Q Depot)
- ❑ Reading town centre / The Oracle
- ❑ Salisbury Town Centre
- ❑ Southampton City Centre / West Quay
- ❑ Southampton Retail Warehouses
- ❑ Whitchurch District Centre
- ❑ Winchester City Centre
- ❑ Catalogue/Mail Order
- ❑ Internet
- ❑ Don't purchase these items
- ❑ Other (specify) _____

Q17. Where do you do most of your household's shopping for hardware, DIY goods, decorating supplies and garden products?

If OTHER or RESPONDENTS STATES A PARTICULAR A STORE, please specify the NON-FOOD STORE, RETAIL PARK/ ROAD NAME AND AREA

If TOWN CENTRE, please specify the name of the town e.g. Cambridge City Centre

DO NOT READ OUT LIST. MARK ONE BOX ONLY.

- ❑ Andover Retail Warehouses
- ❑ Andover town centre
- ❑ Argos Extra, Hatch Warren Retail Park, Basingstoke
- ❑ B&Q, Winchester Road, Basingstoke
- ❑ Basingstoke Town Centre
- ❑ Bathstore, Worting Road, Basingstoke
- ❑ Brewers Paints, Worting Road, Basingstoke
- ❑ Camberley town Centre
- ❑ Guildford town centre
- ❑ Halfords, Winchester Road, Basingstoke
- ❑ Hedge End Retail Park, Hedge End, nr Southampton
- ❑ Homebase, Winchester Road, Basingstoke
- ❑ Ikea – London / Bristol
- ❑ Maplin, Winchester Road, Basingstoke
- ❑ MFI, Reading Road, Basingstoke
- ❑ Newbury town centre
- ❑ Overton District Centre
- ❑ Oxford City Centre
- ❑ Portsmouth City Centre / Gun Wharf Quays
- ❑ Reading Retail Warehouses (including B&Q Depot)
- ❑ Reading town centre / The Oracle
- ❑ Reading Warehouse, New Road, Tadley
- ❑ Salisbury Town Centre
- ❑ Southampton City Centre / West Quay
- ❑ Southampton Retail Warehouses
- ❑ Tile Depot, Kingsclere Road, Basingstoke
- ❑ Trade Warehouse, Houndmills, Basingstoke
- ❑ Whitchurch District Centre
- ❑ Wickes, Churchill Way West, Basingstoke
- ❑ Winchester City Centre
- ❑ Catalogue/Mail Order
- ❑ Internet
- ❑ Don't purchase these items
- ❑ Other (specify) _____

Q18. Where do you do most of your household's shopping for chemist and medical goods, cosmetics and other beauty products?

If OTHER or RESPONDENTS STATES A PARTICULAR A STORE, please specify the NON-FOOD STORE, RETAIL PARK/ ROAD NAME AND AREA

If TOWN CENTRE, please specify the name of the town e.g. Cambridge City Centre

DO NOT READ OUT LIST. MARK ONE BOX ONLY.

- ❑ Andover Retail Warehouses
- ❑ Andover town centre
- ❑ Argos Extra, Hatch Warren Retail Park, Basingstoke
- ❑ Basingstoke Town Centre
- ❑ Boots, Chineham District Centre, Basingstoke
- ❑ Camberley town Centre
- ❑ Chemist / estate agents / bank / coffee shop / bookmakers / travel agent / charity shop / library, Chineham District Centre, Basingstoke
- ❑ Guildford town centre
- ❑ Hedge End Retail Park, Hedge End, nr Southampton
- ❑ Ikea – London / Bristol
- ❑ Newbury town centre
- ❑ Overton District Centre
- ❑ Oxford City Centre
- ❑ Portsmouth City Centre / Gun Wharf Quays
- ❑ Reading Retail Warehouses (including B&Q Depot)
- ❑ Reading town centre / The Oracle
- ❑ Salisbury Town Centre
- ❑ Southampton City Centre / West Quay
- ❑ Southampton Retail Warehouses
- ❑ Superdrug, Chineham District Centre, Basingstoke
- ❑ Whitchurch District Centre
- ❑ Winchester City Centre
- ❑ Catalogue/Mail Order
- ❑ Internet
- ❑ Don't purchase these items
- ❑ Other (specify) _____

Q19. Where do you do most of your household's shopping for books; jewellery and watches; china, glassware and kitchen utensils; recreational and luxury goods?

If OTHER or RESPONDENTS STATES A PARTICULAR A STORE, please specify the NON-FOOD STORE, RETAIL PARK/ ROAD NAME AND AREA

If TOWN CENTRE, please specify the name of the town e.g. Cambridge City Centre

DO NOT READ OUT LIST. MARK ONE BOX ONLY.

- ❑ Andover Retail Warehouses
- ❑ Andover town centre
- ❑ Argos Extra, Hatch Warren Retail Park, Basingstoke
- ❑ Basingstoke Town Centre
- ❑ Blockbuster, Chineham District Centre, Basingstoke
- ❑ Blockbuster, Hatch Warren Retail Park, Basingstoke
- ❑ Boots, Chineham District Centre, Basingstoke
- ❑ Brantano, Chineham District Centre, Basingstoke
- ❑ Camberley town Centre
- ❑ Carpet Right, Brighton Hill Retail Park, Basingstoke
- ❑ Charity shop / takeaways / newsagent / estate agent / video and DVD shop, Brighton Hill District Centre, Basingstoke
- ❑ Chemist / estate agents / bank / coffee shop / bookmakers / travel agent / charity shop / library, Chineham District Centre, Basingstoke
- ❑ Comet, Winchester Road, Basingstoke
- ❑ County Carpets, Chineham District Centre, Basingstoke
- ❑ Currys, Brighton Hill Retail Park, Basingstoke
- ❑ Design 64 (Flooring), Hatch Warren (adjacent to Sainsburys), Basingstoke
- ❑ Guildford town centre
- ❑ Halfords, Winchester Road, Basingstoke
- ❑ Harveys, Brighton Hill Retail Park, Basingstoke
- ❑ Hedge End Retail Park, Hedge End, nr Southampton
- ❑ Ikea – London / Bristol
- ❑ JJB Sports, Brighton Hill Retail Park, Basingstoke
- ❑ Johnsons, Chineham District Centre, Basingstoke
- ❑ Maplin, Winchester Road, Basingstoke
- ❑ Matalan, Chineham District Centre, Basingstoke
- ❑ Mothercare World, Hatch Warren (adjacent to Sainsburys), Basingstoke
- ❑ New Look, Chineham District Centre, Basingstoke
- ❑ Newbury town centre
- ❑ Next, Chineham District Centre, Basingstoke
- ❑ Overton District Centre
- ❑ Oxford City Centre
- ❑ PC World, Brighton Hill Retail Park, Basingstoke
- ❑ Pets at Home, Hatch Warren Retail Park, Basingstoke
- ❑ Portsmouth City Centre / Gun Wharf Quays
- ❑ QS (Clothes), Chineham District Centre, Basingstoke

- ❑ Reading Retail Warehouses (including B&Q Depot)
- ❑ Reading town centre / The Oracle
- ❑ Salisbury Town Centre
- ❑ Southampton City Centre / West Quay
- ❑ Southampton Retail Warehouses
- ❑ Staples, Winchester Road, Basingstoke
- ❑ Superdrug, Chineham District Centre, Basingstoke
- ❑ Toys R Us, Brighton Hill Retail Park, Basingstoke
- ❑ Whitchurch District Centre
- ❑ Winchester City Centre
- ❑ Catalogue/Mail Order
- ❑ Internet
- ❑ Don't purchase these items
- ❑ Other (specify) ____

Q20a. Do you choose to shop outside of the borough for any non-food items mentioned?

DO NOT READ OUT LIST. MARK ONE BOX ONLY.

- ❑ Yes
- ❑ No
- ❑ Sometimes

If = 2, do not ask 'Q20b'

Q20b. Why do you choose to shop outside the borough?

DO NOT READ OUT LIST. MARK AS MANY AS APPLY.

(10 maximum responses)

- ❑ Better transport links
- ❑ Easier to park
- ❑ Preferred retailers not in the borough
- ❑ Cheaper stores outside the borough
- ❑ Dislike the shops in the borough
- ❑ Dislike the borough area
- ❑ Better range of shops
- ❑ Convenient to home
- ❑ Convenient to work
- ❑ Other (specify) ____

Q21. When you do your household's non-food shopping, how do you usually travel?

PLEASE REMEMBER TO ASK "DRIVER" OR "PASSENGER", IF RESPONDENT TRAVELS BY CAR.

DO NOT READ OUT LIST. MARK ONE BOX ONLY.

- ❑ Car / Van (as driver)
- ❑ Car / Van (as passenger)
- ❑ Motorcycle/Moped
- ❑ Bus/Coach
- ❑ Train/Tube
- ❑ Taxi
- ❑ Walk
- ❑ Bicycle
- ❑ Don't know / varies
- ❑ Don't travel / goods delivered
- ❑ Other (specify) _____

Q22. Is there a public transport service (bus/train) available to your non-food shopping destinations?

DO NOT READ OUT LIST. MARK ONE BOX ONLY.

- ❑ Yes
- ❑ No
- ❑ Some
- ❑ Don't know

Now, I would like to ask you some questions about your leisure activities:

Q23. What do you like about Basingstoke town centre for shopping, leisure/evening activities or services?

DO NOT READ OUT. MARK ALL THAT APPLY.

(35 maximum responses)

- ❑ Good food shops
- ❑ Good non-food shops
- ❑ Good market
- ❑ Good range of financial/personal services
- ❑ Good cafés/restaurants/public houses

- ❑ Particular shops/services
- ❑ Attractive architecture/buildings
- ❑ Attractive shop fronts/shopping streets
- ❑ Floral displays/natural features
- ❑ Historic buildings
- ❑ Tourist attractions
- ❑ Traffic free pedestrian areas
- ❑ Clean streets
- ❑ Well maintained streets
- ❑ East to park the car
- ❑ Low cost of car parking
- ❑ Good public transport
- ❑ Easy to get to from home
- ❑ Easy to get to from work
- ❑ Good safety/security
- ❑ Independent shops
- ❑ Good customer service
- ❑ Atmosphere
- ❑ Everything is close together
- ❑ Compact
- ❑ Friendly
- ❑ It is local
- ❑ It is not too big
- ❑ It is not busy
- ❑ It is quaint
- ❑ It is small
- ❑ The events
- ❑ It has everything I need
- ❑ It is close to home
- ❑ Nothing/very little
- ❑ Other (specify) _____

Q24. What improvements, if any, would make you visit Basingstoke town centre more often and improve your day out experience?

DO NOT READ OUT. MARK ALL THAT APPLY.

(33 maximum responses)

- ❑ More/better parking
- ❑ Lower car park charges
- ❑ Better public transport
- ❑ More/better shops
- ❑ More/better financial/personal services
- ❑ More/better cafés/restaurants/public houses
- ❑ Particular shop/shops
- ❑ More traffic free pedestrian streets
- ❑ Fewer traffic free pedestrian streets
- ❑ Cleaner streets

- ❑ More/better leisure/entertainment/cultural activities
- ❑ More/better seats/floral displays
- ❑ Better disabled access
- ❑ Shops/services open later in the evenings
- ❑ More shops/services open on Sundays
- ❑ Better signposting
- ❑ Better customer service
- ❑ Better facilities for elderly
- ❑ Better facilities for younger people
- ❑ General clothes shops
- ❑ Department store
- ❑ Individual stores
- ❑ Ladies clothes store
- ❑ Men's clothes stores
- ❑ Children's clothes stores
- ❑ A better market
- ❑ A bypass
- ❑ Less traffic
- ❑ More variety
- ❑ General re-developments/tidy up
- ❑ Less empty shops
- ❑ Music shops fashion boutiques
- ❑ No improvements
- ❑ Other (specify) _____

Q25a. How often do you visit the Top of the Town area of Basingstoke (includes Winchester Street, London Street, Wote Street, Church Street, Cross Street and Market Place)?

DO NOT READ OUT. MARK ONE BOX ONLY.

- ❑ More than once a week
- ❑ Once a week
- ❑ Once a fortnight
- ❑ Once every 3 weeks
- ❑ Once a month
- ❑ Less often
- ❑ Varies
- ❑ Never

If = 8, do not ask 'Q25b'

Q25b. What is your main purpose in visiting the Top of the Town area of Basingstoke?

DO NOT READ OUT. MARK ONE BOX ONLY.

- ❑ Food shopping
- ❑ Non-food shopping
- ❑ Eating/Drinking out
- ❑ Going to the cinema
- ❑ Going to the theatre
- ❑ Other (specify) _____

Q26. Would you agree with proposals to improve this area to act as the cultural focus of the town?

DO NOT READ OUT. MARK ONE BOX ONLY.

- ❑ Yes
- ❑ No
- ❑ Don't know

Q27. How often do you visit the Mall areas of Basingstoke?

DO NOT READ OUT. MARK ONE BOX ONLY.

- ❑ More than once a week
- ❑ Once a week
- ❑ Once a fortnight
- ❑ Once every 3 weeks
- ❑ Once a month
- ❑ Less often
- ❑ Varies
- ❑ Never

Q28. What would encourage you to visit this area of the town centre more regularly?

DO NOT READ OUT. MARK ALL THAT APPLY.

(33 maximum responses)

- ❑ More/better parking
- ❑ Lower car park charges
- ❑ Better public transport
- ❑ More/better shops
- ❑ More/better financial/personal services

- ❑ More/better cafés/restaurants/public houses
- ❑ Particular shop/shops
- ❑ More traffic free pedestrian streets
- ❑ Fewer traffic free pedestrian streets
- ❑ Cleaner streets
- ❑ More/better leisure/entertainment/cultural activities
- ❑ More/better seats/floral displays
- ❑ Better disabled access
- ❑ Shops/services open later in the evenings
- ❑ More shops/services open on Sundays
- ❑ Better signposting
- ❑ Better customer service
- ❑ Better facilities for elderly
- ❑ Better facilities for younger people
- ❑ General clothes shops
- ❑ Department store
- ❑ Individual stores
- ❑ Ladies clothes store
- ❑ Men's clothes stores
- ❑ Children's clothes stores
- ❑ A better market
- ❑ A bypass
- ❑ Less traffic
- ❑ More variety
- ❑ General re-developments/tidy up
- ❑ Less empty shops
- ❑ Music shops fashion boutiques
- ❑ Nothing
- ❑ Other (specify) _____

Q29. How often do you visit Basingstoke town centre for the following?

(Interviewer: read out each of the following aspects in the matrix and select only one column per aspect).

	More than once a week	Once a week	Once a fortnight	Once a month	Once every 3 months	Once every 6 month	Once a year	Never	Don't know
Food shopping	❑	❑	❑	❑	❑	❑	❑	❑	❑
Evening out to eat/drink	❑	❑	❑	❑	❑	❑	❑	❑	❑
Visit the Haymarket Theatre	❑	❑	❑	❑	❑	❑	❑	❑	❑
Visit the Vue cinema	❑	❑	❑	❑	❑	❑	❑	❑	❑
Visit museums/art	❑	❑	❑	❑	❑	❑	❑	❑	❑

galleries

Demographics. Please READ OUT Statement:

Finally, I would like to ask you a few questions about yourself and your household. These are for survey control purposes only and the results will not be released identifying you by name.

Q30. Which of the following best describes the chief wage earner of your household's current employment situation?

PLEASE READ OUT. MARK ONE BOX ONLY

- ❑ Working full time (35 hours or more)
- ❑ Working part time (8-29 hours)
- ❑ Working part time (less that 8 hours)
- ❑ Unemployed
- ❑ Retired
- ❑ A housewife / husband
- ❑ A student
- ❑ Refused
- ❑ Other (specify) _____

Q31. What is the occupation of the chief wage earner in your household?

IF RETIRED, ASK FOR PREVIOUS OCCUPATION

IF REFUSED, PLEASE TYPE IN 'REFUSED'

Q32. SEG

- ❑ A/B
- ❑ C1
- ❑ C2
- ❑ D/E

- ❑ Refused

Q33. Which of the following age bands do you fall into?

READ OUT LIST. MARK ONE BOX ONLY.

- ❑ 18 - 24 years
- ❑ 25 - 34 years
- ❑ 35 - 44 years
- ❑ 45 - 54 years
- ❑ 55 - 64 years
- ❑ 65 years or above
- ❑ Refused (DO NOT READ OUT)

Q34. How many adults (16+) live in your household?

DO NOT READ OUT LIST. MARK ONE BOX ONLY

- ❑ 1
- ❑ 2
- ❑ 3
- ❑ 4
- ❑ 5
- ❑ 6 or more
- ❑ Refused

Q35. How many children (15 and under) live in your household?

DO NOT READ OUT. MARK ONE BOX ONLY.

- ❑ None
- ❑ 1
- ❑ 2
- ❑ 3 or more
- ❑ Refused

Q36. How many cars does your household own or have the use of?

(include light vans, pickups and 4 wheel drive vehicles)

DO NOT READ OUT. MARK ONE BOX ONLY

- ❑ None
- ❑ 1
- ❑ 2
- ❑ 3 or more
- ❑ Refused

Q37. Is there a bus stop within 5 minutes walk of your home?

DO NOT READ OUT. MARK ONE BOX ONLY.

- ❑ Yes
- ❑ No
- ❑ Don't know
- ❑ Refused

Q38. Is your property:

READ OUT. MARK ONE BOX ONLY

- ❑ Owned outright
- ❑ Owned via a mortgage
- ❑ Rented privately
- ❑ Rented via a housing association
- ❑ Refused
- ❑ Other (specify) _____

Q39. Would you be willing to be recontacted for future quality control purposes?

INTERVIEWER NOTE: This will involve an interviewer contacting you and asking you a few brief questions to verify and monitor the quality of this call.

- ❑ Yes
- ❑ No

Q40. Gender of respondent

RECORD BY OBSERVATION

- ❑ Male
- ❑ Female

INTERVIEWERS PLEASE READ OUT TO ALL RESPONDENTS:

Thank you for participating in this survey. If you wish to check the credentials of Research and Marketing Plus I can provide the telephone number for the Market Research Society, who will be able to verify our company.

Would you like to take the number? 0500 39 69 99

Please check your work because once you move on you will not be able to return to this record.

- ❑ Checking (Return to start of survey)
- ❑ Continue to end of survey

If = 1, goto 'Intro'

Enter your initials to complete the survey

APPENDIX 3:

CONVENIENCE GOODS SHOPPING

- MARKET SHARE PATTERNS FOR MAIN FOOD & TOP-UP SHOPPING TRIPS -

BASINGSTOKE & DEANE BOROUGH COUNCIL
2008 RETAIL STUDY

Convenience Goods Capacity Assessment

TABLE 1: CONVENIENCE GOODS MARKET SHARES (%): MAIN FOOD SHOPPING DESTINATIONS (1/2)

ZONES	STORE	ADDRESS	ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6
BASINGSTOKE TOWN CENTRE:								
	Sainsbury's	Basingstoke Town Centre	5.8%	1.3%	2.7%	2.0%	0.6%	0.0%
	Tesco Metro	Basingstoke Town Centre	1.3%	0.0%	0.0%	0.0%	0.6%	0.0%
	Iceland	Basingstoke Town Centre	0.4%	1.3%	0.0%	0.0%	0.0%	0.0%
	Marks & Spencer	Basingstoke Town Centre	0.2%	1.3%	0.0%	0.0%	0.0%	0.0%
	Other Convenience Stores	Basingstoke Town Centre						
	TOWN CENTRE - TOTAL:		7.8%	3.8%	2.7%	2.0%	1.1%	0.0%
CHINEHAM DISTRICT CENTRE:								
	Tesco	Chineham District Centre	20.0%	0.0%	0.0%	1.0%	0.0%	0.0%
	Other Convenience Stores	Chineham District Centre						
	SUB-TOTAL:		20.0%	0.0%	0.0%	1.0%	0.0%	0.0%
BRIGHTON HILL DISTRICT CENTRE:								
	Asda	Brighton Hill District Centre	9.8%	1.3%	0.0%	2.0%	1.1%	0.0%
	Other Convenience Stores	Brighton Hill District Centre						
	SUB-TOTAL:		9.8%	1.3%	0.0%	2.0%	1.1%	0.0%
WHITCHURCH DISTRICT CENTRE:								
	Somerfield	Whitchurch District Centre	0.4%	3.8%	0.0%	0.0%	0.0%	0.0%
	SUB-TOTAL:		0.4%	3.8%	0.0%	0.0%	0.0%	0.0%
TADLEY DISTRICT CENTRE:								
	Sainsbury's	Tadley District Centre	9.3%	0.0%	0.0%	2.0%	0.0%	3.2%
	Other Convenience Stores	Tadley District Centre						
	SUB-TOTAL:		9.3%	0.0%	0.0%	2.0%	0.0%	3.2%
OVERTON DISTRICT CENTRE:								
	Co-op	Overton District Centre	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other Convenience Stores	Overton District Centre						
	SUB-TOTAL:		0.4%	0.0%	0.0%	0.0%	0.0%	0.0%
KINGSCLERE LOCAL CENTRE:								
	Other Convenience Stores	Kingsclere Local Centre						
	SUB-TOTAL:		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OTHER LOCAL SHOPS / PARADES								
	Tesco Express	Buckingham Parade, Kempshott	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%
	Tesco Express	Lychpit Centre, RG24 8BE						
	Tesco Express	Popley, RG24 9EL						
	Other Convenience Stores	Popley						
	Co-Op	Kings Road, South Ham						
	Other Convenience Stores	South Ham						
	Other Convenience Stores	Old Basing						
	Other Convenience Stores	Oakley						
	Other Convenience Stores in Basingstoke Borough							
	OTHER LOCAL SHOPS/ PARADES - TOTAL:		0.7%	0.0%	0.0%	0.0%	0.0%	0.0%
OUT-OF-CENTRE STORES IN BOROUGH:								
	Morrisons	Worting Road	17.1%	0.0%	0.0%	1.0%	1.7%	1.6%
	Sainsbury's	Hatch Warren	16.7%	1.3%	8.1%	2.0%	1.7%	0.0%
	Sainsbury's Local	374 Worting Rd, Buckskin	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%
	Somerfield	Winklebury Way	1.3%	0.0%	0.0%	0.0%	0.6%	0.0%
	Lidl	Churchill Way West	0.2%	0.0%	0.0%	1.0%	0.0%	0.8%
	Tesco	Oakridge Road, RG21 5SG	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%
	Tesco	Kingsley Pk/Winchester St, Whitchurch	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%
	Tesco	Baughurst, Tadley	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%
	Co-Op	1-2 Giles Walk, Tadley	0.2%	0.0%	2.7%	0.0%	0.0%	0.0%
	OUT-OF-CENTRE STORES - TOTAL:		36.7%	2.5%	10.8%	4.0%	3.9%	2.4%
	ALL STORES IN BASINGSTOKE & DEANE BOROUGH AREA:		**85.1%**	**11.4%**	**13.5%**	**11.1%**	**6.1%**	**5.6%**
OTHER CENTRES AND STORES ELSEWHERE:								
		Aldershot	0.0%	0.0%	0.0%	1.0%	13.3%	0.0%
		Alresford	0.0%	0.0%	10.8%	0.0%	0.0%	0.0%
		Alton	0.0%	0.0%	10.8%	61.6%	0.0%	0.0%
		Andover	0.0%	29.1%	8.1%	9.1%	1.1%	0.0%
		Bordon	0.0%	0.0%	0.0%	8.1%	0.0%	0.0%
		Camberley	0.4%	0.0%	0.0%	0.0%	5.5%	0.0%
		Elvetham Heath, Fleet	0.0%	0.0%	0.0%	0.0%	8.8%	0.0%
		Farnborough	0.0%	0.0%	0.0%	2.0%	3.9%	0.0%
		Farnham	0.7%	0.0%	0.0%	3.0%	3.3%	0.0%
		Fleet	0.4%	1.3%	0.0%	0.0%	37.0%	0.0%
		Hook	0.4%	0.0%	0.0%	1.0%	17.1%	0.0%
		Mortimer	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%
		Newbury	8.9%	54.4%	0.0%	0.0%	0.6%	16.9%
		Reading	1.1%	0.0%	0.0%	0.0%	0.0%	59.7%
		Thatcham	1.3%	1.3%	0.0%	0.0%	0.0%	8.1%
		Winchester	0.4%	1.3%	51.4%	2.0%	0.0%	0.0%
		Wokingham	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%
	ALL STORES OUTSIDE BASINGSTOKE & DEANE BOROUGH AREA:		**13.8%**	**87.3%**	**81.1%**	**87.9%**	**90.6%**	**92.7%**
		All Other Shops and Stores	1.1%	1.3%	5.4%	1.0%	3.3%	1.6%
	TOTAL MARKET SHARE:		**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Source: (1) Market shares derived from results of household telephone interview surveys for 'main food' and 'top-up' food shopping.

(2) Filtered out market shares for 'internet' and 'don't know/varies' categories.

BASINGSTOKE & DEANE BOROUGH COUNCIL
2008 RETAIL STUDY

Convenience Goods Capacity Assessment

TABLE 2: CONVENIENCE GOODS MARKET SHARES (%): TOP-UP FOOD SHOPPING DESTINATIONS (1/2)

ZONES	STORE	ADDRESS	ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6
BASINGSTOKE TOWN CENTRE:								
	Sainsbury's	Basingstoke Town Centre	4.8%	1.5%	3.4%	4.6%	0.0%	1.9%
	Tesco Metro	Basingstoke Town Centre	1.9%	0.0%	0.0%	0.0%	0.7%	0.0%
	Iceland	Basingstoke Town Centre	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%
	Marks & Spencer	Basingstoke Town Centre	1.1%	0.0%	0.0%	0.0%	1.3%	0.0%
	Other Convenience Stores	Basingstoke Town Centre	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%
	TOWN CENTRE - TOTAL:		9.0%	1.5%	3.4%	4.6%	2.0%	1.9%
CHINEHAM DISTRICT CENTRE:								
	Tesco	Chineham District Centre	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other Convenience Stores	Chineham District Centre	0.8%	0.0%	0.0%	0.0%	0.0%	1.0%
	SUB-TOTAL:		5.3%	0.0%	0.0%	0.0%	0.0%	1.0%
BRIGHTON HILL DISTRICT CENTRE:								
	Asda	Brighton Hill District Centre	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other Convenience Stores	Brighton Hill District Centre						
	SUB-TOTAL:		7.7%	0.0%	0.0%	0.0%	0.0%	0.0%
WHITCHURCH DISTRICT CENTRE:								
	Somerfield	Whitchurch District Centre	0.5%	17.9%	0.0%	0.0%	0.0%	0.0%
	Other Convenience Stores	Whitchurch District Centre	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%
	SUB-TOTAL:		0.8%	17.9%	0.0%	0.0%	0.0%	0.0%
TADLEY DISTRICT CENTRE:								
	Sainsbury's	Tadley District Centre	6.9%	0.0%	3.4%	2.3%	0.0%	3.9%
	Other Convenience Stores	Tadley District Centre	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%
	SUB-TOTAL:		8.5%	0.0%	3.4%	2.3%	0.0%	3.9%
OVERTON DISTRICT CENTRE:								
	Co-op	Overton District Centre	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other Convenience Stores	Overton District Centre	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%
	SUB-TOTAL:		4.0%	0.0%	0.0%	0.0%	0.0%	0.0%
KINGSCLERE LOCAL CENTRE:								
	Other Convenience Stores	Kingsclere Local Centre	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%
	SUB-TOTAL:		2.4%	0.0%	0.0%	0.0%	0.0%	0.0%
OTHER LOCAL SHOPS / PARADES								
	Tesco Express	Buckingham Parade, Kempshott	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%
	Tesco Express	Lychpit Centre, RG24 8BE						
	Tesco Express	Popley, RG24 9EL	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other Convenience Stores	Popley	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%
	Co-Op	Kings Road, South Ham	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other Convenience Stores	South Ham	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other Convenience Stores	Old Basing	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other Convenience Stores	Oakley	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other Convenience Stores in Basingstoke Borough		4.3%	0.0%	0.0%	1.1%	0.0%	1.0%
	OTHER LOCAL SHOPS/ PARADES - TOTAL:		15.7%	0.0%	0.0%	1.1%	0.0%	1.0%
OUT-OF-CENTRE STORES IN BOROUGH:								
	Morrisons	Worting Road	8.2%	0.0%	0.0%	0.0%	1.3%	0.0%
	Sainsbury's	Hatch Warren	6.9%	0.0%	0.0%	4.6%	0.0%	0.0%
	Sainsbury's Local	374 Worting Rd, Buckskin						
	Somerfield	Winklebury Way	5.6%	0.0%	0.0%	1.1%	0.0%	0.0%
	Lidl	Churchill Way West	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%
	Tesco	Oakridge Road, RG21 5SG	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%
	Tesco	Kingsley Pk/Winchester St, Whitchurch	0.8%	4.5%	0.0%	0.0%	0.0%	0.0%
	Tesco	Baughurst, Tadley	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%
	Co-Op	1-2 Giles Walk, Tadley	2.9%	0.0%	13.8%	0.0%	0.0%	0.0%
	OUT-OF-CENTRE STORES - TOTAL:		28.5%	4.5%	13.8%	5.7%	1.3%	0.0%
	ALL STORES IN BASINGSTOKE & DEANE BOROUGH AREA:		**81.9%**	**23.9%**	**20.7%**	**13.8%**	**3.3%**	**7.8%**
OTHER CENTRES AND STORES ELSEWHERE:								
		Aldershot	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%
		Alresford	0.0%	0.0%	27.6%	0.0%	0.0%	0.0%
		Alton	0.5%	0.0%	3.4%	65.5%	0.0%	0.0%
		Andover	0.0%	13.4%	3.4%	2.3%	0.7%	0.0%
		Bordon	0.0%	0.0%	0.0%	8.0%	0.7%	0.0%
		Camberley	0.3%	0.0%	0.0%	0.0%	1.3%	0.0%
		Elvetham Heath, Fleet	0.0%	0.0%	0.0%	0.0%	4.6%	0.0%
		Farnborough	0.8%	1.5%	0.0%	1.1%	3.9%	1.9%
		Farnham	0.3%	0.0%	0.0%	1.1%	0.7%	0.0%
		Fleet	0.3%	0.0%	3.4%	0.0%	50.3%	1.0%
		Hook	0.5%	0.0%	0.0%	0.0%	18.3%	0.0%
		Mortimer	0.5%	0.0%	0.0%	0.0%	0.0%	4.9%
		Newbury	5.3%	53.7%	0.0%	2.3%	0.0%	2.9%
		Reading	1.1%	1.5%	0.0%	0.0%	0.7%	42.7%
		Thatcham	0.3%	0.0%	3.4%	0.0%	0.7%	21.4%
		Winchester	0.0%	1.5%	17.2%	2.3%	0.0%	0.0%
		Wokingham	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
	ALL STORES OUTSIDE BASINGSTOKE & DEANE BOROUGH AREA:		**9.8%**	**71.6%**	**58.6%**	**82.8%**	**83.0%**	**75.7%**
		All Other Shops and Stores	8.2%	4.5%	20.7%	3.4%	13.7%	16.5%
	TOTAL MARKET SHARE:		**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Source: (1) Market shares derived from results of household telephone interview surveys for 'main food' and 'top-up' food shopping.

(2) Filtered out market shares for 'internet' and 'don't know/varies' categories.

BASINGSTOKE & DEANE BOROUGH COUNCIL
2008 RETAIL STUDY

Convenience Goods Capacity Assessment

TABLE 3: CONVENIENCE GOODS MARKET SHARES (%): ALL TRIPS

		ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6	TOTAL MARKET SHARES:	TOTAL MARKET SHARES	
TOTAL AVAILABLE EXPENDITURE (£M):		**£252.4**	**£46.3**	**£22.3**	**£56.0**	**£103.2**	**£74.8**	Zones 1 - 6 **£555.0**	Zones 1 - 2 **£298.7**	Zones 3 - 6 **£256.4**
BASINGSTOKE TOWN CENTRE:										
Sainsbury's	Basingstoke Town Centre	5.5%	1.3%	2.9%	2.7%	0.4%	0.5%	3.2%	4.9%	1.1%
Tesco Metro	Basingstoke Town Centre	1.5%	0.0%	0.0%	0.0%	0.6%	0.0%	0.8%	1.2%	0.2%
Iceland	Basingstoke Town Centre	0.6%	0.9%	0.0%	0.0%	0.0%	0.0%	0.4%	0.7%	0.0%
Marks & Spencer	Basingstoke Town Centre	0.4%	0.9%	0.0%	0.0%	0.3%	0.0%	0.3%	0.5%	0.1%
Other Convenience Stores	Basingstoke Town Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
TOWN CENTRE - TOTAL:		8.1%	3.2%	2.9%	2.7%	1.3%	0.5%	4.6%	7.3%	1.5%
CHINEHAM DISTRICT CENTRE:										
Tesco	Chineham District Centre	16.1%	0.0%	0.0%	0.8%	0.0%	0.0%	7.4%	13.6%	0.2%
Other Convenience Stores	Chineham District Centre	0.2%	0.0%	0.0%	0.0%	0.0%	0.2%	0.1%	0.2%	0.1%
SUB-TOTAL:		16.3%	0.0%	0.0%	0.8%	0.0%	0.2%	7.5%	13.8%	0.2%
BRIGHTON HILL DISTRICT CENTRE:										
Asda	Brighton Hill District Centre	9.3%	0.9%	0.0%	1.5%	0.8%	0.0%	4.6%	8.0%	0.7%
Other Convenience Stores	Brighton Hill District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB-TOTAL:		9.3%	0.9%	0.0%	1.5%	0.8%	0.0%	4.6%	8.0%	0.7%
WHITCHURCH DISTRICT CENTRE:										
Somerfield	Whitchurch District Centre	0.5%	7.3%	0.0%	0.0%	0.0%	0.0%	0.8%	1.5%	0.0%
Other Convenience Stores	Whitchurch District Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
SUB-TOTAL:		0.5%	7.3%	0.0%	0.0%	0.0%	0.0%	0.9%	1.6%	0.0%
TADLEY DISTRICT CENTRE:										
Sainsbury's	Tadley District Centre	8.7%	0.0%	0.9%	2.1%	0.0%	3.4%	4.7%	7.4%	1.5%
Other Convenience Stores	Tadley District Centre	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%	0.0%
SUB-TOTAL:		9.1%	0.0%	0.9%	2.1%	0.0%	3.4%	4.9%	7.7%	1.5%
OVERTON DISTRICT CENTRE:										
Co-op	Overton District Centre	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.7%	0.0%
Other Convenience Stores	Overton District Centre	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%	0.0%
SUB-TOTAL:		1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.1%	0.0%
KINGSCLERE LOCAL CENTRE:										
Other Convenience Stores	Kingsclere Local Centre	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.5%	0.0%
SUB-TOTAL:		0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.5%	0.0%
OTHER LOCAL SHOPS / PARADES										
Tesco Express	Buckingham Parade, Kempshott	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	1.0%	0.0%
Tesco Express	Lychpit Centre, RG24 8BE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express	Popley, RG24 9EL	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%	0.0%
Other Convenience Stores	Popley	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%	0.0%
Co-Op	Kings Road, South Ham	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%	0.0%
Other Convenience Stores	South Ham	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Other Convenience Stores	Old Basing	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%	0.0%
Other Convenience Stores	Oakley	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%	0.0%
Other Convenience Stores in Basingstoke Borough		1.1%	0.0%	0.0%	0.3%	0.0%	0.2%	0.5%	0.9%	0.1%
OTHER LOCAL SHOPS/ PARADES - TOTAL:		4.4%	0.0%	0.0%	0.3%	0.0%	0.2%	2.1%	3.7%	0.1%
OUT-OF-CENTRE STORES IN BOROUGH:										
Morrisons	Worting Road	14.9%	0.0%	0.0%	0.8%	1.6%	1.2%	7.3%	12.6%	1.2%
Sainsbury's	Hatch Warren	14.2%	0.9%	6.1%	2.7%	1.2%	0.0%	7.3%	12.2%	1.6%
Sainsbury's Local	374 Worting Rd, Buckskin	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%	0.0%
Somerfield	Winklebury Way	2.4%	0.0%	0.0%	0.3%	0.4%	0.0%	1.2%	2.0%	0.2%
Lidl	Churchill Way West	0.2%	0.0%	0.0%	0.8%	0.0%	0.6%	0.3%	0.2%	0.3%
Tesco	Oakridge Road, RG21 5SG	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.7%	0.0%
Tesco	Kingsley Pk/Winchester St, Whitchurch	0.2%	2.1%	0.0%	0.0%	0.0%	0.0%	0.3%	0.5%	0.0%
Tesco	Baughurst, Tadley	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%	0.0%
Co-Op	1-2 Giles Walk, Tadley	0.9%	0.0%	5.5%	0.0%	0.0%	0.0%	0.6%	0.8%	0.5%
OUT-OF-CENTRE STORES - TOTAL:		34.6%	3.0%	11.6%	4.5%	3.2%	1.8%	17.8%	29.7%	3.8%
ALL STORES IN BASINGSTOKE & DEANE BOROUGH AREA:		**84.3%**	**14.5%**	**15.3%**	**11.8%**	**5.4%**	**6.2%**	**43.2%**	**73.5%**	**7.9%**
OTHER CENTRES AND STORES ELSEWHERE:										
	Aldershot	0.0%	0.0%	0.0%	0.8%	10.3%	0.0%	2.0%	0.0%	4.3%
	Alresford	0.0%	0.0%	15.0%	0.0%	0.0%	0.0%	0.6%	0.0%	1.3%
	Alton	0.1%	0.0%	9.0%	62.6%	0.0%	0.0%	6.7%	0.1%	14.4%
	Andover	0.0%	25.2%	6.9%	7.4%	1.0%	0.0%	3.3%	3.9%	2.6%
	Bordon	0.0%	0.0%	0.0%	8.1%	0.2%	0.0%	0.8%	0.0%	1.8%
	Camberley	0.4%	0.0%	0.0%	0.0%	4.5%	0.0%	1.0%	0.3%	1.8%
	Elvetham Heath, Fleet	0.0%	0.0%	0.0%	0.0%	7.8%	0.0%	1.4%	0.0%	3.1%
	Farnborough	0.2%	0.4%	0.0%	1.8%	3.9%	0.5%	1.1%	0.2%	2.1%
	Farnham	0.6%	0.0%	0.0%	2.6%	2.6%	0.0%	1.0%	0.5%	1.6%
	Fleet	0.4%	0.9%	0.9%	0.0%	40.3%	0.2%	7.8%	0.5%	16.4%
	Hook	0.5%	0.0%	0.0%	0.8%	17.4%	0.0%	3.5%	0.4%	7.2%
	Mortimer	0.1%	0.0%	0.0%	0.0%	0.0%	3.6%	0.6%	0.1%	1.1%
	Newbury	8.0%	54.3%	0.0%	0.6%	0.4%	13.4%	10.1%	15.2%	4.2%
	Reading	1.1%	0.4%	0.0%	0.0%	0.2%	55.4%	8.0%	1.0%	16.2%
	Thatcham	1.1%	0.9%	0.9%	0.0%	0.2%	11.4%	2.2%	1.0%	3.5%
	Winchester	0.3%	1.3%	42.8%	2.1%	0.0%	0.0%	2.2%	0.5%	4.2%
	Wokingham	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%	0.5%	0.0%	1.1%
	All Other Shops and Stores	2.9%	2.1%	9.2%	1.6%	5.9%	5.3%	3.8%	2.8%	5.1%
ALL STORES OUTSIDE BASINGSTOKE & DEANE BOROUGH AREA:		**15.7%**	**85.5%**	**84.7%**	**88.2%**	**94.6%**	**93.8%**	**56.8%**	**26.5%**	**92.1%**
TOTAL MARKET SHARE:		**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Source: (1) Market shares derived from results of household telephone interview surveys for 'main food' and 'top-up' food shopping.
(2) Filtered out market shares for 'internet' and 'don't know/varies' categories.

APPENDIX 4:

COMPARISON GOODS SHOPPING

- MARKET SHARE PATTERNS -

BASINGSTOKE & DEANE BOROUGH COUNCIL
2008 RETAIL STUDY

Comparison Goods Capacity Assessment

TABLE 1: ALL COMPARISON GOODS PRODUCTS - (WEIGHTED) MARKET SHARES DERIVED FROM HOUSEHOLD SURVEY (%)

		ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6
BASINGSTOKE TOWN CENTRE:		54.4%	5.7%	13.2%	27.6%	19.6%	2.1%
CHINEHAM DISTRICT CENTRE:		3.0%	0.4%	0.0%	0.3%	0.5%	0.0%
BRIGHTON HILL DISTRICT CENTRE:		1.3%	0.0%	0.0%	0.4%	0.1%	0.0%
WHITCHURCH DISTRICT CENTRE:		0.1%	4.5%	0.0%	0.0%	0.0%	0.0%
TADLEY DISTRICT CENTRE:		1.7%	0.0%	0.0%	0.0%	0.0%	0.3%
OVERTON DISTRICT CENTRE:		0.4%	0.0%	0.0%	0.1%	0.0%	0.0%
KINGSCLERE LOCAL CENTRE:		0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
OTHER LOCAL SHOPS / PARADES							
Tesco Express	Kempshott, RG22 5NZ	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Stores	Popley	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Stores	South Ham	0.1%	0.0%	0.0%	0.0%	0.1%	0.0%
Other Stores	Old Basing	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Stores	Oakley	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Stores in Basingstoke Borough		0.8%	0.0%	0.0%	0.0%	0.0%	0.0%
OUT-OF-CENTRE RETAIL WAREHOUSES & RETAIL PARKS IN BOROUGH:							
Morrisons	Worting Road	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's	Hatch Warren	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Local	374 Worting Rd, Buckskin	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Toys R Us, PC World, Currys, Carpetright, JJB Sports, Harveys	Brighton Hill Retail Park	6.2%	0.3%	0.1%	1.6%	1.1%	0.4%
Mothercare World & Design 64	Hatch Warren	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%
Dreams, Rosebys, Bensons for Beds, Pets @ Home, Argos Extra, Blockbuster.	Hatch Warren Retail Park	1.4%	0.0%	0.0%	0.0%	0.5%	0.3%
Allied Carpets	Winchester Road	0.3%	0.0%	0.0%	0.0%	0.1%	0.0%
B&Q	Winchester Road	2.7%	0.3%	0.4%	0.6%	1.0%	0.2%
Homebase	Winchester Road	2.4%	0.2%	0.7%	0.1%	0.4%	0.3%
Comet	Winchester Road	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Maplin, Halfords, Staples	Winchester Road	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
MFI	Reading Road	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes	Churchill Way West	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Tile Depot, Bathstore, Brewers Paints, Howdens Kitchens & Reading Warehosue	Other Retail Warehouses	0.6%	0.0%	0.0%	0.2%	0.2%	0.0%
ALL STORES IN BOROUGH AREA:		**78.2%**	**11.3%**	**14.4%**	**31.0%**	**23.8%**	**3.8%**
OTHER CENTRES AND STORES ELSEWHERE:							
	Aldershot	0.0%	0.0%	0.0%	1.7%	1.4%	0.0%
	Alresford	0.0%	0.0%	5.0%	0.0%	0.0%	0.0%
	Alton TC & OOC	0.1%	0.2%	4.1%	38.5%	0.1%	0.3%
	Andover TC & OOC	0.4%	20.1%	3.3%	1.7%	0.1%	0.4%
	Bordon	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%
	Camberley	0.5%	0.0%	0.0%	1.3%	8.9%	0.4%
	Elvetham Heath, Fleet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Farnborough TC & OOC	0.2%	0.1%	0.4%	3.4%	15.6%	0.0%
	Farnham	0.1%	0.0%	0.0%	3.2%	2.3%	0.0%
	Fleet	0.1%	0.0%	0.0%	0.5%	23.7%	0.0%
	Hook	0.1%	0.0%	0.0%	0.0%	1.1%	0.0%
	Mortimer	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
	Newbury Town Centre	5.6%	41.2%	0.0%	0.2%	0.1%	15.7%
	Newbury Out-of-Centre	1.2%	9.3%	0.1%	0.5%	0.1%	2.9%
	Reading Town Centre	5.6%	5.0%	0.0%	0.0%	7.1%	49.8%
	Reading Out-of-Centre	3.1%	0.5%	0.4%	0.1%	1.6%	18.9%
	Southampton City Centre	0.6%	1.9%	10.1%	1.3%	0.0%	0.3%
	Southampton Out-of-Centre	0.5%	0.5%	5.4%	0.6%	0.0%	0.0%
	Thatcham	0.0%	0.2%	0.0%	0.0%	0.0%	1.2%
	Winchester TC & OOC	0.2%	1.9%	47.8%	7.0%	0.2%	0.6%
	Wokingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
	All Other Shops and Stores	3.2%	7.9%	9.0%	8.4%	13.7%	4.9%
ALL OTHER CENTRES, SHOPS & FLOORSPACE OUTSIDE THE BOROUGH		**21.8%**	**88.7%**	**85.6%**	**69.0%**	**76.1%**	**96.2%**
TOTAL MARKET SHARE:		**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Source: (1) Market shares derived from results of household telephone interview surveys
(2) Filtered out market shares for 'internet', 'mail order' and 'don't know/varies' categories.

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2008 RETAIL STUDY

Comparison Goods Capacity Assessment

TABLE 2: CLOTHING & FOOTWEAR - MARKET SHARES DERIVED FROM HOUSEHOLD SURVEY (%)

		ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6
TOTAL EXPENDITURE PER CAPITA (MINUS SFT @ IN 2008 OF 8.9%):		**£657**	**£708**	**£708**	**£681**	**£710**	**£647**
BASINGSTOKE TOWN CENTRE:		76.5%	13.2%	15.2%	48.2%	34.8%	5.7%
CHINEHAM DISTRICT CENTRE:		1.7%	1.5%	0.0%	0.0%	0.0%	0.0%
BRIGHTON HILL DISTRICT CENTRE:		0.5%	0.0%	0.0%	0.0%	0.0%	0.0%
WHITCHURCH DISTRICT CENTRE:		0.0%	4.4%	0.0%	0.0%	0.0%	0.0%
TADLEY DISTRICT CENTRE:							
OVERTON DISTRICT CENTRE:							
KINGSCLERE LOCAL CENTRE:							
OTHER LOCAL SHOPS / PARADES							
Tesco Express	Buckingham Parade, Kempshott	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express	Lychpit Centre, RG24 8BE						
Tesco Express	Popley, RG24 9EL						
Other Convenience Stores	Popley						
Co-Op	Kings Road, South Ham						
Other Convenience Stores	South Ham						
Other Convenience Stores	Old Basing						
Other Convenience Stores	Oakley						
Other Convenience Stores in Basingstoke Borough							
OUT-OF-CENTRE RETAIL WAREHOUSES & RETAIL PARKS IN BOROUGH:							
Morrisons	Worting Road						
Sainsbury's	Hatch Warren	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Local	374 Worting Rd, Buckskin						
Toys R Us, PC World, Currys, Carpetright, JJB Sports, Harveys	Brighton Hill Retail Park						
Mothercare World & Design 64	Hatch Warren						
Dreams, Rosebys, Bensons for Beds, Pets @ Home, Argos Extra, Blockbuster.	Hatch Warren Retail Park						
Allied Carpets	Winchester Road						
B&Q	Winchester Road						
Homebase	Winchester Road						
Comet	Winchester Road						
Maplin, Halfords, Staples	Winchester Road						
MFI	Reading Road						
Wickes	Churchill Way West						
Tile Depot, Bathstore, Brewers Paints, Howdens Kitchens & Reading Warehosue	Other Basingstoke Retail Warehouses						
ALL STORES IN BASINGSTOKE & DEANE BOROUGH AREA:		**79.1%**	**19.1%**	**15.2%**	**48.2%**	**34.8%**	**5.7%**
OTHER CENTRES AND STORES ELSEWHERE:							
	Aldershot	0.0%	0.0%	0.0%	2.4%	1.2%	0.0%
	Alresford						
	Alton	0.2%	0.0%	3.0%	10.8%	0.0%	0.0%
	Andover	0.2%	11.8%	0.0%	1.2%	0.0%	0.0%
	Bordon						
	Camberley	0.7%	0.0%	0.0%	3.6%	16.5%	1.6%
	Elvetham Heath, Fleet						
	Farnborough TC & OOC	0.2%	0.0%	0.0%	1.2%	2.4%	0.0%
	Farnham	0.2%	0.0%	0.0%	3.6%	3.7%	0.0%
	Fleet	0.0%	0.0%	0.0%	1.2%	12.2%	0.0%
	Hook						
	Mortimer						
	Newbury Town Centre	7.4%	41.2%	0.0%	0.0%	0.0%	19.7%
	Newbury Out-of-Centre	0.0%	5.9%	0.0%	0.0%	0.0%	0.0%
	Reading Town Centre	5.5%	2.9%	0.0%	0.0%	9.8%	62.3%
	Reading Out-of-Centre	0.2%	0.0%	0.0%	0.0%	0.0%	6.6%
	Southampton City Centre	1.4%	4.4%	6.1%	1.2%	0.0%	0.8%
	Southampton Out-of-Centre						
	Thatcham						
	Winchester	0.7%	2.9%	60.6%	13.3%	0.0%	0.8%
	Wokingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
	All Other Shops and Stores	4.0%	11.8%	15.2%	13.3%	19.5%	1.6%
ALL OTHER CENTRES, SHOPS & FLOORSPACE OUTSIDE THE BOROUGH		**20.9%**	**80.9%**	**84.8%**	**51.8%**	**65.2%**	**94.3%**
TOTAL MARKET SHARE:		**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Source: (1) Market shares derived from results of household telephone interview surveys
(2) Filtered out market shares for 'internet', 'mail order' and 'don't know/varies' categories.

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2008 RETAIL STUDY

Comparison Goods Capacity Assessment

TABLE 3: FURNITURE, CARPETS & FLOORCOVERINGS - MARKET SHARES DERIVED FROM HOUSEHOLD SURVEY (%)

		ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6
TOTAL EXPENDITURE PER CAPITA (MINUS SFT @ IN 2008 OF 8.9%		**£282**	**£302**	**£308**	**£293**	**£296**	**£274**
BASINGSTOKE TOWN CENTRE:		36.8%	4.0%	16.0%	24.1%	10.6%	0.0%
CHINEHAM DISTRICT CENTRE:		1.0%	0.0%	0.0%	0.0%	0.0%	0.0%
BRIGHTON HILL DISTRICT CENTRE:		0.3%	0.0%	0.0%	0.0%	0.0%	0.0%
WHITCHURCH DISTRICT CENTRE:							
TADLEY DISTRICT CENTRE:		0.3%	0.0%	0.0%	0.0%	0.0%	0.0%
OVERTON DISTRICT CENTRE:							
KINGSCLERE LOCAL CENTRE:							
OTHER LOCAL SHOPS / PARADES							
Tesco Express	Kempshott, RG22 5NZ						
Tesco Express	Lychpit Centre, RG24 8BE						
Tesco Express	Popley, RG24 9EL						
Other Convenience Stores	Popley						
Co-Op	Kings Road, South Ham						
Other Convenience Stores	South Ham						
Other Convenience Stores	Old Basing						
Other Convenience Stores	Oakley	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Convenience Stores in Basingstoke Borough							
OUT-OF-CENTRE RETAIL WAREHOUSES & RETAIL PARKS IN BOROUGH:							
Morrisons	Worting Road						
Sainsbury's	Hatch Warren						
Sainsbury's Local	374 Worting Rd, Buckskin						
Toys R Us, PC World, Currys, Carpetright, JJB Sports, Harveys	Brighton Hill Retail Park	15.8%	2.0%	0.0%	5.6%	0.8%	0.0%
Mothercare World & Design 64	Hatch Warren	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Dreams, Rosebys, Bensons for Beds, Pets @ Home, Argos Extra, Blockbuster.	Hatch Warren Retail Park	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Allied Carpets	Winchester Road	2.6%	0.0%	0.0%	0.0%	0.8%	0.0%
B&Q	Winchester Road						
Homebase	Winchester Road	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Comet	Winchester Road						
Maplin, Halfords, Staples	Winchester Road						
MFI	Reading Road	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes	Churchill Way West						
Tile Depot, Bathstore, Brewers Paints, Howdens Kitchens & Reading Warehosue	Other Retail Warehouses	2.0%	0.0%	0.0%	1.9%	2.4%	0.0%
ALL STORES IN BASINGSTOKE & DEANE BOROUGH AREA:		**65.1%**	**6.0%**	**16.0%**	**31.5%**	**14.6%**	**0.0%**
OTHER CENTRES AND STORES ELSEWHERE:							
	Aldershot	0.0%	0.0%	0.0%	1.9%	1.6%	0.0%
	Alresford						
	Alton	0.0%	0.0%	0.0%	16.7%	0.0%	0.0%
	Andover TC & OOC	0.0%	16.0%	4.0%	3.7%	0.0%	0.0%
	Bordon						
	Camberley	0.7%	0.0%	0.0%	3.7%	9.8%	0.0%
	Elvetham Heath, Fleet						
	Farnborough TC & OOC	1.0%	0.0%	4.0%	9.3%	24.4%	0.0%
	Farnham	1.0%	0.0%	0.0%	0.0%	1.6%	0.0%
	Fleet	0.0%	0.0%	0.0%	1.9%	17.1%	0.0%
	Hook						
	Mortimer						
	Newbury Town Centre	4.6%	36.0%	0.0%	0.0%	0.0%	12.2%
	Newbury Out-of-Centre	0.7%	10.0%	0.0%	3.7%	0.8%	2.4%
	Reading Town Centre	10.5%	12.0%	0.0%	0.0%	11.4%	51.2%
	Reading Out-of-Centre	7.2%	2.0%	4.0%	0.0%	6.5%	25.6%
	Southampton City Centre	0.7%	6.0%	12.0%	7.4%	0.0%	0.0%
	Southampton Out-of-Centre	2.6%	4.0%	24.0%	3.7%	0.0%	0.0%
	Thatcham						
	Winchester TC & OOC	0.7%	0.0%	24.0%	7.4%	1.6%	2.4%
	Wokingham						
	All Other Shops and Stores	5.3%	8.0%	12.0%	9.3%	10.6%	6.1%
ALL OTHER CENTRES, SHOPS & FLOORSPACE OUTSIDE THE BOI		**34.9%**	**94.0%**	**84.0%**	**68.5%**	**85.4%**	**100.0%**
TOTAL MARKET SHARE:		**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Source: (1) Market shares derived from results of household telephone interview surveys
(2) Filtered out market shares for 'internet', 'mail order' and 'don't know/varies' categories.

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TABLE 4: HOUSEHOLD TEXTILES - MARKET SHARES DERIVED FROM HOUSEHOLD SURVEY (%)

		ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6
TOTAL EXPENDITURE PER CAPITA (MINUS SFT @ IN 2008 OF 8.9%):		**£93**	**£108**	**£116**	**£101**	**£107**	**£96**
BASINGSTOKE TOWN CENTRE:		58.9%	3.5%	21.4%	42.6%	18.5%	2.0%
CHINEHAM DISTRICT CENTRE:		1.4%	0.0%	0.0%	0.0%	0.0%	0.0%
BRIGHTON HILL DISTRICT CENTRE:		1.7%	0.0%	0.0%	0.0%	0.0%	0.0%
WHITCHURCH DISTRICT CENTRE:							
TADLEY DISTRICT CENTRE:							
OVERTON DISTRICT CENTRE:		0.3%	0.0%	0.0%	0.0%	0.0%	0.0%
KINGSCLERE LOCAL CENTRE:							
OTHER LOCAL SHOPS / PARADES							
Tesco Express	Kempshott, RG22 5NZ						
Tesco Express	Lychpit Centre, RG24 8BE						
Tesco Express	Popley, RG24 9EL						
Other Convenience Stores	Popley						
Co-Op	Kings Road, South Ham						
Other Convenience Stores	South Ham						
Other Convenience Stores	Old Basing						
Other Convenience Stores	Oakley						
Other Convenience Stores in Basingstoke Borough							
OUT-OF-CENTRE RETAIL WAREHOUSES & RETAIL PARKS IN BOROUGH:							
Morrisons	Worting Road						
Sainsbury's	Hatch Warren	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Local	374 Worting Rd, Buckskin						
Toys R Us, PC World, Currys, Carpetright, JJB Sports, Harveys	Brighton Hill Retail Park	4.9%	0.0%	0.0%	1.5%	0.0%	0.0%
Mothercare World & Design 64	Hatch Warren						
Dreams, Rosebys, Bensons for Beds, Pets @ Home, Argos Extra, Blockbuster.	Hatch Warren Retail Park	1.7%	0.0%	0.0%	0.0%	1.5%	0.0%
Allied Carpets	Winchester Road						
B&Q	Winchester Road						
Homebase	Winchester Road						
Comet	Winchester Road						
Maplin, Halfords, Staples	Winchester Road						
MFI	Reading Road						
Wickes	Churchill Way West						
Tile Depot, Bathstore, Brewers Paints, Howdens Kitchens & Reading Warehouse	Other Retail Warehouses	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%
ALL STORES IN BASINGSTOKE & DEANE BOROUGH AREA:		**70.0%**	**3.5%**	**21.4%**	**44.1%**	**20.0%**	**2.0%**
OTHER CENTRES AND STORES ELSEWHERE:							
	Aldershot	0.0%	0.0%	0.0%	2.9%	2.2%	0.0%
	Alresford						
	Alton	0.0%	0.0%	0.0%	14.7%	0.0%	0.0%
	Andover TC & OOC	0.0%	24.6%	3.6%	1.5%	0.0%	0.0%
	Bordon						
	Camberley	1.4%	0.0%	0.0%	4.4%	15.6%	0.0%
	Elvetham Heath, Fleet						
	Farnborough TC & OOC	0.3%	0.0%	0.0%	1.5%	20.0%	0.0%
	Farnham	0.0%	0.0%	0.0%	7.4%	4.4%	0.0%
	Fleet	0.0%	0.0%	0.0%	0.0%	3.7%	0.0%
	Hook						
	Mortimer						
	Newbury Town Centre	6.3%	29.8%	0.0%	1.5%	0.0%	20.2%
	Newbury Out-of-Centre	0.6%	12.3%	0.0%	0.0%	0.0%	2.0%
	Reading Town Centre	11.4%	15.8%	0.0%	0.0%	16.3%	50.5%
	Reading Out-of-Centre	4.6%	1.8%	0.0%	0.0%	3.0%	20.2%
	Southampton City Centre	1.1%	1.8%	17.9%	2.9%	0.0%	0.0%
	Southampton Out-of-Centre	0.9%	1.8%	7.1%	2.9%	0.0%	0.0%
	Thatcham						
	Winchester TC & OOC	0.6%	3.5%	42.9%	7.4%	0.0%	1.0%
	Wokingham	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
	All Other Shops and Stores	2.9%	5.3%	7.1%	8.8%	14.8%	3.0%
ALL OTHER CENTRES, SHOPS & FLOORSPACE OUTSIDE THE BOROUGH		**30.0%**	**96.5%**	**78.6%**	**55.9%**	**80.0%**	**98.0%**
TOTAL MARKET SHARE:		**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Source: (1) Market shares derived from results of household telephone interview surveys

(2) Filtered out market shares for 'internet', 'mail order' and 'don't know/varies' categories.

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TABLE 5: HOUSEHOLD APPLIANCES - MARKET SHARES DERIVED FROM HOUSEHOLD SURVEY (%)

		ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6
TOTAL EXPENDITURE PER CAPITA (MINUS SFT @ IN 2008 OF 8.9%):		**£103**	**£121**	**£125**	**£113**	**£117**	**£105**
BASINGSTOKE TOWN CENTRE:		30.2%	1.6%	6.9%	25.0%	8.7%	2.1%
CHINEHAM DISTRICT CENTRE:		0.8%	1.6%	0.0%	0.0%	0.8%	0.0%
BRIGHTON HILL DISTRICT CENTRE:		0.8%	0.0%	0.0%	0.0%	0.0%	0.0%
WHITCHURCH DISTRICT CENTRE:							
TADLEY DISTRICT CENTRE:		2.7%	0.0%	0.0%	0.0%	0.0%	0.0%
OVERTON DISTRICT CENTRE:							
KINGSCLERE LOCAL CENTRE:		0.3%	0.0%	0.0%	0.0%	0.0%	0.0%
OTHER LOCAL SHOPS / PARADES							
Tesco Express	Kempshott, RG22 5NZ						
Tesco Express	Lychpit Centre, RG24 8BE						
Tesco Express	Popley, RG24 9EL						
Other Convenience Stores	Popley						
Co-Op	Kings Road, South Ham						
Other Convenience Stores	South Ham						
Other Convenience Stores	Old Basing						
Other Convenience Stores	Oakley						
Other Convenience Stores in Basingstoke Borough							
OUT-OF-CENTRE RETAIL WAREHOUSES & RETAIL PARKS IN BOROUGH:							
Morrisons	Worting Road						
Sainsbury's	Hatch Warren	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Local	374 Worting Rd, Buckskin						
Toys R Us, PC World, Currys, Carpetright, JJB Sports, Harveys	Brighton Hill Retail Park	27.5%	1.6%	3.4%	4.4%	7.1%	1.0%
Mothercare World & Design 64	Hatch Warren						
Dreams, Rosebys, Bensons for Beds, Pets @ Home, Argos Extra, Blockbuster.	Hatch Warren Retail Park	3.7%	0.0%	0.0%	0.0%	1.6%	0.0%
Allied Carpets	Winchester Road						
B&Q	Winchester Road	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Homebase	Winchester Road	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Comet	Winchester Road						
Maplin, Halfords, Staples	Winchester Road						
MFI	Reading Road						
Wickes	Churchill Way West	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Tile Depot, Bathstore, Brewers Paints, Howdens Kitchens & Reading Warehosue	Other Retail Warehouses						
ALL STORES IN BASINGSTOKE & DEANE BOROUGH AREA:		**67.4%**	**4.7%**	**10.3%**	**29.4%**	**18.1%**	**3.1%**
OTHER CENTRES AND STORES ELSEWHERE:							
	Aldershot	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%
	Alresford						
	Alton	0.0%	0.0%	0.0%	41.2%	0.8%	0.0%
	Andover TC & OOC	0.5%	25.0%	6.9%	1.5%	0.8%	1.0%
	Bordon						
	Camberley	0.5%	0.0%	0.0%	0.0%	3.9%	0.0%
	Elvetham Heath, Fleet						
	Farnborough TC & OOC	0.5%	1.6%	0.0%	10.3%	43.3%	0.0%
	Farnham						
	Fleet	0.0%	0.0%	0.0%	0.0%	9.4%	0.0%
	Hook						
	Mortimer						
	Newbury Town Centre	5.3%	43.8%	0.0%	0.0%	0.8%	16.5%
	Newbury Out-of-Centre	1.6%	12.5%	3.4%	0.0%	0.0%	6.2%
	Reading Town Centre	6.1%	0.0%	0.0%	0.0%	9.4%	41.2%
	Reading Out-of-Centre	9.6%	1.6%	0.0%	0.0%	4.7%	29.9%
	Southampton City Centre	0.3%	0.0%	13.8%	0.0%	0.8%	0.0%
	Southampton Out-of-Centre	0.8%	1.6%	20.7%	2.9%	0.8%	0.0%
	Thatcham						
	Winchester TC & OOC	0.0%	1.6%	37.9%	7.4%	0.0%	0.0%
	Wokingham						
	All Other Shops and Stores	7.2%	7.8%	6.9%	4.4%	7.1%	2.1%
ALL OTHER CENTRES, SHOPS & FLOORSPACE OUTSIDE THE BOROUGH		**32.6%**	**95.3%**	**89.7%**	**70.6%**	**81.9%**	**96.9%**
TOTAL MARKET SHARE:		**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Source: (1) Market shares derived from results of household telephone interview surveys

(2) Filtered out market shares for 'internet', 'mail order' and 'don't know/varies' categories.

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TABLE 6: AUDIO-VISUAL ELECTRICAL APPLIANCES - MARKET SHARES DERIVED FROM HOUSEHOLD SURVEY (%)

		ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6
TOTAL EXPENDITURE PER CAPITA (MINUS SFT @ IN 2008 OF 8.9%):		**£407**	**£411**	**£414**	**£408**	**£410**	**£394**
BASINGSTOKE TOWN CENTRE:		33.0%	3.9%	7.7%	25.8%	15.3%	1.2%
CHINEHAM DISTRICT CENTRE:		0.0%	0.0%	0.0%	0.0%	0.8%	0.0%
BRIGHTON HILL DISTRICT CENTRE:		6.4%	0.0%	0.0%	3.2%	0.8%	0.0%
WHITCHURCH DISTRICT CENTRE:		0.0%	2.0%	0.0%	0.0%	0.0%	0.0%
TADLEY DISTRICT CENTRE:		0.9%	0.0%	0.0%	0.0%	0.0%	0.0%
OVERTON DISTRICT CENTRE:							
KINGSCLERE LOCAL CENTRE:							
OTHER LOCAL SHOPS / PARADES							
Tesco Express	Kempshott, RG22 5NZ						
Tesco Express	Lychpit Centre, RG24 8BE						
Tesco Express	Popley, RG24 9EL						
Other Convenience Stores	Popley						
Co-Op	Kings Road, South Ham						
Other Convenience Stores	South Ham						
Other Convenience Stores	Old Basing						
Other Convenience Stores	Oakley						
Other Convenience Stores in Basingstoke Borough							
OUT-OF-CENTRE RETAIL WAREHOUSES & RETAIL PARKS IN BOROUGH:							
Morrisons	Worting Road						
Sainsbury's	Hatch Warren	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Local	374 Worting Rd, Buckskin						
Toys R Us, PC World, Currys, Carpetright, JJB Sports, Harveys	Brighton Hill Retail Park	23.0%	0.0%	0.0%	6.5%	5.9%	2.4%
Mothercare World & Design 64	Hatch Warren						
Dreams, Rosebys, Bensons for Beds, Pets @ Home, Argos Extra, Blockbuster.	Hatch Warren Retail Park	2.7%	0.0%	0.0%	0.0%	1.7%	0.0%
Allied Carpets	Winchester Road						
B&Q	Winchester Road						
Homebase	Winchester Road						
Comet	Winchester Road	7.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Maplin, Halfords, Staples	Winchester Road	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%
MFI	Reading Road						
Wickes	Churchill Way West						
Tile Depot, Bathstore, Brewers Paints, Howdens Kitchens & Reading Warehosue	Other Retail Warehouses	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%
ALL STORES IN BASINGSTOKE & DEANE BOROUGH AREA:		**75.2%**	**5.9%**	**7.7%**	**35.5%**	**24.6%**	**3.5%**
OTHER CENTRES AND STORES ELSEWHERE:							
	Aldershot	0.0%	0.0%	0.0%	1.6%	1.7%	0.0%
	Alresford						
	Alton	0.0%	0.0%	0.0%	40.3%	0.0%	0.0%
	Andover TC & OOC	0.3%	23.5%	11.5%	1.6%	0.0%	0.0%
	Bordon						
	Camberley	0.3%	0.0%	0.0%	0.0%	5.9%	0.0%
	Elvetham Heath, Fleet						
	Farnborough TC & OOC	0.3%	0.0%	0.0%	6.5%	37.3%	0.0%
	Farnham	0.0%	0.0%	0.0%	4.8%	1.7%	0.0%
	Fleet	0.0%	0.0%	0.0%	0.0%	13.6%	0.0%
	Hook						
	Mortimer						
	Newbury Town Centre	3.9%	43.1%	0.0%	0.0%	0.0%	12.9%
	Newbury Out-of-Centre	2.7%	17.6%	0.0%	0.0%	0.0%	3.5%
	Reading Town Centre	7.6%	3.9%	0.0%	0.0%	5.1%	45.9%
	Reading Out-of-Centre	7.9%	0.0%	0.0%	0.0%	2.5%	29.4%
	Southampton City Centre	0.3%	2.0%	23.1%	1.6%	0.0%	0.0%
	Southampton Out-of-Centre	0.6%	0.0%	15.4%	0.0%	0.0%	0.0%
	Thatcham						
	Winchester TC & OOC	0.0%	0.0%	38.5%	3.2%	0.0%	0.0%
	Wokingham						
	All Other Shops and Stores	0.9%	3.9%	3.8%	4.8%	7.6%	4.7%
ALL OTHER CENTRES, SHOPS & FLOORSPACE OUTSIDE THE BOROUGH		**24.8%**	**94.1%**	**92.3%**	**64.5%**	**75.4%**	**96.5%**
TOTAL MARKET SHARE:		**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Source: (1) Market shares derived from results of household telephone interview surveys

(2) Filtered out market shares for 'internet', 'mail order' and 'don't know/varies' categories.

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TABLE 7: DIY, HARDWARE & GARDEN PRODUCTS - MARKET SHARES DERIVED FROM HOUSEHOLD SURVEY (%)

		ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6
TOTAL EXPENDITURE PER CAPITA (MINUS SFT @ IN 2008 OF 8.9%):		**£291**	**£344**	**£361**	**£322**	**£333**	**£300**
BASINGSTOKE TOWN CENTRE:		23.8%	1.6%	18.8%	8.3%	6.1%	0.0%
CHINEHAM DISTRICT CENTRE:							
BRIGHTON HILL DISTRICT CENTRE:							
WHITCHURCH DISTRICT CENTRE:		0.0%	4.7%	0.0%	0.0%	0.0%	0.0%
TADLEY DISTRICT CENTRE:		3.2%	0.0%	0.0%	0.0%	0.0%	0.9%
OVERTON DISTRICT CENTRE:		0.0%	0.0%	0.0%	1.2%	0.0%	0.0%
KINGSCLERE LOCAL CENTRE:		0.2%	0.0%	0.0%	0.0%	0.0%	0.0%
OTHER LOCAL SHOPS / PARADES							
Tesco Express	Kempshott, RG22 5NZ						
Tesco Express	Lychpit Centre, RG24 8BE						
Tesco Express	Popley, RG24 9EL						
Other Convenience Stores	Popley						
Co-Op	Kings Road, South Ham						
Other Convenience Stores	South Ham						
Other Convenience Stores	Old Basing	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Convenience Stores	Oakley						
Other Convenience Stores in Basingstoke Borough							
OUT-OF-CENTRE RETAIL WAREHOUSES & RETAIL PARKS IN BOROUGH:							
Morrisons	Worting Road						
Sainsbury's	Hatch Warren						
Sainsbury's Local	374 Worting Rd, Buckskin						
Toys R Us, PC World, Currys, Carpetright, JJB Sports, Harveys	Brighton Hill Retail Park						
Mothercare World & Design 64	Hatch Warren						
Dreams, Rosebys, Bensons for Beds, Pets @ Home, Argos Extra, Blockbuster.	Hatch Warren Retail Park	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Allied Carpets	Winchester Road						
B&Q	Winchester Road	27.0%	3.1%	3.1%	6.0%	9.8%	1.8%
Homebase	Winchester Road	23.1%	1.6%	6.3%	1.2%	3.7%	2.7%
Comet	Winchester Road						
Maplin, Halfords, Staples	Winchester Road	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%
MFI	Reading Road						
Wickes	Churchill Way West	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Tile Depot, Bathstore, Brewers Paints, Howdens Kitchens & Reading Warehosue	Other Retail Warehouses	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%
ALL STORES IN BASINGSTOKE & DEANE BOROUGH AREA:		**82.5%**	**10.9%**	**28.1%**	**16.7%**	**19.6%**	**5.4%**
OTHER CENTRES AND STORES ELSEWHERE:							
	Aldershot	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%
	Alresford						
	Alton TC & OOC	0.0%	0.0%	3.1%	50.0%	0.0%	0.0%
	Andover TC & OOC	1.0%	28.1%	6.3%	1.2%	0.0%	0.9%
	Bordon						
	Camberley	0.2%	0.0%	0.0%	0.0%	3.7%	0.0%
	Elvetham Heath, Fleet						
	Farnborough TC & OOC	0.2%	0.0%	0.0%	8.3%	46.6%	0.0%
	Farnham	0.0%	0.0%	0.0%	7.1%	3.1%	0.0%
	Fleet	0.0%	0.0%	0.0%	0.0%	16.0%	0.0%
	Hook						
	Mortimer						
	Newbury Town Centre	4.1%	42.2%	0.0%	0.0%	0.0%	17.1%
	Newbury Out-of-Centre	4.1%	15.6%	0.0%	0.0%	0.0%	6.3%
	Reading Town Centre	1.2%	0.0%	0.0%	0.0%	0.6%	20.7%
	Reading Out-of-Centre	4.1%	1.6%	0.0%	0.0%	1.8%	42.3%
	Southampton City Centre	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%
	Southampton Out-of-Centre	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%
	Thatcham						
	Winchester TC & OOC	0.0%	1.6%	50.0%	4.8%	0.0%	0.0%
	Wokingham	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%
	All Other Shops and Stores	2.2%	0.0%	9.4%	11.9%	7.4%	5.4%
ALL OTHER CENTRES, SHOPS & FLOORSPACE OUTSIDE THE BOROUGH		**17.5%**	**89.1%**	**71.9%**	**83.3%**	**80.4%**	**94.6%**
TOTAL MARKET SHARE:		**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Source: (1) Market shares derived from results of household telephone interview surveys

(2) Filtered out market shares for 'internet', 'mail order' and 'don't know/varies' categories.

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TABLE 8: CHEMISTS, MEDICAL & BEAUTY PRODUCTS - MARKET SHARES DERIVED FROM HOUSEHOLD SURVEY (%)

		ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6
TOTAL EXPENDITURE PER CAPITA (MINUS SFT @ IN 2008 OF 8.9%):		**£373**	**£400**	**£407**	**£388**	**£410**	**£370**
BASINGSTOKE TOWN CENTRE:		39.9%	1.3%	7.9%	1.1%	6.8%	0.0%
CHINEHAM DISTRICT CENTRE:		17.2%	0.0%	0.0%	2.2%	2.8%	0.0%
BRIGHTON HILL DISTRICT CENTRE:		1.4%	0.0%	0.0%	0.0%	0.0%	0.0%
WHITCHURCH DISTRICT CENTRE:		0.5%	14.7%	0.0%	0.0%	0.0%	0.0%
TADLEY DISTRICT CENTRE:		7.5%	0.0%	0.0%	0.0%	0.0%	1.6%
OVERTON DISTRICT CENTRE:		2.9%	0.0%	0.0%	0.0%	0.0%	0.0%
KINGSCLERE LOCAL CENTRE:		0.5%	0.0%	0.0%	0.0%	0.0%	0.0%
OTHER LOCAL SHOPS / PARADES							
Tesco Express	Kempshott, RG22 5NZ						
Tesco Express	Lychpit Centre, RG24 8BE						
Tesco Express	Popley, RG24 9EL						
Other Convenience Stores	Popley	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-Op	Kings Road, South Ham						
Other Convenience Stores	South Ham	0.7%	0.0%	0.0%	0.0%	0.6%	0.0%
Other Convenience Stores	Old Basing	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Convenience Stores	Oakley	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Convenience Stores in Basingstoke Borough		6.3%	0.0%	0.0%	0.0%	0.0%	0.0%
OUT-OF-CENTRE RETAIL WAREHOUSES & RETAIL PARKS IN BOROUGH:							
Morrisons	Worting Road	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's	Hatch Warren	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Local	374 Worting Rd, Buckskin	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Toys R Us, PC World, Currys, Carpetright, JJB Sports, Harveys	Brighton Hill Retail Park	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Mothercare World & Design 64	Hatch Warren						
Dreams, Rosebys, Bensons for Beds, Pets @ Home, Argos Extra, Blockbuster.	Hatch Warren Retail Park	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Allied Carpets	Winchester Road						
B&Q	Winchester Road						
Homebase	Winchester Road						
Comet	Winchester Road						
Maplin, Halfords, Staples	Winchester Road						
MFI	Reading Road						
Wickes	Churchill Way West						
Tile Depot, Bathstore, Brewers Paints, Howdens Kitchens & Reading Warehosue	Other Retail Warehouses						
ALL STORES IN BASINGSTOKE & DEANE BOROUGH AREA:		**86.8%**	**16.0%**	**7.9%**	**3.3%**	**10.2%**	**1.6%**
OTHER CENTRES AND STORES ELSEWHERE:							
	Aldershot	0.0%	0.0%	0.0%	1.1%	2.8%	0.0%
	Alresford	0.2%	0.0%	31.6%	0.0%	0.0%	0.0%
	Alton TC & OOC	0.5%	1.3%	7.9%	80.4%	0.6%	0.0%
	Andover TC & OOC	0.0%	20.0%	2.6%	2.2%	0.6%	0.0%
	Bordon	0.0%	0.0%	0.0%	5.4%	0.0%	0.0%
	Camberley	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%
	Elvetham Heath, Fleet						
	Farnborough TC & OOC	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%
	Farnham	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%
	Fleet	0.0%	0.0%	0.0%	0.0%	58.2%	0.0%
	Hook	0.7%	0.0%	0.0%	0.0%	8.5%	0.0%
	Mortimer	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%
	Newbury Town Centre	6.8%	42.7%	0.0%	1.1%	0.6%	10.5%
	Newbury Out-of-Centre	1.6%	13.3%	0.0%	1.1%	0.0%	3.2%
	Reading Town Centre	1.6%	0.0%	0.0%	0.0%	0.0%	36.3%
	Reading Out-of-Centre	0.5%	0.0%	0.0%	1.1%	0.0%	23.4%
	Southampton City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
	Southampton Out-of-Centre						
	Thatcham	0.2%	1.3%	0.0%	0.0%	0.0%	7.3%
	Winchester TC & OOC	0.0%	4.0%	39.5%	2.2%	0.6%	0.8%
	Wokingham	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%
	All Other Shops and Stores	1.1%	1.3%	10.5%	2.2%	11.3%	12.1%
ALL OTHER CENTRES, SHOPS & FLOORSPACE OUTSIDE THE BOROUGH		**13.2%**	**84.0%**	**92.1%**	**96.7%**	**89.8%**	**98.4%**
TOTAL MARKET SHARE:		**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Source: (1) Market shares derived from results of household telephone interview surveys

(2) Filtered out market shares for 'internet', 'mail order' and 'don't know/varies' categories.

BASINGSTOKE & DEANE BOROUGH COUNCIL
2008 RETAIL STUDY

Comparison Goods Capacity Assessment

TABLE 9: ALL OTHER COMPARISON GOODS PRODUCTS - MARKET SHARES DERIVED FROM HOUSEHOLD SURVEY (%)

		ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6
TOTAL EXPENDITURE PER CAPITA (MINUS SFT @ IN 2008 OF 8.9%):		**£723**	**£747**	**£748**	**£723**	**£772**	**£711**
BASINGSTOKE TOWN CENTRE:		75.6%	5.3%	13.0%	31.7%	25.8%	2.2%
CHINEHAM DISTRICT CENTRE:		1.2%	0.0%	0.0%	0.0%	0.0%	0.0%
BRIGHTON HILL DISTRICT CENTRE:							
WHITCHURCH DISTRICT CENTRE:		0.0%	3.5%	0.0%	0.0%	0.0%	0.0%
TADLEY DISTRICT CENTRE:		0.6%	0.0%	0.0%	0.0%	0.0%	0.0%
OVERTON DISTRICT CENTRE:							
KINGSCLERE LOCAL CENTRE:							
OTHER LOCAL SHOPS / PARADES							
Tesco Express	Kempshott, RG22 5NZ						
Tesco Express	Lychpit Centre, RG24 8BE						
Tesco Express	Popley, RG24 9EL						
Other Convenience Stores	Popley						
Co-Op	Kings Road, South Ham						
Other Convenience Stores	South Ham						
Other Convenience Stores	Old Basing						
Other Convenience Stores	Oakley						
Other Convenience Stores in Basingstoke Borough							
OUT-OF-CENTRE RETAIL WAREHOUSES & RETAIL PARKS IN BOROUGH:							
Morrisons	Worting Road						
Sainsbury's	Hatch Warren						
Sainsbury's Local	374 Worting Rd, Buckskin						
Toys R Us, PC World, Currys, Carpetright, JJB Sports, Harveys	Brighton Hill Retail Park	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Mothercare World & Design 64	Hatch Warren	0.0%	0.0%	0.0%	0.0%	0.8%	1.1%
Dreams, Rosebys, Bensons for Beds, Pets @ Home, Argos Extra, Blockbuster.	Hatch Warren Retail Park	2.2%	0.0%	0.0%	0.0%	0.8%	1.1%
Allied Carpets	Winchester Road						
B&Q	Winchester Road						
Homebase	Winchester Road						
Comet	Winchester Road						
Maplin, Halfords, Staples	Winchester Road						
MFI	Reading Road						
Wickes	Churchill Way West						
Tile Depot, Bathstore, Brewers Paints, Howdens Kitchens & Reading Warehosue	Other Retail Warehouses						
ALL STORES IN BASINGSTOKE & DEANE BOROUGH AREA:		**80.6%**	**8.8%**	**13.0%**	**31.7%**	**27.4%**	**4.4%**
OTHER CENTRES AND STORES ELSEWHERE:							
	Aldershot	0.0%	0.0%	0.0%	1.6%	0.8%	0.0%
	Alresford	0.0%	0.0%	4.3%	0.0%	0.0%	0.0%
	Alton TC & OOC	0.0%	0.0%	8.7%	47.6%	0.0%	1.1%
	Andover TC & OOC	0.9%	22.8%	0.0%	1.6%	0.0%	1.1%
	Bordon						
	Camberley	0.6%	0.0%	0.0%	0.0%	8.9%	0.0%
	Elvetham Heath, Fleet						
	Farnborough TC & OOC	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%
	Farnham	0.0%	0.0%	0.0%	3.2%	1.6%	0.0%
	Fleet	0.3%	0.0%	0.0%	0.0%	32.3%	0.0%
	Hook						
	Mortimer						
	Newbury Town Centre	5.2%	42.1%	0.0%	0.0%	0.0%	16.5%
	Newbury Out-of-Centre	0.3%	1.8%	0.0%	0.0%	0.0%	3.3%
	Reading Town Centre	5.9%	8.8%	0.0%	0.0%	8.9%	60.4%
	Reading Out-of-Centre	1.2%	0.0%	0.0%	0.0%	0.8%	7.7%
	Southampton City Centre	0.6%	0.0%	13.0%	0.0%	0.0%	0.0%
	Southampton Out-of-Centre	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%
	Thatcham	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%
	Winchester TC & OOC	0.0%	1.8%	56.5%	6.3%	0.0%	0.0%
	Wokingham						
	All Other Shops and Stores	4.0%	14.0%	4.3%	7.9%	17.7%	4.4%
ALL OTHER CENTRES, SHOPS & FLOORSPACE OUTSIDE THE BOROUGH		**19.4%**	**91.2%**	**87.0%**	**68.3%**	**72.6%**	**95.6%**
TOTAL MARKET SHARE:		**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Source: (1) Market shares derived from results of household telephone interview surveys

(2) Filtered out market shares for 'internet', 'mail order' and 'don't know/varies' categories.

APPENDIX 5:

BASINGSTOKE TOWN CENTRE

- EXPERIAN GOAD CENTRE REPORT -

goad Centre Report

Basingstoke

Experian™ A world of insight

(C) Experian 2007 Navteq 2006

GETTING THE MOST FROM YOUR GOAD CENTRE REPORT

Each shopping centre has its own unique mix of multiple outlets, independent shops, convenience and comparison stores, food outlets and vacant premises.

Understanding the retail composition of a centre and its effect on local consumers is crucial to the success of any business. By studying the information in the report, you will be able to examine site quality, evaluate threats and opportunities, and assess the vitality and viability of the centre. However, you will only achieve this if you are aware of the various implications of the data that you see. This guide is designed to help you interpret the information you see on the Goad Centre Report.

1. The Local Area

The map in the top left-hand corner of your report locates other local Goad centres. When evaluating the quality of a site, it is often beneficial to compare it with other local shopping centres. Goad Centre Reports are available for any of the highlighted centres.

2. The Indexing System

A simple indexing system appear s throughout the report. This illustrates the difference between a percentage figure for the centre and the UK average. An index of 100 represents an exact match, anything less than 100 indicates a below average count for the centre, and a figure over 100 represents an above average count.

For example, if restaurants accounted for 10% of a centre's outlets and the UK average was also 10%, the index would be 100. If however, the UK average was 8%, the index would be 125.

The index is an effective gap analysis tool and can be used to identify areas that are under and over represented within a centre. A retail category that is heavily under represented could indicate poor local demand. On the other hand, it could show that there is an untapped market waiting to be serviced. Either way, it provides a strong indication that the site will need to be examined further.

3. Floor Space

The floor space figures shown on the report are derived from the relevant Goad Plan, but only show the footprint floorspace, and the site area without the building lines. They should not therefore be read as a definitive report of floor space, but do provide a useful means of comparison between centres, as all outlets are measured in a consistent manner.

4. Vacant Outlets

Comparing the number of vacant outlets with the UK average provides a useful insight into the current economic status of a centre. For example, a high index generally represents under-development or decay, while a low index shows a strong retail presence.

5. Multiple Outlets/Key Attractors

A multiple retailer is defined as being part of a network of nine or more outlets. The presence of multiple outlets can greatly enhance the appeal of a centre to local consumers: The strong branding and comprehensive product mix of retailers such as Marks & Spencer, Boots and HMV is often sufficient in itself to attract consumers to a centre. Approximately 27 national multiples have been identified as key attractors, (i.e. those retailers most likely to improve the consumer appeal of a centre).

The presence of multiple outlets and key attractors can have a significant impact on neighbouring outlets: While other retailers will undoubtedly benefit from increased pedestrian traffic, (and therefore increased sales opportunities), multiples provide fierce competition for rivals in their retail categories.

Also available from Experian:

The Goad Catchment Profile

This measures the extent of the local consumer base, in relation to a shopping centre. It also helps you to recognise the individual groups that make-up a local population, using Mosaic, the world's leading geo-demographic classification system.

Mosaic classifies individuals using census, financial, housing and retail data. Combining this with the profile's information on local household composition and age structure enables you to understand the varied lifestyles and behaviours of individual customers. You can then tailor your products, services and communications to suit local markets, build one-to-one customer relations and generate greater brand loyalty.

Retail Planner

Retail Planner is a service for retail planners, property consultants and retailers, providing comprehensive, up-to-date information for retail planning related decisions. Specifically we provide data for three different types of expenditure: Comparison, Convenience and Leisure. Each category is broken down into the European standard COICOP (Classification of Individual Consumption by Purpose) classification.
Data is available at output area and postal sector levels. We can also provide data for predefined areas such as Local Authority District Boundaries.

Goad Paper Plans

These provide a bird's eye view of over 1,250 UK retail centres. The name, retail category, floor space and exact location of all outlets and vacant premises is recorded and mapped. Key location factors such as pedestrian zones, road crossings, bus stops and car parks are also featured. There are also over 800 retail park plans available

Goad Digital Plans

Digital plans are available online through our Goad Network system. This enables the user to View, Interrogate Edit & Print plans to their own requirements. For a demonstration logon to http://www.goadnetwork.co.uk/demologin.asp

Tailored Plans and Extracts

We are able to provide tailored plans and extracts which highlight the information most relevant to your enquiry.

The Retail Address Database

An extensive database covering the addresses of 340,000 retail outlets across the UK, this is a highly effective tool for site evaluation and competitor analysis.

For further details on these products or if you have any queries regarding your Goad Centre Report, please contact Experian on:
Tel: 0845 601 6011
Fax: 0115 968 5003
E-mail: goad.sales@uk.experian.com

Experian™
A world of insight

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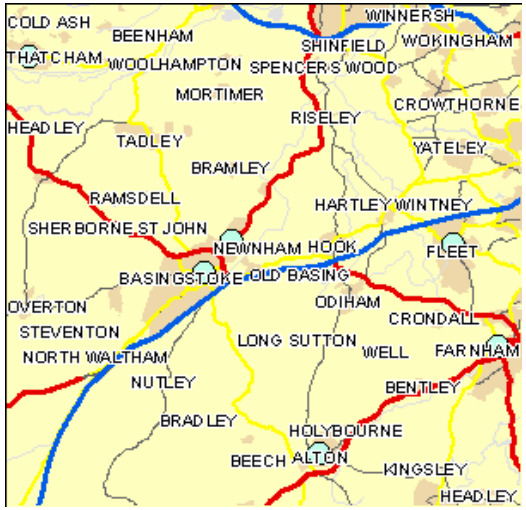
Basingstoke



Survey Date: 14-May-07

Key Retail Indicators

		Count	%	% UK	Index
Total Outlets		375			
Total Floorspace (sq ft)		1,043,700			
Vacant Outlets		55	14.67	11.26	130
Vacant Floorspace (sq ft)		120,000	11.50	9.51	121
Multiple Outlets		224	59.73	33.68	177
Comparison Outlets		166	44.27	45.01	98

Major Retailers

Argos	1	New Look	1
BhS	1	Next	1
Boots The Chemist	1	River Island	1
Burton	1	Sainsburys	1
Carphone Warehouse	1	Superdrug	1
Clarks	1	Tesco	1
Clintons	2	Topman	1
Currys	0	Topshop	1
Debenhams	1	Virgin Megastore	0
Dorothy Perkins	1	Vodafone	1
H & M	1	WHSmith	1
H M V	1	Waitrose	0
House of Fraser	0	Waterstones	1
John Lewis	0	Wilkinsons	1
Marks & Spencer	1	Woolworths	1

Closest Centres	Distance (m)
Basingstoke - Chineham Centre	2.9
Alton	15.0
Fleet	17.1
Thatcham	19.5
Farnham	20.8

Retail Composition

	Outlets Number	%	% UK	Index	Floorspace sq.ft	sq.m	%	% UK	Index
Retail Trade Group									
Convenience	16	4.27	9.08	47	57,900	5,379	5.55	16.67	33
Comparison	166	44.27	45.01	98	634,500	58,947	60.79	50.94	119
Service	129	34.40	33.34	103	216,100	20,076	20.71	21.77	95
Vacant	55	14.67	11.26	130	120,000	11,148	11.50	9.51	121
Multiple Retailers by Trade Group									
Convenience	12	5.36	11.34	47	53,700	4,989	6.94	22.33	31
Comparison	133	59.38	56.07	106	558,400	51,877	72.21	59.53	121
Service	72	32.14	30.47	105	148,100	13,759	19.15	16.83	114
Miscellaneous	7	3.13	2.12	147	13,100	1,217	1.69	1.31	129
Retail Category									
Convenience	16	4.27	9.08	47	57,900	5,379	5.55	16.67	33
Bakers	5	1.33	1.90	70	5,300	492	0.51	0.98	52
Butchers	0	0.00	0.73	0	0	0	0.00	0.40	0
Greengrocers & fishmongers	0	0.00	0.65	0	0	0	0.00	1.46	0
Groceries & frozen foods	8	2.13	2.84	75	50,000	4,645	4.79	11.84	40
Off licences & home brew	0	0.00	0.67	0	0	0	0.00	0.44	0
CTN & convenience	3	0.80	2.29	35	2,600	242	0.25	1.55	16
Comparison	166	44.27	45.01	98	634,500	58,947	60.79	50.94	119
Footwear & repairs	10	2.67	2.31	116	16,600	1,542	1.59	1.62	98
Mens, boys wear	6	1.60	1.19	134	21,400	1,988	2.05	0.96	213
Womens, girls & childrens clothing	25	6.67	5.50	121	69,000	6,410	6.61	4.72	140
Mixed & general clothing	21	5.60	3.38	166	97,100	9,021	9.30	5.65	165
Furniture, carpets, textiles	6	1.60	3.92	41	8,400	780	0.80	4.44	18
Books, arts/crafts, stationers/copy	11	2.93	4.12	71	27,300	2,536	2.62	3.32	79
Elec, home ent, 'phones & video	22	5.87	4.50	130	36,900	3,428	3.54	3.44	103
DIY, hardware & household goods	12	3.20	2.84	113	58,200	5,407	5.58	4.95	113
Gifts, china, glass & leather goods	5	1.33	1.65	81	9,800	910	0.94	0.86	109
Cars, motor cycles & accessories	4	1.07	1.30	82	40,900	3,800	3.92	1.98	197
Chemists, toiletries & opticians	12	3.20	3.96	81	40,300	3,744	3.86	4.08	95
Variety, department & catalogue	5	1.33	0.92	144	154,800	14,381	14.83	8.53	174
Florists & gardens	1	0.27	1.00	27	1,300	121	0.12	0.43	29
Sports, toys, cycles & hobbies	12	3.20	2.36	136	32,800	3,047	3.14	2.43	130
Jewellers, clocks & repairs	8	2.13	2.33	92	10,300	957	0.99	1.03	95
Charity, pets & other comparison	6	1.60	3.72	43	9,400	873	0.90	2.49	36
Service	129	34.40	33.34	103	216,100	20,076	20.71	21.77	95
Restaurants, cafes, fast food	46	12.27	14.44	85	82,500	7,664	7.90	9.22	86
Hairdressing, beauty & health	23	6.13	7.39	83	21,100	1,960	2.02	3.54	57
Launderettes & dry cleaners	2	0.53	0.95	56	2,000	186	0.19	0.44	43
Travel agents	5	1.33	1.57	85	6,900	641	0.66	0.92	71
Banks & financial services	22	5.87	4.39	134	62,200	5,779	5.96	4.87	122
Building societies	2	0.53	0.66	80	4,100	381	0.39	0.55	71
Estate agents & auctioneers	29	7.73	3.93	197	37,300	3,465	3.57	2.21	162
Miscellaneous	64	17.07	12.57	136	135,200	12,560	12.95	10.62	122
Employment, careers, POs & info	9	2.40	1.31	184	15,200	1,412	1.46	1.11	132
Vacant	55	14.67	11.26	130	120,000	11,148	11.50	9.51	121

For a Goad Paper Plan, a Goad Catchment Report or if you have any queries please contact Experian on tel: 0845 601 6011 or fax: 0115 968 5003 or E-mail: goad.sales@uk.experian.com

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TERMS AND CONDITIONS

1. DEFINITIONS
"this agreement" means the terms and conditions hereunder and the correspondence between the parties attached hereto.
"Experian" means Experian Group Limited.
"the Client" means the person, firm or limited company to whom the Services are to be provided.
"the Information" means any information (in whatsoever form) provided to the Client by Experian in connection with the Services.
"the Media" means the records, tapes or other materials and documents by which the information is communicated to the Client.
"the Services" means the services to be provided by Experian to the Client more particularly described in the correspondence between the parties attached hereto.

2. CONTRACT TERMS
Subject to Clause 14 hereunder this Agreement shall be on the terms and conditions set out below to the exclusion of any other terms and conditions whether or not the same are endorsed upon, delivered with or referred to in any document delivered or sent by the client to Experian.

3. PAYMENT OF CHARGES
3.1 The charges for the Services ("the Charges") shall be specified by Experian to the Client.
3.2 The Client shall pay the Charges within 28 days of the date of Experian's invoice thereof.
3.3 Interest at an annual rate of 5% above Barclays Bank plc's base rate from time to time shall accrue daily and be calculated on a daily basis on any sum overdue from the date of invoice until payment in full of the Charges.
3.4 Unless expressly stated otherwise the Charges shall be exclusive of VAT (or any other duty chargeable in respect thereof) (which for the avoidance of doubt shall be payable by the Client in accordance with the terms and conditions hereof).

4. PROVISION OF THE SERVICES
4.1 Experian shall use all reasonable endeavours to ensure that the information is accurate in all material respects.
4.2 Save as provided in sub-clause 4.1 above or otherwise expressly provided in this Agreement or to the extent that it is unlawful for any said representations and warranties to be excluded Experian makes no representations or warranties whether express or implied (by statute or otherwise) in connection with the Services or use thereof by the Client or otherwise in connection with this Agreement.
4.3 The parties hereto agree that the time for the performance of Experian's obligations in connection with the Services shall not be of the essence in this Agreement.

5. LIMITATION OF LIABILITY
Notwithstanding anything to the contrary contained in this Agreement:
5.1 Experian shall not be liable (whether in contract or in negligence (other than the liability in respect of death or personal injury arising out of the negligence of Experian its servants or agents) or other tort or otherwise) for any indirect or consequential loss of any kind whatsoever (including without limitation loss of profit or loss of business) suffered by the Client in connection with the Services.
5.2 Without prejudice to the provisions of sub-clause 4.1 above Experian's maximum aggregate liability hereunder (other than liability in respect of death or personal injury arising out of the negligence of Experian its servants or agents) whether for breach of this Agreement or otherwise and whether or not arising from the negligence of Experian or any other person involved directly or indirectly in the provision of the Services shall not exceed an amount equal to the Charges (exclusive of VAT) payable to Experian hereunder.

6. COPYRIGHT
Property and the copyright (and all other intellectual property rights) in the Media and the Information (other than any information which has passed to Experian by the Client in connection with the Services or which has been obtained from any third party by Experian which copyright and all other intellectual property rights as appropriate shall remain vested in such third party) shall at all times remain vested in Experian.

7. CONFIDENTIALITY
7.1 The Client undertakes that it shall use the Information solely for the purpose of its own business and shall not (without the prior written consent of Experian) copy reproduce publish or transmit any part of the Information in any manner whatsoever and the media shall be returned to Experian upon demand.
7.2 The Client undertakes with Experian that the Client shall permit access to the Information only to those of its authorised officers or employees who need to know or use the Information and that the Client shall procure that its offices and employees shall maintain in strictest confidence and not divulge communicate or permit access to any third party any confidential information relating to Experian.
7.3 For the purpose of sub-clause 7.2 hereof the expression "confidential information" shall mean (as the context may require)
7.3.1 the Information; and/or
7.3.2 any information concerning Experian's trade secrets or business dealings transactions or affairs which may come to the notice of the client; and/or
7.3.3 any information and/or know how relating to the methods or techniques used by Experian in devising and developing the Services and any tapes documents or other materials comprising any part of such information and/or know how made available by Experian hereunder.
7.4 The provisions of sub-clause 7.2 hereof shall not apply to any confidential information to the extent that:
7.4.1 the Client is required to divulge the same by a Court tribunal or government authority with competent jurisdiction
7.4.2 it has already come within the public domain
7.4.3 it was already known to the Client prior to the date of disclosure by Experian (as evidence by written records)

8. INDEMNITY
The Client shall indemnify and keep indemnified Experian from and against any and all liability loss claims demands costs or expenses of any kind whatsoever which shall at any time suffer or incur and which arise out of or in connection with the services provided that this indemnity shall not apply to the extent that any such liability arises of the default of Experian.

9. DATA PROTECTION ACT 1984
The Client undertakes that at all times they shall comply fully with the provisions of the Data Protection Act 1984 and any subsequent amendments thereto or re-enactments thereof.

10. TERMINATION
10.1 Experian shall be entitled to terminate this Agreement immediately by written notice to the Client if:
10.1.1 The Client is guilty of any material breach of the provisions of this Agreement and such breach if capable of remedy is not remedied within twenty one working days of written notice having been given to remedy such breach.

10.1.2 The Client has had a bankruptcy order made against it or has made an arrangement or composition with its creditors or (being a body corporate) has had convened a meeting of creditors (whether formal or informal) or has entered into liquidation (whether voluntary or compulsory) except a solvent voluntary liquidation for the purpose only of reconstruction or amalgamation or has a receiver manager administrator or administrative receiver appointed of its undertaking or any part thereof or a resolution has been passed or a petition presented to any Court for the winding-up of the Client or for the granting of an administration order in respect of the Client or any proceedings have been commenced relating to the insolvency of the Client.

10.2 The termination of this Agreement shall be without prejudice to the rights of Experian accrued prior to such termination.

11. FORCE MAJEURE
Notwithstanding anything herein contained neither party shall be under any liability to the other in respect of any failure to perform or delay in performing any of the obligations hereunder which is due to any cause of whatsoever nature beyond its reasonable control and no such failure or delay shall be deemed for any purposes to be a breach of this Agreement.

12. ASSIGNMENT
The rights granted to the Client hereunder are personal to it and the Client shall not assign or grant any rights in respect of or otherwise deal in the same.

13. WAIVER
Failure by either party to enforce any of the provisions of this Agreement shall not operate as a waiver of any of its rights hereunder or operate so as to bar the exercise or enforcement thereof at any time or times.

14. VARIATIONS
This Agreement constitutes the whole of the terms agreed between the parties hereto in respect of the subject matter hereof and supersedes all previous negotiations, understandings or representations and shall be capable of being varied only by an instrument in writing signed by a duly authorised representative of each of the parties hereto.

15. NOTICE
Any notice to be given hereunder by either party to the other may be given by first class mail addressed to the party of the address herein specified or such other address as such party may from time to time nominate for the purpose hereof or by telex or telefax and shall be deemed to have been served.
15.1 if given by mail seventy-two hours after the same shall have been despatched and
15.2 if given by telex or telefax one hour after transmission (if transmitted during normal business hours) and twelve hours after transmission (if transmitted outside normal business hours).

16. SEVERANCE
This Agreement is severable in that if any provision hereof is determined to be illegal or unenforceable by any Court or competent jurisdiction such provision shall be deemed to have been deleted without affecting the remaining provisions of this Agreement.

17. LAW
This Agreement shall be governed by and construed in accordance with English Law and the parties hereto agree that the English Courts shall have exclusive jurisdiction.

Experian™
A world of insight

APPENDIX 6:

BASINGSTOKE TOWN CENTRE

- FOCUS RETAILER REQUIREMENTS REPORT-

Table 1: Basingstoke - FOCUS Retailer Requirements

Operator / Business	Minimum square metres	Maximum square metres	Class
Help The Aged	46	93	A1
American Golf	232	465	A1
Claire's Accessories	80	100	A1
The Blue Cross	46	93	A1
Profile Clothing Ltd	93	557	A1
Cafe Glace	84	139	A1
Greggs plc	74	111	A1
Johnsons Cleaners UK Ltd	93	116	A1
Peacocks	418	511	A1
Fuel Juice Bars	19	46	A1
Leia	121	186	A1
Bonita	93	186	A1
Bakers Oven	130	232	A1
Machine Mart Limited	186	1,394	A1
Majestic Wine	186	465	A1
Age Concern England	56	93	A1
Scope	70	465	A1
Card Factory	93	130	A1
B & Q Plc	4,645	9,290	A1
Hammonds Furniture Ltd	93	465	A1
T-Mobile (UK) Retail Limited	74	93	A1
Klaussner	465	929	A1
TJ Hughes Ltd	2,323	13,935	A1
Bags Etc	93	139	A1
Safestore Ltd	1,394	4,645	A1
99p Stores Ltd	279	557	A1
Millies Cookies	28	46	A1
The Fragrance Shop	22	56	A1
PamPurredPets	139	929	A1
Barnardos	74	111	A1
Cafe Rouge	232	325	A3
Chiquito	279	409	A3
Frankie & Benny's	279	409	A3
Noodle Nation	232	325	A3
Dominos Pizza Group Ltd	93	111	A5
Mountain Warehouse	167	232	n/a
Quiksilver	186	232	n/a
Mr Clutch Autocentres	325	465	n/a
Swarovski	84	111	n/a
Ecco	51	102	n/a
Pavers Ltd	279	465	n/a
Intimissimi	74	139	n/a
Rush London	93	186	n/a
Vets4Pets Ltd	186	223	n/a
Vintage Inns	650	743	n/a
Individual Restaurant Company	279	743	n/a
Greens Health & Fitness	2,323	2,787	n/a
Formula One Auto Centre	232	929	n/a
Lok'nStore	1,394	4,645	n/a
Philpotts	139	186	n/a
Esporta Plc	1,115	2,230	n/a
TOTAL:	**20,439**	**52,576**	

Source: FOCUS (July 2008)

APPENDIX 7:

BASINGSTOKE TOWN CENTRE

- PMRS PEDESTRIAN FLOWCOUNT SURVEY (JULY 2008) -

PEDESTRIAN MARKET RESEARCH SERVICES

BASINGSTOKE

July 2008
PEDESTRIAN FLOWCOUNT

PMRS
PEDESTRIAN MARKET RESEARCH SERVICES

REPORT

Survey Date : 25th & 26th July 2008

Weather : Friday : Overcast, Some Sunshine Later

Saturday : Warm, Broken Sunshine

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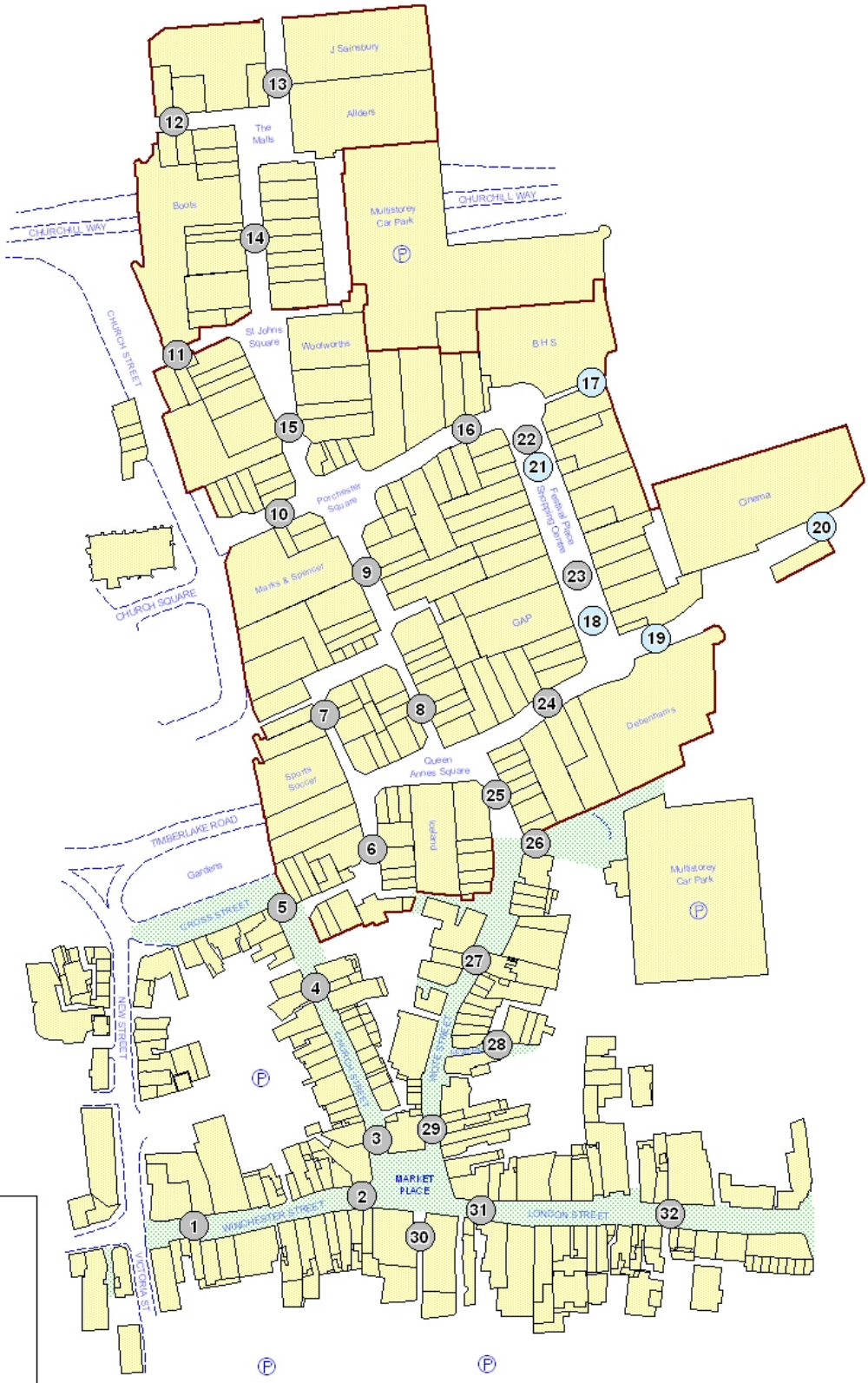
PMRS Sopwell Mill, 61 Cottonmill Lane, St Albans, Herts AL1 2ES Tel: 01727 867 100

BASINGSTOKE



Legend

- Railway Station
- Bus / Underground Station
- Car Park
- Count Point
- Count Point not at ground level
- Count Point precedes date of plan
- Pavement
- Shopping Centre
- Pedestrian Area

PMRS Pedestrian Market Research Services Ltd

Ordnance Survey

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0 50 100
metres

Survey Date: July 2008

CENTRE - BASINGSTOKE JULY 2008			
NO	OCCUPIER	STREET & ADDRESS	PRECISE COUNT POINT LOCATION
1	ACTION BIKES CYCLES	22-24 Winchester Street	Full width of pedestrian walkway counted on Winchester Street
2	CORAL BET OFF	7 Winchester Street	Full width of pedestrian walkway counted on Winchester Street
3	LLOYDS T S B BANK	Church Street	Full width of pedestrian walkway counted on Church Street
4	B S M DRIVING SCHOOL	25 Church Street	Full width of pedestrian walkway counted on Church Street
5	CHARLTON GRACE EST AGENT	37 Church Street	Full width of pedestrian walkway counted to Hees Chinese Rest on Church Street
6	VACANT	5 Chelsea House, Festival Place	Full width of pedestrian mall counted in Festival Place
7	Q S CLOTHING	Westminster House, Festival Place	Full width of pedestrian mall counted in Festival Place
8	BIRTHDAYS CARDS	13-15 Mayfair House, Festival Place	Full width of pedestrian mall counted in Festival Place
9	MARKS & SPENCER	9-12 Paddington House, Festival Place	Full width of pedestrian mall counted in Festival Place
10	MOSS M/WR	Clifton Walk, Festival Place	Full width of pedestrian mall counted in Festival Place
11	ARGOS	Festival Place	Full width of pedestrian mall counted in Festival Place
12	EARLY LEARNING CENTRE TOYS	1 Loddon Mall, The Malls	Full width of pedestrian mall counted in The Malls
13	SAINSBURYS	1-2 Station Mall, The Malls	Full width of pedestrian mall counted in The Malls
14	THOMAS COOK TRAVEL	9-11 Old Basing Mall, The Malls	Full width of pedestrian mall counted in The Malls
15	VISION EXPRESS OPTICIAN	Chiswick House, Festival Place	Full width of pedestrian mall counted in Festival Place
16	CLINTON CARDS	Unit 4 Wesley Walk, Festival Place	Full width of pedestrian mall counted in Festival Place
17	B H S	Wesley Walk, Festival Place (Lower Ground Floor)	Full width of pedestrian mall counted in Festival Place (Lower Ground Floor)
18	BEAR FACTORY TOYS	Unit 17a Festival Place (Lower Ground Floor)	Full width of pedestrian mall counted in Festival Place (Lower Ground Floor)
19	PIZZA HUT REST	Unit 17b Festival Place (Lower Ground Floor)	Full width of pedestrian mall counted in Festival Place (Lower Ground Floor)
20	LLOYDS NO 1 BAR & REST	Unit R6 Festival Place (Lower Ground Floor)	Full width of pedestrian mall counted in Festival Place (Lower Ground Floor)
21	O2 TEL	Unit 31 Festival Place (Lower Ground Floor)	Full width of pedestrian mall counted in Festival Place (Lower Ground Floor)
22	TCHIBO COFFEE	Unit 72b Queen Annes Walk, Festival Place	Full width of pedestrian mall counted in Festival Place
23	GAP L&M/WR	Unit 62-64 Queen Annes Walk, Festival Place	Full width of pedestrian mall counted in Festival Place
24	THE PROFESSIONAL COOKWARE CO	Unit 52 Queen Annes Walk, Festival Place	Full width of pedestrian mall counted in Festival Place
25	VACANT	5 Mayfair House, Festival Place	Full width of pedestrian mall counted in Festival Place
26	HALIFAX BANK	Market Walk	Full width of pedestrian walkway counted on Market Walk
27	CHARITY SHOP	16 Wote Street	Full width of pedestrian walkway counted on Wote Street
28	FOLEYS FURN	1 Feathers Lane	Full width of pedestrian walkway counted on Feathers Lane
29	CONNELLS EST AGENT	1 Wote Street	Full width of pedestrian walkway counted on Wote Street
30	BARCLAYS BANK	Walkway from Castons Yard	Full width counted across walkway between Barclays Bank & McDonalds from Castons Yard
31	NAT WEST BANK	3 London Street	Full width of pedestrian walkway counted on London Street
32	TONIC BAR	20-22 London Street	Full width of pedestrian walkway counted on London Street

BASINGSTOKE - JULY 2008

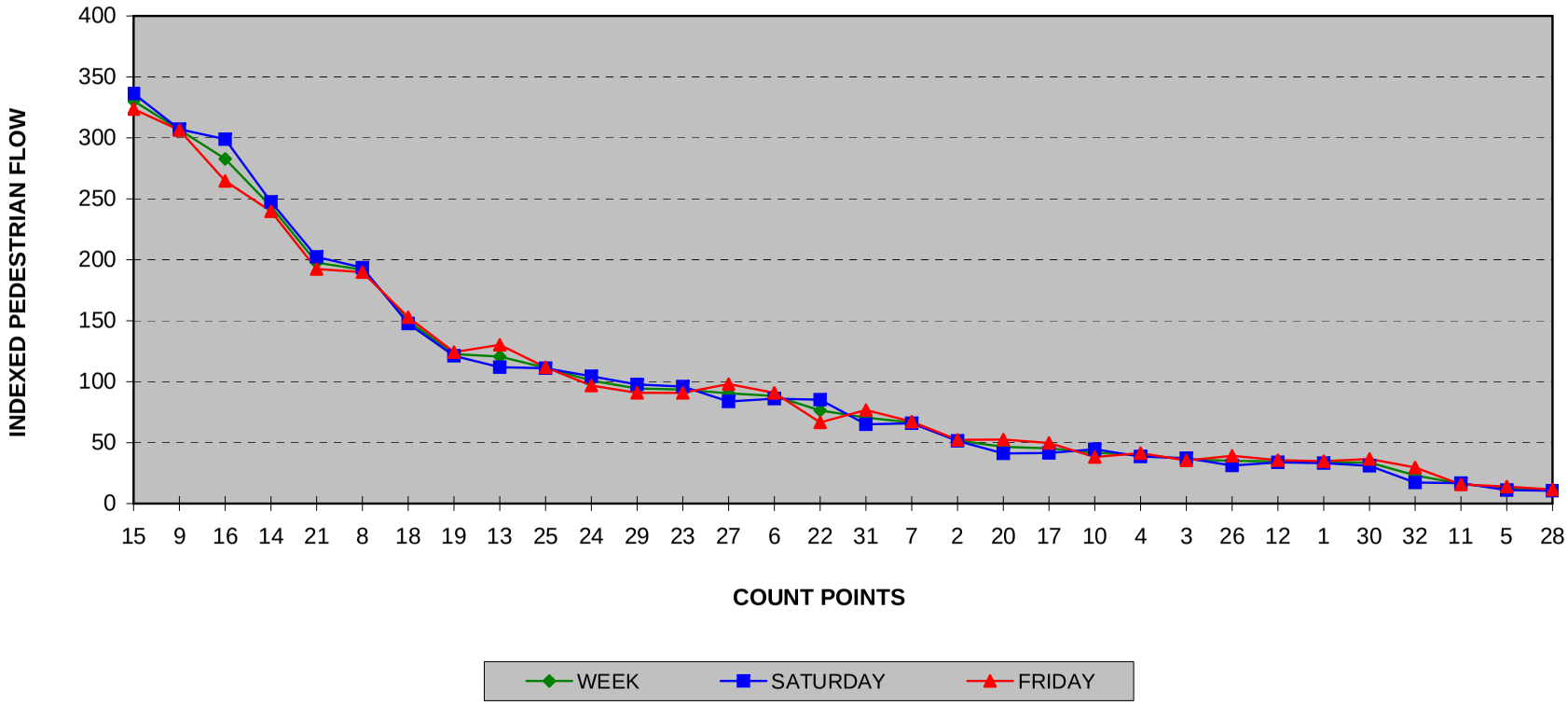
Table 1: Pedestrian Flowcounts by Location and Day of the Week (July 2008									
				FRIDAY		SATURDAY		WEEK	
NO	OCCUPIER	STREET & ADDRESS	NOTE	COUNT	INDEX	COUNT	INDEX	COUNT	INDEX
1	ACTION BIKES CYCLES	22-24 Winchester Street	T	3.27	35	3.51	33	15.95	34
2	CORAL BET OFF	7 Winchester Street	T	4.92	52	5.43	51	24.35	52
3	LLOYDS T S B BANK	Church Street	T	3.33	35	3.93	37	17.08	36
4	B S M DRIVING SCHOOL	25 Church Street	T	3.90	41	4.08	39	18.78	40
5	CHARLTON GRACE EST AGENT	37 Church Street	T	1.32	14	1.17	11	5.86	12
6	VACANT	5 Chelsea House, Festival Place	T	8.55	91	9.09	86	41.51	88
7	Q S CLOTHING	Westminster House, Festival Place	T	6.33	67	6.96	66	31.27	66
8	BIRTHDAYS CARDS	13-15 Mayfair House, Festival Place	T	17.88	190	20.46	194	90.21	192
9	MARKS & SPENCER	9-12 Paddington House, Festival Place	T	28.86	306	32.46	307	144.29	307
10	MOSS M/WR	Clifton Walk, Festival Place	T	3.60	38	4.71	45	19.55	42
11	ARGOS	Festival Place	T	1.47	16	1.77	17	7.62	16
12	EARLY LEARNING CENTRE TOYS	1 Loddon Mall, The Malls	T	3.36	36	3.57	34	16.31	35
13	SAINSBURYS	1-2 Station Mall, The Malls	T	12.27	130	11.82	112	56.68	121
14	THOMAS COOK TRAVEL	9-11 Old Basing Mall, The Malls	T	22.59	240	26.16	247	114.71	244
15	**VISION EXPRESS OPTICIAN**	**Chiswick House, Festival Place**	**T**	**30.48**	**324**	**35.55**	**336**	**155.37**	**330**
16	CLINTON CARDS	Unit 4 Wesley Walk, Festival Place	T	24.93	265	31.59	299	132.99	283
17	B H S	Wesley Walk, Festival Place (Lower Ground Floor)	T	4.68	50	4.38	41	21.32	45
18	BEAR FACTORY TOYS	Unit 17a Festival Place (Lower Ground Floor)	T	14.40	153	15.60	148	70.59	150
19	PIZZA HUT REST	Unit 17b Festival Place (Lower Ground Floor)	T	11.70	124	12.81	121	57.67	123
20	LLOYDS NO 1 BAR & REST	Unit R6 Festival Place (Lower Ground Floor)	T	4.95	53	4.35	41	21.88	47
21	O2 TEL	Unit 31 Festival Place (Lower Ground Floor)	T	18.12	192	21.39	202	92.97	198
22	TCHIBO COFFEE	Unit 72b Queen Annes Walk, Festival Place	T	6.27	67	9.00	85	35.93	76
23	GAP L&M/WR	Unit 62-64 Queen Annes Walk, Festival Place	T	8.55	91	10.14	96	43.98	93
24	THE PROFESSIONAL COOKWARE CO	Unit 52 Queen Annes Walk, Festival Place	T	9.12	97	11.04	104	47.44	101
25	VACANT	5 Mayfair House, Festival Place	T	10.53	112	11.73	111	52.38	111
26	HALIFAX BANK	Market Walk	T	3.69	39	3.30	31	16.45	35
27	CHARITY SHOP	16 Wote Street	T	9.24	98	8.85	84	42.57	90
28	FOLEYS FURN	1 Feathers Lane	T	1.08	11	1.11	11	5.15	11
29	CONNELLS EST AGENT	1 Wote Street	T	8.55	91	10.32	98	44.40	94
30	BARCLAYS BANK	Walkway from Castons Yard	T	3.45	37	3.27	31	15.81	34
31	NAT WEST BANK	3 London Street	T	7.23	77	6.87	65	33.18	71
32	TONIC BAR	20-22 London Street	T	2.79	30	1.83	17	10.87	23
		AVERAGE		**9.42**	**100**	**10.57**	**100**	**47.03**	**100**

Note T - total street/mall width counted
Note A - enumerated on adjacent street
Note C - count affected by construction work

RED - busiest recorded footfall
COUNT - results shown in thousands
INDEX - percentage of average flow (benchmarked at 100)

BASINGSTOKE JULY 2008 - RANKED COUNT POINTS

based on the indexed flow for the week



The 100 index is the benchmark, and refers to the average flow for the centre.
Count points with indices greater than 100 have pedestrian flow above the centre's average.

EXPLANATORY NOTES

1 The 32 count points are selected from the Ordance Survey plan and cover the contiguous retail area. The sites at which the enumeration was undertaken are identified by the fascia and address of the occupier with the exact enumeration point noted in each case. The names of occupiers and their trades are given for identification purposes only: the names cited are not necessarily their full trading names, nor do the trades cited necessarily represent the full extent of their business. Similarly, the streets and street numbers are given solely for the purpose of identifying the sites at which the enumeration was undertaken and they do not necessarily represent the postal addresses of the occupiers.

2 The numbers given represent estimates of the total number of pedestrians passing each site over a six hour period between the hours of 10.00am - 5.00pm on Friday and Saturday, and during the whole week (Monday-Saturday). The totals given for Friday and Saturday represent samples which are grossed up by a factor of 30, the reciprocal of the sampling fraction, to allow for the fact that on either day pedestrian movements were counted for a total of 12 minutes out of a possible 6 hours.

3 The numbers given for the whole week are the sums of those given for Friday and Saturday grossed up by a second factor of 2.353 to allow for the days Monday through Thursday which were not enumerated. This latter factor is an average based upon a series of previous counts conducted throughout the week (Monday -Saturday).

4 Unless otherwise indicated, the enumerators are instructed to count pedestrians passing the count point in both directions, with the exception of children under the age of eight, vagrants, post-persons, traffic wardens, police officers, and delivery staff. On vehicular streets, the full pavement width outside the unit indicated is enumerated, and in the case of pedestrianised streets and shopping malls, half or full width is enumerated.

5 The indices given in the table for Friday, Saturday, and the whole week are percentages based upon the average recorded flow of all 32 count points, which is benchmarked at 100 percent. The chart shows the indexed count points relative to the average pedestrian flow, and indicates the locational hierarchy throughout the centre.

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APPENDIX 8:

BASINGSTOKE TOWN CENTRE

STRATEGIC PERSPECTI>ES LLP - TOWN CENTRE AUDIT

(JULY 2008)

Table 1: Basingstoke Town Centre Retail Audit 2008

Address	StreetNo	Fascia	Primary Activity	GoadClass	Use Class	Fascia	Primary Activity	Goad Class	Use Class
Church Square			Place of Worship		D1				
Church Street		Willis Museum & Art Gallery	Museum & Art Gallery		D1				
Church Street		Camouflage Corner	Army Surplus	Comparison	A1				
Church Street			Tourist Information	Service	A1				
Church Street	10	Jackpots	Amusements	Comparison	ASG				
Church Street	10a		Vacant Outlet	Vacant	A1				
Church Street	10b	Keel Barrett	Estate Agent	Service	A2				
Church Street	10c	Ink Express	Computer Equipment	Comparison	A1				
Church Street	12	Carey	Hairdressing	Service	A1				
Church Street	12 - 14	Area 51	Gifts	Comparison	A1				
Church Street	13	Halifax Property Services	Estate Agent	Service	A2	Vacant	Vacant	Vacant	Vacant
Church Street	15	Longleys	Auctioneers & Valuers	Comparison	A2	Skoolkit	Clothing	Comparison	A1
Church Street	16	G E Antonelli	Jeweller	Comparison	A1				
Church Street	16a	Kelly Services	Employment Agency	Service	A2				
Church Street	16a		Vacant Outlet	Vacant	A1				
Church Street	17	Property Explorer	Estate Agent	Service	A2				
Church Street	19	Melville Burbage	Insurance Office	Service	A2				
Church Street	2	Tutu 2 Tango	Dance Wear	Comparison	A1				
Church Street	21		Vacant Public House	Vacant	A4	Censo	Public House	Service	A4
Church Street	23		Vacant Outlet	Vacant	A1	Delissimo	Restaurant	Service	A3
Church Street	25	B S M	Driving School		B1				
Church Street	2a	Cutting Lounge	Hairdressing	Service	A1				

Church Street	3	Beneficial Finance	Financial Advisors	Service	A2				
Church Street	31	Wax Works Studio	Beauty Salon	Service	A1				
Church Street	33	Nicola	Florist	Comparison	A1				
Church Street	35	Northwood	Estate Agent	Service	A2				
Church Street	37	Charlton Grace	Estate Agent	Service	A2				
Church Street	4	Lemongrass	Thai Restaurant	Service	A3	Baan	Thai Restaurant	Service	A3
Church Street	5	Usa Nails	Beauty Salon	Service	A1				
Church Street	5a	Chik Mex	Take Away	Service	A5				
Church Street	6	Arc	Hairdressing	Service	A1				
Church Street	7	Skoolkit	Childrens Wear	Comparison	A1	Vacant	Vacant	Vacant	Vacant
Church Street	8	Virtual Games	Computer Games	Comparison	A1	Vacant	Vacant	Vacant	Vacant
Church Street	9	Leightons & Floyd	Optician	Comparison	A1				
Cross Street	10	Whitehouse	Insurance Office	Service	A2				
Cross Street	12		Vacant Outlet	Vacant	A1				
Cross Street	2		Vacant Outlet	Vacant	A1				
Cross Street	4 - 6	A Plan Insurance	Insurance Office	Service	A2				
Cross Street	8	Wallis Prance	Solicitor	Service	A2				
Copenhagen Court			Office		B1				
Feathers Lane	1	Foleys	Furniture	Comparison	A1				
Feathers Lane	2	Audio T	Home Entertainment	Comparison	A1	Beauty Box	Beautitians	Service	SG
Feathers Lane	3	Head Office	Hairdressing	Service	A1				
Feathers Lane	4		Vacant Outlet	Vacant	A1	Marylka	Polish delicatessent	Conveneince	A1
Feathers Yard		Mayflower Chinese	Chinese Restaurant	Service	A3				
Feathers Yard			Vacant Other Building	Vacant	UC				

Feathers Yard		Elite Cars	Taxi Hire	Service	ASG				
Feathers Yard			Office		B1				
Feathers Yard		Woodford & Co	Estate Agent	Service	A2				
Jacobs Alley			Office		B1				
Joices Yard		The Squirrel Collectors Centre	Antiques	Comparison	A1				
Joices Yard	1	844 Cars	Taxi Hire	Service	ASG				
Joices Yard	3	Sunrise	Chinese Take Away	Service	A5	Oriental Wok	Take-away	Service	A5
London Street			Place of Worship		D1				
London Street	1	Zizzi	Italian Restaurant	Service	A3				
London Street	12	Regis Hair Stylists	Hairdressing	Service	A1				
London Street	14		Vacant Outlet	Vacant	A1	Magnet Kitchens	Home Improvements	Comparison	A1
London Street	15	The Rehab Shop	Charity Shop	Comparison	A1	Fringe Hair Company	Hair & Beauty	Service	A1
London Street	15a	Smart Cartridge	Computer Equipment	Comparison	A1	Taylor Made Mens Grooming	Hair & Beauty	Service	A1
London Street	16	Nelson Nicholls	Solicitor	Service	A2	Martins & Co	Lettings		
London Street	17	Hee`s Express	Chinese Take Away	Service	A5				
London Street	17a	The Suntan Shop	Solarium	Comparison	A1				
London Street	17b	Foodsmiths	Take Away	Service	A5				
London Street	18	Galletto	Italian Restaurant	Service	A3				
London Street	19	Tuli	Indian Restaurant	Service	A3				
London Street	2	Ladbrokes	Betting Office	Service	A2				
London Street	20 - 22	Yates	Public House	Service	A4	Tonic	Public House	Service	A4
London Street	21	Rhu Bar	Bar & Restaurant	Service	A4				
London Street	23	King Balti	Indian Restaurant	Service	A3				
London Street	23a	Basingstoke Foot Clinic	Chiropodist	Comparison	D1				

London Street	24	Red Lion Hotel	Hotel	Service	C1				
London Street	25		Vacant Outlet	Vacant	A1	The Lime Leaf	Restaurant	Service	A3
London Street	26	Lane Fox	Estate Agent	Service	A2	Strutt & Parker	Estate Agent	Service	A2
London Street	27	Knight Frank	Estate Agent	Service	A2				
London Street	3	Nat West	Bank	Service	A2				
London Street	36		Office		B1	Vacant	Vacant	Vacant	Vacant
London Street	38	Phillips	Solicitor	Service	A2				
London Street	4	Foyles	Newsagent	Convenience	A1				
London Street	5 - 7	The Post Office	Post Office		A1				
London Street	6	R S P C A	Charity Shop	Comparison	A1				
London Street	8 - 10	H S B C	Bank	Service	A2				
London Street	9 - 11		Vacant Public House	Vacant	A4	The Light Lounge	Public House	Service	A4
Mark Lane			Vacant Outlet	Vacant	A1				
Mark Lane			Office		B1				
Mark Lane			Office		B1				
Mark Lane		1st Corporate Travel	Taxi Hire	Service	ASG				
Market Place	1	O`Briens	Sandwich Bar	Service	A1				
Market Place	2 - 3	Jessops	Photo Goods	Comparison	A1				
Market Place	4	Timpson	Shoe Repairs	Comparison	A1				
Market Place	5 - 6	McDonalds	Fast Food Restaurant	Service	A5				
Market Place	5a	Pandoras Box	Household Goods	Comparison	A1				
Market Place	7 - 8	Barclays Bank	Bank	Service	A2				
Market Place	9	Mobile Phone Centre	Telephones	Comparison	A1				
May Place		A B C	Taxi Hire	Service	ASG				

May Place		Mayflower	Chinese Restaurant	Service	A3				
May Place			Vacant Outlet	Vacant	A1	Gorgeous Nails	Beautitians	Service	SG
May Place			Office		B1	Buy Specs Direct	Opticians	Comparison	A1
May Place		B A S Locks	Locksmith	Comparison	A1				
New Road			Office		B1				
New Road		Webbers	Car Sales	Comparison	ASG				
New Road		Webbers	Car Sales	Comparison	ASG				
New Road			Council Offices	Service	B1				
New Road		Webbers	Car Sales	Comparison	ASG				
New Road	10 - 12		Vacant Outlet	Vacant	A1				
New Street		Poulters	Estate Agent	Service	A2				
New Street		Your Move	Estate Agent	Service	A2				
New Street		Redwoods	Estate Agent	Service	A2				
New Street			Vacant Other Building	Vacant	UC	2 Search Recruitment	Employment Agency	Service	A2
New Street	1		Vacant Outlet	Vacant	A1				
New Street	3 - 4	Thai Smiles	Thai Restaurant	Service	A3				
New Street	5 - 6	Enfields	Estate Agent	Service	A2				
New Street	7	Tops Pizza	Pizza Take Away	Service	A5				
New Street	8a	Nigels	Hairdressing	Service	A1				
New Street	8b	Elderberry Brides	Bridal Wear	Comparison	A1				
Potters Walk	1	Reed	Employment Agency	Service	A2				
Potters Walk	1	Equity	Insurance Office	Service	A2				
Potters Walk	2	Trilbys	Hairdressing	Service	A1				
Potters Walk	3	Games Workshop	Toys & Games	Comparison	A1				

Queens Parade	1	The Money Shop	Financial Advisors	Service	A2				
Queens Parade	2	Pizza World	Pizza Take Away	Service	A5				
Queens Parade	3	Charcoal Grill	Take Away	Service	A5				
Queens Parade	4	Eight 2 Eight	Hairdressing	Service	A1				
Queens Parade	5		Vacant Outlet	Vacant	A1				
Queens Parade	6		Vacant Outlet	Vacant	A1				
Seal Road	1	Alexander & Dry Stonemason	Construction	Comparison	A1				
Station Hill		Oakview Taxis	Taxi Hire	Service	ASG				
Station Hill		Sleepers Bar	Bar	Service	A4				
Station Hill	36	Network Rail	Railway Station	Service	UC				
Winchester Street	1	Coral	Betting Office	Service	A2				
Winchester Street	10	Papersmiths	Stationer	Comparison	A1				
Winchester Street	11	Cheltenham & Gloucester	Bank	Service	A2				
Winchester Street	12	The Secret Garden	Jeweller	Comparison	A1				
Winchester Street	14	Edward James	Hairdressing	Service	A1				
Winchester Street	15	The Bakers Arms	Public House	Service	A4				
Winchester Street	16	Basingstoke Service Centre	Electrical Repairs	Comparison	A1				
Winchester Street	17	The Maidenhead Inn	Public House	Service	A4				
Winchester Street	18		Place of Worship	Service	D1				
Winchester Street	2	Lloyds TSB	Bank	Service	A2				
Winchester Street	20	Chicago Rock Cafe	Bar & Restaurant	Service	A4	Bar Rock Cafe	Public House	Service	A4
Winchester Street	20	Cafe Rouge	Bar & Restaurant	Service	A4				
Winchester Street	22 - 24	Action Bikes	Cycles & Repairs	Comparison	A1				
Winchester Street	23	The Royal Bank Of Scotland	Bank	Service	A2				

Winchester Street	25 - 27		Vacant Outlet	Vacant	A1	Cafe Piccolo	Restaurant	Service	A3
Winchester Street	26	Kall-Kwik	Printing & Photocopying	Comparison	A1				
Winchester Street	27a		Vacant Outlet	Vacant	A1				
Winchester Street	29	The Litten Tree	Public House	Service	A4				
Winchester Street	3 - 5		Vacant Outlet	Vacant	A1	YMCA Shop	Charity	Comparison	A1
Winchester Street	32		Office	Service	B1				
Winchester Street	34	Agra Balti	Indian Restaurant	Service	A3				
Winchester Street	35	Carsons	Estate Agent	Service	A2	Vacant	Vacant	Vacant	Vacant
Winchester Street	36	The Right Move	Estate Agent	Service	A2				
Winchester Street	37	Fox	Estate Agent	Service	A2				
Winchester Street	39	Lamb Brooks	Solicitor	Service	A2				
Winchester Street	4	Bengal Brasserie	Indian Restaurant	Service	A3				
Winchester Street	41 - 43	Dreweatt Neate	Estate Agent	Service	A2				
Winchester Street	45	Arlington Square	Estate Agent	Service	A2	Vacant	Vacant	Vacant	Vacant
Winchester Street	47	Prontaprint	Printing & Photocopying	Comparison	A1				
Winchester Street	6	A E Groves	CTN	Convenience	A1				
Winchester Street	7	Johnsons	Dry Cleaning	Service	A1				
Winchester Street	8	Cheque Cashing	Pawnbroker	Comparison	A1				
Winchester Street	9	Adecco	Employment Agency	Service	A2				
Wote Street		Wote Street Club	Social Club	Service	D2				
Wote Street	1	Connells	Estate Agent	Service	A2				
Wote Street	11	Betfred	Betting Office	Service	A2				
Wote Street	12	Simmons	Estate Agent	Service	A2				
Wote Street	13	Greggs	Baker	Convenience	A1				

Wote Street	14	Portman Building Society	Building Society	Service	A2	Nationwide	Bank	Service	A2
Wote Street	15	Framemakers	Posters & Picture Framing	Comparison	A1				
Wote Street	16	Shaw Trust	Charity Shop	Comparison	A1				
Wote Street	17	MacKenzie Smith	Estate Agent	Service	A2	Vacant	Vacant	Vacant	Vacant
Wote Street	19	Kitchen Kapers	Household Goods	Comparison	A1				
Wote Street	2		Vacant Outlet	Vacant	A1				
Wote Street	20	Right Price	Household Goods	Comparison	A1	Cex Entertainment		Comparison	A1
Wote Street	21 - 23		Vacant Outlet	Vacant	A1				
Wote Street	25	Oggy Oggy Pasty Co	Take Away	Service	A5	Vacant	Vacant	Vacant	Vacant
Wote Street	27	Bang & Olufsen	Home Entertainment	Comparison	A1				
Wote Street	27	Sinclair Youngs	Home Entertainment	Comparison	A1				
Wote Street	29	Vitality	Health Food	Comparison	A1				
Wote Street	3	Dayers Fine Food	Sandwich Bar	Service	A1				
Wote Street	31	Haart	Estate Agent	Service	A2	Vacant	Vacant	Vacant	Vacant
Wote Street	33	Cancer Research U K	Charity Shop	Comparison	A1				
Wote Street	35	Husseys	Baker	Convenience	A1				
Wote Street	39 - 41	Halifax	Bank	Service	A2				
Wote Street	4	Taylors	Hairdressing	Service	A1				
Wote Street	47		Office	Service	B1				
Wote Street	5 - 7	Laarsens	Public House	Service	A4				
Wote Street	6 - 10	Haymarket Theatre	Theatre	Service	D2				
Wote Street	9	British Heart Foundation	Charity Shop	Comparison	A1				
Castle Square	1	First Choice	Travel Agent	Service	A1				
Castle Square	2		Vacant Outlet	Vacant	A1				

Castle Square	3	Jessops	Photo Goods	Comparison	A1				
Castle Square	5	Evans	Ladies Wear	Comparison	A1				
Castle Square	6		Vacant Outlet	Vacant	A1	Primark	Clothes	Comparison	A1
Loddon Mall	1	Early Learning Centre	Toys & Games	Comparison	A1				
Loddon Mall	2		Vacant Outlet	Vacant	A1				
Loddon Mall	3 - 5	Wilkinson	Household Goods	Comparison	A1				
Loddon Mall	4	Gallery	Gifts	Comparison	A1				
Old Basing Mall		Argos	Catalogue Showroom	Comparison	A1				
Old Basing Mall	1 - 3		Vacant Outlet	Vacant	A1	Starbucks	Cafe	Service	A3
Old Basing Mall	10		Vacant Outlet	Vacant	A1	Innovations	Womens Clothes	Comparison	A1
Old Basing Mall	12	Card Warehouse	Cards	Comparison	A1				
Old Basing Mall	13	Lillies	Ladies Wear	Comparison	A1	Vacant	Vacant	Vacant	Vacant
Old Basing Mall	14	Bon Marche	Ladies Wear	Comparison	A1				
Old Basing Mall	15	Boots The Chemist	Chemist	Comparison	A1				
Old Basing Mall	16		Vacant Outlet	Vacant	A1				
Old Basing Mall	2	Robert Dyas	DIY	Comparison	A1				
Old Basing Mall	4	Halifax	Bank	Service	A2				
Old Basing Mall	5 - 7	WHSmith	Newsagent	Comparison	A1				
Old Basing Mall	6	Shoe Zone	Shoes	Comparison	A1				
Old Basing Mall	8	Thomas Cook	Travel Agent	Service	A1				
Old Basing Mall	9 - 11	Tiger	Household Goods	Comparison	A1				
Station Mall	1 - 2	Sainsburys	Supermarket	Convenience	A1				
Alencon Link		The Anvil	Entertainment Centre	Comparison	D2				
Churchill Way		Liquid	Nightclub	Service	SG				

Festiva Place, Mayfair House	3	Gamestation	Computer Games	Comparison	A1				
Festival Place		Debenhams	Department Store	Comparison	A1				
Festival Place		Bhs	Variety Store	Comparison	A1				
Festival Place	16a	Herbal Inn	Health Food	Comparison	A1				
Festival Place	K16	Timpson	Shoe Repairs	Comparison	A1				
Festival Place	K22	P P M	Toys & Games	Comparison	A1				
Festival Place	K23	So Charming	Jeweller	Comparison	A1				
Festival Place	K24	Dr China	Natural Therapy	Comparison	A1	Vacant	Vacant	Vacant	Vacant
Festival Place	Unit 1	H & M	Clothing	Comparison	A1				
Festival Place	Unit 10	Dorothy Perkins	Ladies Wear	Comparison	A1				
Festival Place	Unit 11	Pilot	Ladies Wear	Comparison	A1	Vacant	Vacant	Vacant	Vacant
Festival Place	Unit 12	Ann Summers	Lingerie	Comparison	A1				
Festival Place	Unit 13	Quiz	Ladies Wear	Comparison	A1				
Festival Place	Unit 14	Esprit	Ladies & Mens Wear	Comparison	A1				
Festival Place	Unit 15	Game	Computer Games	Comparison	A1				
Festival Place	Unit 16	Dollond & Aitchison	Optician	Comparison	A1				
Festival Place	Unit 17	Ernest Jones	Jeweller	Comparison	A1				
Festival Place	Unit 17a	Build A Bear Workshop	Gifts	Comparison	A1				
Festival Place	Unit 19	Boros	Leather Goods	Comparison	A1				
Festival Place	Unit 2 - 3	Next	Clothing	Comparison	A1				
Festival Place	Unit 21	Mamas & Papas	Nursery Goods	Comparison	A1				
Festival Place	Unit 22	Trespass	Outdoor Wear	Comparison	A1				
Festival Place	Unit 23	Clarks	Shoes	Comparison	A1				
Festival Place	Unit 24	M K One	Ladies Wear	Comparison	A1				

Festival Place	Unit 27	Pumpkin Patch	Childrens Wear	Comparison	A1				
Festival Place	Unit 28 - 29	H M V	Recordings	Comparison	A1				
Festival Place	Unit 30	Qube	Shoes	Comparison	A1				
Festival Place	Unit 31	O2	Telephones	Comparison	A1				
Festival Place	Unit 31b	F Hinds	Jeweller	Comparison	A1				
Festival Place	Unit 32	Barratts	Shoes	Comparison	A1				
Festival Place	Unit 33	Jane Norman	Ladies Wear	Comparison	A1				
Festival Place	Unit 34	3 Store	Telephones	Comparison	A1				
Festival Place	Unit 35	Waterstones	Books	Comparison	A1				
Festival Place	Unit 36	Faith	Shoes	Comparison	A1				
Festival Place	Unit 4	Clinton Cards	Cards	Comparison	A1				
Festival Place	Unit 41	River Island	Ladies & Mens Wear	Comparison	A1				
Festival Place	Unit 43	Suits You	Mens Wear	Comparison	A1				
Festival Place	Unit 44 - 45	U S C	Ladies & Mens Wear	Comparison	A1				
Festival Place	Unit 47	Warehouse	Ladies Wear	Comparison	A1				
Festival Place	Unit 48	Principles	Ladies Wear	Comparison	A1				
Festival Place	Unit 49	Oasis	Ladies Wear	Comparison	A1				
Festival Place	Unit 5	J D Sports	Sports Goods	Comparison	A1				
Festival Place	Unit 50	Blacks	Outdoor Wear	Comparison	A1				
Festival Place	Unit 50a	Free Spirit	Clothing	Comparison	A1				
Festival Place	Unit 52	The Professional Cookware Company	Household Goods	Comparison	A1				
Festival Place	Unit 56	Modelzone	Models	Comparison	A1				
Festival Place	Unit 57	Rooms Of Basingstoke	Furniture	Comparison	A1				
Festival Place	Unit 58	Past Times	Gifts	Comparison	A1				

Festival Place	Unit 59	Hawkins Bazaar	Toys & Games	Comparison	A1				
Festival Place	Unit 6	Republic	Ladies & Mens Wear	Comparison	A1				
Festival Place	Unit 6	Schuh	Shoes	Comparison	A1				
Festival Place	Unit 60	Goldsmiths	Jeweller	Comparison	A1				
Festival Place	Unit 62 - 64	Gap	Ladies & Mens Wear	Comparison	A1				
Festival Place	Unit 62 - 64	Gapkids	Childrens Wear	Comparison	A1				
Festival Place	Unit 65 - 66	The Pier	Household Goods	Comparison	A1				
Festival Place	Unit 67	French Connection	Ladies & Mens Wear	Comparison	A1				
Festival Place	Unit 68	L K Bennett	Ladies Wear	Comparison	A1				
Festival Place	Unit 69	Paperchase	Stationer	Comparison	A1				
Festival Place	Unit 7	Topman	Mens Wear	Comparison	A1				
Festival Place	Unit 70	La Senza	Lingerie	Comparison	A1				
Festival Place	Unit 71	C C	Ladies Wear	Comparison	A1				
Festival Place	Unit 71	Austin Reed	Mens Wear	Comparison	A1				
Festival Place	Unit 74	Tie Rack	Ladies & Mens Accessories	Comparison	A1				
Festival Place	Unit 75	Phones 4 U	Telephones	Comparison	A1				
Festival Place	Unit 76	Herbmedic	Natural Therapy	Comparison	A1				
Festival Place	Unit 8	Topshop	Ladies Wear	Comparison	A1				
Festival Place	Unit 9	Burton	Mens Wear	Comparison	A1				
Festival Place	Unit R7	Whittard	Tea & Coffee Merchant	Comparison	A1				
Festival Place, Chelsea House	17	Sony Centre	Home Entertainment	Comparison	A1				
Festival Place, Chelsea House	3 - 4	Dawsons Music	Instruments & Sheet Music	Comparison	A1				
Festival Place, Chelsea House	8	Contessa	Lingerie	Comparison	A1				
Festival Place, Chelsea House	9	Specsavers Opticians	Optician	Comparison	A1				

Festival Place, Chiswick House		Woolworths	Variety Store	Comparison	A1				
Festival Place, Chiswick House		Poundland	Household Goods	Comparison	A1				
Festival Place, Chiswick House		Vision Express	Optician	Comparison	A1				
Festival Place, Hampstead House	1 - 7	Slater Menswear	Mens Wear	Comparison	A1				
Festival Place, Hampstead House	10 - 12	Superdrug	Health & Beauty	Comparison	A1				
Festival Place, Hampstead House	14	New Look	Ladies Wear	Comparison	A1				
Festival Place, Hampstead House	15 - 16	Linens Direct	Household Textiles	Comparison	A1				
Festival Place, Hampstead House	18	Moss	Mens Wear	Comparison	A1				
Festival Place, Kensington House	1	Priceless	Shoes	Comparison	A1				
Festival Place, Kensington House	11 - 12	Millets	Outdoor Wear	Comparison	A1				
Festival Place, Kensington House	13	Batemans	Optician	Comparison	A1				
Festival Place, Kensington House	17	Thorntons	Confectionery & Biscuits	Comparison	A1				
Festival Place, Kensington House	6	T Mobile	Telephones	Comparison	A1				
Festival Place, Mayfair House	10	Beaverbrooks	Jeweller	Comparison	A1				
Festival Place, Mayfair House	11	The Orange Shop	Telephones	Comparison	A1				
Festival Place, Mayfair House	12	Greggs	Baker	Comparison	A1				
Festival Place, Mayfair House	13 - 15	Birthdays	Cards	Comparison	A1				
Festival Place, Mayfair House	16	Animal	Clothing	Comparison	A1				
Festival Place, Mayfair House	17	Holland & Barrett	Health Food	Comparison	A1				
Festival Place, Mayfair House	18	The Body Shop	Health & Beauty	Comparison	A1				
Festival Place, Mayfair House	22 - 24	Zara	Ladies & Mens Wear	Comparison	A1				
Festival Place, Mayfair House	25	David Clulow	Optician	Comparison	A1				
Festival Place, Mayfair House	26	Hotel Chocolat	Confectionery & Biscuits	Comparison	A1				
Festival Place Mayfair House	27	The Carphone Warehouse	Telephones	Comparison	A1				

Festival Place, Mayfair House	28 - 29	H Samuel	Jeweller	Comparison	A1				
Festival Place, Mayfair House	4	Downs	Carpets & Flooring	Comparison	A1	Pampurred Pets	Pet Store	Comparison	A1
Festival Place, Mayfair House	6	Ryman	Office Equipment	Comparison	A1				
Festival Place, Mayfair House	7	Claires	Ladies Accessories	Comparison	A1				
Festival Place, Mayfair House	8	Lush	Health & Beauty	Comparison	A1				
Festival Place, Paddington House		Shoecare	Shoe Repairs	Comparison	A1				
Festival Place, Paddington House		Nokia	Telephones	Comparison	A1	Mobile Phones Direct	Telephones	Comparison	A1
Festival Place, Paddington House		The Perfume Shop	Health & Beauty	Comparison	A1				
Festival Place, Paddington House		T K Maxx	Clothing	Comparison	A1				
Festival Place, Paddington House	13 - 15	Virgin	Recordings	Comparison	A1	Zavvi	Recordings	Comparison	A1
Festival Place, Paddington House	16	Monsoon	Ladies Wear	Comparison	A1				
Festival Place, Paddington House	16	Accessorize	Ladies Accessories	Comparison	A1				
Festival Place, Paddington House	9 - 12	Marks & Spencer	Variety Store	Comparison	A1				
Festival Place, Westminster House		Sports World	Sports Goods	Comparison	A1				
Festival Place, Westminster House		Q S	Clothing	Comparison	A1				
Festival Place, Westminster House	12 - 13	Carpenters Cargo Homeshop	Household Goods	Comparison	A1				
Festival Place, Westminster House	14 - 15	Circle7	Household Goods	Comparison	A1				
Festival Place, Westminster House	16 - 18	The Entertainer	Toys & Games	Comparison	A1				
Festival Place, Westminster House	21	Fabric Land	Haberdashery	Comparison	A1				
Festival Place, Westminster House	K21	Cartridge World	Computer Equipment	Comparison	A1	Vacant	Vacant	Vacant	Vacant
Festival Places, Chelsea House	14 - 16	Madhouse	Clothing	Comparison	A1				
Festival Place	Unit 31a	Vodafone	Telephones	Comparison	A1				
Festival Place, Chelsea House	10 - 13	Iceland	Frozen Food	Convenience	A1				
Festival Place, Chelsea House	20	McColls	CTN	Convenience	A1	Vacant	Vacant	Vacant	Vacant

Festival Place, Hampstead House	1 - 7	Tesco Metro	Supermarket	Convenience	A1				
Festival Place, Kensington House		Experience	Grocer	Convenience	A1				
Festival Place	Unit K8	News Centre	CTN	Convenience	A1				
Festiva Place, Chelsea House	7	Toni & Guy	Hairdressing	Service	A1				
Festival Place		Stagecoach	Bus Booking Office	Service	A1				
Festival Place	Unit 51	Shear Beauty	Beauty Salon	Service	A1				
Festival Place	Unit K10	Subway	Sandwich Bar	Service	A1				
Festival Place, Chelsea House	1	Studio Fifty Five	Hairdressing	Service	A1				
Festival Place, Clapham House	1	Crues	Hairdressing	Service	A1				
Festival Place, Hampstead House	17	Going Places	Travel Agent	Service	A1	Diamonds & Pearls	Jewellers	Comparison	A1
Festival Place, Hampstead House	19	Ready 2 Go	Sandwich Bar	Service	A1				
Festival Place, Hampstead House	20	Milan	Hairdressing	Service	A1				
Festival Place, Kensington House	10	White Light Therapy	Beauty Salon	Service	A1				
Festival Place, Kensington House	4	Thomson	Travel Agent	Service	A1				
Festival Place, Kensington House	7	Supercuts	Hairdressing	Service	A1				
Festival Place	Unit 18	Abbey	Bank	Service	A2				
Festival Place	Unit K9	Ladbrokes	Betting Office	Service	A2				
Festival Place, Bedford Walk		H S B C	Bank	Service	A2				
Festival Place, Chelsea House	18 - 19	Barclays Bank	Bank	Service	A2				
Festival Place, Chelsea House	21	Blue Arrow Personnel Services	Employment Agency	Service	A2				
Festival Place, Clapham House	2	Alliance + Leicester	Bank	Service	A2				
Festival Place, Clapham House	3 - 4	Nationwide Building Society	Building Society	Service	A2				
Festival Place, Kensington House	14 - 16	Nat West	Bank	Service	A2				
Festival Place, Mayfair House	19 - 21	Lloyds TSB	Bank	Service	A2				

Festival Place, Mayfair House	2	Mann & Co	Estate Agent	Service	A2				
Festival Place		Bhs	Restaurant	Service	A3				
Festival Place		Baskin Robbins	Ice Cream Parlour	Service	A3				
Festival Place		Cafe Venue	Cafe	Service	A3				
Festival Place	Unit 17b	Pizza Hut	Pizza Restaurant	Service	A3				
Festival Place	Unit 35	Caffe Nero	Coffee Shop	Service	A3				
Festival Place	Unit 37	Costa Coffee	Coffee Shop	Service	A3				
Festival Place	Unit 39	Starbucks	Coffee Shop	Service	A3				
Festival Place	Unit 72b	Tchibo	Coffee Shop	Service	A3	F Hinds	Jewellers	Comparison	A1
Festival Place	Unit R10	Wagamama	Restaurant	Service	A3				
Festival Place	Unit R4	Nandos	Restaurant	Service	A3				
Festival Place	Unit R5	Ask	Pizza Restaurant	Service	A3				
Festival Place	Unit R7a	Ben & Jerrys	Ice Cream Parlour	Service	A3				
Festival Place	Unit R8	Gourmet Burger Kitchen	Restaurant	Service	A3				
Festival Place	Unit R8a	Apache Spur Steak & Grill	Restaurant	Service	A3	Coal Grill and Bar	Restaurant	Service	A3
Festival Place	Unit R9	Ciao Baby Cucina	Restaurant	Service	A3				
Festival Place, Kensington House	2 - 3	Cafe Giardino	Cafe	Service	A3				
Festival Place, Mayfair House	1	Caffe Nero	Coffee Shop	Service	A3				
Festival Place, Westminster House	23	Hees	Chinese Restaurant	Service	A3				
Festival Place	Unit R2	Dexters Bar & Grill	Bar & Restaurant	Service	A4				
Festival Place	Unit R3	La Tasca	Bar & Restaurant	Service	A4				
Festival Place	Unit R6	Lloyds No 1	Bar & Restaurant	Service	A4				
Festival Place	K14	Fruitsticks	Take Away	Service	A5				
Festival Place	Unit R1	Burger King	Fast Food Restaurant	Service	A5				

Festival Place, Hampstead House	22	Pizza Hut	Pizza Take Away	Service	A5				
Festival Place, Westminster House	22	Mr Munch	Take Away	Service	A5				
Festival Place, Westminster House			Information Centre	Service	ASG				
Festival Place		Vue	Cinema	Service	D2				
Festival Place			Vacant Outlet	Vacant	A1				
Festival Place	K12		Vacant Outlet	Vacant	A1				
Festival Place	Unit 20		Vacant Outlet	Vacant	A1	Punky Fish	Womens Clothes	Comparison	A1
Festival Place	Unit 25		Vacant Outlet	Vacant	A1				
Festival Place	Unit 26		Vacant Outlet	Vacant	A1				
Festival Place	Unit 40		Vacant Outlet	Vacant	A1	Jane Bootmakers	Shoes	Comparison	A1
Festival Place	Unit 42		Vacant Outlet	Vacant	A1				
Festival Place	Unit 46		Vacant Outlet	Vacant	A1	Phase 8	Womens Clothes	Comparison	A1
Festival Place	Unit 53 - 54		Vacant Outlet	Vacant	A1				
Festival Place	Unit 60a		Vacant Outlet	Vacant	A1	Kurt Muller	Clothes	Comparison	A1
Festival Place	Unit 61		Vacant Outlet	Vacant	A1	Costa Coffee	Coffee Shop	Service	A1
Festival Place	Unit 72		Vacant Outlet	Vacant	A1	Triumph	Womens Clothes	Comparison	A1
Festival Place	Unit 72a		Vacant Outlet	Vacant	A1	iStore	Computers/Telephones	Comparison	A1
Festival Place	Unit K18		Vacant Outlet	Vacant	A1				
Festival Place	Unit R1a		Vacant Outlet	Vacant	A1	Glo Cafe	Rive and Noodles Cafe	Service	A5
Festival Place, Chelsea House	2		Vacant Outlet	Vacant	A1				
Festival Place, Chelsea House	5		Vacant Outlet	Vacant	A1				
Festival Place, Chiswick House			Vacant Outlet	Vacant	A1				
Festival Place, Hampstead House	21		Vacant Outlet	Vacant	A1	Shake Away	Milk Shake	Service	A1
Festival Place, Hampstead House	8 - 9		Vacant Outlet	Vacant	A1				

Festival Place, Kensington House	18		Vacant Outlet	Vacant	A1				
Festival Place, Kensington House	5		Vacant Outlet	Vacant	A1	Muffin Break	Sandwich /Muffins	Service	A1
Festival Place, Kensington House	8		Vacant Outlet	Vacant	A1				
Festival Place, Kensington House	9		Vacant Outlet	Vacant	A1				
Festival Place, Mayfair House	12a		Vacant Outlet	Vacant	A1				
Festival Place, Mayfair House	26		Vacant Outlet	Vacant	A1	Virgin Media		Comparison	A1
Festival Place, Mayfair House	5		Vacant Outlet	Vacant	A1				
Festival Place, Westminster House			Vacant Outlet	Vacant	A1				
Festival Place, Westminster House	K20		Vacant Outlet	Vacant	A1				
Festival Place			Office		B1				
Festival Place			Store		UC				

APPENDIX 9:

BASINGSTOKE TOWN CENTRE

STRATEGIC PERSPECTI>ES LLP - TOWN CENTRE AUDIT

- USE CLASS COMPOSITION AND VACANT UNITS -

Table 1: Use Class Composition : Basingstoke Town centre 2008

Use Class Category	The Malls		Festival Place		Top of the Town		Total Number of Units	National Average 2007
A1 Convenience Goods	1	3.8%	4	2.0%	5	2.7%	10	9.1%
A1 Comparison Goods	15	57.7%	124	61.4%	38	20.8%	177	45.0%
A1 Services	2	7.7%	14	6.9%	18	9.8%	34	9.9%
A2 Financial and Professional Services	1	3.8%	10	5.0%	41	22.4%	52	9.0%
A3 Restaurants & Cafes	1	3.8%	17	8.4%	13	7.1%	31	14.4%
A4 Drinking Establishments	0	0.0%	3	1.5%	11	6.0%	14	N/A
A5 Hot Food Take-away	0	0.0%	5	2.5%	8	4.4%	13	N/A
B1 Business	0	0.0%	1	0.5%	10	5.5%	11	N/A
D1	0	0.0%	0	0.0%	5	2.7%	5	N/A
D2	1	3.8%	1	0.5%	2	1.1%	4	N/A
Sui Generis	1	3.8%	1	0.5%	10	5.5%	12	N/A
Vacant	4	15.4%	22	10.9%	22	12.0%	48	11.3%
Total	26	100.0%	202	100.0%	183	100.0%	411	

Source: Strategic Perspectives LLP - Town Centre Audit (July 2008)

Table 2: Basingstoke Town Centre - Vacant Retail Units

Address	Number	Area	Use Class
Church Street	10a	Top of the Town	A1
Church Street	16a	Top of the Town	A1
Cross Street	12	Top of the Town	A1
Cross Street	2	Top of the Town	A1
Mark Lane		Top of the Town	A1
New Road	10 - 12	Top of the Town	A1
New Street	1	Top of the Town	A1
Queens Parade	5	Top of the Town	A1
Queens Parade	6	Top of the Town	A1
Winchester Street	27a	Top of the Town	A1
Wote Street	2	Top of the Town	A1
Wote Street	21 - 23	Top of the Town	A1
Wote Street	25	Top of the Town	A2
Wote Street	17	Top of the Town	A3
Wote Street	31	Top of the Town	A4
Winchester Street	45	Top of the Town	A5
Winchester Street	35	Top of the Town	A6
Church Street	13	Top of the Town	A7
Church Street	8	Top of the Town	A8
Church Street	7	Top of the Town	A9
The Malls, Old Basing Mall	16	The Malls	A1
The Malls, Loddon Mall	2	The Malls	A1
The Malls, Castle Square	2	The Malls	A1
The Malls, Old Basing Mall	13	The Malls	A2
Festival Place		Festival Place	A1
Festival Place	K12	Festival Place	A1
Festival Place	Unit 25	Festival Place	A1
Festival Place	Unit 26	Festival Place	A1
Festival Place	Unit 42	Festival Place	A1
Festival Place	Unit 53 - 54	Festival Place	A1
Festival Place	Unit K18	Festival Place	A1
Festival Place, Chelsea House	2	Festival Place	A1
Festival Place, Chelsea House	5	Festival Place	A1
Festival Place, Chiswick House		Festival Place	A1
Festival Place, Hampstead House	8 - 9	Festival Place	A1
Festival Place, Kensington House	18	Festival Place	A1
Festival Place, Kensington House	8	Festival Place	A1
Festival Place, Kensington House	9	Festival Place	A1
Festival Place, Mayfair House	12a	Festival Place	A1
Festival Place, Mayfair House	5	Festival Place	A1
Festival Place, Westminster House		Festival Place	A1
Festival Place, Westminster House	K20	Festival Place	A1
Festival Place, Westminster House	K21	Festival Place	A2
Festival Place, Chelsea House	20	Festival Place	A3
Festival Place	K24	Festival Place	A4
Festival Place	Unit 11	Festival Place	A5

Source: Strategic Perspectives LLP Town Centre Audit (July 2008)

Table 3: Retailers and Operators Moving in to Basingstoke Town Centre between 2007 and 2008

Address	Street No.	Location	2007	2008 Occupier	Primary Activity	Goad Class	Use Class
Festival Place	Unit 61	Festival Place	Vacant Outlet	Costa Coffee	Coffee Shop	Service	A1
Festival Place	Unit R1a	Festival Place	Vacant Outlet	Glo Cafe	Rive and Noodles Cafe	Service	A5
Festival Place	Unit 72a	Festival Place	Vacant Outlet	iStore	Computers/Telephones	Comparison	A1
Festival Place	Unit 40	Festival Place	Vacant Outlet	Jane Bootmakers	Shoes	Comparison	A1
Festival Place	Unit 60a	Festival Place	Vacant Outlet	Kurt Muller	Clothes	Comparison	A1
Festival Place, Kensington House	5	Festival Place	Vacant Outlet	Muffin Break	Sandwich /Muffins	Service	A1
Festival Place	Unit 46	Festival Place	Vacant Outlet	Phase 8	Womens Clothes	Comparison	A1
Festival Place	Unit 20	Festival Place	Vacant Outlet	Punky Fish	Womens Clothes	Comparison	A1
Festival Place, Hampstead House	21	Festival Place	Vacant Outlet	Shake Away	Milk Shake	Service	A1
Festival Place	Unit 72	Festival Place	Vacant Outlet	Triumph	Womens Clothes	Comparison	A1
Festival Place, Mayfair House	26	Festival Place	Vacant Outlet	Virgin Media		Comparison	A1
Winchester Street	25 - 27	Top of the Town	Vacant Outlet	Cafe Piccolo	Restaurant	Service	A3
Church Street	23	Top of the Town	Vacant Outlet	Delissimo	Restaurant	Service	A3
May Place		Top of the Town	Vacant Outlet	Gorgeous Nails	Beautitians	Service	SG
London Street	14	Top of the Town	Vacant Outlet	Magnet Kitchens	Home Improvements	Comparison	A1
Feathers Lane	4	Top of the Town	Vacant Outlet	Marylka	Polish delicatessent	Conveneince	A1
London Street	25	Top of the Town	Vacant Outlet	The Lime Leaf	Restaurant	Service	A3
Winchester Street	3 - 5	Top of the Town	Vacant Outlet	YMCA Shop	Charity	Comparison	A1
Church Street	21	Top of the Town	Vacant Public House	Censo	Public House	Service	A4
London Street	9 - 11	Top of the Town	Vacant Public House	The Light Lounge	Public House	Service	A4
New Street		Top of the Town	Vacant Other Building	2 Search Recruitment	Employment Agency	Service	A2
The Malls, Old Basing Mall	10	The Malls	Vacant Outlet	Innovations	Womens Clothes	Comparison	A1
The Malls, Castle Square	6	The Malls	Vacant Outlet	Primark	Clothes	Comparison	A1
The Malls, Old Basing Mall	1 - 3	The Malls	Vacant Outlet	Starbucks	Cafe	Service	A3

Table 4: Businesses Recently Closing in Basingstoke Town Centre

Address	Street No.	Area	Previous Occupier	Primary Activity	Goad Class	Use Class	Current Position
Festival Place	K24	Festival Place	Dr China	Natural Therapy	Comparison	A1	Vacant
Festival Place	Unit 11	Festival Place	Pilot	Ladies Wear	Comparison	A1	Vacant
Festival Place, Chelsea House	20	Festival Place	McColls	CTN	Convenience	A1	Vacant
Festival Place, Westminster House	K21	Festival Place	Cartridge World	Computer Equipment	Comparison	A1	Vacant
The Malls, Old Basing Mall	13	The Malls	Lillies	Ladies Wear	Comparison	A1	Vacant
Church Street	7	Top of the Town	*Skoolkit* (1)	Childrens Wear	Comparison	A1	Vacant
Church Street	8	Top of the Town	Virtual Games	Computer Games	Comparison	A1	Vacant
Church Street	13	Top of the Town	Halifax Property Services	Estate Agent	Service	A2	Vacant
Winchester Street	35	Top of the Town	Carsons	Estate Agent	Service	A2	Vacant
Winchester Street	45	Top of the Town	Arlington Square	Estate Agent	Service	A2	Vacant
Wote Street	17	Top of the Town	MacKenzie Smith	Estate Agent	Service	A2	Vacant
Wote Street	31	Top of the Town	Haart	Estate Agent	Service	A2	Vacant
Wote Street	25	Top of the Town	Oggy Oggy Pasty Co	Take Away	Service	A5	Vacant
London Street	36	Top of the Town		Office		B1	Vacant

Source: Strategic Perspectives LLP Town Centre Audit (July 2008)

Notes: Skoolkit has relocated in Church Street

APPENDIX 10:

DISTRICT & LOCAL CENTRES AUDIT

Table 1: Chineham District Centre - Retail Audit 2008

Unit No	Fascia	Primary Activity	Category	Use Class
Unit A	Tesco	Foodstore	Convenience	A1
Unit B	Iceland	Foodstore	Convenience	A1
Unit C	Martins	CTN	Convenience	A1
Unit D	Superdrug	Health	Comparison	A1
Unit E1	Next	Clothing	Comparison	A1
Unit E2	Brantano	Shoes	Comparison	A1
Unit E3	Matalan	Clothing	Comparison	A1
Unit F	Boots	Health	Comparison	A1
Unit 1	National Westminster Bank	Bank	Service	A2
Unit 2	Lloyds Pharmacy	Chemist	Comparison	A1
Unit 3-4	QS Clothing	Clothing	Comparison	A1
Unit 5	Redwoods Estate Agent	Estate Agent	Service	A2
Unit 6	Country Carpet Limited	Home Improvements	Comparison	A1
Unit 7	Vacant	Vacant	Vacant	Vacant
Unit 8	Trawlerman Fish & Chips	Take-away	Service	A5
Unit 9	Coral	Betting	Service	A2
Unit 10	Picture Studio	Photography	Comparison	A1
Unit 11	Crues Hairdressing	Health & Beauty	Service	A1
Unit 12	Clarks	Shoes	Comparison	A1
Unit 13	Card Warehouse	Occasions	Comparison	A1
Unit 14	Anglian Windows	Home Improvements	Comparison	A1
Unit 15	Bizzy Lizzy's	Childrens Clothing	Comparison	A1
Unit 16	Johnson's Cleaners	Laundrette	Service	A1
Unit 17	Chineham Centre Opticians	Opticians	Comparison	A1
Unit 18	Toucan Travel	Travel Agent	Service	A1
Unit 19	St Michael's Hospice Shop	Charity Shop	Comparison	A1
Unit 20	Domino's Pizza	Take-away	Service	A5
Unit 21-22	New Look	Clothing	Comparison	A1
Unit 23-24	Blockbuster	Video Rental	Comparison	A1
	Post Office	Post Office	Service	SG

Unit No	Fascia	Primary Activity	Category	Use Class
Unit D	Superdrug	Health	Comparison	A1
Unit E1	Next	Clothing	Comparison	A1
Unit E2	Brantano	Shoes	Comparison	A1
Unit E3	Matalan	Clothing	Comparison	A1
Unit F	Boots	Health	Comparison	A1
Unit 2	Lloyds Pharmacy	Chemist	Comparison	A1
Unit 3-4	QS Clothing	Clothing	Comparison	A1
Unit 6	Country Carpet Limited	Home Improvements	Comparison	A1
Unit 10	Picture Studio	Photography	Comparison	A1
Unit 12	Clarks	Shoes	Comparison	A1
Unit 13	Card Warehouse	Occasions	Comparison	A1
Unit 14	Anglian Windows	Home Improvements	Comparison	A1
Unit 15	Bizzy Lizzy's	Childrens Clothing	Comparison	A1
Unit 17	Chineham Centre Opticians	Opticians	Comparison	A1
Unit 19	St Michael's Hospice Shop	Charity Shop	Comparison	A1
Unit 21-22	New Look	Clothing	Comparison	A1
Unit 23-24	Blockbuster	Video Rental	Comparison	A1
Unit A	Tesco	Foodstore	Convenience	A1
Unit B	Iceland	Foodstore	Convenience	A1
Unit C	Martins	CTN	Convenience	A1
Unit 1	National Westminster Bank	Bank	Service	A2
Unit 5	Redwoods Estate Agent	Estate Agent	Service	A2
Unit 8	Trawlerman Fish & Chips	Take-away	Service	A5
Unit 9	Coral	Betting	Service	A2
Unit 11	Crues Hairdressing	Health & Beauty	Service	A1
Unit 16	Johnson's Cleaners	Laundrette	Service	A1
Unit 18	Toucan Travel	Travel Agent	Service	A1
Unit 20	Domino's Pizza	Take-away	Service	A5
	Post Office	Post Office	Service	SG
Unit 7	Vacant	Vacant	Vacant	Vacant

Table 2: Brighton Hill District Centre - Retail Audit 2008

Unit No	Fascia	Primary Activity	Category	Use Class
n/a	Cutting Edge Fabrics	Haberdashery	Comparison	A1
2	Herbies Pizza	Take-away	Service Business	A5
3	Red Woods	Estate Agents	Service Business	A2
4	Post Office	Post Office	Service Business	SG
n/a	Brighton Hill Health Centre	Health centre	Service Business	D1
n/a	Basingstoke Vet Centre	Veterinary Surgery	Service Business	D1
5	Cats Whiskers	Hairdressers	Service Business	A1
6	Vacant	Vacant	Vacant	Vacant
7	Keep Able	Mobility Equipment for the Elderly	Comparison	A1
8	Alliance Pharmacy	Pharmacy	Comparison	A1
9	Saffron Tandoori	Indian Take-away	Service Business	A5
10	Girl Zone	Womens Fitness Centre	Service Business	D2
n/a	Coral	Bookmakers	Service Business	A2
1	New World	Take Away	Service Business	A5
12	St Michaels Hospice	Charity Shop	Comparison	A1
n/a	Asda	Foodstore	Convenience	A1

Unit No	Fascia	Primary Activity	Category	Use Class
n/a	Cutting Edge Fabrics	Haberdashery	Comparison	A1
7	Keep Able	Mobility Equipment for the Elderly	Comparison	A1
8	Alliance Pharmacy	Pharmacy	Comparison	A1
12	St Michaels Hospice	Charity Shop	Comparison	A1
n/a	Asda	Foodstore	Convenience	A1
2	Herbies Pizza	Take-away	Service Business	A5
3	Red Woods	Estate Agents	Service Business	A2
4	Post Office	Post Office	Service Business	SG
n/a	Brighton Hill Health Centre	Health Centre	Service Business	D1
n/a	Basingstoke Vet Centre	Veterinary Surgery	Service Business	D1
5	Cats Whiskers	Hairdressers	Service Business	A1
9	Saffron Tandoori	Indian Take-away	Service Business	A5
10	Girl Zone	Womens Fitness Centre	Service Business	D2
n/a	Coral	Bookmakers	Service Business	A2
1	New World	Take Away	Service Business	A5
6	Vacant	Vacant	Vacant	Vacant

Table 3: Tadley - Retail Audit 2008

Address	Unit No	Fascia	Primary Activity	Category	Use Class
Mulfords Hill	30	Sainsbury's	Foodstore	Convenience	A1
Mulfords Hill	30a	Tudor Dry Cleaners	Laundrette	Service	A1
Mulfords Hill	30b	Vacant	Vacant	Vacant	Vacant
Mulfords Hill	30c	Crues Hairdressing	Hairdressers	Service	A1
Mulfords Hill	N/A	Wheelgame Depot	Car Garage	Comparison	A1
Mulfords Hill	1-2	St Michael's Hospice Shop	Charity Shop	Comparison	A1
Mulfords Hill	3	Tulipa	Florist	Comparison	A1
Mulfords Hill	4	Hussey's Bakery	Bakery	Convenience	A1
Mulfords Hill	20-22	Poulters Estate Agents	Estate Agents	Service	A2
Mulfords Hill	24	Coral	Betting Shop	Service	A2
Mulfords Hill	N/A	Post Office	Post Office	Service	A1
Mulfords Hill	18	Fusion	Hair & Beauty	Service	A1
Mulfords Hill	18a	Toucan Travel	Travel Agents	Service	A1
Mulfords Hill	33	Tadley Instruments	Music	Comparison	A1
Mulfords Hill	35	Anderson Motor Store	Car Parts	Comparison	A1
The Parade	1	Kings DIY Centre	DIY	Comparison	A1
The Parade	2	HSBC	Bank	Service	A2
The Parade	3	Chicken Express	Take-away	Service	A5
The Parade	4	Cafe Retreat	Cafe	Service	A3
The Parade	4a	Snips	Hairdressers	Service	A1

Address	Unit No	Fascia	Primary Activity	Category	Use Class
Mulfords Hill	N/A	Wheelgame Depot	Car Garage	Comparison	A1
Mulfords Hill	1-2	St Michael's Hospice Shop	Charity Shop	Comparison	A1
Mulfords Hill	3	Tulipa	Florist	Comparison	A1
Mulfords Hill	33	Tadley Instruments	Music	Comparison	A1
Mulfords Hill	35	Anderson Motor Store	Car Parts	Comparison	A1
The Parade	1	Kings DIY Centre	DIY	Comparison	A1
Mulfords Hill	30	Sainsbury's	Foodstore	Convenience	A1
Mulfords Hill	4	Hussey's Bakery	Bakery	Convenience	A1
Mulfords Hill	30a	Tudor Dry Cleaners	Laundrette	Service	A1
Mulfords Hill	30c	Crues Hairdressing	Hairdressers	Service	A1
Mulfords Hill	20-22	Poulters Estate Agents	Estate Agents	Service	A2
Mulfords Hill	24	Coral	Betting Shop	Service	A2
Mulfords Hill	N/A	Post Office	Post	Service	A1
Mulfords Hill	18	Fusion	Hair & Beauty	Service	A1
Mulfords Hill	18a	Toucan Travel	Travel Agents	Service	A1
The Parade	2	HSBC	Bank	Service	A2
The Parade	3	Chicken Express	Take-away	Service	A5
The Parade	4	Cafe Retreat	Cafe	Service	A3
The Parade	4a	Snips	Hairdressers	Service	A1
Mulfords Hill	30b	Vacant	Vacant	Vacant	Vacant

Table 4: Whitchurch - Retail Audit 2008

Address	Unit No	Fascia	Primary Activity	Category	Use Class
Church Street	1a	Paynes House and Homes	DIY	Comparison	A1
Church Street	1c	Gibson Phelps & Partners	Accountants	Service	A2
Church Street	3	Focus on Hair	Hairdressers	Service	A1
Church Street	3b	Serrenity Health and Beauty	Beautician	Service	D2
Church Street	5	Pauline Forster	Wedding Dresses	Comparison	A1
Church Street	3d	Royal Pizza and Kebab	Take Away	Service	A5
Market Place	1	Newburry Building Society	Building Society	Service	A2
London Street	12-24	Clancy Garage	Garage	Service	B2
London Street	10	Hot Spice	Take Away	Service	A5
London Street	8	St Michaels Hopsice Charity	Charity shop	Comparison	A1
London Street	6	Uni Sex Hair Salon	Hairdressers	Service	A1
London Street	4	The Barbour Shop	Mens Hairdressers	Service	A1
London Street	9	Blue Ricksure	Fish and Chip Shop	Service	A5
London Street	7	Street Video	DVD Rental	Comparison	A1
London Street	5	Sporting Chance	Book Makers	Service	A2
London Street	3	Hairs and Graces	Hair Salon	service	A1
London Street	1	White Hart Hotel	Hotel /Pub	Service	A4
Winchester Steet	2	Brokenhurst Estate Agents	Estate Agents	Service	A2
Winchester Steet	4	Kingsley	Financial Managment	Service	A2
Winchester Steet	1	David Manning	Specialist Property Lawyers	Service	A2
Winchester Steet	3	Vacant	Vacant	Vacant	Vacant
Winchester Steet	5	The Old Paper Shop	CTN	Convenience	A1
Winchester Steet	7	Whitchurch Dental Surgery	Dental Surgery	Service	D1
Winchester Steet	9	John Dennetts	Butchers	Convenience	A1
Winchester Steet	25	Post Office	Post Office	Service	SG
Winchester Steet	31	Flower Power	Floarist	Comparison	A1
Bell Street	2	Village Bakery	Bakery	Convenience	A1
Market Place	1-3	Somerfield	Supermarket	Convenience	A1
Newbury Street	3	HSBC	Bank	Service	A2
Newbury Street	3a	Glass Foolery	Glass Products	Comparison	A1
Newbury Street	5	Lydes Pharmacy	Pharmacy	Comparison	A1
Newbury Street	2	Barker and Sons	Solicitors	Service	A2

Address	Unit No	Fascia	Primary Activity	Category	Use Class
Church Street	1a	Paynes House and Homes	DIY	Comparison	A1
Church Street	5	Pauline Forster	Wedding Dresses	Comparison	A1
London Street	8	St Michaels Hopsice Charity	Charity shop	Comparison	A1
London Street	7	Street Video	DVD Rental	Comparison	A1
Winchester Steet	31	Flower Power	Floarist	Comparison	A1
Newbury Street	3a	Glass Foolery	Glass Products	Comparison	A1
Newbury Street	5	Lydes Pharmacy	Pharmacy	Comparison	A1
Winchester Steet	5	The Old Paper Shop	CTN	Convenience	A1
Winchester Steet	9	John Dennetts	Butchers	Convenience	A1
Bell Street	2	Village Bakery	Bakery	Convenience	A1
Market Place	1-3	Somerfield	Supermarket	Convenience	A1
Church Street	1c	Gibson Phelps & Partners	Accountants	Service	A2
Church Street	3	Focus on Hair	Hairdressers	Service	A1
Church Street	3b	Serrenity Health and Beauty	Beautician	Service	D2
Church Street	3d	Royal Pizza and Kebab	Take Away	Service	A5
London Street	12-24	Clancy Garage	Garage	Service	B2
London Street	10	Hot Spice	Take Away	Service	A5
London Street	6	Uni Sex Hair Salon	Hairdressers	Service	A1
London Street	4	The Barbour Shop	Mens Hairdressers	Service	A1
London Street	9	Blue Ricksure	Fish and Chip Shop	Service	A5
London Street	5	Sporting Chance	Book Makers	Service	A2
London Street	3	Hairs and Graces	Hair Salon	service	A1
London Street	1	White Hart Hotel	Hotel /Pub	Service	A4
Winchester Steet	2	Brokenhurst Estate Agents	Estate Agents	Service	A2
Winchester Steet	4	Kingsley	Financial Managment	Service	A2
Winchester Steet	1	David Manning	Specialist Property Lawyers	Service	A2
Winchester Steet	7	Whitchurch Dental Surgery	Dental Surgery	Service	D1
Winchester Steet	25	Post Office	Post Office	Service	SG
Newbury Street	3	HSBC	Bank	Service	A2
Newbury Street	2	Barker and Sons	Solicitors	Service	A2
Market Place	1	Newburry Building Society	Building Society	Service	A2
Winchester Steet	3	Vacant	Vacant	Vacant	Vacant

Table 5: Overton - Retail Audit 2008

Address	Unit No	Fascia	Primary Activity	Category	Use Class
High Street	2	Overton Fireplaces	Fireplaces	Comparison	A1
High Street	4	Overton Pharmacy	Pharmacy	Comparison	A1
High Street	6	Overton Bathrooms	Bathrooms	Comparison	A1
High Street	6b	Cruicible	Office Suplies	Comparison	A1
High Street	8a	Licorice and Laces	Shoe Shop	Comparison	A1
High Street	10	Village Bakery	Bakers	Convenience	A1
High Street	12	Turners Butchers	Butchers	Convenience	A1
High Street	14	St Michaels Hopsice	Charity Shop	Comparison	A1
High Street	16	HC Travel	Travel Agents	Service	A1
High Street	18	Vanity Day Spar	Beautician /Hair Salon	Service	A1
High Street	20	Overton Gallery	Gallery	Comparison	A1
High Street	25a	Faraway Tree	Toy Shop	Comparison	A1
High Street	25	Barker and Sons	Solicitors	Service	A2
High Street	23	Executive Dry Cleaners	Dry Cleaners	Service	A1
High Street	21a	County Delhi	CTN	Convenience	A1
High Street	21	Top 2 Toe	Clothes	Comparison	A1
High Street	19	Ikebana Floral Design	Florist	Comparison	A1
High Street	17	The Mens Room	Mens Barbers	Service	A1
High Street	15	Overton Spice	Restaurant	Service	A3
High Street	1-3	Golden Dragon	Take Away	Service	A5
High Street	1a	The Hair studio	Hairdressers	Service	A1
London Road	N/A	White Hart Hotel	Pub, Hotel & Restaurant	Service	A4
London Road	4	Overton Clinic	Clinic	Service	D1
Winchester Street	5	Land and Estate Agents	Estate Agents	Service	A2
Winchester Street	3	Pauls Mens Styling	Hairdressers	Service	A1
Winchester Street	9	Caviste	Indipendent Wine Merchant	Convenience	A1
Winchester Street	13	Mild May Vet Centre	Veterinary Surgery	Service	D1
Winchester Street	18	Honey Pot Tea Rooms	Cafe /Restaurant	Service	A3
Winchester Street	17	Co-op	Supermarket	Convenience	A1
Winchester Street	15	Post Office	Post Office	Service	A1
Winchester Street	10	HSBC	Bank	Service	A2
Winchester Street	20	Red Tandori	Take Away	Service	A5

Address	Unit No	Fascia	Primary Activity	Category	Use Class
High Street	2	Overton Fireplaces	Fireplaces	Comparison	A1
High Street	4	Overton Pharmacy	Pharmacy	Comparison	A1
High Street	6	Overton Bathrooms	Bathrooms	Comparison	A1
High Street	6b	Cruicible	Office Suplies	Comparison	A1
High Street	8a	Licorice and Laces	Shoe Shop	Comparison	A1
High Street	14	St Michaels Hopsice	Charity shop	Comparison	A1
High Street	20	Overton Gallery	Gallery	Comparison	A1
High Street	25a	Faraway Tree	Toy Shop	Comparison	A1
High Street	21	Top 2 Toe	Clothes	Comparison	A1
High Street	19	Ikebana Floral Design	Florist	Comparison	A1
High Street	10	Village Bakery	Bakers	Convenience	A1
High Street	12	Turners Butchers	Butchers	Convenience	A1
High Street	21a	County Delhi	CTN	Convenience	A1
Winchester Street	9	Caviste	Indipendent Wine Merchant	Convenience	A1
Winchester Street	17	Co-op	Supermarket	Convenience	A1
High Street	16	HC Travel	Travel Agents	Service	A1
High Street	18	Vanity Day Spa	Beautician /Hair Salon	Service	A1
High Street	25	Barker and Sons	Solicitors	Service	A1
High Street	23	Executive Dry Cleaners	Dry Cleaners	Service	A1
High Street	17	The Mens Room	Mens Barbers	Service	A1
High Street	15	Overton Spice	Restaurant	Service	A3
High Street	1-3	Golden Dragon	Take Away	Service	A5
High Street	1a	The Hair studio	Hairdressers	Service	A1
London Road	N/A	White Hart Hotel	Pub, Hotel & Restaurant	Service	A4
London Road	4	Overton Clinic	Clinic	Service	D1
Winchester Street	5	Land and Estate Agents	Estate Agents	Service	A2
Winchester Street	3	Pauls Mens Styling	Hairdressers	Service	A1
Winchester Street	13	Mild May Vet Centre	Veterinary Surgery	Service	D1
Winchester Street	18	Honey Pot Tea Rooms	Cafe /Restaurant	Service	A3
Winchester Street	15	Post Office	Post Office	Service	A1
Winchester Street	10	HSBC	Bank	Service	A2
Winchester Street	20	Red Tandori	Take Away	Service	A5

Table 6: Kingsclere - Retail Audit 2008

Address	Unit No	Fascia	Primary Activity	Category	Use Class
Newbury Road	N/A	The Crown	Public House	Service	A4
George Street	1	Bloom²	Florist	Comparison	A1
George Street	2	Samsome & George	Estate Agents	Service	A2
George Street	4	Kingsclere Old Bookshop	Books	Comparison	A1
George Street	17	Baikie Landscape Construction	Gardens	Comparison	A1
George Street	17a	Post Office	Post Office	Service	SG
George Street	14	Sassos	Restaurant	Service	A3
George Street	19	Kingsclere Veterinary Surgery	Vets	Service	D1
Swan Street	3	McColl's	Convenience Store	Convenience	A1
Swan Street	3a	Cuckoo	Bakery & Gifts	Convenience	A1
Swan Street	5	Costcutters	Convenience Store	Convenience	A1
Swan Street	7	The Village Butcher	Butcher	Convenience	A1
Swan Street	11	Kingscliffe Pharmacy	Chemist	Comparison	A1
Swan Street	10	Carousel	Materials	Comparison	A1
Swan Street	8	The Old Post Office Gallery	Gifts	Comparison	A1
Swan Street	2	Twist Hair	Hairdressers	Service	A1
Swan Street	N/A	Swan Hotel	Pub, Hotel and Restaurant	Service	A4

Address	Unit No	Fascia	Primary Activity	Category	Use Class
George Street	1	Bloom²	Florist	Comparison	A1
George Street	4	Kingsclere Old Bookshop	Books	Comparison	A1
George Street	17	Baikie Landscape Construction	Gardens	Comparison	A1
Swan Street	11	Kingscliffe Pharmacy	Chemist	Comparison	A1
Swan Street	10	Carousel	Materials	Comparison	A1
Swan Street	8	The Old Post Office Gallery	Gifts	Comparison	A1
Swan Street	3	McColl's	Convenience Store	Convenience	A1
Swan Street	3a	Cuckoo	Bakery & Gifts	Convenience	A1
Swan Street	5	Costcutters	Convenience Store	Convenience	A1
Swan Street	7	The Village Butcher	Butcher	Convenience	A1
Newbury Road	N/A	The Crown	Public House	Service	A4
George Street	2	Samsome & George	Estate Agents	Service	A2
George Street	17a	Post Office	Post Office	Service	SG
George Street	14	Sassos	Restaurant	Service	A3
George Street	19	Kingsclere Veterinary Surgery	Vets	Service	D1
Swan Street	2	Twist Hair	Hairdressers	Service	A1
Swan Street	N/A	Swan Hotel	Pub, Hotel and Restaurant	Service	A4

APPENDIX 11:

CONVENIENCE & COMPARISON GOODS FLOORSPACE & 'BENCHMARK' TURNOVER ESTIMATES

BASINGSTOKE & DEANE BOROUGH COUNCIL
2008 RETAIL STUDY

Convenience Goods Capacity Assessment

TABLE 1: Estimated Convenience Goods Floorspace

Retailer	Address	RAPLEYS 2004 STUDY		IGD DATABASE (2008)		SP UPDATE (2008)			3	4	5	6
		Gross Convenience Floorspace (sq.m)	Net Sales Area (sq.m)	Gross Convenience Floorspace (sq.m)	Net Sales Area (sq.m)	Net Sales Area (sq.m)	% of Sales Area Devoted to Food & Convenience Goods (%)	Net Convenience Floorspace (sq.m)	Estimated Average Sales Density (£ per sq.m)	2006 'BENCHMARK' CONVENIENCE GOODS TURNOVER (£ million)	2007 CONVENIENCE TURNOVER (£ million)	2008 CONVENIENCE TURNOVER (£ million)
BASINGSTOKE TOWN CENTRE:												
Sainsbury's	Basingstoke Town Centre	4,334	1,944	4,334	1,944	1,944	90%	1,750	£8,590 (3)	£15.03	£15.11	£15.18
Tesco Metro	Basingstoke Town Centre		745			745	95%	708	£10,703 (3)	£7.57	£7.61	£7.65
Iceland	Basingstoke Town Centre		650		640	650	85%	553	£4,728 (3)	£2.61	£2.63	£2.64
Marks & Spencer	Basingstoke Town Centre				983	983	95%	934	£9,930 (3)	£9.27	£9.32	£9.37
Other Floorspace	Basingstoke Town Centre		2,001			1,018		1,018	£3,500 (2)	£3.56	£3.58	£3.60
TOWN CENTRE - TOTAL:			5,340			5,340		4,962		£38.05	£38.24	£38.43
CHINEHAM DISTRICT CENTRE:												
Tesco	Chineham District Centre	7,021	4,238	6,535	4,326	4,326	80%	3,461	£10,703 (3)	£37.04	£37.23	£37.41
Iceland	Chineham District Centre	1,000	620		421	620	90%	558	£4,728 (3)	£2.64	£2.65	£2.66
Other Floorspace (2)	Chineham District Centre					50	100%	50	£3,500 (2)	£0.18	£0.18	£0.18
SUB-TOTAL:			4,450					4,069		£39.85	£40.05	£40.25
BRIGHTON HILL DISTRICT CENTRE:												
Asda (1)	Brighton Hill District Centre	3,716	2,850	6,490	3,979	2,850	75%	2,138	£10,165 (3)	£21.73	£21.84	£21.95
Other Floorspace (2)	Brighton Hill District Centre	-	-	-	-	-	-	-	£3,500 (2)	£0.00	£0.00	£0.00
SUB-TOTAL:			2,318					2,138		£21.73	£21.84	£21.95
WHITCHURCH DISTRICT CENTRE:												
Somerfield	Whitchurch District Centre			435	191	191	95%	181	£5,371 (3)	£0.97	£0.98	£0.98
Other Floorspace (2)	Whitchurch District Centre					75	100%	75	£3,500 (2)	£0.26	£0.26	£0.27
SUB-TOTAL:			600					256		£1.24	£1.24	£1.25
TADLEY DISTRICT CENTRE:												
Sainsbury's	Tadley District Centre	3,144	2,000	3,125	1,913	2,000	90%	1,800	£8,590 (3)	£15.46	£15.54	£15.62
Other Floorspace	Tadley District Centre				483	483	100%	483	£3,500 (2)	£1.69	£1.70	£1.71
SUB-TOTAL:			2,202					2,283		£17.15	£17.24	£17.32
OVERTON DISTRICT CENTRE:												
Co-op	Overton District Centre			474	291	291	95%	276	£5,252 (3)	£1.45	£1.46	£1.46
Other Floorspace	Overton District Centre				174	174	100%	174	£3,500 (2)	£0.61	£0.61	£0.62
SUB-TOTAL:			460					450		£2.06	£2.07	£2.08
KINGSCLERE LOCAL CENTRE:												
Other Floorspace (2)	Kingsclere Local Centre					175	100%	175	£3,500 (2)	£0.61	£0.62	£0.62
SUB-TOTAL:			310							£0.61	£0.62	£0.62
OTHER LOCAL SHOPS / PARADES												
Tesco Express	Buckingham Parade, Kempshott		120	289	151	151	95%	143	£10,703 (3)	£1.53	£1.54	£1.55
Tesco Express	Lychpit Centre, RG24 8BE		220	288	193	193	95%	183	£10,703 (3)	£1.96	£1.97	£1.98
Tesco Express	Popley, RG24 9EL			301	166	166	95%	158	£10,703 (3)	£1.69	£1.70	£1.71
Other Floorspace	Popley				294	294	100%	294	£3,500 (2)	£1.03	£1.03	£1.04
Co-Op	Kings Road, South Ham			295	206	206	95%	196	£5,252 (3)	£1.03	£1.03	£1.04
Other Floorspace	South Ham				134	134	100%	134	£3,500 (2)	£0.47	£0.47	£0.47
Other Floorspace	Oakley				134	134	100%	134	£3,500 (2)	£0.47	£0.47	£0.47
OTHER LOCAL SHOPS/ PARADES - TOTAL:			5,995					1,243		£8.18	£8.22	£8.27
OUT-OF-CENTRE STORES IN BOROUGH:												
Morrisons	Worting Road	7,060	3,716	7,061	3,345	3,716	90%	3,344	£8,981 (3)	£30.04	£30.19	£30.34
Sainsbury's	Hatch Warren	6,862	3,915	6,862	4,716	4,913	80%	3,930	£8,590 (4)	£33.76	£33.93	£34.10
Sainsbury's Local	374 Worting Rd, Buckskin				186	186	95%	177	£8,590 (3)	£1.52	£1.52	£1.53
Somerfield	Winklebury Way	1,616	1,012	1,617	1,013	1,013	100%	1,013	£5,371 (3)	£5.44	£5.47	£5.49
Lidl	Churchill Way West					1,063	90%	957	£2,605 (3)	£2.49	£2.50	£2.52
Tesco	Oakridge Road, RG21 5SG		140	254	170	170	95%	162	£10,703 (3)	£1.73	£1.74	£1.75
Tesco	Kingsley Pk, Whitchurch			299	176	176	95%	168	£10,703 (3)	£1.79	£1.80	£1.81
Tesco	Baughurst, Tadley				150	150	95%	143	£10,703 (3)	£1.53	£1.53	£1.54
Co-Op	1-2 Giles Walk, Tadley				124	124	100%	124	£5,252 (3)	£0.65	£0.65	£0.66
OUT-OF-CENTRE STORES - TOTAL:			7,262					10,017		£78.95	£79.34	£79.74
TOTAL (excl. Commitments):								**25,416**		**£207.83**	**£208.86**	**£209.91**

SOURCES:

Rapleys (2004) Retail Study
IGD Dataset (2007). Allowances made in certain cases for net convenience goods sales.
Other information provided by Council &/or set out in other studies &/or contained in previous planning applications, etc.

NOTES:

(1) Basingstoke Council confirmed that Asda has a gross floorspace of 3,716 m², of which 75% is for convenience goods retailing.

(2) Strategic Perspectives estimates.

(3) Latest company average sales densities derived from Mintel Retail Rankings (2007), where available. The average sales figures for the top Grocery Retailers have been adjusted to strip out some of the elements of non-food retail sales (such as, for example, petrol sales, NHS receipts and sales from in-store cafe/restaurants). These have been adjusted based on Mintel research as to the estimated non-retail share of reported sales for the main retailers (i.e. Tesco = 17%; Sainsbury's 16%; Asda 15%; & WM Morrison 19%). No estimate is provided for Waitrose and we therefor assume non-retail sales account for approximately 10%.

(4) Floorspace figure provided by consultants acting for Sainsbury's. Revised figures indicate a total gross external area of 8,639 m^2 and a sales area of 4,913 m^2. We assume that 80% of the total floor area is for convenience goods sales.

BASINGSTOKE & DEANE BOROUGH COUNCIL
2008 RETAIL STUDY

Comparison Goods Capacity Assessment

TABLE 2: Estimated Comparison Goods Floorspace & 'Benchmark' Turnover Levels

		RAPLEYS 2004 STUDY		OTHER SOURCES	SP UPDATE (2008)	3	4	5	6
		Gross Floorspace (m^2)	Net Sales Area (m^2)	Net Sales Area (m^2)	Net Sales Area (m^2)	Estimated &/or Company Average Sales Density [2] (£ per sq.m)	2006 'BENCHMARK' COMPARISON GOODS TURNOVER (£ million)	2007 COMPARISON GOODS TURNOVER (£ million)	2008 COMPARISON GOODS TURNOVER (£ million)
BASINGSTOKE TOWN CENTRE:			60,586		60,586	£6,000 [1]	£363.52	£368.97	£374.50
CHINEHAM DISTRICT CENTRE:			5,802		5,802	£4,500 [1]	£26.11	£26.50	£26.90
BRIGHTON HILL DISTRICT CENTRE:			787		787	£4,500 [1]	£3.54	£3.59	£3.65
WHITCHURCH DISTRICT CENTRE:			635		635	£2,750 [1]	£1.75	£1.77	£1.80
TADLEY DISTRICT CENTRE:			866		866	£2,750 [1]	£2.38	£2.42	£2.45
OVERTON DISTRICT CENTRE:			470		470	£2,750 [1]	£1.29	£1.31	£1.33
KINGSCLERE LOCAL CENTRE:			355		355	£2,600 [1]	£0.92	£0.94	£0.95
OTHER LOCAL SHOPS / PARADES			1,405		1,405	£2,500 [1]	£3.51	£3.57	£3.62
OUT-OF-CENTRE RETAIL WAREHOUSES IN BOROUGH:									
Brighton Hill Retail Park									
	Toys R Us	1,345	1,186		1,186	£3,076 [2]	£3.65	£3.70	£3.76
	PC World	1,345	1,186		1,186	£7,285 [2]	£8.64	£8.77	£8.90
	Currys	1,820	1,547		1,547	£5,755 [2]	£8.90	£9.04	£9.17
	Carpetright	970	825	825 [4]	825	£1,315 [2]	£1.08	£1.10	£1.12
	JJB Sports	1,345	1,186		1,186	£2,188 [2]	£2.59	£2.63	£2.67
	Harveys	1,345	1,186	825 [4]	825 [4]	£1,500 [1]	£1.24	£1.26	£1.27
Hatch Warren									
	Mothercare World	1,345	1,186		1,186	£2,820 [2]	£3.34	£3.39	£3.45
	Design 65				750 [3]	£1,500 [1]	£1.13	£1.14	£1.16
Hatch Warren Retail Park									
	Dreams	930	791	411 [4]	411 [4]	£1,689 [2]	£0.69	£0.70	£0.72
	Rosebys	506	411		411	£2,200	£0.90	£0.92	£0.93
	Pets @ Home	975	829		829	£2,452 [2]	£2.03	£2.06	£2.09
	Argos Extra	930	790		790	£6,500	£5.14	£5.21	£5.29
	Blockbuster	506	430		430	£4,500	£1.94	£1.96	£1.99
	Tiles R Us	605	513		513	£1,789 [2]	£0.92	£0.93	£0.95
Winchester Road									
	Allied Carpets	930	790	790 [4]	790	£1,404 [2]	£1.11	£1.13	£1.14
	B&Q	3,200	2,720	2,720 [4]	2,720	£2,318 [2]	£6.30	£6.40	£6.50
	Homebase	3,020	2,567	5,596 [4]	5,596 [4]	£1,596 [2]	£8.93	£9.07	£9.20
	Comet	930	790		790	£7,032 [2]	£5.56	£5.64	£5.72
	Maplin				790 [3]	£3,864 [2]	£3.05	£3.10	£3.14
	Halfords	1,575	1,339		1,339	£2,409 [2]	£3.23	£3.27	£3.32
	Staples	2,320	1,972		1,972	£2,082 [2]	£4.11	£4.17	£4.23
Other Retail Warehouse / Non-Food Shops									
MFI	Reading Road	3,200	2,720	2,720 [4]	2,720	£2,445 [2]	£6.65	£6.75	£6.85
Wickes	Churchill Way West			2,926 [4]	2,926 [4]	£2,466 [2]	£7.22	£7.32	£7.43
Bathstore					750 [3]	£2,000 [1]	£1.50	£1.52	£1.55
Brewers Paints					750 [3]	£1,500 [1]	£1.13	£1.14	£1.16
Howdens Kitchens					750 [3]	£1,750 [1]	£1.31	£1.33	£1.35
Reading Warehouse					750 [3]	£1,500 [1]	£1.13	£1.14	£1.16
TOTAL (excl. Commitments):					**105,624**		**£496.43**	**£503.88**	**£511.44**

SOURCES:
Rapleys (2004) Retail Study
Other information provided by Council &/or set out in other studies &/or contained in previous planning applications, etc.

NOTES: (1) Strategic Perspectives estimates of turnover of comparison goods floorspace and retailers.
(2) Company average sales densities derived from Mintel Retail Rankings (2007). Published company averages are exclusive of VAT. Strategic Perspectives has included VAT @17.5% for comparison goods turnover.
(3) Strategic Perspectives estimate of net sales area agreed with Council.
(4) Sourced from Public Inquiry Evidence for B&Q / Wickes (November 2005). Statement of Common Ground (Table 11, page 40 and Table 10, page 51)

APPENDIX 12:

RETAIL CAPACITY ASSESSMENT

METHODOLOGY AND APPROACH:

EXPLANATORY NOTE

1. This Explanatory Note briefly describes the methodology and some of the key assumptions underpinning our retail capacity assessment for new comparison and convenience goods retail floorspace. This should be read in conjunction with Sections 9 and 10 of the Retail Study and the detailed capacity tabulations set out in **Appendices 13 - 16**.

Methodology

2. In developing our methodology we have drawn on the guidance set out in PPS6, along with established best practice and our extensive experience in this field. Some of the key principles underpinning robust and sound retail capacity assessments include:

- the need for a transparent methodology;
- the use of current baseline research and survey data;
- the use of realistic expenditure, population and floorspace 'productivity' growth rates; and
- the ability to test the 'sensitivity' of the assessment to key changes in the baseline assumptions and forecasts, as well as to identify alternative options.

3. There are a number of alternative approaches to capacity forecasting, ranging from the use of drive time isochrones to broadly define the catchment areas of centres and/or stores, to the use of gravity models which assign 'attraction weightings' to retail locations largely based on the scale and quality of their retail offer. However, these approaches are not generally used for retail studies as the workings of the models are not transparent and are often based on 'theoretical' rather than 'real world' assumptions as to catchment areas, shopping patterns and customer behaviour.

4. As a result of the problems and criticisms of these more theoretical approaches, Strategic Perspectives LLP has developed an Excel Spreadsheet Model called CREAT^{e} (**C**atchment, **R**etail & **E**conomic **A**ssessment of **T**r**e**nds) to forecast retail capacity based on a traditional step-by-step approach. The robustness and value of our approach compared with others rests in the fact that it is underpinned by the findings of the household telephone interview survey specifically commissioned for this study to help identify current shopping patterns in the Borough and across a wider catchment area (as described in Section 1). Using this survey evidence it is therefore possible to model existing shopper and expenditure flows to town centres, foodstores and retail warehouses. This helps to identify the market shares of existing centres and stores for different types of comparison and convenience goods shopping, as well as the 'retention' level of expenditure in the study area and the 'leakage' out to other competing centres and stores. This provides the important framework for forecasting the existing and future capacity for new retail development. In broad terms the step-by-step methodology is characterised by the following key stages of analysis:

Steps	Approach
1.	Estimate the available expenditure across the study area for specific classes of goods at the base year (i.e. 2008), within the broad categories of comparison and convenience goods, as advised by PPS6 (paragraph 2.34);
2.	Forecast the potential growth in population and expenditure per capita across the study area using the most recent projections provided by Experian and/or the local planning authority;
3.	Allocate the available expenditure to the main retail destinations, based on the shopping patterns identified by the survey (i.e. market shares), to determine the "potential" turnover of existing centres and stores at the base year;
4.	Determine the "benchmark" turnovers of existing centres, retail warehouses and stores at the base year. This is based on published national company average trading levels for individual retail operators (as provided by Mintel's *'UK Retail Rankings'* and other sources). Where published information is not available, we have used our own judgement to determine the trading performance of centres and stores, drawing on the qualitative healthcheck assessment;
5.	Apply a realistic forecast of the likely improvement in the 'productivity' of existing floorspace for both town centre and out-of-centre retailing over time, as advised by PPS6 (paragraph 2.34);
6.	Compare the "potential" turnovers of existing centres and out-of-centre floorspace (based on Steps 3 and 4) with their "benchmark" turnovers (based on Step 5) to assess the current trading performance of each shopping destination. This step will help to identify whether retail locations area trading above or below "benchmark" turnover levels at the base year, or whether the retail market is broadly in "equilibrium".
7.	Assess the impact of all committed retail schemes on the capacity for new retail floorspace;
8.	Forecast the capacity for new comparison and convenience goods floorspace across the defined study area and for Basingstoke town centre, over five year periods (in this case the forecast dates are 2008 - 2011; 2011 - 2016; 2016 - 2021; 2021 – 2026; and 2026 - 2031)[1].

5. This approach has been used by Strategic Perspectives LLP to inform the preparation of numerous retail studies. Furthermore, it has been critically examined and accepted by the Planning Inspectorate and First Secretary of State (SoS) at Public Inquiries.

6. However, it is important to note that the longer the time period for forecasts, the less weight should be given to the outputs. In our experience forecasts over more than five years can only provide a broad indication of retail capacity, as the forecasts are subject to fluctuations in economic cycles and market confidence, which can in turn have a significant impact on retail spending and development (such as, for example, the impact of the recent "credit-crunch" on consumer confidence and spending over the short term). Furthermore, the long term growth in the take-up of internet shopping is as yet unknown, although we have allowed for an

[1] The price base for our assessment is 2006. The capacity forecasts are also cumulative (in other words the forecasts for each 'design' year include the forecasts for the previous years and are not additional to the previous forecasts).

increase in its market share of expenditure over time based on the latest research. In this context these longer term forecasts should be treated with caution.

7. We therefore recommend that local authorities regularly update the capacity assessment to take account of revised growth projections and the potential impact of new developments on shopping patterns and market shares. This will help local authorities to make better informed development control and policy choices in the future.

8. Finally, it is important to point out that our capacity assessment only takes account of all the major comparison and convenience goods shopping destinations identified. The detailed floorspace schedules agreed with the client team are set out in **Appendix 11.** We have not assessed smaller shops and stores across the study area for a number of reasons, including the fact that:

- it would not be possible (or reasonable) to accurately audit all the smaller comparison and convenience floorspace across the sub-region, due to timescale and resource constraints.
- these smaller shops and stores are not usually identified by the responses to the household survey and it is not therefore possible to allocate market shares and expenditure to them.
- inclusion of these smaller shops and stores in the modelling exercise would not in any case have a significant impact on the capacity for new floorspace, as this is largely determined by the projected growth in population and spend over time.

9. The detailed capacity model tables for comparison and convenience goods retailing are set out in **Appendices 13** and **14** respectively. The following commentary and analysis provides a summary of the key assumptions and findings of the retail capacity assessment.

Catchment Area Definition

10. The definition of the study (or catchment) area for retail assessments represents one of the most critical stages in the capacity analysis. In this case we have defined a realistic and robust boundary for the catchment area using postcode districts and sectors as a framework for our analysis.

11. As far as possible we have tried to define a catchment area that is consistent with the Council's 2004 Retail Study. However, this proved difficult due to changes in the postcode geography. The catchment area for this study is shown by the plan in **Appendix 1**. We have determined the likely extent of this catchment area by taking into account the location, accessibility and attraction of Basingstoke town centre; other competing centres and shopping locations outside the Borough area (such as Reading, Newbury, Andover and Winchester); the existing road network; and the real and perceived 'barriers' to movement across the catchment area.

12. We have then sub-divided the catchment into six zones for the purpose of the household interview survey and subsequent forecasting, as described in Section 1. The Plan shows that Zones 1 and 2 broadly correspond to the Borough area.

13. For the purpose of our strategic Borough-wide capacity assessment we have assumed that all six zones together represent the broad catchment area for the Borough's main centres and stores. This is because catchment areas can substantially overlap with other shopping centres and facilities and it is not possible to define an area that accurately reflects the catchment of a particular centre or store.

14. This wider catchment area more accurately reflects the higher order shopping function of Basingstoke town centre's comparison goods shopping. The survey evidence confirms that the town centre draws a significant proportion of its shoppers and retail expenditure from beyond the Borough area. Ultimately, the extent of the town centre's catchment will be limited by the accessibility, scale and quality of the retail offer in competing centres and other shops elsewhere.

15. As described above, the definition of the outer zones takes account of the influence of competing facilities. For example, shopping patterns in Zone 2 are influenced by Andover in the south and Newbury to the north; in Zone 3 by Winchester to the south; in Zone 4 by Alton; in Zone 5 by Fleet, Farnborough and Camberley to the east; and in Zone 6 by Reading to the north and Newbury to the west.

16. However, this wider catchment area does not necessarily represent a realistic catchment area for the smaller centres, foodstores and out-of-centre shopping facilities in the Borough. These centres and stores will typically have more tightly defined catchment areas due to the limited scale, quality, range and attraction of their retail offer compared with other alternative and more accessible shopping locations.

17. In the context of PPS6 (paragraph 3.10), and for the reasons set out in Section 8, we consider that Zone 1 (the 'Basingstoke Zone') represents a more realistic and robust catchment area for the Borough's retail warehouses. When determining applications for new retail floorspace, particularly in out-of-centre locations, we therefore advise the Council to assess as a first principle whether the defined catchment area is realistic and well related to the size and function of the proposed development and takes account of competing centres and stores. This is an important consideration, as it will have implications for the impact and need assessments, as well as the 'search area' for the sequential test.

Household Survey

18. For the purpose of our qualitative and quantitative assessment we specifically commissioned R&M Limited to carry out a (random) telephone interview survey of some 1,000 households across the catchment area, weighted by the population in each of the six zones. The survey and questionnaire was designed by Strategic Perspectives LLP, working in partnership with the client team. The interviews and data processing was undertaken by R&M. The questionnaire and the relevant results of this survey are set out in **Appendix 2** to this study.

19. The survey results provide a broad picture of shopping patterns for both convenience and comparison goods, and specifically for the eight different categories of comparison goods shopping. Where necessary, the results were re-weighted to remove responses that are not relevant to the capacity assessment[2]. It is assumed that the household survey results broadly reflect 'average' year-round shopping patterns across the Borough area and wider sub-region. This is because the respondents to the household survey were asked where they do *"most"* of their shopping for different types of retail goods, rather than where they *"last"* shopped.

20. For convenience goods, the survey included questions on 'main' (question 1) and 'top-up' (question 9) food shopping. The results of the two types of food expenditure were then merged through the application of a weighting, which reflects the estimated proportion of expenditure accounted for by each type. In this case we have used a weighting of 75%:25% for 'main' and 'top-up' food shopping respectively. This is widely accepted and used for strategic retail studies and impact/capacity assessments. However, we consider that the weighting for 'top-up' food shopping could increase from its current 25% over time, particularly as the 'top four' grocery retailers are increasing their share of the convenience goods ('top-up') sector. The 75%:25% weighting produces a composite pattern of convenience goods spending, expressed as a market share for each destination centre or foodstore from each survey zone.

21. For comparison goods the survey comprised eight additional questions on the specific class of comparison goods categories listed below.

- Clothing and footwear;
- Furniture, carpets and floor coverings;
- Household textiles and soft furnishings, including bedding;
- DIY, hardware, decorating supplies and gardening products;
- Domestic appliances, such as fridges, washing machines, kettles and hairdryers;
- Audio-visual equipment, such as radio, TV, Hi-Fi, telephones, pohotographic and computer goods;
- Chemist and medical goods, cosmetics and beauty products; and
- All other comparison goods, including books, jewellery and watches, china and glassware, kitchen utensils, recreational and luxury goods;

22. These categories are based on the definitions used by Experian Business Strategies (EBS) for comparison goods expenditure. The retail capacity assessment uses the (weighted) averages derived from the survey responses for each of the eight comparison goods categories and applies this to the relevant per capita

[2] The responses removed from the re-weighted survey results include 'internet and mail order shopping', as this spending on Special Forms of Trading is deducted from the expenditure per capita estimates at the outset of the capacity assessment. Where people indicated that they "did not know" where they last shopped for comparison and convenience goods, or "did not purchase such goods", then these responses were also removed from the final re-weighted survey results.

expenditure by goods type. This provides a more accurate assessment of the distribution of spending by respondents from each zone on each category of goods in the main centres and stores identified.

23. However, it is important to note that the eight comparison goods categories identified for the household survey and used for our modelling exercise, represent broad aggregations of retail expenditure. It is not possible for the survey to cover all the specific types of retail spend, due to time and cost constraints. Thus our approach does not specifically disaggregate spend on garden centres, builders' merchants goods, pets, glassware, etc. This approach is widely accepted and is in accordance with PPS6 advice that realistic forecasts should be based on the broad categories of comparison and convenience goods.

Base Year Population Estimates and Forecasts

24. The 'Baseline' Population estimates and forecasts for each of the survey zones are normally derived from the '*Retail Planner*' Reports produced by Experian Business Strategies specifically for this study. The 2008 population estimates have been extrapolated by Experian from the 2001 Census results. These estimates take account of changing postal geography and are also calibrated to local authority targets based on the most recently available government household/population estimates and projections. They are updated annually to allow for changes in housing stock and population due to births, deaths, migration and the ageing of the population.

Base Year Expenditure Per Capita Estimates and Forecasts

25. Our estimates of average retail expenditure per capita levels for the six study areas at 2008 (in 2006 prices) are derived from the Experian *'Retailer Planner'* Reports. These expenditure estimates take account of the underlying socio-economic profile of the catchment population.

26. In terms of expenditure growth potential up to 2031, our forecasts are based on the latest research by Experian Business Strategies (EBS) set out in '*Retail Planner Briefing Note 5.1'* (November 2007). These indicate stronger growth for comparison goods retailing than for convenience goods, which reflects historic trends and the fact that the propensity to purchase and consume more food is significantly more limited than the scope to purchase non-food items.

27. For convenience goods EBS forecast growth rates of between +0.6% and +1.0% per annum. In this case we have assumed a mid-range growth rate of +0.8% per annum[3]. In our judgement this is a reasonable and robust assumption, although we are aware that the forecasts published by MapInfo (an alternative data supplier) in Information Brief 07/02 (August 2007) indicate higher a growth rate of +1.2% per annum for convenience goods.

[3] The Council's 2004 Retail Study assumed a forecast growth in convenience goods expenditure of +0.2% per annum based on MapInfo's long term trend (Information Brief 04/02).

28. For comparison goods retailing the most recent EBS forecasts and projections indicate growth rates of between 3.5% and 6.0% per annum, with the higher growth rates being based on historic long and medium-term trends.

29. We recommend that the Council monitors the changes in expenditure growth forecasts over time and updates the retail capacity assessment as and when appropriate.

Special Forms of Trading (SFT) and E-tailing

30. In carrying out our assessment we have necessarily made an allowance for non-store retail sales, or sales by 'special forms of trading' (SFT) at the outset. This essentially comprises purchases that occur outside of shops, such as via mail order, vending machines and the internet (or 'e-tailing'). It is important to note that internet-based retail sales include sales by 'bricks-and-mortar' retailers and sales by wholly internet-based businesses. Therefore part of e-tailing's share of sales is sourced directly from stores rather than from warehouses, particularly in the grocery sector (i.e. entire orders over the internet can be processed through local stores). As a result, retail floorspace is still needed to support the growth in internet sales.

31. Based on research evidence published by both Experian and Verdict[4], we are able to make certain high level assumptions as to the potential changes in the market share of on-line retail sales over the forecast period. However, it is important to note that these forecasts are subject to uncertainty and may vary significantly over time. We therefore recommend that the Council monitors the changes in forecasts and updates the retail capacity assessment when necessary.

'Benchmark' and 'Survey-Based' Turnover Estimates

32. Having established the total available spending in the catchment area (i.e. the demand side of the economic assessment), the next step in the economic assessment is to estimate the turnover of the existing comparison and convenience goods floorspace in the Borough's main centres and stores. It is common practice centre and store turnover levels to be determined using the following two approaches.

- **'Potential' (survey-based) turnover levels** - The first approach is based on the allocation of comparison and convenience goods expenditure to existing centres and stores using the (weighted) market share levels derived from the household survey. This approach generally provides a good indication of the actual turnover of centres and stores at the time of the household survey. However, there are caveats to this approach as it can sometimes overestimate the attraction and performance of larger centres and stores for 'big ticket' purchases and under-estimate everyday purchases from smaller shopping locations.

[4] Verdict Research Limited, 'e-Retail 2008'.

- **'Benchmark' turnover levels** – The second approach assumes that existing shops and stores operated by multiple retailers will trade at national company average sales densities. The main caveats with regard to this approach are that: (i) published average sales densities are not necessarily available for all multiple retailers; (ii) further assumptions have to be made as to the appropriate turnover levels of smaller shops and stores, as well as for centres as a whole; and (iii) stores and centres will inevitably trade either below or above national company averages and just because a store/centre trades below company averages does not necessarily infer that it is not a viable or attractive shopping location. Nevertheless, the 'benchmark' turnover levels do provide an sound evidence base for assessing the current scale and quality of retail provision, as well as the potential capacity for new retail floorspace

'Productivity' Growth Rate

33. The 'benchmark' turnover levels of all existing comparison and convenience goods floorspace is projected forward to the design year assuming an allowance for some claim on spending growth by existing retailers and floorspace due to increased 'productivity' ('efficiency') in their trading performance. This allowance is in accordance with advice set out in PPS6 (paragraph 2.34), as it is generally accepted that some growth is needed to help maintain and enhance the vitality and viability of existing centres and floorspace.

34. In this case we have assumed a 'productivity' growth rate of +1.5% per annum for comparison goods floorspace and +0.5% per annum for convenience goods retailing. We consider that these growth allowances are reasonable and robust, although growth rates could be higher and/or lower for specific centres and shopping locations, depending on their current health and the strength of their sales performance.

APPENDIX 13:

COMPARISON GOODS

RETAIL CAPACITY ASSESSMENT

BASINGSTOKE & DEANE BOROUGH COUNCIL
2008 RETAIL STUDY

Baseline Comparison Goods Capacity Assessment

TABLE 1: STUDY AREA: BASE YEAR POPULATION & FORECASTS (2008 - 2031)

Study Zone:	2008	2011	2016	2021	2026	2031	POPULATION GROWTH (%) 2008 - 2016	2016 - 2031
Zone 1	157,937	160,373	164,328	168,136	172,091	176,194	4.0%	7.2%
Zone 2	27,005	26,964	26,962	27,086	27,259	27,409	-0.2%	1.7%
Zone 3	12,842	12,964	13,225	13,449	13,743	14,014	3.0%	6.0%
Zone 4	34,225	34,614	35,090	35,823	36,556	37,326	2.5%	6.4%
Zone 5	62,030	62,520	63,243	63,953	64,893	65,744	2.0%	4.0%
Zone 6:	44,939	45,268	45,892	46,637	47,442	48,249	2.1%	5.1%
TOTAL:	**338,978**	**342,703**	**348,740**	**355,084**	**361,984**	**368,937**	**2.9%**	**5.8%**

Source: Population Estimates and Forecasts derived from Experian *Retail Planner Reports* for each Zone (May 2008)

TABLE 2: UNADJUSTED COMPARISON GOODS EXPENDITURE PER CAPITA (2008 - 2031)

Includes Special Forms of Trading (and E-tailing)

Zone	2008	2011	2016	2021	2026	2031	EXPENDITURE GROWTH 2008 - 2016	2016 - 2031
Zone 1	£3,216	£3,596	£4,334	£5,222	£6,293	£7,583	34.8%	75.0%
Zone 2	£3,448	£3,856	£4,647	£5,600	£6,748	£8,131	34.8%	75.0%
Zone 3	£3,499	£3,913	£4,716	£5,682	£6,847	£8,251	34.8%	75.0%
Zone 4	£3,324	£3,717	£4,479	£5,397	£6,504	£7,837	34.8%	75.0%
Zone 5	£3,465	£3,875	£4,669	£5,627	£6,780	£8,170	34.8%	75.0%
Zone 6	£3,179	£3,556	£4,285	£5,163	£6,222	£7,497	34.8%	75.0%

Source: [1] 2008 average spend per capita estimates derived from Experian Business Strategies - *Retail Planner Reports* (May 2008). (2006 prices)
[2] Expenditure growth forecasts derived from Experian Retail Planner Briefing Note 5.1 (Table 3.1)

TABLE 3: REVISED COMPARISON GOODS EXPENDITURE PER CAPITA (2008 - 2031)

Excludes Special Forms of Trading & E-tailing (@1.5%) [1]

Zone	2008	2011	2016	2021	2026	2031	REVISED SPEND GROWTH 2008 - 2016	2016 - 2031
SFT as % of Average Spend [1]:								
	12.1%	**14.1%**	**14.4%**	**14.4%**	**14.4%**	**14.4%**		
Zone 1	£2,827	£3,089	£3,710	£4,470	£5,386	£6,491	31.2%	75.0%
Zone 2	£3,031	£3,313	£3,978	£4,793	£5,776	£6,960	31.2%	75.0%
Zone 3	£3,076	£3,362	£4,037	£4,864	£5,861	£7,063	31.2%	75.0%
Zone 4	£2,922	£3,193	£3,834	£4,620	£5,567	£6,709	31.2%	75.0%
Zone 5	£3,046	£3,329	£3,997	£4,816	£5,804	£6,994	31.2%	75.0%
Zone 6	£2,795	£3,054	£3,668	£4,420	£5,326	£6,417	31.2%	75.0%

Source: [1] Market share for non-store retail sales informed by Experian Business Strategies *'Retail Planning Briefing Note 2.3D'* (Tables 6.1 - 6.4).

TABLE 4: STUDY AREA: TOTAL AVAILABLE COMPARISON GOODS SPEND AND GROWTH (2008 - 2031)

Study Zone:	2008	2011	2016	2021	2026	2031	TOTAL GROWTH (%) 2008 - 2016	2016 - 2031
Zone 1	£446.43	£495.44	£609.60	£751.59	£926.96	£1,143.63	36.5%	87.6%
Zone 2	£81.85	£89.32	£107.25	£129.83	£157.45	£190.77	31.0%	77.9%
Zone 3	£39.50	£43.58	£53.38	£65.42	£80.55	£98.98	35.2%	85.4%
Zone 4	£99.99	£110.52	£134.54	£165.51	£203.52	£250.41	34.6%	86.1%
Zone 5	£188.92	£208.11	£252.78	£308.02	£376.62	£459.78	33.8%	81.9%
Zone 6	£125.59	£138.27	£168.32	£206.12	£252.66	£309.63	34.0%	84.0%
TOTAL:	**£982.28**	**£1,085.25**	**£1,325.88**	**£1,626.48**	**£1,997.76**	**£2,453.19**	**35.0%**	**85.0%**

BASINGSTOKE & DEANE BOROUGH COUNCIL
2008 RETAIL STUDY

Comparison Goods Capacity Assessment

TABLE 5: ALL COMPARISON GOODS - ALLOCATION OF TOTAL 2008 EXPENDITURE BASED ON MARKET SHARES FOR NON-FOOD CATEGORIES (£ million)

		ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6	TOTAL	MARKET SHARE	Zones 1 & 2	Zones 3 - 6
TOTAL 2008 POPULATION:		**157,937**	**27,005**	**12,842**	**34,225**	**62,030**	**44,939**	**(£M)**	**(%)**		
BASINGSTOKE TOWN CENTRE:		£251.5	£4.8	£5.4	£28.6	£38.3	£2.8	£331.4	32.6%	46.8%	16.0%
CHINEHAM DISTRICT CENTRE:		£14.1	£0.3	£0.0	£0.3	£1.0	£0.0	£15.7	1.5%	2.6%	0.3%
BRIGHTON HILL DISTRICT CENTRE:		£5.9	£0.0	£0.0	£0.4	£0.2	£0.0	£6.6	0.6%	1.1%	0.1%
WHITCHURCH DISTRICT CENTRE:		£0.3	£3.8	£0.0	£0.0	£0.0	£0.0	£4.1	0.4%	0.7%	0.0%
TADLEY DISTRICT CENTRE:		£7.7	£0.0	£0.0	£0.0	£0.0	£0.4	£8.1	0.8%	1.4%	0.1%
OVERTON DISTRICT CENTRE:		£1.8	£0.0	£0.0	£0.1	£0.0	£0.0	£1.9	0.2%	0.3%	0.0%
KINGSCLERE LOCAL CENTRE:		£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	0.0%	0.1%	0.0%
OTHER LOCAL SHOPS / PARADES											
Tesco Express	Kempshott	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	0.0%	0.0%	0.0%
Other Stores	Popley	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	0.1%	0.1%	0.0%
Other Stores	South Ham	£0.4	£0.0	£0.0	£0.0	£0.1	£0.0	£0.5	0.1%	0.1%	0.0%
Other Stores	Old Basing	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8	0.2%	0.3%	0.0%
Other Stores	Oakley	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5	0.2%	0.3%	0.0%
Other Stores in Basingstoke Borough		£3.7	£0.0	£0.0	£0.0	£0.0	£0.0	£3.7	0.4%	0.7%	0.0%
OUT-OF-CENTRE RETAIL WAREHOUSES & RETAIL PARKS IN BOROUGH:											
Morrisons	Worting Road	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	0.0%	0.0%	0.0%
Sainsbury's	Hatch Warren	£2.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.0	0.2%	0.4%	0.0%
Sainsbury's Local	374 Worting Rd	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	0.0%	0.0%	0.0%
Toys R Us, PC World, Currys, Carpetright, JJB Sports, Harveys	Brighton Hill RP	£28.7	£0.2	£0.1	£1.7	£2.2	£0.5	£33.3	3.3%	5.3%	0.9%
Mothercare World & Design 64	Hatch Warren	£0.1	£0.0	£0.0	£0.0	£0.4	£0.4	£0.9	0.1%	0.0%	0.2%
Dreams, Rosebys, Bensons for Beds, Pets @ Home, Argos Extra, Blockbuster.	Hatch Warren RP	£6.6	£0.0	£0.0	£0.0	£1.0	£0.4	£8.0	0.8%	1.2%	0.3%
Allied Carpets	Winchester Road	£1.2	£0.0	£0.0	£0.0	£0.1	£0.0	£1.3	0.1%	0.2%	0.0%
B&Q	Winchester Road	£12.5	£0.3	£0.1	£0.7	£2.0	£0.2	£15.8	1.6%	2.3%	0.7%
Homebase	Winchester Road	£11.0	£0.1	£0.3	£0.1	£0.8	£0.4	£12.7	1.2%	2.0%	0.3%
Comet	Winchester Road	£4.7	£0.0	£0.0	£0.0	£0.0	£0.0	£4.7	0.5%	0.9%	0.0%
Maplin, Halfords, Staples	Winchester Road	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	0.0%	0.1%	0.0%
MFI	Reading Road	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	0.0%	0.1%	0.0%
Wickes	Churchill Way West	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	0.1%	0.2%	0.0%
Tile Depot, Bathstore, Brewers Paints, Howdens Kitchens & Reading Warehosue		£2.9	£0.0	£0.0	£0.2	£0.4	£0.0	£3.5	0.3%	0.5%	0.1%
ALL STORES IN BOROUGH:		**£361.8**	**£9.6**	**£5.9**	**£32.1**	**£46.7**	**£4.9**	**£461.0**	**45.3%**	**67.8%**	**19.0%**
OTHER CENTRES AND STORES ELSEWHERE:											
Aldershot		£0.0	£0.0	£0.0	£1.7	£2.8	£0.0	£4.5	0.4%	0.0%	1.0%
Alresford		£0.1	£0.0	£2.1	£0.0	£0.0	£0.0	£2.2	0.2%	0.0%	0.4%
Alton		£0.5	£0.1	£1.7	£39.9	£0.2	£0.4	£42.8	4.2%	0.1%	8.9%
Andover		£2.0	£17.1	£1.4	£1.8	£0.2	£0.5	£23.0	2.3%	3.5%	0.8%
Bordon		£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.7	0.1%	0.0%	0.2%
Camberley		£2.3	£0.0	£0.0	£1.4	£17.5	£0.5	£21.6	2.1%	0.4%	4.1%
Elvetham Heath, Fleet		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0%	0.0%	0.0%
Farnborough TC & OOC		£1.1	£0.1	£0.2	£3.5	£30.6	£0.0	£35.4	3.5%	0.2%	7.3%
Farnham		£0.7	£0.0	£0.0	£3.3	£4.5	£0.0	£8.5	0.8%	0.1%	1.7%
Fleet		£0.4	£0.0	£0.0	£0.5	£46.4	£0.0	£47.3	4.6%	0.1%	10.0%
Hook		£0.4	£0.0	£0.0	£0.0	£2.2	£0.0	£2.6	0.3%	0.1%	0.5%
Mortimer		£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.4	0.0%	0.0%	0.1%
Newbury Town Centre		£25.9	£34.9	£0.0	£0.2	£0.2	£20.5	£81.7	8.0%	11.1%	4.4%
Newbury Out-of-Centre		£5.6	£7.9	£0.1	£0.5	£0.1	£3.7	£18.0	1.8%	2.5%	0.9%
Reading Town Centre		£26.1	£4.2	£0.0	£0.0	£13.8	£64.8	£108.9	10.7%	5.5%	16.7%
Reading Out-of-Centre		£14.3	£0.4	£0.2	£0.1	£3.1	£24.6	£42.8	4.2%	2.7%	6.0%
Southampton City Centre		£2.9	£1.6	£4.1	£1.4	£0.1	£0.4	£10.4	1.0%	0.8%	1.3%
Southampton Out-of-Centre		£2.3	£0.4	£2.2	£0.6	£0.1	£0.0	£5.6	0.5%	0.5%	0.6%
Thatcham		£0.1	£0.1	£0.0	£0.0	£0.0	£1.6	£1.8	0.2%	0.1%	0.3%
Winchester		£1.1	£1.6	£19.6	£7.2	£0.4	£0.7	£30.7	3.0%	0.5%	5.9%
Wokingham		£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.8	0.1%	0.0%	0.2%
All Other Shops and Stores		£15.0	£6.7	£3.7	£8.7	£26.9	£6.4	£67.4	6.6%	4.0%	9.7%
ALL OTHER CENTRES, SHOPS, ETC.:		**£100.89**	**£75.26**	**£35.06**	**£71.50**	**£149.07**	**£125.24**	**£557.0**	**54.7%**	**32.2%**	**81.0%**
TOTAL AVAILABLE EXPENDITURE (£ million):		**£462.68**	**£84.83**	**£40.94**	**£103.63**	**£195.74**	**£130.16**	**£1,018.0**	**100.0%**	**100.0%**	**100.0%**

Source: (1) Market shares derived from results of household telephone interview surveys
(2) Filtered out market shares for 'internet', 'mail order' and 'don't know/varies' categories.

BASINGSTOKE & DEANE BOROUGH COUNCIL
2008 RETAIL STUDY

Capacity Assessment

TABLE 6: CURRENT RETAIL COMMITMENTS - FLOORSPACE AND TURNOVER ESTIMATES FOR 2008 (in 2006 prices)

	Existing Sales Area (m^2 net)	Total Estimated New Sales Area (m^2 net)	Total New Floorspace (m^2 net)	4 2006 Company Average Sales Density (£ per sq.m)	Adjusted Company Average Sales Density (£ per sq.m)	5 TOTAL 2006 TURNOVER (£'000s)	6 Estimated Trade Draw from Study Area (%)	TOTAL 2006 TURNOVER BASED ON COMPANY AVERAGES (£'000s)	TOTAL 2007 TURNOVER BASED ON COMPANY AVERAGES (£'000s)	7 TOTAL 2008 TURNOVER BASED ON COMPANY AVERAGES (£'000s)
SAINSBURY - MULFORDS HILL, TADLEY										
TOTAL FLOORSPACE:	**2,000**	**3,270**		**-**	**£0**	**£5.45**		**£5.45**	**£5.48**	**£5.51**
-Convenience Goods	1,800	3,070	1,270	£8,590	£4,295	£5.45	100%	£5.45	£5.48	£5.51
-Comparison Goods	200	200	0	£5,154	-	£0.00	100%			£0.00
MORRISONS - WORTING ROAD, BASINGSTOKE										
TOTAL FLOORSPACE:	**3,716**	**3,745**		**-**	**£0**	**£0.13**		**£0.13**	**£0.13**	**£0.13**
-Convenience Goods	3,344	3,373	29	£8,981	£4,491	£0.13	100%	£0.13	£0.13	£0.13
-Comparison Goods	372	372	0	£5,389	-	£0.00	100%			£0.00
B&Q - LAND AT WINCHESTER ROAD & HARROW WAY										
TOTAL FLOORSPACE:		**7,959**		**-**	**£0**	**£18.45**		**£18.45**	**£18.54**	**£18.63**
-Comparison Goods		7,959	7,959	£2,318	-	£18.45	100%	£18.45	£18.54	£18.63

NOTES: Assume 'productivity' growth rate of +0.5% per annum for convenience goods turnover and +1.5% per annum for comparison goods turnover
Commitments do not include the outline consent for a foodstore as part of the North Popley / Merton Rise development, as the scale of retailing and phasing has not been identified. The commitments also exclude the permission for a 2,781 m^2 retail warehouse at 120-122 Worting Road granted in December 2008.

BASINGSTOKE & DEANE BOROUGH COUNCIL
2008 RETAIL STUDY

Baseline Comparison Goods Capacity Assessment (2008 - 2031)

TABLE 7: BASINGSTOKE & DEANE BOROUGH AREA - BASELINE COMPARISON GOODS CAPACITY ASSESSMENT

	2008	2011	2016	2021	2026	2031
1 **TOTAL EXISTING COMPARISON GOODS FLOORSPACE IN BOROUGH (m^2 net):**	105,624	105,624	105,624	105,624	105,624	105,624
2 **EXPENDITURE ALLOCATED TO FLOORSPACE FROM BASINGSTOKE BOROUGH AREA (ZONES 1 - 2):**						
a TOTAL AVAILABLE COMPARISON GOODS EXPENDITURE IN ZONES 1 & 2 (£ million):	£528.28	£584.77	£716.85	£881.42	£1,084.41	£1,334.40
b MARKET SHARE OF COMPARISON GOODS EXPENDITURE IN ZONES 1 & 2 (%):	67.8%	67.8%	67.8%	67.8%	67.8%	67.8%
c EXPENDITURE ALLOCATED TO BOROUGH'S FLOORSPACE FROM ZONES 1 - 2 (£ million):	£358.32	£396.63	£486.22	£597.84	£735.53	£905.08
3 **EXPENDITURE ALLOCATED TO FLOORSPACE FROM OUTER CATCHMENT AREA (ZONES 3 - 6):**						
d TOTAL AVAILABLE COMPARISON GOODS EXPENDITURE IN ZONES 3 - 6 (£ million):	£454.00	£500.48	£609.03	£745.07	£913.35	£1,118.80
e MARKET SHARE OF COMPARISON GOODS EXPENDITURE IN ZONES 3 - 6 (%):	19.0%	19.0%	19.0%	19.0%	19.0%	19.0%
f EXPENDITURE ALLOCATED TO BOROUGH'S FLOORSPACE FROM ZONES 3 - 6 (£ million):	£86.45	£95.31	£115.98	£141.88	£173.93	£213.05
4 **TOTAL EXPENDITURE ALLOCATED TO BOROUGH'S FLOORSPACE FROM ZONES 1 - 6 (£ million):**	£444.77	£491.94	£602.20	£739.72	£909.46	£1,118.14
5 **ESTIMATED TRADE DRAW FROM OUTSIDE STUDY AREA (BEYOND ZONES 1 - 6):**						
g ESTIMATED TRADE DRAW FROM OUTSIDE STUDY AREA (%):	15%	15%	15%	15%	15%	15%
h ESTIMATED TRADE DRAW FROM OUTSIDE STUDY AREA (£ million):	£66.72	£73.79	£90.33	£110.96	£136.42	£167.72
6 **TOTAL FORECAST 'POTENTIAL' TURNOVER PERFORMANCE BASED ON SURVEY RESULTS:**						
i TOTAL 'POTENTIAL' TURNOVER (£ million):	£511.49	£565.73	£692.53	£850.68	£1,045.87	£1,285.86
j POTENTIAL' AVERAGE SALES DENSITY (£ per sq.m)	£4,843	£5,356	£6,557	£8,054	£9,902	£12,174
7 **TOTAL FORECAST 'BENCHMARK' TURNOVER PERFORMANCE:**						
k 'BENCHMARK' AVERAGE SALES DENSITY (£ per sq.m)	£4,842	£4,999	£5,385	£5,801	£6,250	£6,733
l TOTAL 'BENCHMARK' TURNOVER (£ million):	£511.44	£528.01	£568.81	£612.77	£660.13	£711.15
8 **TOTAL FORECAST RESIDUAL EXPENDITURE AVAILABLE TO SUPPORT NEW COMPARISON GOODS FLOORSPACE:**						
m FORECAST RESIDUAL EXPENDITURE BEFORE COMMITMENTS [Step 6 minus Step 7] (£ million):	£0.05	£37.72	£123.71	£237.91	£385.74	£574.71
9 **ESTIMATED COMAPARISON GOODS TURNOVER OF COMMITTED FLOORSPACE IN BOROUGH (£'000s):**						
- B&Q (Land at Winchester Road and Harrow Way):	£18.63	£18.91	£19.39	£19.88	£20.38	£20.90
10 **NET RESIDUAL COMPARISON GOODS EXPENDITURE AFTER COMMITMENTS (£ million):**	-£18.58	£18.81	£104.32	£218.03	£365.36	£553.81
11 **CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE IN BASINGSTOKE INCLUDING COMMITMENTS (m^2 net):**						
- Estimated Average Sales Density of All Comparison Goods Floorspace (£ per sq.m):	£6,000	£6,274	£6,759	£7,281	£7,844	£8,450
- Net Floorspace Capacity (sq.m):	-3,097	2,998	15,434	29,944	46,578	65,538
12 **CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE IN BASINGSTOKE EXCLUDING COMMITMENTS (m^2 net):**						
- Estimated Average Sales Density of All Comparison Goods Floorspace (£ per sq.m):	£6,000	£6,274	£6,759	£7,281	£7,844	£8,450
- Net Floorspace Capacity (sq.m):	9	6,013	18,304	32,674	49,177	68,011

APPENDIX 14:

CONVENIENCE GOODS

RETAIL CAPACITY ASSESSMENT

BASINGSTOKE & DEANE BOROUGH COUNCIL
2008 RETAIL STUDY

Baseline Convenience Goods Capacity Assessment (2006 prices)

TABLE 1: STUDY AREA: BASE YEAR POPULATION & FORECASTS (2008 - 2031)

Study Zone:	2008	2011	2016	2021	2026	2031	POPULATION GROWTH (%) 2008 - 2016	2016 - 2031
Zone 1	157,937	160,373	164,328	168,136	172,091	176,194	4.0%	7.2%
Zone 2	27,005	26,964	26,962	27,086	27,259	27,409	-0.2%	1.7%
Zone 3	12,842	12,964	13,225	13,449	13,743	14,014	3.0%	6.0%
Zone 4	34,225	34,614	35,090	35,823	36,556	37,326	2.5%	6.4%
Zone 5	62,030	62,520	63,243	63,953	64,893	65,744	2.0%	4.0%
Zone 6:	44,939	45,268	45,892	46,637	47,442	48,249	2.1%	5.1%
TOTAL: -	**338,978**	**342,703**	**348,740**	**355,084**	**361,984**	**368,937**	**2.9%**	**5.8%**

Source: Population Estimates and Forecasts derived from Experian *Retail Planner Reports* for each Zone (May 2008)

TABLE 2: UNADJUSTED CONVENIENCE GOODS EXPENDITURE PER CAPITA (2008 - 2031)

Includes Special Forms of Trading (and E-tailing)

Zone	2008	2011	2016	2021	2026	2031	EXPENDITURE GROWTH 2008 - 2016	2016 - 2031
Zone 1	£1,693	£1,729	£1,799	£1,872	£1,948	£2,027	6.3%	12.7%
Zone 2	£1,817	£1,855	£1,930	£2,009	£2,091	£2,176	6.3%	12.7%
Zone 3	£1,843	£1,882	£1,958	£2,038	£2,121	£2,207	6.3%	12.7%
Zone 4	£1,732	£1,769	£1,841	£1,915	£1,993	£2,074	6.3%	12.7%
Zone 5	£1,763	£1,801	£1,874	£1,950	£2,029	£2,112	6.3%	12.7%
Zone 6	£1,763	£1,801	£1,874	£1,950	£2,029	£2,112	6.3%	12.7%

Source: [1] 2008 average spend estimates derived from Experian Business Strategies *Retail Planner Reports* (May 2008). (2006 prices)

TABLE 3: REVISED CONVENIENCE GOODS EXPENDITURE PER CAPITA (2008 - 2031)

Excludes Special Forms of Trading & E-tailing

Zone	2008	2011	2016	2021	2026	2031	REVISED SPEND GROWTH 2008 - 2016	2016 - 2031
SFT as % of Average Spend [1]:	**5.6%**	**7.0%**	**7.3%**	**7.3%**	**7.3%**	**7.3%**		
Zone 1	£1,598	£1,608	£1,668	£1,735	£1,806	£1,879	4.4%	12.7%
Zone 2	£1,715	£1,725	£1,790	£1,862	£1,938	£2,017	4.4%	12.7%
Zone 3	£1,740	£1,750	£1,815	£1,889	£1,966	£2,046	4.4%	12.7%
Zone 4	£1,635	£1,645	£1,706	£1,776	£1,848	£1,923	4.4%	12.7%
Zone 5	£1,665	£1,675	£1,737	£1,808	£1,881	£1,957	4.4%	12.7%
Zone 6	£1,665	£1,675	£1,737	£1,808	£1,881	£1,957	4.4%	12.7%

Source: [1] Market share for non-store retail sales informed by Experian Business Strategies *'Retail Planning Briefing Note 2.3D'* (Tables 6.1 - 6.4).

TABLE 4: STUDY AREA: TOTAL AVAILABLE CONVENIENCE GOODS SPEND AND GROWTH (2008 - 2031)

Study Zone:	2008	2011	2016	2021	2026	2031	TOTAL GROWTH (%) 2008 - 2016	2016 - 2031
Zone 1	£252.38	£257.81	£274.02	£291.76	£310.76	£331.11	8.6%	20.8%
Zone 2	£46.31	£46.52	£48.25	£50.44	£52.83	£55.28	4.2%	14.6%
Zone 3	£22.34	£22.69	£24.01	£25.41	£27.02	£28.67	7.5%	19.4%
Zone 4	£55.96	£56.94	£59.87	£63.61	£67.54	£71.77	7.0%	19.9%
Zone 5	£103.25	£104.69	£109.85	£115.60	£122.06	£128.69	6.4%	17.2%
Zone 6	£74.80	£75.80	£79.71	£84.30	£89.24	£94.45	6.6%	18.5%
TOTAL:	**£555.04**	**£564.44**	**£595.71**	**£631.11**	**£669.46**	**£709.96**	**7.3%**	**19.2%**

BASINGSTOKE & DEANE BOROUGH COUNCIL
2008 RETAIL STUDY

Convenience Goods Capacity Assessment

TABLE 5: CONVENIENCE GOODS TURNOVER ESTIMATES: ALLOCATED EXPENDITURE BASED ON HOUSEHOLD SURVEY (£ million)

		ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6	TOTAL ALLOCATED SPEND FROM STUDY AREA	TOTAL ALLOCATED SPEND FROM STUDY AREA	
									Zones 1 - 2	Zones 3 - 6
TOTAL AVAILABLE EXPENDITURE:		**£252.4**	**£46.3**	**£22.3**	**£56.0**	**£103.2**	**£74.8**	**£555.0**	**£298.7**	**£256.4**
BASINGSTOKE TOWN CENTRE:										
Sainsbury's	Basingstoke Town Centre	£14.0	£0.6	£0.6	£1.5	£0.4	£0.4	£17.5	£14.6	£2.9
Tesco Metro	Basingstoke Town Centre	£3.7	£0.0	£0.0	£0.0	£0.6	£0.0	£4.3	£3.7	£0.6
Iceland	Basingstoke Town Centre	£1.5	£0.4	£0.0	£0.0	£0.0	£0.0	£2.0	£2.0	£0.0
Marks & Spencer	Basingstoke Town Centre	£1.1	£0.4	£0.0	£0.0	£0.3	£0.0	£1.9	£1.5	£0.3
Other Convenience Stores	Basingstoke Town Centre	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0
TOWN CENTRE - TOTAL:		£20.4	£1.5	£0.6	£1.5	£1.4	£0.4	£25.8	£21.9	£3.9
CHINEHAM DISTRICT CENTRE:										
Tesco	Chineham District Centre	£40.7	£0.0	£0.0	£0.4	£0.0	£0.0	£41.1	£40.7	£0.4
Other Convenience Stores	Chineham District Centre	£0.5	£0.0	£0.0	£0.0	£0.0	£0.2	£0.7	£0.5	£0.2
SUB-TOTAL:		£41.2	£0.0	£0.0	£0.4	£0.0	£0.2	£41.8	£41.2	£0.6
BRIGHTON HILL DISTRICT CENTRE:										
Asda	Brighton Hill District Centre	£23.4	£0.4	£0.0	£0.8	£0.9	£0.0	£25.5	£23.8	£1.7
Other Convenience Stores	Brighton Hill District Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
SUB-TOTAL:		£23.4	£0.4	£0.0	£0.8	£0.9	£0.0	£25.5	£23.8	£1.7
WHITCHURCH DISTRICT CENTRE:										
Somerfield	Whitchurch District Centre	£1.2	£3.4	£0.0	£0.0	£0.0	£0.0	£4.6	£4.6	£0.0
Other Convenience Stores	Whitchurch District Centre	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0
SUB-TOTAL:		£1.3	£3.4	£0.0	£0.0	£0.0	£0.0	£4.7	£4.7	£0.0
TADLEY DISTRICT CENTRE:										
Sainsbury's	Tadley District Centre	£22.0	£0.0	£0.2	£1.2	£0.0	£2.5	£25.9	£22.0	£3.9
Other Convenience Stores	Tadley District Centre	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£1.0	£0.0
SUB-TOTAL:		£23.0	£0.0	£0.2	£1.2	£0.0	£2.5	£26.9	£23.0	£3.9
OVERTON DISTRICT CENTRE:										
Co-op	Overton District Centre	£2.2	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2	£2.2	£0.0
Other Convenience Stores	Overton District Centre	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£1.2	£0.0
SUB-TOTAL:		£3.4	£0.0	£0.0	£0.0	£0.0	£0.0	£3.4	£3.4	£0.0
KINGSCLERE LOCAL CENTRE:										
Other Convenience Stores	Kingsclere Local Centre	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5	£1.5	£0.0
SUB-TOTAL:		£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5	£1.5	£0.0
OTHER LOCAL SHOPS / PARADES										
Tesco Express	Buckingham Parade, Kempshott	£2.9	£0.0	£0.0	£0.0	£0.0	£0.0	£2.9	£2.9	£0.0
Tesco Express	Lychpit Centre, RG24 8BE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Express	Popley, RG24 9EL	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£1.3	£0.0
Other Convenience Stores	Popley	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.8	£0.0
Co-Op	Kings Road, South Ham	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.8	£0.0
Other Convenience Stores	South Ham	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0
Other Convenience Stores	Old Basing	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£1.2	£0.0
Other Convenience Stores	Oakley	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£1.2	£0.0
Other Convenience Stores in Basingstoke Borough		£2.7	£0.0	£0.0	£0.2	£0.0	£0.2	£3.0	£2.7	£0.3
OTHER LOCAL SHOPS/ PARADES - TOTAL:		£11.2	£0.0	£0.0	£0.2	£0.0	£0.2	£11.5	£11.2	£0.3
OUT-OF-CENTRE STORES IN BOROUGH:										
Morrisons	Worting Road	£37.6	£0.0	£0.0	£0.4	£1.6	£0.9	£40.5	£37.6	£2.9
Sainsbury's	Hatch Warren	£35.9	£0.4	£1.4	£1.5	£1.3	£0.0	£40.5	£36.3	£4.1
Sainsbury's Local	374 Worting Rd, Buckskin	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£1.3	£0.0
Somerfield	Winklebury Way	£6.0	£0.0	£0.0	£0.2	£0.4	£0.0	£6.6	£6.0	£0.6
Lidl	Churchill Way West	£0.6	£0.0	£0.0	£0.4	£0.0	£0.5	£1.5	£0.6	£0.9
Tesco	Oakridge Road, RG21 5SG	£2.1	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1	£2.1	£0.0
Tesco	Kingsley Pk/Winchester St, Whitchurch	£0.5	£1.0	£0.0	£0.0	£0.0	£0.0	£1.5	£1.5	£0.0
Tesco	Baughurst, Tadley	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£1.1	£0.0
Co-Op	1-2 Giles Walk, Tadley	£2.3	£0.0	£1.2	£0.0	£0.0	£0.0	£3.5	£2.3	£1.2
OUT-OF-CENTRE STORES - TOTAL:		£87.4	£1.4	£2.6	£2.5	£3.3	£1.4	£98.5	£88.8	£9.8
ALL STORES IN BASINGSTOKE & DEANE BOROUGH AREA:		**£212.8**	**£6.7**	**£3.4**	**£6.6**	**£5.5**	**£4.6**	**£239.7**	**£219.5**	**£20.2**
OTHER CENTRES AND STORES ELSEWHERE:										
	Aldershot	£0.0	£0.0	£0.0	£0.4	£10.6	£0.0	£11.0	£0.0	£11.0
	Alresford	£0.0	£0.0	£3.4	£0.0	£0.0	£0.0	£3.4	£0.0	£3.4
	Alton	£0.3	£0.0	£2.0	£35.0	£0.0	£0.0	£37.4	£0.3	£37.0
	Andover	£0.0	£11.7	£1.6	£4.1	£1.0	£0.0	£18.4	£11.7	£6.7
	Bordon	£0.0	£0.0	£0.0	£4.5	£0.2	£0.0	£4.7	£0.0	£4.7
	Camberley	£1.0	£0.0	£0.0	£0.0	£4.6	£0.0	£5.6	£1.0	£4.6
	Elvetham Heath, Fleet	£0.0	£0.0	£0.0	£0.0	£8.0	£0.0	£8.0	£0.0	£8.0
	Farnborough	£0.5	£0.2	£0.0	£1.0	£4.0	£0.4	£6.1	£0.7	£5.4
	Farnham	£1.4	£0.0	£0.0	£1.4	£2.7	£0.0	£5.6	£1.4	£4.2
	Fleet	£1.0	£0.4	£0.2	£0.0	£41.7	£0.2	£43.5	£1.4	£42.0
	Hook	£1.2	£0.0	£0.0	£0.4	£18.0	£0.0	£19.6	£1.2	£18.4
	Mortimer	£0.3	£0.0	£0.0	£0.0	£0.0	£2.7	£3.1	£0.3	£2.7
	Newbury	£20.2	£25.1	£0.0	£0.3	£0.4	£10.0	£56.1	£45.3	£10.8
	Reading	£2.8	£0.2	£0.0	£0.0	£0.2	£41.5	£44.6	£2.9	£41.6
	Thatcham	£2.7	£0.4	£0.2	£0.0	£0.2	£8.5	£12.0	£3.1	£8.9
	Winchester	£0.8	£0.6	£9.6	£1.2	£0.0	£0.0	£12.2	£1.5	£10.7
	Wokingham	£0.0	£0.0	£0.0	£0.0	£0.0	£2.9	£2.9	£0.0	£2.9
	All Other Shops and Stores	£7.3	£1.0	£2.1	£0.9	£6.1	£4.0	£21.3	£8.3	£13.1
ALL STORES OUTSIDE BASINGSTOKE & DEANE BOROUGH AREA:		**£39.6**	**£39.6**	**£18.9**	**£49.4**	**£97.7**	**£70.2**	**£315.4**	**£79.2**	**£236.2**
TOTAL MARKET SHARE:		**£252.4**	**£46.3**	**£22.3**	**£56.0**	**£103.2**	**£74.8**	**£555.0**	**£298.7**	**£256.4**

Source: (1) Market shares derived from results of household telephone interview surveys for 'main food' and 'top-up' food shopping.
(2) Filtered out market shares for 'internet' and 'don't know/varies' categories.

BASINGSTOKE & DEANE BOROUGH COUNCIL
2008 RETAIL STUDY

Baseline Convenience Goods Capacity Assessment (2008 - 2031)

TABLE 6: BASINGSTOKE & DEANE BOROUGH AREA - BASELINE CONVENIENCE GOODS CAPACITY ASSESSMENT

	2008	2011	2016	2021	2026	2031
1 **TOTAL EXISTING CONVENIENCE GOODS FLOORSPACE IN BOROUGH (sq.m net):**	**25,416**	**25,416**	**25,416**	**25,416**	**25,416**	**25,416**
2 **EXPENDITURE ALLOCATED TO FLOORSPACE FROM BASINGSTOKE BOROUGH AREA (ZONES 1 - 2):**						
a TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE IN ZONES 1 & 2 (£ million):	£298.69	£304.33	£322.27	£342.20	£363.59	£386.38
b MARKET SHARE OF CONVENIENCE GOODS EXPENDITURE IN ZONES 1 & 2 (%):	73.5%	73.5%	73.5%	73.5%	73.5%	73.5%
c EXPENDITURE ALLOCATED TO BOROUGH'S FLOORSPACE FROM ZONES 1 - 2 (£ million):	£219.51	£223.65	£236.83	£251.49	£267.20	£283.95
3 **EXPENDITURE ALLOCATED TO FLOORSPACE FROM OUTER CATCHMENT AREA (ZONES 3 - 6):**						
d TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE IN ZONES 3 - 6 (£ million):	£256.35	£260.11	£273.44	£288.91	£305.87	£323.58
e MARKET SHARE OF CONVENIENCE GOODS EXPENDITURE IN ZONES 3 - 6 (%):	7.9%	7.9%	7.9%	7.9%	7.9%	7.9%
f EXPENDITURE ALLOCATED TO BOROUGH'S FLOORSPACE FROM ZONES 3 - 6 (£ million):	£20.18	£20.48	£21.53	£22.74	£24.08	£25.47
4 **TOTAL EXPENDITURE ALLOCATED TO BOROUGH'S FLOORSPACE FROM ZONES 1 - 6 (£ million):**	**£239.69**	**£244.13**	**£258.36**	**£274.23**	**£291.28**	**£309.43**
5 **ESTIMATED TRADE DRAW FROM OUTSIDE STUDY AREA (BEYOND ZONES 1 - 6):**						
g ESTIMATED TRADE DRAW FROM OUTSIDE STUDY AREA (%):	0%	0%	0%	0%	0%	0%
h ESTIMATED TRADE DRAW FROM OUTSIDE STUDY AREA (£ million):	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
6 **TOTAL FORECAST 'POTENTIAL' TURNOVER PERFORMANCE BASED ON SURVEY RESULTS:**						
i TOTAL 'POTENTIAL' TURNOVER (£ million):	£239.69	£244.13	£258.36	£274.23	£291.28	£309.43
j POTENTIAL' AVERAGE SALES DENSITY (£ per sq.m)	£9,430	£9,605	£10,165	£10,790	£11,460	£12,174
7 **TOTAL FORECAST 'BENCHMARK' TURNOVER PERFORMANCE:**						
k 'BENCHMARK' AVERAGE SALES DENSITY (£ per sq.m)	£8,259	£8,383	£8,595	£8,812	£9,035	£9,263
l TOTAL 'BENCHMARK' TURNOVER (£ million):	£209.91	£213.07	£218.45	£223.97	£229.63	£235.42
8 **TOTAL FORECAST RESIDUAL EXPENDITURE AVAILABLE TO SUPPORT NEW CONVENIENCE GOODS FLOORSPACE:**						
m FORECAST RESIDUAL EXPENDITURE [Step 6 minus Step 7] (£ million):	**£29.78**	**£31.06**	**£39.91**	**£50.26**	**£61.66**	**£74.00**
9 **ESTIMATED CONVENIENCE GOODS TURNOVER OF COMMITTED FLOORSPACE IN BOROUGH (£'000s):**						
- Sainsbury's Extension - Mulfords Hill, Tadley:	£5.51	£5.59	£5.73	£5.88	£6.03	£6.18
- Morrison's Extension - Worting Road, Basingstoke:	£0.13	£0.13	£0.14	£0.14	£0.14	£0.15
10 **NET RESIDUAL CONVENIENCE GOODS EXPENDITURE AFTER COMMITMENTS (£ million):**	**£24.14**	**£25.33**	**£34.04**	**£44.24**	**£55.49**	**£67.68**
11 **OPTION 1 - CAPACITY FOR NEW 'LARGE FORMAT' SUPERSTORE (m^2 net):**						
- Estimated Average Sales Density of All Convenience Goods Floorspace (£ per sq.m):	£10,000	£10,151	£10,407	£10,670	£10,939	£11,216
- Net Floorspace Capacity (sq.m):	2,414	2,495	3,271	4,147	5,072	6,034
12 **OPTION 2 - CAPACITY FOR NEW SUPERMARKET / 'DEEP DISCOUNTER' (m^2 net):**						
- Estimated Average Sales Density of All Convenience Goods Floorspace (£ per sq.m):	£5,000	£5,075	£5,204	£5,335	£5,470	£5,608
- Net Floorspace Capacity (sq.m):	4,828	4,991	6,541	8,293	10,145	12,069

APPENDIX 15:

RETAIL CAPACITY ASSESSMENT

POPULATION 'SENSITIVITY' ANALYSIS

SCENARIO 1:

945 DWELLINGS PER ANNUM

BASINGSTOKE & DEANE BOROUGH COUNCIL
2008 RETAIL STUDY

Scenario 1 - Comparison Goods Capacity Assessment (2008 - 2031)

TABLE 1: GOVERNMENT HOUSING FORECASTS (945 DWELLINGS PER ANNUM)

	2008	2011	2016	2021	2026	2031
1 **TOTAL EXISTING COMPARISON GOODS FLOORSPACE IN BOROUGH (sq.m net):**	105,624	105,624	105,624	105,624	105,624	105,624
2 **EXPENDITURE ALLOCATED TO FLOORSPACE FROM BASINGSTOKE BOROUGH AREA (ZONES 1 - 2):**						
a TOTAL AVAILABLE COMPARISON GOODS EXPENDITURE IN ZONES 1 & 2 (£ million):	£534.11	£597.53	£741.05	£922.10	£1,148.66	£1,431.92
b MARKET SHARE OF COMPARISON GOODS EXPENDITURE IN ZONES 1 & 2 (%):	67.8%	67.8%	67.8%	67.8%	67.8%	67.8%
c EXPENDITURE ALLOCATED TO BOROUGH'S FLOORSPACE FROM ZONES 1 - 2 (£ million):	£362.27	£405.29	£502.64	£625.43	£779.11	£971.23
3 **EXPENDITURE ALLOCATED TO FLOORSPACE FROM OUTER CATCHMENT AREA (ZONES 3 - 6):**						
d TOTAL AVAILABLE COMPARISON GOODS EXPENDITURE IN ZONES 3 - 6 (£ million):	£454.00	£500.48	£609.03	£745.07	£913.35	£1,118.80
e MARKET SHARE OF COMPARISON GOODS EXPENDITURE IN ZONES 3 - 6 (%):	19.0%	19.0%	19.0%	19.0%	19.0%	19.0%
f EXPENDITURE ALLOCATED TO BOROUGH'S FLOORSPACE FROM ZONES 3 - 6 (£ million):	£86.45	£95.31	£115.98	£141.88	£173.93	£213.05
4 **TOTAL EXPENDITURE ALLOCATED TO BOROUGH'S FLOORSPACE FROM ZONES 1 - 6 (£ million):**	£448.73	£500.59	£618.61	£767.32	£953.04	£1,184.29
5 **ESTIMATED TRADE DRAW FROM OUTSIDE STUDY AREA (BEYOND ZONES 1 - 6):**						
g ESTIMATED TRADE DRAW FROM OUTSIDE STUDY AREA (%):	15%	15%	15%	15%	15%	15%
h ESTIMATED TRADE DRAW FROM OUTSIDE STUDY AREA (£ million):	£67.31	£75.09	£92.79	£115.10	£142.96	£177.64
6 **TOTAL FORECAST 'POTENTIAL' TURNOVER PERFORMANCE BASED ON SURVEY RESULTS:**						
i TOTAL 'POTENTIAL' TURNOVER (£ million):	£516.04	£575.68	£711.40	£882.41	£1,095.99	£1,361.93
j POTENTIAL' AVERAGE SALES DENSITY (£ per sq.m)	£4,886	£5,450	£6,735	£8,354	£10,376	£12,894
7 **TOTAL FORECAST 'BENCHMARK' TURNOVER PERFORMANCE:**						
k 'BENCHMARK' AVERAGE SALES DENSITY (£ per sq.m)	£4,842	£4,999	£5,385	£5,801	£6,250	£6,733
l TOTAL 'BENCHMARK' TURNOVER (£ million):	£511.44	£528.01	£568.81	£612.77	£660.13	£711.15
8 **TOTAL FORECAST RESIDUAL EXPENDITURE AVAILABLE TO SUPPORT NEW COMPARISON GOODS FLOORSPACE:**						
m FORECAST RESIDUAL EXPENDITURE [Step 6 minus Step 7] (£ million):	£4.60	£47.67	£142.59	£269.64	£435.86	£650.78
9 **ESTIMATED COMAPARISON GOODS TURNOVER OF COMMITTED FLOORSPACE IN BOROUGH (£'000s):**						
- B&Q (Land at Winchester Road and Harrow Way):	£18.63	£18.91	£19.39	£19.88	£20.38	£20.90
10 **NET RESIDUAL COMPARISON GOODS EXPENDITURE AFTER COMMITMENTS (£ million):**	-£14.04	£28.76	£123.20	£249.76	£415.48	£629.88
11 **CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE IN BASINGSTOKE (m^2 net):**						
- Estimated Average Sales Density of All Comparison Goods Floorspace (£ per sq.m):	£6,000	£6,274	£6,759	£7,281	£7,844	£8,450
- Net Floorspace Capacity (sq.m):	-2,339	4,584	18,227	34,301	52,967	74,540

Notes: Assume 'productivity' growth rate of 1.5% per annum

BASINGSTOKE & DEANE BOROUGH COUNCIL
2008 RETAIL STUDY

Scenario 1 - Convenience Goods Capacity Assessment (2008 - 2031)

TABLE 2: GOVERNMENT HOUSING FORECASTS (945 DWELLINGS PER ANNUM)

	2008	2011	2016	2021	2026	2031
1 **TOTAL EXISTING CONVENIENCE GOODS FLOORSPACE IN BOROUGH (sq.m net):**	**25,416**	**25,416**	**25,416**	**25,416**	**25,416**	**25,416**
2 **EXPENDITURE ALLOCATED TO FLOORSPACE FROM BASINGSTOKE BOROUGH AREA (ZONES 1 - 2):**						
a TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE IN ZONES 1 & 2 (£ million):	£301.99	£310.97	£333.15	£358.00	£385.13	£414.62
b MARKET SHARE OF CONVENIENCE GOODS EXPENDITURE IN ZONES 1 & 2 (%):	73.6%	73.6%	73.6%	73.6%	73.6%	73.6%
c EXPENDITURE ALLOCATED TO BOROUGH'S FLOORSPACE FROM ZONES 1 - 2 (£ million):	£222.29	£228.90	£245.22	£263.51	£283.49	£305.19
3 **EXPENDITURE ALLOCATED TO FLOORSPACE FROM OUTER CATCHMENT AREA (ZONES 3 - 6):**						
d TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE IN ZONES 3 - 6 (£ million):	£256.35	£260.11	£273.44	£288.91	£305.87	£323.58
e MARKET SHARE OF CONVENIENCE GOODS EXPENDITURE IN ZONES 3 - 6 (%):	7.9%	7.9%	7.9%	7.9%	7.9%	7.9%
f EXPENDITURE ALLOCATED TO BOROUGH'S FLOORSPACE FROM ZONES 3 - 6 (£ million):	£20.18	£20.48	£21.53	£22.74	£24.08	£25.47
4 **TOTAL EXPENDITURE ALLOCATED TO BOROUGH'S FLOORSPACE FROM ZONES 1 - 6 (£ million):**	**£242.47**	**£249.38**	**£266.75**	**£286.26**	**£307.57**	**£330.67**
5 **ESTIMATED TRADE DRAW FROM OUTSIDE STUDY AREA (BEYOND ZONES 1 - 6):**						
g ESTIMATED TRADE DRAW FROM OUTSIDE STUDY AREA (%):	0%	0%	0%	0%	0%	0%
h ESTIMATED TRADE DRAW FROM OUTSIDE STUDY AREA (£ million):	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
6 **TOTAL FORECAST 'POTENTIAL' TURNOVER PERFORMANCE BASED ON SURVEY RESULTS:**						
i TOTAL 'POTENTIAL' TURNOVER (£ million):	£242.47	£249.38	£266.75	£286.26	£307.57	£330.67
j POTENTIAL' AVERAGE SALES DENSITY (£ per sq.m)	£9,540	£9,812	£10,495	£11,263	£12,101	£13,010
7 **TOTAL FORECAST 'BENCHMARK' TURNOVER PERFORMANCE:**						
k 'BENCHMARK' AVERAGE SALES DENSITY (£ per sq.m)	£8,259	£8,383	£8,595	£8,812	£9,035	£9,263
l TOTAL 'BENCHMARK' TURNOVER (£ million):	£209.91	£213.07	£218.45	£223.97	£229.63	£235.42
8 **TOTAL FORECAST RESIDUAL EXPENDITURE AVAILABLE TO SUPPORT NEW CONVENIENCE GOODS FLOORSPACE:**						
m FORECAST RESIDUAL EXPENDITURE [Step 6 minus Step 7] (£ million):	**£32.56**	**£36.30**	**£48.30**	**£62.29**	**£77.94**	**£95.24**
9 **ESTIMATED CONVENIENCE GOODS TURNOVER OF COMMITTED FLOORSPACE IN BOROUGH (£'000s):**						
- Sainsbury's Extension - Mulfords Hill, Tadley:	£5.51	£5.59	£5.73	£5.88	£6.03	£6.18
- Morrison's Extension - Worting Road, Basingstoke:	£0.13	£0.13	£0.14	£0.14	£0.14	£0.15
10 **NET RESIDUAL CONVENIENCE GOODS EXPENDITURE AFTER COMMITMENTS (£ million):**	**£26.92**	**£30.58**	**£42.43**	**£56.27**	**£71.77**	**£88.92**
11 **OPTION 1 - CAPACITY FOR NEW 'LARGE FORMAT' SUPERSTORE (m^2 net):**						
- Estimated Average Sales Density of All Convenience Goods Floorspace (£ per sq.m):	£10,000	£10,151	£10,407	£10,670	£10,939	£11,216
- Net Floorspace Capacity (sq.m):	2,692	3,012	4,077	5,274	6,561	7,928
12 **OPTION 2 - CAPACITY FOR NEW SUPERMARKET / 'DEEP DISCOUNTER' (m^2 net):**						
- Estimated Average Sales Density of All Convenience Goods Floorspace (£ per sq.m):	£5,000	£5,075	£5,204	£5,335	£5,470	£5,608
- Net Floorspace Capacity (sq.m):	5,384	6,024	8,153	10,548	13,122	15,856

Note: Assume 'productivity' growth rate of +0.5% per annum

SCENARIO 2:

895 DWELLINGS PER ANNUM

BASINGSTOKE & DEANE BOROUGH COUNCIL
2008 RETAIL STUDY

Scenario 2 - Comparison Goods Capacity Assessment (2008 - 2031)

TABLE 1: EIP HOUSING FIGURES (895 DWELLINGS PER ANNUM)

	2008	2011	2016	2021	2026	2031
1 **TOTAL EXISTING COMPARISON GOODS FLOORSPACE IN BOROUGH (sq.m net):**	105,624	105,624	105,624	105,624	105,624	105,624
2 **EXPENDITURE ALLOCATED TO FLOORSPACE FROM BASINGSTOKE BOROUGH AREA (ZONES 1 - 2):**						
a TOTAL AVAILABLE COMPARISON GOODS EXPENDITURE IN ZONES 1 & 2 (£ million):	£533.41	£595.62	£736.58	£914.22	£1,136.13	£1,412.54
b MARKET SHARE OF COMPARISON GOODS EXPENDITURE IN ZONES 1 & 2 (%):	67.8%	67.8%	67.8%	67.8%	67.8%	67.8%
c EXPENDITURE ALLOCATED TO BOROUGH'S FLOORSPACE FROM ZONES 1 - 2 (£ million):	£361.80	£403.99	£499.60	£620.09	£770.60	£958.09
3 **EXPENDITURE ALLOCATED TO FLOORSPACE FROM OUTER CATCHMENT AREA (ZONES 3 - 6):**						
d TOTAL AVAILABLE COMPARISON GOODS EXPENDITURE IN ZONES 3 - 6 (£ million):	£454.00	£500.48	£609.03	£745.07	£913.35	£1,118.80
e MARKET SHARE OF COMPARISON GOODS EXPENDITURE IN ZONES 3 - 6 (%):	19.0%	19.0%	19.0%	19.0%	19.0%	19.0%
f EXPENDITURE ALLOCATED TO BOROUGH'S FLOORSPACE FROM ZONES 3 - 6 (£ million):	£86.45	£95.31	£115.98	£141.88	£173.93	£213.05
4 **TOTAL EXPENDITURE ALLOCATED TO BOROUGH'S FLOORSPACE FROM ZONES 1 - 6 (£ million):**	£448.25	£499.30	£615.58	£761.98	£944.53	£1,171.14
5 **ESTIMATED TRADE DRAW FROM OUTSIDE STUDY AREA (BEYOND ZONES 1 - 6):**						
g ESTIMATED TRADE DRAW FROM OUTSIDE STUDY AREA (%):	15%	15%	15%	15%	15%	15%
h ESTIMATED TRADE DRAW FROM OUTSIDE STUDY AREA (£ million):	£67.24	£74.89	£92.34	£114.30	£141.68	£175.67
6 **TOTAL FORECAST 'POTENTIAL' TURNOVER PERFORMANCE BASED ON SURVEY RESULTS:**						
i TOTAL 'POTENTIAL' TURNOVER (£ million):	£515.49	£574.19	£707.92	£876.27	£1,086.21	£1,346.81
j POTENTIAL' AVERAGE SALES DENSITY (£ per sq.m)	£4,880	£5,436	£6,702	£8,296	£10,284	£12,751
7 **TOTAL FORECAST 'BENCHMARK' TURNOVER PERFORMANCE:**						
k 'BENCHMARK' AVERAGE SALES DENSITY (£ per sq.m)	£4,842	£4,999	£5,385	£5,801	£6,250	£6,733
l TOTAL 'BENCHMARK' TURNOVER (£ million):	£511.44	£528.01	£568.81	£612.77	£660.13	£711.15
8 **TOTAL FORECAST RESIDUAL EXPENDITURE AVAILABLE TO SUPPORT NEW COMPARISON GOODS FLOORSPACE:**						
m FORECAST RESIDUAL EXPENDITURE [Step 6 minus Step 7] (£ million):	£4.05	£46.19	£139.10	£263.50	£426.08	£635.66
9 **ESTIMATED COMAPARISON GOODS TURNOVER OF COMMITTED FLOORSPACE IN BOROUGH (£'000s):**						
- B&Q (Land at Winchester Road and Harrow Way):	£18.63	£18.91	£19.39	£19.88	£20.38	£20.90
10 **NET RESIDUAL COMPARISON GOODS EXPENDITURE AFTER COMMITMENTS (£ million):**	-£14.58	£27.27	£119.71	£243.62	£405.70	£614.77
11 **CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE IN BASINGSTOKE (m^2 net):**						
- Estimated Average Sales Density of All Comparison Goods Floorspace (£ per sq.m):	£6,000	£6,274	£6,759	£7,281	£7,844	£8,450
- Net Floorspace Capacity (sq.m):	-2,430	4,347	17,711	33,458	51,721	72,751

Notes: Assume 'productivity' growth rate of 1.5% per annum

BASINGSTOKE & DEANE BOROUGH COUNCIL
2008 RETAIL STUDY

Scenario 2 - Convenience Goods Capacity Assessment (2008 - 2031)

TABLE 2: EIP HOUSING FIGURES (895 DWELLINGS PER ANNUM)

	2008	2011	2016	2021	2026	2031
1 **TOTAL EXISTING CONVENIENCE GOODS FLOORSPACE IN BOROUGH (sq.m net):**	**25,416**	**25,416**	**25,416**	**25,416**	**25,416**	**25,416**
2 **EXPENDITURE ALLOCATED TO FLOORSPACE FROM BASINGSTOKE BOROUGH AREA (ZONES 1 - 2):**						
a TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE IN ZONES 1 & 2 (£ million):	£301.59	£309.97	£331.14	£354.94	£380.93	£409.01
b MARKET SHARE OF CONVENIENCE GOODS EXPENDITURE IN ZONES 1 & 2 (%):	73.6%	73.6%	73.6%	73.6%	73.6%	73.6%
c EXPENDITURE ALLOCATED TO BOROUGH'S FLOORSPACE FROM ZONES 1 - 2 (£ million):	£221.95	£228.12	£243.70	£261.22	£280.34	£301.01
3 **EXPENDITURE ALLOCATED TO FLOORSPACE FROM OUTER CATCHMENT AREA (ZONES 3 - 6):**						
d TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE IN ZONES 3 - 6 (£ million):	£256.35	£260.11	£273.44	£288.91	£305.87	£323.58
e MARKET SHARE OF CONVENIENCE GOODS EXPENDITURE IN ZONES 3 - 6 (%):	7.9%	7.9%	7.9%	7.9%	7.9%	7.9%
f EXPENDITURE ALLOCATED TO BOROUGH'S FLOORSPACE FROM ZONES 3 - 6 (£ million):	£20.18	£20.48	£21.53	£22.74	£24.08	£25.47
4 **TOTAL EXPENDITURE ALLOCATED TO BOROUGH'S FLOORSPACE FROM ZONES 1 - 6 (£ million):**	**£242.14**	**£248.60**	**£265.22**	**£283.96**	**£304.42**	**£326.48**
5 **ESTIMATED TRADE DRAW FROM OUTSIDE STUDY AREA (BEYOND ZONES 1 - 6):**						
g ESTIMATED TRADE DRAW FROM OUTSIDE STUDY AREA (%):	0%	0%	0%	0%	0%	0%
h ESTIMATED TRADE DRAW FROM OUTSIDE STUDY AREA (£ million):	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
6 **TOTAL FORECAST 'POTENTIAL' TURNOVER PERFORMANCE BASED ON SURVEY RESULTS:**						
i TOTAL 'POTENTIAL' TURNOVER (£ million):	£242.14	£248.60	£265.22	£283.96	£304.42	£326.48
j POTENTIAL' AVERAGE SALES DENSITY (£ per sq.m)	£9,527	£9,781	£10,435	£11,172	£11,977	£12,845
7 **TOTAL FORECAST 'BENCHMARK' TURNOVER PERFORMANCE:**						
k 'BENCHMARK' AVERAGE SALES DENSITY (£ per sq.m)	£8,259	£8,383	£8,595	£8,812	£9,035	£9,263
l TOTAL 'BENCHMARK' TURNOVER (£ million):	£209.91	£213.07	£218.45	£223.97	£229.63	£235.42
8 **TOTAL FORECAST RESIDUAL EXPENDITURE AVAILABLE TO SUPPORT NEW CONVENIENCE GOODS FLOORSPACE:**						
m FORECAST RESIDUAL EXPENDITURE [Step 6 minus Step 7] (£ million):	**£32.23**	**£35.53**	**£46.77**	**£59.99**	**£74.80**	**£91.06**
9 **ESTIMATED CONVENIENCE GOODS TURNOVER OF COMMITTED FLOORSPACE IN BOROUGH (£'000s):**						
- Sainsbury's Extension - Mulfords Hill, Tadley:	£5.51	£5.59	£5.73	£5.88	£6.03	£6.18
- Morrison's Extension - Worting Road, Basingstoke:	£0.13	£0.13	£0.14	£0.14	£0.14	£0.15
10 **NET RESIDUAL CONVENIENCE GOODS EXPENDITURE AFTER COMMITMENTS (£ million):**	**£26.59**	**£29.80**	**£40.90**	**£53.97**	**£68.63**	**£84.73**
11 **OPTION 1 - CAPACITY FOR NEW 'LARGE FORMAT' SUPERSTORE (m^2 net):**						
- Estimated Average Sales Density of All Convenience Goods Floorspace (£ per sq.m):	£10,000	£10,151	£10,407	£10,670	£10,939	£11,216
- Net Floorspace Capacity (sq.m):	2,659	2,936	3,930	5,058	6,273	7,555
12 **OPTION 2 - CAPACITY FOR NEW SUPERMARKET / 'DEEP DISCOUNTER' (m^2 net):**						
- Estimated Average Sales Density of All Convenience Goods Floorspace (£ per sq.m):	£5,000	£5,075	£5,204	£5,335	£5,470	£5,608
- Net Floorspace Capacity (sq.m):	5,317	5,872	7,860	10,117	12,547	15,110

Note: Assume 'productivity' growth rate of +0.5% per annum

SCENARIO 3:

740 DWELLINGS PER ANNUM

BASINGSTOKE & DEANE BOROUGH COUNCIL
2008 RETAIL STUDY

Scenario 3 - Comparison Goods Capacity Assessment (2008 - 2031)

TABLE 1: BOROUGH COUNCIL HOUSING FIGURES (740 DWELLINGS PER ANNUM)

	2008	2011	2016	2021	2026	2031
1 **TOTAL EXISTING COMPARISON GOODS FLOORSPACE IN BOROUGH (sq.m net):**	105,624	105,624	105,624	105,624	105,624	105,624
2 **EXPENDITURE ALLOCATED TO FLOORSPACE FROM BASINGSTOKE BOROUGH AREA (ZONES 1 - 2):**						
a TOTAL AVAILABLE COMPARISON GOODS EXPENDITURE IN ZONES 1 & 2 (£ million):	£533.10	£594.77	£728.71	£896.79	£1,105.78	£1,362.91
b MARKET SHARE OF COMPARISON GOODS EXPENDITURE IN ZONES 1 & 2 (%):	67.8%	67.8%	67.8%	67.8%	67.8%	67.8%
c EXPENDITURE ALLOCATED TO BOROUGH'S FLOORSPACE FROM ZONES 1 - 2 (£ million):	£361.59	£403.42	£494.26	£608.27	£750.02	£924.42
3 **EXPENDITURE ALLOCATED TO FLOORSPACE FROM OUTER CATCHMENT AREA (ZONES 3 - 6):**						
d TOTAL AVAILABLE COMPARISON GOODS EXPENDITURE IN ZONES 3 - 6 (£ million):	£454.00	£500.48	£609.03	£745.07	£913.35	£1,118.80
e MARKET SHARE OF COMPARISON GOODS EXPENDITURE IN ZONES 3 - 6 (%):	19.0%	19.0%	19.0%	19.0%	19.0%	19.0%
f EXPENDITURE ALLOCATED TO BOROUGH'S FLOORSPACE FROM ZONES 3 - 6 (£ million):	£86.45	£95.31	£115.98	£141.88	£173.93	£213.05
4 **TOTAL EXPENDITURE ALLOCATED TO BOROUGH'S FLOORSPACE FROM ZONES 1 - 6 (£ million):**	£448.04	£498.72	£610.24	£750.15	£923.95	£1,137.48
5 **ESTIMATED TRADE DRAW FROM OUTSIDE STUDY AREA (BEYOND ZONES 1 - 6):**						
g ESTIMATED TRADE DRAW FROM OUTSIDE STUDY AREA (%):	15%	15%	15%	15%	15%	15%
h ESTIMATED TRADE DRAW FROM OUTSIDE STUDY AREA (£ million):	£67.21	£74.81	£91.54	£112.52	£138.59	£170.62
6 **TOTAL FORECAST 'POTENTIAL' TURNOVER PERFORMANCE BASED ON SURVEY RESULTS:**						
i TOTAL 'POTENTIAL' TURNOVER (£ million):	£515.25	£573.53	£701.77	£862.67	£1,062.54	£1,308.10
j POTENTIAL' AVERAGE SALES DENSITY (£ per sq.m)	£4,878	£5,430	£6,644	£8,167	£10,060	£12,384
7 **TOTAL FORECAST 'BENCHMARK' TURNOVER PERFORMANCE:**						
k 'BENCHMARK' AVERAGE SALES DENSITY (£ per sq.m)	£4,842	£4,999	£5,385	£5,801	£6,250	£6,733
l TOTAL 'BENCHMARK' TURNOVER (£ million):	£511.44	£528.01	£568.81	£612.77	£660.13	£711.15
8 **TOTAL FORECAST RESIDUAL EXPENDITURE AVAILABLE TO SUPPORT NEW COMPARISON GOODS FLOORSPACE:**						
m FORECAST RESIDUAL EXPENDITURE [Step 6 minus Step 7] (£ million):	£3.81	£45.53	£132.96	£249.90	£402.41	£596.95
9 **ESTIMATED COMAPARISON GOODS TURNOVER OF COMMITTED FLOORSPACE IN BOROUGH (£'000s):**						
- B&Q (Land at Winchester Road and Harrow Way):	£18.63	£18.91	£19.39	£19.88	£20.38	£20.90
10 **NET RESIDUAL COMPARISON GOODS EXPENDITURE AFTER COMMITMENTS (£ million):**	-£14.82	£26.61	£113.57	£230.02	£382.02	£576.05
11 **CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE IN BASINGSTOKE (m^2 net):**						
- Estimated Average Sales Density of All Comparison Goods Floorspace (£ per sq.m):	£6,000	£6,274	£6,759	£7,281	£7,844	£8,450
- Net Floorspace Capacity (sq.m):	-2,470	4,242	16,803	31,590	48,703	68,170

Notes: Assume 'productivity' growth rate of 1.5% per annum

BASINGSTOKE & DEANE BOROUGH COUNCIL
2008 RETAIL STUDY

Scenario 3 - Convenience Goods Capacity Assessment (2008 - 2031)

TABLE 2: BOROUGH COUNCIL HOUSING FIGURES (740 DWELLINGS PER ANNUM)

	2008	2011	2016	2021	2026	2031
1 **TOTAL EXISTING CONVENIENCE GOODS FLOORSPACE IN BOROUGH (sq.m net):**	**25,416**	**25,416**	**25,416**	**25,416**	**25,416**	**25,416**
2 **EXPENDITURE ALLOCATED TO FLOORSPACE FROM BASINGSTOKE BOROUGH AREA (ZONES 1 - 2):**						
a TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE IN ZONES 1 & 2 (£ million):	£301.42	£309.53	£327.60	£348.17	£370.75	£394.64
b MARKET SHARE OF CONVENIENCE GOODS EXPENDITURE IN ZONES 1 & 2 (%):	73.6%	73.6%	73.6%	73.6%	73.6%	73.6%
c EXPENDITURE ALLOCATED TO BOROUGH'S FLOORSPACE FROM ZONES 1 - 2 (£ million):	£221.81	£227.78	£241.07	£256.21	£272.83	£290.41
3 **EXPENDITURE ALLOCATED TO FLOORSPACE FROM OUTER CATCHMENT AREA (ZONES 3 - 6):**						
d TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE IN ZONES 3 - 6 (£ million):	£256.35	£260.11	£273.44	£288.91	£305.87	£323.58
e MARKET SHARE OF CONVENIENCE GOODS EXPENDITURE IN ZONES 3 - 6 (%):	7.9%	7.9%	7.9%	7.9%	7.9%	7.9%
f EXPENDITURE ALLOCATED TO BOROUGH'S FLOORSPACE FROM ZONES 3 - 6 (£ million):	£20.18	£20.48	£21.53	£22.74	£24.08	£25.47
4 **TOTAL EXPENDITURE ALLOCATED TO BOROUGH'S FLOORSPACE FROM ZONES 1 - 6 (£ million):**	**£241.99**	**£248.26**	**£262.60**	**£278.96**	**£296.91**	**£315.88**
5 **ESTIMATED TRADE DRAW FROM OUTSIDE STUDY AREA (BEYOND ZONES 1 - 6):**						
g ESTIMATED TRADE DRAW FROM OUTSIDE STUDY AREA (%):	0%	0%	0%	0%	0%	0%
h ESTIMATED TRADE DRAW FROM OUTSIDE STUDY AREA (£ million):	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
6 **TOTAL FORECAST 'POTENTIAL' TURNOVER PERFORMANCE BASED ON SURVEY RESULTS:**						
i TOTAL 'POTENTIAL' TURNOVER (£ million):	£241.99	£248.26	£262.60	£278.96	£296.91	£315.88
j POTENTIAL' AVERAGE SALES DENSITY (£ per sq.m)	£9,521	£9,768	£10,332	£10,975	£11,682	£12,428
7 **TOTAL FORECAST 'BENCHMARK' TURNOVER PERFORMANCE:**						
k 'BENCHMARK' AVERAGE SALES DENSITY (£ per sq.m)	£8,259	£8,383	£8,595	£8,812	£9,035	£9,263
l TOTAL 'BENCHMARK' TURNOVER (£ million):	£209.91	£213.07	£218.45	£223.97	£229.63	£235.42
8 **TOTAL FORECAST RESIDUAL EXPENDITURE AVAILABLE TO SUPPORT NEW CONVENIENCE GOODS FLOORSPACE:**						
m FORECAST RESIDUAL EXPENDITURE [Step 6 minus Step 7] (£ million):	**£32.08**	**£35.18**	**£44.15**	**£54.99**	**£67.28**	**£80.46**
9 **ESTIMATED CONVENIENCE GOODS TURNOVER OF COMMITTED FLOORSPACE IN BOROUGH (£'000s):**						
- Sainsbury's Extension - Mulfords Hill, Tadley:	£5.51	£5.59	£5.73	£5.88	£6.03	£6.18
- Morrison's Extension - Worting Road, Basingstoke:	£0.13	£0.13	£0.14	£0.14	£0.14	£0.15
10 **NET RESIDUAL CONVENIENCE GOODS EXPENDITURE AFTER COMMITMENTS (£ million):**	**£26.44**	**£29.46**	**£38.28**	**£48.97**	**£61.11**	**£74.13**
11 **OPTION 1 - CAPACITY FOR NEW 'LARGE FORMAT' SUPERSTORE (m^2 net):**						
- Estimated Average Sales Density of All Convenience Goods Floorspace (£ per sq.m):	£10,000	£10,151	£10,407	£10,670	£10,939	£11,216
- Net Floorspace Capacity (sq.m):	2,644	2,902	3,678	4,589	5,587	6,610
12 **OPTION 2 - CAPACITY FOR NEW SUPERMARKET / 'DEEP DISCOUNTER' (m^2 net):**						
- Estimated Average Sales Density of All Convenience Goods Floorspace (£ per sq.m):	£5,000	£5,075	£5,204	£5,335	£5,470	£5,608
- Net Floorspace Capacity (sq.m):	5,287	5,804	7,356	9,179	11,173	13,219

Note: Assume 'productivity' growth rate of +0.5% per annum

APPENDIX 16:

MAJOR RESIDENTIAL DEVELOPMENT AREA

RETAIL CAPACITY ASSESSMENT

BASINGSTOKE & DEANE BOROUGH COUNCIL
2008 RETAIL STUDY

Major Development Area (MDA) - Convenience Goods Capacity Assessment (2008 - 2031)

TABLE 1: CONVENIENCE GOODS CAPACITY ASSESSMENT - SCENARIO 1 (100% Retention Level)

	2008	2011	2016	2021	2026	2031
1 **TOTAL ESTIMATED DWELLINGS:**	-	-	8,000	8,000	8,000	8,000
2 **TOTAL ESTIMATED AVERAGE HOUSEHOLD SIZE:**	-	-	1.5	1.5	1.5	1.5
3 **TOTAL FORECAST POPULATION:**	-	-	12,000	12,000	12,000	12,000
4 **CONVENIENCE GOODS - ESTIMATED EXPENDITURE PER CAPITA (£):**	-	-	£1,742	£1,813	£1,887	£1,963
5 **CONVENIENCE GOODS - TOTAL AVAILABLE EXPENDITURE (£ million):**	-	-	£20.90	£21.75	£22.64	£23.56
6 **RETENTION OF CONVENIENCE GOODS EXPENDITURE IN MDA (%)**	-	-	100%	100%	100%	100%
7 **RETENTION OF CONVENIENCE GOODS EXPENDITURE IN MDA (£m)**	-	-	£20.90	£21.75	£22.64	£23.56
8 **CAPACITY FOR NEW SUPERSTORE FORMAT (m^2 net):**						
- Estimated Average Sales Density (£ per sq.m):	-	-	£10,407	£10,670	£10,939	£11,216
- Net Floorspace Capacity (sq.m):	-	-	2,009	2,039	2,069	2,101
9 **CAPACITY FOR NEW SUPERMARKET / 'DEEP DISCOUNTER' FORMAT (m^2 net):**						
- Estimated Average Sales Density (£ per sq.m):	-	-	£5,204	£5,335	£5,470	£5,608
- Net Floorspace Capacity (sq.m):	-	-	4,017	4,078	4,139	4,201

TABLE 2: CONVENIENCE GOODS CAPACITY ASSESSMENT - SCENARIO 2 (75% Retention Level)

	2008	2011	2016	2021	2026	2031
1 **TOTAL ESTIMATED DWELLINGS:**	-	-	8,000	8,000	8,000	8,000
2 **TOTAL ESTIMATED AVERAGE HOUSEHOLD SIZE:**	-	-	1.5	1.5	1.5	1.5
3 **TOTAL FORECAST POPULATION:**	-	-	12,000	12,000	12,000	12,000
4 **CONVENIENCE GOODS - ESTIMATED EXPENDITURE PER CAPITA (£):**	-	-	£1,742	£1,813	£1,887	£1,963
5 **CONVENIENCE GOODS - TOTAL AVAILABLE EXPENDITURE (£ million):**	-	-	£20.90	£21.75	£22.64	£23.56
6 **RETENTION OF CONVENIENCE GOODS EXPENDITURE IN MDA (%)**	-	-	75%	75%	75%	75%
7 **RETENTION OF CONVENIENCE GOODS EXPENDITURE IN MDA (£m)**	-	-	£15.68	£16.32	£16.98	£17.67
8 **CAPACITY FOR NEW SUPERSTORE FORMAT (m^2 net):**						
- Estimated Average Sales Density (£ per sq.m):	-	-	£10,407	£10,670	£10,939	£11,216
- Net Floorspace Capacity (sq.m):	-	-	1,507	1,529	1,552	1,575
9 **CAPACITY FOR NEW SUPERMARKET / 'DEEP DISCOUNTER' FORMAT (m^2 net):**						
- Estimated Average Sales Density (£ per sq.m):	-	-	£5,204	£5,335	£5,470	£5,608
- Net Floorspace Capacity (sq.m):	-	-	3,013	3,058	3,104	3,151

Note: Assume 'productivity' growth rate for new floorspace of 0.5% per annum

BASINGSTOKE & DEANE BOROUGH COUNCIL
2008 RETAIL STUDY

Major Development Area (MDA) - Comparison Goods Capacity Assessment (2008 - 2031)

TABLE 3: COMPARISON GOODS CAPACITY ASSESSMENT - SCENARIO 1 (100% Retention Level)

	2008	2011	2016	2021	2026	2031
1 **TOTAL ESTIMATED DWELLINGS:**	-	-	8,000	8,000	8,000	8,000
2 **TOTAL ESTIMATED AVERAGE HOUSEHOLD SIZE:**	-	-	1.5	1.5	1.5	1.5
3 **TOTAL FORECAST POPULATION:**	-	-	12,000	12,000	12,000	12,000
4 **COMPARISON GOODS - ESTIMATED EXPENDITURE PER CAPITA (£):**	-	-	£3,870	£4,664	£5,620	£6,772
5 **COMPARISON GOODS - TOTAL AVAILABLE EXPENDITURE (£ million):**	-	-	£46.45	£55.97	£67.44	£81.27
6 **RETENTION OF COMPARISON GOODS EXPENDITURE IN MDA (%)**	-	-	100%	100%	100%	100%
7 **RETENTION OF COMPARISON GOODS EXPENDITURE IN MDA (£m)**	-	-	£46.45	£55.97	£67.44	£81.27
8 **CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE (m^2 net):**						
- Estimated Average Sales Density (£ per sq.m):	-	-	£6,759	£7,281	£7,844	£8,450
- Net Floorspace Capacity (sq.m):	-	-	6,872	7,686	8,598	9,617

TABLE 4: CONVENIENCE GOODS CAPACITY ASSESSMENT - SCENARIO 2 (33% Retention Level)

	2008	2011	2016	2021	2026	2031
1 **TOTAL ESTIMATED DWELLINGS:**	-	-	8,000	8,000	8,000	8,000
2 **TOTAL ESTIMATED AVERAGE HOUSEHOLD SIZE:**	-	-	1.5	1.5	1.5	1.5
3 **TOTAL FORECAST POPULATION:**	-	-	12,000	12,000	12,000	12,000
4 **COMPARISON GOODS - ESTIMATED EXPENDITURE PER CAPITA (£):**	-	-	£3,870	£4,664	£5,620	£6,772
5 **COMPARISON GOODS - TOTAL AVAILABLE EXPENDITURE (£ million):**	-	-	£46.45	£55.97	£67.44	£81.27
6 **RETENTION OF COMPARISON GOODS EXPENDITURE IN MDA (%)**	-	-	33%	33%	33%	33%
7 **RETENTION OF COMPARISON GOODS EXPENDITURE IN MDA (£m)**	-	-	£15.48	£18.66	£22.48	£27.09
8 **CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE (m^2 net):**						
- Estimated Average Sales Density (£ per sq.m):	-	-	£6,759	£7,281	£7,844	£8,450
- Net Floorspace Capacity (sq.m):	-	-	2,291	2,562	2,866	3,206

Note: Assume 'productivity' growth rate for new floorspace of 1.5% per annum