



QA**Basingstoke & Deane Borough Council****Retail Study Update 2012**

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1.0 INTRODUCTION

- 1.1 Strategic Perspectives (SP) was commissioned by Basingstoke & Deane Borough Council in April 2012 to prepare an update of the Council's previous evidence-based retail studies.
- 1.2 This updated study will help to inform the preparation of the Borough's development plan documents for the period 2012 – 2027 (and up to 2031). It is also intended to provide evidence and strategic advice to assist the Council in:
- the regeneration of Basing View;
 - the determination of retail planning applications;
 - on-going work to improve the image of Basingstoke, through 'Destination Basingstoke'; and
 - the delivery of the 'Vision for Central Basingstoke'.
- 1.3 The study has been prepared in the context of current and emerging national and development plan policy guidance. It specifically takes into account the advice set out in the National Planning Policy Framework (NPPF) published in March 2012. The study approach has also been informed by other key material considerations, including the *Practice Guidance on Need, Impact and the Sequential Approach* (the 'Practice Guidance').

AIMS & OBJECTIVES

- 1.4 In accordance with the Council's main aims and objectives, this updated study provides:
- An assessment of retail need, including a quantitative assessment of capacity for new convenience and comparison goods retail floorspace, and an assessment of projected turnover and spending surplus;
 - An assessment of the impact of the extended town centre boundary on the town centre, including implications for the regeneration of Basing View in light of the Masterplan Vision
 - Advice on the extent of the primary shopping area in Basingstoke Town Centre in light of the extended town centre boundary; and
 - Advice on the floorspace thresholds for the scale of edge-of-centre and out-of-centre development which should be subject to an impact assessment.
- 1.5 The overall aim of this study is to provide BDBC with a robust and deliverable strategy that will provide guidance and advice on how to maximise the potential of the Borough's main town centres as places to live, work, shop and visit for a range of activities. In turn, this will ensure their long term vitality and viability as attractive, competitive and sustainable locations in accordance with the key objectives of the NPPF.

- 1.6 In order to address the main aims and objectives of the Council's requirements in a comprehensive manner, the study is informed by a combination of desk-top and primary research. Some of the main research methods include:
- The definition of a **study area** to provide the overall framework for the household telephone interview survey and economic capacity assessment (Appendix 1).
 - The commissioning of a **household telephone interview survey (HTIS)** of over 1,000 households to help establish current shopping and leisure patterns and preferences across the Borough and a wider area (Appendix 2).
 - Assessment of the Borough's existing **retail provision** (Appendix 3).
 - A detailed **market share analysis** for convenience goods (Appendix 4) and comparison goods (Appendix 5).
 - An **economic capacity assessment** for both convenience goods (Appendix 6) and comparison goods (Appendix 7) retail floorspace.
- 1.7 It is important to state at the outset that, in our experience, capacity forecasts beyond five years should be interpreted with caution. Indeed, in the context of the current economic downturn, even forecasts beyond 2-3 years could be subject to change. We therefore advise the Council that although this updated study does provide the robust evidence base required to help inform plan-making, site allocations and the determination of planning applications, the forecasts should be constantly monitored and updated to take into account any significant changes in retail expenditure and population growth forecasts over time, as well as any potential impacts arising from other key trends in the retail sector (such as, for example, the growth in internet shopping).

REPORT STRUCTURE

- 1.8 This report draws together the results of the research and is structured as follows:
- **Section 2** reviews the planning policy context material to retail and town centre matters. This provides the framework for this study.
 - **Section 3** highlights some of the key trends that are driving the dynamic changes in the retail sector and how this has shaped (and is likely to shape) the UK's urban and retail landscape.
 - **Section 4** defines the study (catchment) area and sets out the market share analysis informed by the updated household telephone interview survey.
 - **Section 5** describes the key inputs and outputs of the economic (capacity) assessment for comparison and convenience goods retailing.
- 1.9 Finally, drawing on the updated capacity forecasts, **Section 6** sets out our review and advice to the Council on the definition of the Town Centre Boundary and Primary Shopping Area for Basingstoke, and the likely implications for the regeneration of Basing View. It also sets out our advice on floorspace thresholds for the scale of edge-

of-centre and out-of-centre development which should be subject to an impact assessment.

2.0 PLANNING POLICY CONTEXT

- 2.1 This section briefly reviews the planning policy context relating to town centres and retailing in the Borough and its main centres. It covers the Council's adopted development plan and other key material considerations, principally the National Planning Policy Framework (NPPF) published in March 2012.
- 2.2 In this case the 'saved' policies of the adopted *Basingstoke and Deane Local Plan 1996-2011* (June 2006) currently constitute the Development Plan for the Borough, but there are no 'saved' policies specifically relating to retailing and town centres. In terms of the emerging Development Plan Documents (DPDs) currently being prepared by the Council as part of its Local Development Framework (LDF), the Core Strategy forms the main component. However, the Borough Council's *Pre-Submission Core Strategy 2006-2027* (published in draft for consultation in February 2012) has been quashed following a Judicial Review in April 2012. This effectively means that no material weight can be attached to the *Pre-Submission Core Strategy*, or the policies contained therein.
- 2.3 In light of the publication of the NPPF, the Borough Council will be preparing a Local Plan that will be published for consultation in early 2013. The NPPF states that for 12 months from its publication, decision-takers may continue to give full weight to relevant policies adopted since 2004, even if there is a "*limited degree of conflict with this Framework*" (paragraph 214). In other cases, and following this 12-month period, "*due weight should be given to relevant policies in existing plans according to their degree of consistency with this Framework (the closer the policies in the plan to the policies in the Framework, the greater weight that may be given)*" (paragraph 215).

NATIONAL PLANNING POLICY FRAMEWORK (NPPF)

- 2.4 The NPPF supersedes all previous national planning policy statements and guidance, including Planning Policy Statement 1 (PPS1): *Delivering Sustainable Development* and PPS4: *Planning for Sustainable Economic Growth* (see Annex 3 to NPPF). It sets out the planning policies for England and how these are expected to be applied. It aims to reinforce the importance of up-to-date plans and strengthen local decision making. The NPPF must therefore be taken into account in the preparation of Local Plans* and Neighbourhood Plans†.

* Defined by NPPF (Annex 2) as the plan for the future development of the local area, drawn up by the local planning authority in consultation with the community. In law this is described as the development plan documents adopted under the Planning and Compulsory Purchase Act 2004. Current core strategies or other planning policies, which under the regulations would be considered to be development plan documents, form part of the Local Plan. The term includes old policies which have been saved under the 2004 Act.

† A plan prepared by a Parish Council or Neighbourhood Forum for a particular neighbourhood area (made under the Planning and Compulsory Purchase Act 2004).

The Presumption in Favour of Sustainable Development

- 2.5 At the heart of the NPPF is a presumption in favour of sustainable development, which is seen as *"a golden thread running through both plan-making and decision-taking"* (paragraph 14). Sustainable development is defined as meeting the needs of the present without compromising the ability of future generations to meet their own needs. The NPPF sets out the Government's view of what sustainable development means in practice for the planning system. There are *"three dimensions"* – economic, social and environmental – which give rise to the need for the planning system to perform a number of roles. The figure below sets out what this means for plan-making and decision-taking (unless material considerations indicate otherwise) as defined by the NPPF (paragraph 14):

Figure 2.1 **Presumption in Favour of Sustainable Development**

For **plan-making** this means that:

- local planning authorities should positively seek opportunities to meet the development needs of their area;
- Local Plans should meet objectively assessed needs, with sufficient flexibility to adapt to rapid change, unless:
 - o any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole; or
 - o specific policies in this Framework indicate development should be restricted[‡].

For **decision-taking** this means[§]:

- approving development proposals that accord with the development plan without delay; and
- where the development plan is absent, silent or relevant policies are out-of-date, granting permission unless:
 - o any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole; or
 - o specific policies in this Framework indicate development should be restricted (as for plan-making).

- 2.6 The Framework states that policies in Local Plans should follow the approach of the presumption in favour of sustainable development so that: *"...it is clear that development which is sustainable can be approved without delay. All plans should be based upon and reflect the presumption in favour of sustainable development, with clear policies that will guide how the presumption should be applied locally"* (paragraph 15).

[‡] For example, those policies relating to sites protected under the Birds and Habitats Directives (see paragraph 119) and/or designated as Sites of Special Scientific Interest; land designated as Green Belt, Local Green Space, an Area of Outstanding Natural Beauty, Heritage Coast or within a National Park (or the Broads Authority); designated heritage assets; and locations at risk of flooding or coastal erosion.

[§] Unless material considerations indicate otherwise

Core Planning Principles

- 2.7 Paragraph 17 of the NPPF outlines the 12 core planning principles that underpin both plan-making and decision-taking. These confirm that planning should, *inter alia*:
- be genuinely plan-led, empowering local people to shape their surroundings, with succinct local and neighbourhood plans setting out a positive vision for the future of the area and providing a practical framework within which decisions on planning applications can be made with a high degree of predictability and efficiency;
 - not simply be about scrutiny, but instead be a creative exercise in finding ways to enhance and improve the places in which people live their lives;
 - proactively drive and support sustainable economic development to deliver the homes, business and industrial units, infrastructure and thriving local places that the country needs;
 - always seek to secure high quality design and a good standard of amenity for all existing and future occupants of land and buildings;
 - encourage the effective use of land by reusing land that has been previously developed (brownfield land), provided that it is not of high environmental value;
 - promote mixed use developments, and encourage multiple benefits from the use of land in urban and rural areas, recognising that some open land can perform many functions;
 - actively manage patterns of growth to make the fullest possible use of public transport, walking and cycling, and focus significant development in locations which are or can be made sustainable; and
 - take account of and support local strategies to improve health, social and cultural wellbeing for all, and deliver sufficient community and cultural facilities and services to meet local needs.

Plan-Making

- 2.8 The NPPF (paragraph 150) emphasises that Local Plans are "...the key to delivering sustainable development that reflects the vision and aspirations of local communities". They should be "aspirational but realistic" and should set out the opportunities for development and clear policies on "...what will or will not be permitted and where" (paragraph 154). Only those policies that provide a clear indication of how a decision maker should react to a development proposal should be included in the plan.
- 2.9 Any additional DPDs should only be used where clearly justified. For example Supplementary Planning Documents (SPDs) should only be used where they can help applicants make successful applications or aid infrastructure delivery, and "*should not be used to add unnecessarily to the financial burdens on development*" (paragraph 153).
- 2.10 LPAs should seek opportunities to achieve each of the economic, social and environmental dimensions of sustainable development, and net gains across all three. The NPPF states that "*...significant adverse impacts on any of these dimensions should*

be avoided and, wherever possible, alternative options which reduce or eliminate such impacts should be pursued. Where adverse impacts are unavoidable, measures to mitigate the impact should be considered. Where adequate mitigation measures are not possible, compensatory measures may be appropriate” (paragraph 152).

2.11 The NPPF (paragraph 156) requires strategic priorities for the area covered by the Local Plan to deliver the homes and jobs needed in the area; the provision of retail, leisure and other commercial development; the provision of health, security, community and cultural infrastructure and other local facilities; etc. Crucially the NPPF (paragraph 157) indicates that Local Plans should, amongst other key requirements:

- plan positively for the development and infrastructure required in the area to meet the objectives, principles and policies of the Framework;
- be drawn up over an appropriate time scale (preferably 15 years), take account of longer term requirements and be kept up to date;
- indicate broad locations for strategic development on a key diagram and land-use designations on a proposals map;
- allocate sites to promote development and flexible use of land, bringing forward new land where necessary, and provide detail on form, scale, access and quantum of development where appropriate; and
- identify land where development would be inappropriate, for instance because of its environmental or historic significance.

2.12 In terms of the evidence-based approach to planning, the Framework states LPAs should ensure that the Local Plan is based on “...adequate, up-to-date and relevant evidence about the economic, social and environmental characteristics and prospects of the area” (paragraph 158). Furthermore the assessment of, and strategies for housing, employment and other uses should be integrated, and take full account of relevant market and economic signals.

2.13 For business, LPAs should have a clear understanding of needs within the economic markets operating in and across the area. To achieve this the NPPF states that LPAs should work together with county and neighbouring authorities and with Local Enterprise Partnerships (LEPs) to “...prepare and maintain a robust evidence base to understand both existing business needs and likely changes in the market” (paragraph 160). They should also work closely with the business community to understand their changing needs and identify and address barriers to investment. The NPPF (paragraph 161) states that LPAs should use this evidence base to assess:

- the needs for land or floorspace for economic development, including both the quantitative and qualitative needs for all foreseeable types of economic activity over the plan period, including for retail and leisure development;
- the existing and future supply of land available for economic development and its sufficiency and suitability to meet the identified needs. Reviews of land available for economic

development should be undertaken at the same time as, or combined with, Strategic Housing Land Availability Assessments (SHLAA) and should include a reappraisal of the suitability of previously allocated land;

- the role and function of town centres and the relationship between them, including any trends in the performance of centres;
- the capacity of existing centres to accommodate new town centre development;
- locations of deprivation which may benefit from planned remedial action; and
- the needs of the food production industry and any barriers to investment that planning can resolve.

2.14 The NPPF is clear that pursuing sustainable development requires *"...careful attention to viability and costs in plan-making and decision-taking"* (paragraph 173). Plans should be deliverable and, in this context, sites and the scale of development identified in the plan should *"...not be subject to such a scale of obligations and policy burdens that their ability to be delivered viably is threatened"* (paragraph 173).

2.15 The Government expects joint working between local planning authorities on areas of common interest. This is important to ensure that strategic priorities across local boundaries are properly co-ordinated and clearly reflected in individual Local Plans (paragraph 179). The NPPF states that joint working should enable LPAs to meet development requirements which cannot wholly be met within their own areas (for example, because of a lack of physical capacity or because to do so would cause significant harm to the principles and policies of the NPPF).

2.16 Neighbourhood planning is covered by paragraphs 183-185 of the NPPF and it gives communities *"...direct power to develop a shared vision for their neighbourhood and deliver the sustainable development they need"* (paragraph 183). Parishes and neighbourhood forums can use neighbourhood planning to set planning policies through neighbourhood plans to determine decisions on planning applications, and grant planning permission through Neighbourhood Development Orders and Community Right to Build Orders for specific development which complies with the order. Neighbourhood plans must be in general conformity with the strategic policies of the Local Plan. To facilitate this, local planning authorities should set out clearly their strategic policies for the area and ensure that an up-to-date Local Plan is in place as quickly as possible. Neighbourhood plans should reflect these policies and should *"...not promote less development than set out in the Local Plan or undermine its strategic policies"* (paragraph 184).

Decision-Taking

2.17 The Framework addresses decision-taking in paragraphs 186-207. It covers pre-application engagement and front loading; determining applications; tailoring planning controls to local circumstances; planning conditions and obligations; and enforcement.

In summary the NPPF states that LPAs should *"...approach decision-taking in a positive way to foster the delivery of sustainable development. The relationship between decision-taking and plan-making should be seamless, translating plans into high quality development on the ground"* (paragraph 186). It continues that LPAs should *"...look for solutions rather than problems, and decision-takers at every level should seek to approve applications for sustainable development where possible"* (paragraph 187). LPAs should work proactively with applicants to secure developments that improve the economic, social and environmental conditions of the area.

- 2.18 The Framework promotes early engagement at the pre-application stage and states that *"...the more issues that can be resolved at pre-application stage, the greater the benefits"* (paragraph 190). LPAs are tasked with encouraging applicants to engage with the local community before submitting their applications. Statutory planning consultees are also tasked to take an early, proactive approach, and provide advice in a timely manner throughout the development process. The NPPF (paragraph 195) also states that applicants and LPAs should consider the potential of entering into planning performance agreements, where this might achieve a faster and more effective application process.
- 2.19 NPPF (paragraph 203) states that LPAs should consider whether otherwise unacceptable development could be made acceptable through the use of conditions or planning obligations. Planning obligations should only be used where it is not possible to address unacceptable impacts through a planning condition. The NPPF (paragraph 206) states that planning conditions should only be imposed where they are necessary; relevant to planning and to the development to be permitted; enforceable; precise; and reasonable in all other respects.

Delivering Sustainable Development – Ensuring the Vitality of Centres

- 2.20 The Framework (paragraphs 18-149) sets out 13 key 'principles' for delivering sustainable development, including building a strong, competitive economy; ensuring the vitality of town centres; promoting sustainable transport; delivering a wide choice of high quality homes; requiring good design; promoting healthy communities; protecting Green Belt land; and conserving and enhancing the natural and historic environment. The following sets out some of the key considerations for plan-making and decision-taking that are material to retail planning and other main town centre uses.
- 2.21 The NPPF (paragraph 23) states that planning policies should be positive, promote competitive town centre** environments and set out policies for the management and

** The NPPF (Annex 2) states that references to town centres or centres apply to city centres, town centres, district centres and local centres, but exclude small parades of shops of purely neighbourhood significance. Unless they are

growth of centres over the plan period. The figure below sets out what LPAs should take account of when drawing up Local Plans.

Figure 2.2 **Planning & Promoting Competitive Town Centres**

In drawing up Local Plans, LPAs should:

- recognise town centres as the heart of their communities and pursue policies to support their viability and vitality;
- define a network and hierarchy of centres that is resilient to anticipated future economic changes;
- define the extent of town centres and primary shopping areas^{††}, based on a clear definition of primary and secondary frontages^{‡‡} in designated centres, and set policies that make clear which uses will be permitted in such locations;
- promote competitive town centres that provide customer choice and a diverse retail offer and which reflect the individuality of town centres;
- retain and enhance existing markets and, where appropriate, re-introduce or create new ones, ensuring that markets remain attractive and competitive;
- allocate a range of suitable sites to meet the scale and type of retail, leisure, commercial, office, tourism, cultural, community and residential development needed in town centres. It is important that needs for retail, leisure, office and other main town centre uses are met in full and are not compromised by limited site availability. Local planning authorities should therefore undertake an assessment of the need to expand town centres to ensure a sufficient supply of suitable sites;
- allocate appropriate edge of centre sites for main town centre uses that are well connected to the town centre where suitable and viable town centre sites are not available. If sufficient edge of centre sites cannot be identified, set policies for meeting the identified needs in other accessible locations that are well connected to the town centre;
- set policies for the consideration of proposals for main town centre uses which cannot be accommodated in or adjacent to town centres;
- recognise that residential development can play an important role in ensuring the vitality of centres and set out policies to encourage residential development on appropriate sites; and
- where town centres are in decline, local planning authorities should plan positively for their future to encourage economic activity.

2.22 When considering applications for main town centre uses^{§§} that are not in an existing centre and not in accordance with an up-to-date Local Plan, the Framework requires that LPAs should:

- apply a **sequential test**^{***} - this requires applications for main town centre uses to be located in town centres first, then in edge-of-centre locations and only if suitable sites are not available should out-of-centre sites be considered. When considering edge and out of centre

identified as centres in Local Plans, existing out-of-centre developments, comprising or including main town centre uses, do not constitute town centres.

^{††} Primary shopping area is defined by the NPPF (Annex 2) as the defined area where retail development is concentrated (generally comprising the primary and those secondary frontages which are adjoining and closely related to the primary shopping frontage).

^{‡‡} The NPPF (Annex 2) states that 'primary frontages' are likely to include a high proportion of retail uses which may include food, drinks, clothing and household goods. 'Secondary frontages' provide greater opportunities for a diversity of uses such as restaurants, cinemas and businesses.

^{§§} NPPF (Annex 2) defines 'main town centre uses' as retail development (including warehouse clubs and factory outlet centres); leisure, entertainment facilities the more intensive sport and recreation uses (including cinemas, restaurants, drive-through restaurants, bars and pubs, night-clubs, casinos, health and fitness centres, indoor bowling centres, and bingo halls); offices; and arts, culture and tourism development (including theatres, museums, galleries and concert halls, hotels and conference facilities).

^{***} This sequential approach should not be applied to applications for small scale rural offices or other small scale rural development.

proposals, "...preference should be given to accessible sites that are well connected to the town centre" (paragraph 24). Applicants and LPAs should demonstrate flexibility on issues such as format and scale. The sequential approach does not apply to small scale rural offices or other small scale rural development.

- require an impact **assessment** – if the development is over a proportionate, locally set floorspace threshold (if there is no locally set threshold, the default threshold is 2,500m²). The NPPF (paragraph 26) states that this should "include" assessment of:
 - *the impact of the proposal on existing, committed and planned public and private investment in a centre or centres in the catchment area of the proposal; and*
 - *the impact of the proposal on town centre vitality and viability, including local consumer choice and trade in the town centre and wider area, up to five years from the time the application is made. For major schemes where the full impact will not be realised in five years, "...the impact should also be assessed up to ten years from the time the application is made".*

2.23 The NPPF (paragraph 27) states that "...where an application fails to satisfy the sequential test or is likely to have significant adverse impact on one or more of the above factors, it should be refused".

SUMMARY

2.24 This section has summarised the national planning policy context material to plan-making and the determination of retail and town centre uses. The underlying objective of policy at all levels is to maintain and enhance the vitality and viability of town centres, as well as to promote new development in town centre locations first. The NPPF provides the important context for the update of the retail capacity assessment.

3.0 THE CHANGING RETAIL AND URBAN LANDSCAPE

- 3.1 Britain's urban landscape has altered dramatically since the 1980s. The changes in the location of new retail and leisure development and the dynamic shifts in the nation's shopping and leisure habits have largely been shaped by the complex interaction of policy, economic, social, consumer lifestyle and investment trends. In turn, these trends have had a significant impact on the current and future role of centres, which need to be taken into account when considering future needs, identifying sites and strategies, and assessing the impact of new development. This section summarises some of the key trends that have driven change in the retail sector over the last three decades, and will continue to shape change in the future.

ECONOMIC TRENDS & CONSUMER SPENDING

- 3.2 Following an unprecedented period of growth in consumer spending since the mid-1990s, the onset of the economic recession in 2007 has had an equally dramatic impact on household budgets, consumer spending, market demand and, as a result, the level and extent of new development.
- 3.3 The table below sets out the latest recorded and forecast expenditure per capita growth rates for the main categories of retail spending between 2005 and 2028 prepared by Experian Business Strategies (EBS).

Table 3.1 **Growth in UK Retail Spend per Head (% change), 2005 - 2028**

	Actual Growth					Forecast Growth			
	2008	2009	2010	2011	2012	2013	2014	2015-19	2020-29
Retail Spend	1.0	-1.4	1.2	-0.7	0.9	1.1	1.6	2.1	2.3
Convenience Goods:	-3.5	-3.9	-0.8	-3.0	0.1	-0.1	0.0	0.6	0.8
Comparison Goods	3.0	-0.1	2.4	0.6	1.4	1.8	2.4	2.9	2.9

Source: Experian Retail Planner Briefing Note 10.1 (September 2012) Figures 1a and 1b.

- 3.4 The forecasts show limited growth in retail expenditure per head over the short term. EBS also forecast that per capita growth rates will be lower than historic trends over the longer term for a number of inter-related reasons including, *inter alia*, the increasing maturity of the UK economy and less expansionary consumer credit. As a result, average comparison goods retail spending growth of +2.8% per annum for the period 2013-2029 is significantly lower than growth rates based on historic trends of around +8.0%. For convenience goods the difference between the forecast and historic growth rates is not as marked.

- 3.5 The retail market therefore remains fragile. Analysts forecast that the retail sector will continue to struggle over the short to medium term. Business and consumer confidence has been weakened by a range of factors including, *inter alia*, the public sector cuts; the rise in VAT; increasing unemployment; and the rising cost of living (including higher energy costs and petrol). This has effectively reduced disposable income and retailers' margins are being squeezed further as the downturn persists.

RETAIL DEVELOPMENT PIPELINE

- 3.6 The retail development pipeline has slowed dramatically during the economic downturn compared with the shopping centre "boom" experienced in the ten year up to 2007. One of the key impacts has been to "flush out" some of the more expensive and risky development schemes that were in the pipeline in 2007. The quantum of completed new shopping centre floorspace in the UK is currently at its lowest level since the 1990s. Following the development of circa 260,000m² in 2009, 232,000m² in 2010 and 280,000m² in 2011, there is limited new floorspace scheduled to open in 2012 and 2013. As a result, many of Britain's towns that were set to benefit from much needed new retail-led investment and regeneration over the next 5 years may now have to wait several years before confidence and investment returns. Even then, the scale and type of new investment that will emerge in the post-recessionary period could be very different to the last decade of development.

RETAIL OCCUPANCY TRENDS

- 3.7 In this context, retail operators have also had to adapt their business strategies and store formats to changes in customer requirements, planning legislation and the economic downturn. In general terms those retailers with strong brands and loyal customers, trading from the right stores in the right locations have managed to weather the economic storm.
- 3.8 The changes in the grocery sector over the last decade in particular illustrate the dynamic changes that have occurred in the competitive retail industry. For example:
- The major food operators have introduced smaller store formats which are capable of being accommodated within town centres, such as the Tesco 'Metro' and Marks and Spencer's 'Simply Food' formats.
 - In order to increase market share in the highly competitive grocery sector, several operators have also expanded into smaller convenience stores (e.g. Tesco now has circa 2,000 'Express' stores and Sainsbury's also has its 'Local' format). Similarly, Waitrose and Morrisons are seeking to increase their convenience store offer, and Asda's purchase of Netto has also allowed it to operate from smaller convenience store formats.

- The growth of European '*deep discount*' food operators (such as Aldi and Lidl) has also been dramatic during the last decade. In turn, the established grocery retailers have responded through their own-range 'value' products and price discounts.
 - The main grocery operators have increased the non-food sale areas of stores, including own-label clothing and electrical goods sales. In some of the larger stores operated by Tesco ('Extra' format) and Asda, a significant proportion of sales area (sometimes up to 60%) is set aside for non-food retailing. This growth in non-food sales responded to the stronger forecast growth in comparison goods expenditure.
 - The 'race for more space' and new store openings over the last decade has also resulted in extensions to existing stores and/or new mezzanine space.
- 3.9 Those non-food retailers that experienced significant growth up to 2007 will have to adapt to the very different market conditions. The retailers that are not flexible enough to respond to changing consumer needs, or are being squeezed in the increasingly competitive 'middle ground' between high end and value retailing, have largely struggled to maintain market share over recent years. In some cases, this has resulted in a series of high profile 'casualties' and a number of key retailers have disappeared from our high streets (e.g. Woolworths, TJ Hughes, Habitat and Jane Norman).
- 3.10 The 'bulky goods' retail warehouse sector has also not been immune to the impact of the economic downturn. It has experienced a period of significant change and, more recently, instability. For example, during the late 1990s both B&Q ('Warehouse') and Homebase were rolling out very large out-of-centre retail warehouses (some exceeding 10,000m² gross) in an attempt to dominate market share. However, these same operators are now looking to scale down their stores. Other 'bulky goods' operators are failing in the economic climate including, for example, Focus DIY.
- 3.11 Within town centres, some high street multiple operators are changing their formats and requirements, and are increasingly seeking larger modern shop units in prime locations. Some traditional high street retailers (e.g. Boots, Next, TK Maxx and Marks & Spencer) have sought this space in large out-of-centre stores which provide the larger floorplates they require to display their full range of products. For example, Mothercare is to close 110 of their town centre stores (representing approximately a quarter of their portfolio) to focus on their out-of-centre market.

TOWN CENTRES

- 3.12 These changes in retail development and market demand are clearly impacting on the UK's town centres and high streets. Research shows that there is an increasing polarisation of development activity and investment interest in the larger regional and

sub-regional centres (i.e. the top 50-75 centres), such as Basingstoke Town Centre. This is because they have larger and established catchment areas and represent less risky investments in the current climate. These larger centres have also generally benefitted from recent new shopping centre development over the last decade (e.g. Festival Place) and are therefore better placed than smaller and medium sized centres to accommodate retailers' requirements for modern larger format units. The continuation of these trends will impact on future operator requirements, with retailers looking to satisfy their demand for larger modern premises in prime shopping locations, with strong catchment areas and a good supply of appropriate retail space.

INTERNET SHOPPING

- 3.13 New forms of retailing have also emerged in recent years and are becoming established as significant alternatives to more traditional 'bricks and mortar' shopping facilities. Internet and multi-channel shopping has increased its market share of retail sales in certain product categories due to the increased use of personal computers, mobile phones and faster Broadband access. Up to now, the impact of Internet shopping has been mainly concentrated on certain retail products and services (such as, for example, books, music and travel). In turn, this has resulted in a reduction in the number of retailers selling these types of products on the high street.
- 3.14 Although forecasters are still uncertain as to future growth, there does appear to be significant potential for increased market share of total retail expenditure. For example, the latest forecasts by Experian in *Retail Planner Briefing Note 10.1* (September 2012) indicate a growth in the market share of total non-store retail sales from 10.9% in 2012 to 19.8% by 2021. However such forecasts need to be treated with caution as Experian forecast that some 25% of SFT sales for comparison goods and 70% for convenience goods occur through traditional retail space. This has direct implications for retail capacity forecasts.

FUTURE TRENDS

- 3.15 Looking ahead, forecasters are uncertain as to when the UK will emerge fully from the economic downturn. The economy is forecast to face a period of
- lower growth in consumer spending;
 - reduced bank lending;
 - limited access to credit;
 - cuts in public sector expenditure; and
 - a sluggish housing market.
- 3.16 Notwithstanding this, forecasters appear to agree that that the economy and retail sector post-recession will be very different to the "boom" years of the last decade.

This presents significant challenges for all those involved in the retail planning, development and investment.

- 3.17 The economic downturn is also impacting on the vitality and viability of many of Britain's centres and high streets, through the loss of customers, the number and frequency of shopping trips, and new public/private sector investment. This is placing pressures on rental growth and market demand in many centres outside the "top 100" shopping locations, which is further compounded by rising vacancy levels and the loss of key anchor retailers.
- 3.18 In our opinion, a far more uncertain future awaits the next "wave" of new retail investment and development. The evidence suggests that high quality schemes in the strongest prime shopping locations will continue to prosper. In contrast, the weaker secondary centres and shopping locations with a more limited offer, smaller catchments and negligible market demand will continue to struggle.
- 3.19 Notwithstanding this reduction in the supply of new retail floorspace, industry experts predict that the demand from major retailers for new space will continue as it remains the primary mechanism for retailers to grow their businesses. Over the short to medium term any increased demand for space from retailers will have to be met by the current retail stock (i.e. existing shopping centres, the high street and out-of-centre facilities), as there is limited new retail floorspace in the pipeline. With increased demand and the lack of supply over the short to medium term, research for the British Council of Shopping Centres (BCSC) predicts that this will effectively 'push up' rental levels for the larger modern desirable units until a significant amount of new development reaches completion. As a result, over the medium term, retailers will be competing for limited available space. Therefore those centres that are able to accommodate and deliver new developments over the next 5-10 years should be in a good position to attract operator interest. However, this will depend on the new retail floorspace being in the right location (i.e. prime) and having the right size, format and specification to meet the needs of modern retailers.
- 3.20 Research by the British Council of Shopping Centres (BCSC) has also identified an increased emphasis on asset management, as owners and developers invest in the expansion or refurbishment of existing shopping centres to increase their investment value and turnover. In the current economic climate this investment in existing assets is less risky and financially onerous than new build projects. However, as the supply of suitable units "dry up" in prime locations, so retailers will also look at alternative options for delivering growth, such as through new out-of-centre openings, increasing sales through the internet, and/or expanding internationally.
- 3.21 Finally, although the NPPF reinforces the longstanding policy objective of promoting development and investment in town centres first, it is likely that applications for new and extended shopping facilities in out-of-centre locations will continue in the future. Potentially the next phase of out-of-centre investment and development could be a

further reinvention and masterplanning of existing out-of-centre locations as mixed use developments, comprising residential, office and commercial leisure uses in addition to the existing and extended retail offer. The potential opportunities to “reinvent” out-of-centre shopping locations will be greatest initially where they are located close to towns that do not have the physical capacity (i.e. sequential sites) to increase their retail offer.

- 3.22 In this context, it is clear that the ‘top 100’ prime centres and shopping locations in Britain should continue to flourish once the economy recovers. The greatest challenge will be how to revitalise the fortunes of struggling small and medium sized centres that do not have the critical mass of retail, leisure and other uses to compete for more limited investment and development.

4.0 STUDY AREA - RETAIL PROVISION & MARKET SHARES

THE STUDY AREA

- 4.1 The starting point for the retail assessment is to define a realistic and appropriate study ('catchment') area. For strategic assessments the study area needs to be drawn sufficiently widely to 'capture' the wider catchment of Basingstoke Town Centre, as well as the more localised catchments of the Borough's smaller centres and stores.
- 4.2 The defined study area was agreed with BDBC at the outset and is set out in **Appendix 1**. It includes all of the borough area, as well as areas outside of the local authority area from where Basingstoke Town and the other main centres may influence shopping patterns. The study area was informed by the previous retail study and has been defined using postcode sector geography^{†††}.
- 4.3 As Table 4.1 below shows, the study area was sub-divided into ten broad geographic zones based on postcodes. This is a standard approach, as it provides the sampling framework for the household telephone interview survey (see **Appendix 2**). It also enables more detailed analysis of the interrelationship between different centres and shopping locations for the purpose of the economic capacity assessment.

Table 4.1 **Study Area, Zones and Postcode Geography**

	Geographic Zone / Area	Postcode Geography
Zone 1	Central Basingstoke	RG21 3, RG21 4, RG21 5, RG21 6, RG21 7, RG21 8
Zone 2	Basingstoke West	RG22 4, RG22 5, RG22 6
Zone 3	Basingstoke East	RG24 7, RG24 8, RG24 9
Zone 4	Basingstoke North West	RG23 7, RG23 8
Zone 5	Tadley	RG26 3, RG26 4, RG26 5
Zone 6	Newbury South	RG19 6, RG19 8, RG20 4, RG20 5, RG20 9
Zone 7	Whitchurch	RG25 3, RG28 7, SP11 6
Zone 8	Basingstoke South	GU34 5, RG25 2, SO21 3, SO24 9
Zone 9	Hook	RG27 0, RG27 8, RG27 9, RG29 1
Zone 10	Basingstoke North East	RG7 2

^{†††} Please note that the study area and zones defined for the purpose of the updated household survey and economic capacity assessment are not directly comparable with the previous study area and zones. In particular, Zone 1 as defined in the previous study has been sub-divided into five zones in this case to enable a finer level of analysis. The use of postcode sectors is generally recommended as a means of coding survey responses, as population/expenditure data is widely available and produced based on postcode geography.

- 4.4 Zones 1-4 have been grouped together to form the 'Central Catchment Area' (CCA) for the purpose of the market share analysis and economic capacity assessment. The CCA is the area where most of the Borough's convenience and comparison goods floorspace is concentrated. It therefore represents the primary catchment area for the majority of the centres and stores in the CCA.

RETAIL PROVISION

- 4.5 The Borough's hierarchy of centres comprises Basingstoke Town Centre, which is the principal centre for a wide range of uses.
- 4.6 At the next level in the hierarchy are the district centres at Brighton Hill, Chineham, Overton, Tadley and Whitchurch. Although these centres vary in terms of their floorspace and retail offer, they primarily serve the more frequent day-to-day shopping and service needs of their local catchment populations.
- 4.7 The local centre at Kingsclere and other smaller local shopping parades also play an important role in the centre hierarchy meeting the needs of their local communities.
- 4.8 In addition there are a number of out-of-centre foodstores and retail warehouse outlets that primarily serve the main food and 'bulky' non-food shopping needs of the Borough's population.
- 4.9 As stated above, the majority of the Borough's retail floorspace is concentrated in the Central Catchment Area (CCA). This includes the town centre, Chineham and Brighton Hill District Centres, and most of the out-of-centre retail warehouses and foodstores. The main exceptions are Tadley District Centre, which is located to the north of the Borough on the edge of the study area, and Whitchurch and Overton District Centres which are both located to the west.
- 4.10 The retail (convenience and comparison goods) floorspace provision in the Borough's main centres and stores is set out in **Appendix 3**. These estimates are informed by the previous retail studies prepared for the Council and have been updated (where possible) based on a variety of sources, including the latest Experian Goad 'Centre Summary' report for Basingstoke Town Centre and recent planning applications. However it should be noted at the outset that it is more difficult to accurately identify the total comparison goods floorspace in the Borough's main centres and parades as there is no robust information available.
- 4.11 For **convenience goods** we estimate that the Borough has a total estimated sales area of 27,249m² net (see Table 1, **Appendix 3**). Of this total sales area:
- Some 62% is located in Basingstoke's main town, district, local centres and parades.
 - The town centre accounts for less than 18% of the Borough's total convenience goods floorspace.

- The Borough's three main District Centres - Chineham, Brighton Hill and Tadley - account for some 37% (10,095m² net) of total provision. The convenience goods offer and floorspace in these centres is anchored by Tesco, Asda and Sainsbury's respectively.
- The Borough's out-of-centre superstores and convenience shops account for 38% (10,263m² net) of total convenience goods floorspace.
- The largest out-of-centre superstores are the Sainsbury's at Wallop Drive and the Morrisons at Worting Road. There is also a smaller Lidl 'deep discount' store at Churchill Way West and Co-Op at Winklebury Way.
- The other out-of-centre provision mainly comprises smaller local convenience stores operated by Tesco Express, Sainsbury's Local and Co-Op that primarily function as 'top-up' food shopping destinations.

4.12 For **comparison goods** we estimate that the Borough currently has a total comparison goods sales area of 101,852m² net (see Table 2, **Appendix 3**). Of this total sales area:

- The town centre accounts for just over half of the Borough's total comparison goods offer.
- After the town centre, Chineham District has the next highest comparison goods floorspace, with a total estimated sales area of 5,949m² net^{††}.
- The Borough's out-of-centre shopping facilities (i.e. retail warehouse floorspace and the non-food space in superstores) account for approximately 37% of total comparison goods sales floorspace.
- The main retail warehouse provision is concentrated in the Hatch Warren and Brighton Hill Retail Parks. There is also a cluster of retail warehouse units located along Winchester Road^{§§§}.

HOUSEHOLD SURVEY

4.13 Strategic Perspectives commissioned *NEMS Market Research* to carry out a household telephone interview survey (HTIS) across the defined study area and zones. The questionnaire was designed by SP, working in partnership with the Council, and is set out in **Appendix 2** along with the survey methodology^{****}.

4.14 In total some 1,002 telephone interviews were conducted between Thursday 3rd May 2012 and Saturday 16th May 2012. To ensure the robustness of the survey, a number of measures are put in place by NEMS to ensure the sample is representative of the profile of the person responsible for most of the food / shopping in the household.

^{††} This includes the non-food sales of the Tesco superstore and also takes account of the replacement of Next by the Marks & Spencer Simply Food store.

^{§§§} There have been limited changes in the floorspace and tenant mix of these retail warehouse outlets since the Council's previous Retail Study Update (July 2009).

^{****} Please note that the detailed household survey results and tabulations are not appended to this report, but can be obtained by the Council upon request. Please note that there may be a cost for purchasing the full survey results.

MARKET SHARE ANALYSIS

- 4.15 The survey results detailing shopping patterns and preferences for different types of convenience and comparison goods shopping are used to inform the market share analysis for the main study centres, foodstores and retail warehouses at the base year^{†††}. These market shares provide a key input to the retail capacity assessment.

Convenience Goods

- 4.16 Convenience goods retailing is generally defined as comprising everyday essential items, including food, drinks, newspapers/magazines and confectionery (also see **Glossary of Terms**). For the purpose of our assessment convenience goods and food shopping have the same meaning and the survey included standard questions on:
- where households “normally” carry out their main ‘bulk’ (trolley) food purchases (question 1) and more frequent ‘top up’ (basket) purchases (question 11);
 - the main reason why they visit a particular store for main food shopping (question 2);
 - how they normally travel to the store for main food shopping (question 3), and how often (question 4);
 - whether households also regularly visited any other stores for main ‘bulk’ convenience goods purchases (question 5);
 - whether households also purchased comparison goods in-store as part of their overall food shopping trip (question 7); and
 - whether they link their food shopping trip with other shopping and leisure activities (questions 8-10).
- 4.17 The results for main and top up shopping have then been merged through the application of a weighting based on judgements as to the proportion of household expenditure normally accounted for by each type of convenience goods shopping. In this case we have assumed a standard weighting of 65% for main ‘bulk’ shopping, 10% for secondary main ‘bulk’ shopping and 25% for top-up shopping. This weighting produces a composite pattern of convenience goods spending, expressed as a market share for the centres and main stores in each survey zone.
- 4.18 The overall market share analysis for convenience goods shopping is set out in Table 1 of **Appendix 4**. This provides the framework for the economic capacity assessment.

^{†††} Please note that the survey results were re-weighted by NEMS to filter out negative responses (such as by people who did not remember where they shopped for a particular type of good). Special Forms of Trading (i.e. purchases over the Internet, mail order shopping and market stalls) were also filtered out. This is because it is common practice in retail assessments to deduct SFT from the average expenditure per capita figures at the outset (see Section 5).

4.19 **Appendix 4** also sets out the market shares for 'main' (Table 2), 'secondary main' (Table 3) and 'top-up' (Table 4) food shopping. Some of the key headline results identified by the market share analysis are as follows:

- Overall the Borough's foodstores are achieving a very strong retention of all convenience goods shopping trips in Basingstoke's Central Catchment Area (CCA, Zones 1-4) of 97.8%. The retention level in Zone 5 (Tadley) is also high at 93.2%.
- The town centres foodstores and convenience shops are achieving a 9.9% market share in the CCA. The town's market share in Zones 5-10 is more limited, ranging from 0.5% in Zone 8 to 3.3% in Zone 5.
- In comparison, the Borough's out-of-centre foodstores are achieving a significantly higher market share (46.6%) in the CCA. The Sainsbury's at Hatch Warren (24.7%) and Morrisons at Worting Road (19.4%) dominate food shopping in the CCA.
- The Borough's out-of-centre stores are also achieving good market shares across the wider study area, ranging from 3.5% in Zone 6 to 29.3% in Zone 7.
- Both Chineham (19.6%) and Brighton Hill (15.6%) District Centres are also achieving higher market shares in the CCA than the town centre. This reflects the relative scale and attraction of the Tesco and Asda superstores in both centres. Chineham District Centre is also achieving a good market share in Zones 5 (15.9%) and 10 (21.2%), whereas Brighton Hill has a more limited draw from outside the CCA.
- Tadley District Centre's food and convenience offer is anchored by the extended Sainsbury's superstore. Overall it is achieving a 52.8% market share in Zone 5 and a 26.1% share in Zone 10. Its draw from other zones is more limited.
- Tables 2 and 3 confirm the dominance of the Borough's larger superstores for both 'main bulk' and 'secondary main bulk' food shopping.
- The Borough's other smaller district centres, local centres and parades are achieving a more limited market share in the study area. For example, Overton (14.3%) and Whitchurch (7.8%) achieve their highest share of convenience goods shopping within Zone 7 (i.e. the zone in which they are located). This reflects the relative scale of the convenience goods floorspace in these smaller centres and their primary roles as meeting the more frequent day-to-day shopping needs of their local catchment populations (see Table 4).

Comparison Goods

4.20 Comparison goods are generally defined as items not obtained on a frequent basis and include clothing, footwear, household and recreational goods (also see **Glossary of Terms**). For the purpose of our assessment comparison goods and non-food shopping have the same meaning.

4.21 The household survey comprised questions on the following main non-food expenditure categories, as defined by Experian Business Strategies (also see **Appendix 2**):

- 'clothing and footwear' (question 12);
- 'furniture, carpets and floor coverings' (question 13);

- 'textiles, curtains, soft furnishings, etc.' (question 14);
 - 'DIY goods, hardware, decorating supplies, etc.' (question 15);
 - 'Gardens, plants and flowers' (question 16);
 - 'large domestic appliances' (e.g. fridges, washing machines, etc.) (question 17);
 - 'small domestic appliances' (e.g. kettles, irons, knives, etc.) (question 18);
 - 'audio-visual, photographic and computer equipment' (such as radio, TV, Hi-Fi, telephones, photographic and computer goods) (question 19);
 - 'CDs, DVDs, etc' (but excluding video and computer games) (question 20);
 - 'personal use and care' (including medical and pharmaceutical products) (question 21);
 - 'games, toys, hobbies, sports, camping and musical instruments' (question 22); and
 - 'pets and pet related products' (question 23);
- 4.22 *Question 24* of the survey necessarily grouped together household shopping preferences for, and expenditure on all other comparison goods^{****}. This is because it not feasible within the time and budgetary constraints of a household survey to cover all the detailed expenditure categories classified by EBS.
- 4.23 The retail capacity assessment draws on the overall market share analysis for all comparison goods shopping (see Table 1, **Appendix 5**). This has been derived by applying the market shares for the different categories of comparison goods to the comparable average per capita expenditure levels by goods type within each study zone (see Tables 2-13, **Appendix 5**).
- 4.24 This is an accepted approach as it provides a more accurate assessment of the distribution and weight of spend by respondents across each zone. The more detailed expenditure category approach means that the resultant market shares for centres and stores are not skewed by any particular comparison goods expenditure category. As a result, the analysis provides a more robust picture of overall shopping patterns for comparison goods. The key headline results for the study area as a whole (i.e. Zones 1-10) as set out in Table 1 (**Appendix 5**) are as follows:
- The Borough's main centres and stores are achieving a total market share (or 'retention level') of all comparison goods shopping trips within the study area of 71.7%.
 - The town centre's market share is 37.4% and the Borough's out-of-centre shopping facilities (i.e. retail warehouses and the non-food sales in superstores) are achieving a market share of 23.9%.
 - Apart from Chineham (3.9%) and Brighton Hill (2.4%) District Centres, the Borough's other smaller centres and shopping parades are achieving a limited market share for comparison goods shopping. This reflects the relative scale of the retail floorspace in these centres, their

^{****} This includes the following categories - books; jewellery; watches; glassware; travel goods; etc..

limited catchments and the fact that they principally serve the convenience and service needs of their local catchment populations.

- Centres and stores outside Zones 1-10 are achieving a 28.9% market share of comparison goods shopping trips from within the entire study area. Reading (5.7%), Newbury (5.6%) and Winchester (4.1%) are the main areas/centres visited.

4.25 The analysis of market shares and shopping patterns within the study area zones shows that:

- The Borough's centres and stores are achieving a strong retention of comparison goods shopping trips in the CCA (91%). There is also a strong retention in Zone 5 ('Tadley').
- The retention levels in Zones 7 (57.2%), 9 (59.5%) and 10 (56.8%) are also good.
- The market shares in Zone 6 (20.0%) and Zone 8 (34.2%) are lower and reflect the fact that for the majority of respondents in these zones other centres (such as Newbury and Winchester) are more convenient and accessible shopping locations.
- In the CCA, the town centre is achieving an overall market share of 46.3%. Its share across the other zones ranges from 41.4% in Zone 5 ('Tadley'), to 11.0% in Zone 6 ('Newbury South').
- The out-of-centre stores are achieving a market share of 34.1% within the CCA. Their share across the other zones ranges from a high of 17.5% in Zone 9 (Hook), to 4.4% in Zone 6 (Newbury South).

4.26 Tables 2-13 (**Appendix 5**) set out the more detailed shopping patterns for the different types of comparison goods expenditure categories that make up the overall market share analysis. To help illustrate some of the key trends and shopper preferences, the table below summarises the market shares and retention levels for selected comparison goods categories within Basingstoke's Central Catchment Area (CCA) only.

Table 4.2 **Basingstoke CCA - Market Share Analysis (%)**

	Clothing & Footwear	Furniture, Carpets, etc.	Textiles, Soft Furnishings, etc.	DIY, Hardware, etc	Large Domestic Appliance	Games, Toys, Hobbies, etc	Pets & Pet Products
Basingstoke Town Centre	82.6	7.3	42.9	3.0	4.5	43.6	5.5
Chineham District Centre	2.9	1.2	0.7	-	0.6	5.3	9.5
Brighton Hill District Centre	2.6	-	3.9	-	0.6	1.7	6.6
Other Centres/Parades	0.1	3.6	0.4	0.7	1.8	0.6	3.0
Out-of-Centre Stores	2.9	50.3	26.4	93.5	82.3	46.5	73.3
RETENTION LEVEL:	91.1	62.3	74.4	97.2	89.8	97.6	97.8
Other Centres/Stores Outside Borough:	8.9	37.7	25.6	2.8	10.2	2.4	2.2
TOTAL MARKET SHARE:	100	100	100	100	100	100	100

- 4.27 The table shows that Basingstoke Town Centre dominates fashion (clothing and footwear) shopping within the CCA with a market share of 82.6%. In contrast, the out-of-centre stores are the main destinations for a wide range of purchases for 'bulky' items, including furniture and carpets, DIY/hardware goods and large domestic appliances (e.g. fridges, freezers, washing machines, etc.), as well as for other retail categories (such as pets and pet products).

SUMMARY

- 4.28 In summary, the survey evidence shows that the Borough's main centres and stores are retaining a high proportion of convenience and comparison goods shopping trips and expenditure within the defined study area, and particularly within the Central Catchment Area (CCA).
- 4.29 Basingstoke Town Centre is the prime destination for a range of comparison goods shopping, particularly for clothing and footwear purchases.
- 4.30 Notwithstanding this, it is clear from the market share analysis that the Borough's out-of-centre retail warehouses dominate shopping patterns for different categories of comparison goods expenditure.
- 4.31 The town centre's market share of food and convenience goods purchase is limited. This reflects its current limited provision and the attraction of larger foodstores in the Borough's main District Centres (i.e. Chineham, Brighton Hill and Tadley), as well as the draw of the two main out-of-centre superstores at Hatch Warren (Sainsbury's) and Worting Road (Morrisons) to the south west of the town.
- 4.32 Although the Borough's other smaller District Centres (Whitchurch and Overton), Local Centres and shopping parades have a more limited draw for all comparison goods and main food shopping purchases, they are clearly important destinations for more frequent top-up food shopping and are meeting the day-to-day needs of their local catchment populations.

5.0 ECONOMIC CAPACITY ASSESSMENT

- 5.1 This section sets out the assessment of the quantitative need (retail capacity) for new comparison and convenience goods floorspace in the Borough area over the development plan period, between 2012 (the 'base year') and 2027 (the 'design year'), as well as up to 2031. This assessment supersedes the previous retail capacity forecasts prepared for the Council.
- 5.2 The capacity forecasts are based on the latest expenditure and population projections provided by Experian Business Strategies (EBS) for the study area and each sub-zone (i.e. Zones 1-10).
- 5.3 The economic tabulations detailing the convenience and comparison goods capacity forecasts are set out in **Appendix 6** and **Appendix 7** respectively.
- 5.4 The capacity forecasts do allow for the Council's objectives for between 735 and 770 homes per annum over the period 2011 to 2029 as reported and agreed at Cabinet on 30th October 2012.

THE CREATE CAPACITY MODEL

- 5.5 The **CREATE**^e economic model has been developed by Strategic Perspectives over a number of years to specifically assess the capacity for, and impact of new retail floorspace. The Excel-spreadsheet based model draws on the advice set out in the NPPF and *Practice Guidance*; it adopts a transparent step-by-step approach in which all the key assumptions and forecasts can be easily tested and interrogated.
- 5.6 In simple terms the economic capacity approach is underpinned by the following key inter-related assumptions and forecasts:
- The definition of a realistic study (catchment) area (see Section 4).
 - Average convenience and comparison goods expenditure per capita levels for the study and ten sub zones are derived from the 'Area Profile Reports' ('APRs') produced by Experian Business Strategies ('EBS'). All expenditure and turnover figures are expressed in 2011 prices.
 - The base year population and projections up to 2031 have also been derived from the EBS 'Area Profile Reports' ('APRs').
 - The forecasts of annual growth in convenience and comparison goods expenditure per capita levels are informed by the most recent expenditure forecasts published by EBS in 'Retail Planner Briefing Note 10.1' (September 2012).
 - We have made an allowance for Special Forms of Trading ('SFT') at the base year and for growth over the forecast period based on the latest forecasts published by EBS.
 - The assessment of the 'potential' (or 'current') turnovers of all retail floorspace in the Borough area at 2012 is based on the allocation of available expenditure in the study

area to existing centres/stores based on the survey-derived market share analysis for each zone (see Section 4), and informed judgements as to the likely trade draw of certain centres/stores from outside the study area;

- The growth in the 'potential' turnover of existing centres and stores over the study period (i.e. 2017, 2022, 2027 and 2031) is based on a *constant market share* approach.
- The assessment of the 'benchmark' turnovers for existing centres/stores in 2012 is based, where possible, on the company average sales densities (or 'turnover to floorspace ratios' - £ per square metre) of specific retailers published by Mintel. This assessment is informed by other evidence, including health checks and previous retail assessments.
- The growth in 'benchmark' turnovers over the study period allows for the growth in the 'productivity' (or 'efficiency') of existing and planned/committed floorspace in accordance with national policy and the advice set out in the *Practice Guidance*. This reflects the ability of retailers to absorb increases in their costs by increasing their average sales densities^{§§§§}.

- 5.7 Capacity arises from the relationship and differences between the baseline trading performance of existing centres and stores, and the forecast growth in expenditure and turnover levels. In simple terms a 'surplus' capacity generally points to an under-provision of retail facilities within a centre and/or study area (which, all things being equal, would suggest a need for new floorspace), whereas a deficit would suggest an over-provision of retail facilities.
- 5.8 For the purpose of this capacity assessment we have first assumed that all the existing retail (convenience and comparison goods) floorspace in Basingstoke Borough is trading in line with estimated 'benchmark' turnover levels at the base year. In other words it has been assumed that the local retail market is in 'equilibrium' at 2012. Based on this approach, comparisons between the (post-2012) growth in the survey-derived 'potential' ('current') turnover levels of centres/stores and the forecast growth in estimated 'benchmark' turnovers (based on annual 'productivity' growth rates) will provide a broad indication of the residual expenditure capacity available over the forecast period.
- 5.9 Having assumed 'equilibrium' at 2012, we have then assessed whether centres/stores are currently under-performing or 'overtrading', and whether there is any potential 'pent-up' need/capacity at the outset that should be taken into account. This will, in turn, help to inform judgements as to whether there is a need to improve the scale, quality and choice of existing floorspace in the Borough. It should be noted, however,

§§§§ For convenience and comparison goods retailing we have identified appropriate annual 'productivity' growth rates that are compatible with the annual expenditure per capita growth forecasts. However, it should be noted that individual centres, stores and shopping facilities will be capable of achieving higher and/or lower annual 'productivity' growth depending on a range of trading factors (including the scale, quality and type of their retail floorspace).

that this approach is better suited to the assessment of convenience goods capacity, as published 'benchmark' turnover levels for foodstores are readily available and are widely used to help inform both capacity and impact assessments. This is a more difficult approach for comparison goods retailing, as there is limited published evidence available.

- 5.10 Finally we advise the Council that the capacity forecasts over a long period of time are inherently less certain, due to economic uncertainties and the potential for changes in some of the key assumptions (such as, for example, the potential for much stronger growth in internet shopping than currently forecast). As a result we advise the Council that the forecasts should be treated with caution and greater emphasis should be placed on the short term forecasts, up to 2017. Furthermore, the forecasts are only intended to provide a broad indication of the potential need for new retail floorspace to help inform plan-making and potential future site allocations. They should not, therefore, be treated as 'maximum' or 'minimum' thresholds (or 'targets') that have to necessarily be met over the lifetime of the development plan.
- 5.11 In this context, the following provides a summary of the key baseline assumptions and forecasts underpinning the retail capacity assessment for convenience and comparison goods retailing.

POPULATION AND EXPENDITURE ESTIMATES

Study Area Population

- 5.12 Table 1 sets out the base year population for each study area zone and the projections to 2027 and 2031, based on the outputs of the Experian *Area Profile Reports*. The key headlines include:
- The total study area population of 218,470 in 2012 is projected to increase to 242,036 by 2027 and to 246,556 by 2031.
 - Basingstoke's 'Central Catchment Area' (CCA, Zones 1-4) population is estimated to be 114,391 in 2012, which represents over half (52%) of the total study area population.
 - The CCA population is projected to increase to 132,470 by 2027 and to 135,997 by 2031. This population growth has been agreed with the Council and takes account of the annual dwelling allocations.
 - Zones 1 and 3 are projected to have the highest population growth of 19.4% and 22.3% respectively between 2012 and 2031.

Average Expenditure Levels (2012)

- 5.13 Table 2 sets out the base year (2012) average expenditure per capita levels for convenience goods (**Appendix 6**) and comparison goods (**Appendix 7**) within the ten study area sub-zones.

- 5.14 Based on recent forecasts published by EBS and the results of the household survey, we have made informed judgements as to the most appropriate allowance for the market share of 'non-store' retail sales at the base year and over the forecast period. This is also commonly referred to as Special Forms of Trading (SFT) and is made up of purchases that generally occur outside of shops (such as, for example, via mail order, vending machines, market stalls and the Internet). Notwithstanding these forecasts, we advise the Council that growth could be higher over the long term for two main reasons:
- First, EBS have assumed that after 2020 internet shopping will grow in line with total retail sales, reflecting the maturing of the market. However, if the growth of online and multi-channel retail spending was to continue at current levels, then there is clearly potential for more significant growth in SFT post-2020.
 - Second, the SFT allowance for both convenience and comparison goods also takes account of the fact that a proportion of online sales are sourced from regular stores rather than dedicated warehouses (particularly in the case of foodstore operators). This implies an increase in required store floorspace to cater for rising internet sales. However, the trend towards 'click-and-collect' services and the development of so-called 'dark stores' dedicated solely to internet food shopping could fuel stronger growth in SFT over time.
- 5.15 We therefore recommend that the Council monitors the research relating to the growth of on-line shopping and updates the forecast growth rates when necessary.

Expenditure Growth (2012 – 2031)

- 5.16 The forecast annual growth rates in per capita convenience and comparison goods expenditure have been informed by the latest *Retail Planner Briefing Note 10.1* (September 2012) prepared by Experian Business Strategies (EBS) (see Section 3, Table 3.1).
- 5.17 Most forecasters broadly agree that retail spending growth over the short, medium and long term will be lower than previous historic levels. For the purpose of this strategic assessment we have therefore adopted the EBS annual growth forecasts up to 2019, but have assumed higher annual growth rates than EBS forecast over the long term (i.e. 2020 to 2031) of +0.8% for convenience goods and +3.5% for comparison goods. We consider that this is a reasonable and robust assumption in this case, as it also takes into Basingstoke's local economic market and performance.
- 5.18 Total available retail expenditure in the study area and zones is derived by multiplying the population and average expenditure per capita levels at the base year and over the forecast period.
- 5.19 In 2012 there is estimated to be some £430.5m of available convenience goods expenditure in the study area (see Table 3: **Appendix 6**); and a further £641.5m of comparison goods expenditure (Table 3: **Appendix 7**).

5.20 Between 2012 and 2031:

- total **convenience goods** expenditure in the study area (i.e. Zones 1-10) is forecast to increase by +£97.8m (+22.7%), and by £64.0m (+29.5%) within Basingstoke's Central Catchment Area (CCA); and
- total **comparison goods** expenditure is forecast to increase by 87.6% (+£562.2m) in the total study area, and by £308.2m (+98.4%) in the CCA.

5.21 The forecast growth in comparison goods expenditure significantly outstrips convenience goods expenditure growth. As we demonstrate below, this has implications for the forecasts of residual expenditure capacity.

'BASELINE' TURNOVER ASSESSMENT

5.22 The next key stage in the capacity assessment involves establishing the relative 'baseline' trading performance of the Borough's existing centres and stores. This is fundamental to the assessment of what, if any, surplus capacity is likely to arise over the forecast period.

5.23 As stated previously, there are two standard approaches for assessing the trading performance of existing centres and stores:

- **'Potential' ('current') turnover levels** – the first approach involves allocating all the available convenience and comparison goods expenditure (£ million) in the study area (Table 3) to the Borough's existing retail floorspace based on the market shares (%) derived from the household survey (Table 4). As described in Section 4, the market share analysis also helps to establish the retention of expenditure within the study area and sub zones, as well identifying any significant 'leakage' to centres/stores located outside the study area.
- **'Benchmark' turnover levels** – the second approach assesses the turnover of centres/stores informed by the published company average sales densities (£ per m²) for specific retailers, where available.

5.24 If the quantitative assessment indicates that 'potential' turnover estimates are significantly above or below 'benchmark' levels, then this can provide an indication that existing floorspace/stores are either 'overtrading' or under-performing. As the *Practice Guidance* states (paragraph 3.16), the extent to which the turnover of existing stores significantly exceeds 'benchmark' turnovers may be a qualitative indicator of need, and in some cases can inform quantitative need considerations. For example, it may be an expression of the poor range of existing facilities in an area, or it may be due to a limited choice of stores and a lack of new floorspace within a locality. We assess the overall influence of any under-performance or 'overtrading' in existing centres/stores on the economic capacity forecasts in more detail below.

Convenience Goods Turnover Performance

- 5.25 The available convenience goods expenditure (£ million) is allocated to the Borough's centres/stores from Basingstoke's Central Catchment Area (CCA) and the other study zones at the base year (2012) based on the market shares (%) derived from the household survey (see Table 5, **Appendix 6**). For the purpose of this assessment we have assumed constant market shares over the forecast period to allocate the forecast expenditure to centres/stores at 2017, 2022, 2027 and 2031 (see Tables 7-9).
- 5.26 The market share analysis does not take into account the fact that some of the Borough's centres/stores will draw retail expenditure from outside the study area. Our trade draw estimates are set out in Table 10 and are informed by a variety of factors including, *inter alia*, the location, scale and attractiveness of the retail offer in each centre/store; accessibility and parking provision; the distribution of competing centres/stores both within and outside the study area; and the retail expenditure derived from tourists, day-trippers and commuters living outside the study area.
- 5.27 Table 11 sets out the total 'potential' turnovers of the main centres/stores in 2012, based on the market share and trade draw analysis. Table 12 shows the average sales densities ('turnover to floorspace ratios') derived from the convenience goods sales area estimates (as set out **Appendix 3**).
- 5.28 For convenience goods retailing, and principally the main foodstore operators, it is possible to robustly assess 'benchmark' turnover levels based on the published company average sales figures (see Table 13). Please note that where such information is not available for the Borough's smaller stores and other convenience floorspace, we have made informed judgements as to their likely average turnover levels based on the survey evidence and available research *****.
- 5.29 As Table 11 shows, the Borough's total convenience goods floorspace (i.e. town centre and out-of-centre) has a 'potential' turnover of £315.3m in 2012 (2011 prices). This is some 4.6% (£13.9m) above the 'benchmark' turnover estimate of £301.4m. More detailed analysis indicates that:
- the Borough's existing centres are achieving a total current turnover of £183m, which is slightly below the estimated 'benchmark' level of £185.3m; and
 - the Borough's out-of-centre stores have a total 'potential' turnover of £132.3m in 2012, which is some 14% above the 'benchmark' turnover estimate of £116.1m.

***** This includes previous health checks of centres/stores and key performance indicators detailing the location, scale and type of convenience floorspace; the size and affluence of the catchment population; accessibility by different modes of travel, etc.

- 5.30 The above average trading performance of the out-of-centre floorspace is principally explained by the strong performance of the Borough's two main out-of-centre superstores; namely Sainsbury's at Hatch Warren and Morrisons at Worting Road.
- 5.31 The *Practice Guidance* (paragraph B.42) advises that 'benchmarks' should not be used "prescriptively" or in "isolation" to indicate a measure of "need". This is because operators in different locations will trade significantly above or below their company averages depending on a range of factors. As a result, given the inherent margins of error involved in this type of exercise, the *Practice Guidance* advises that the use of company averages as benchmarks should be "...treated with caution unless they are corroborated by other independent evidence of under-performance, or strong trading" (paragraph B.43). Other supporting evidence will include, for example, the results of in-centre health checks, or any signs of in-store congestion and/or queuing at checkouts.
- 5.32 In this case the quantitative and qualitative evidence indicates that the strong trading performance of the Borough's two main out-of-centre stores is in contrast to the poor trading performance of the town centre. This reflects the limited scale, quality and choice of foodstores in the town centre compared with the Borough's larger out-of-centre superstores. Based on the qualitative and quantitative evidence it is therefore our view that there is a potential need for new convenience goods floorspace in or on the edge of the town centre to help 'claw back' shoppers and expenditure from the Borough's existing out-of-centre stores. We consider this in more detail below.

Comparison Goods Turnover Performance

- 5.33 Table 5 (**Appendix 7**) allocates all available comparison goods expenditure (£ million) in the study area at 2012 to the Borough's existing retail floorspace based on the market shares (%) derived from the household survey. As for convenience goods retailing, we have also assumed constant market shares over the forecast period to determine the allocation of expenditure to all centres/stores at 2017, 2022, 2027 and 2031 (see Tables 7-9).
- 5.34 Table 10 sets out our informed judgements as to the likely draw of comparison goods expenditure from outside the study area. In this case we have assumed that:
- Basingstoke Town Centre achieves a 15% trade draw based on the significant scale and quality of its retail offer, and principally the attraction of Festival Place;
 - Tadley District Centre will also draw 15% of its comparison goods turnover from outside the study area due to its location at the northern edge of the Borough; and
 - The Borough's other district centres, smaller local centres and out-of-centre retail warehouses will have more limited potential to draw trade from outside the wider study area due to their location and the distribution of similar competing shopping facilities elsewhere.

- 5.35 Table 11 sets out the total 'potential' turnover estimates for all the Borough's main centres and stores in 2012, based on the market share and trade draw analysis.
- 5.36 Table 12 shows the derived average sales densities (£ per m²) based on our estimates of the comparison goods sales area of the Borough's main centres/stores.
- 5.37 We have assessed the indicative 'benchmark' comparison goods turnovers for all the Borough's centres/stores to help establish the baseline for forecasting purposes (see Appendix 3). However, as stated previously, we advise caution in the use of these 'benchmarks' to inform the analysis. This is because the evidence detailing the sales areas and average turnover performance of the Borough's centres is not as robust or reliable as for foodstores. For example, there is no accepted published information detailing the average turnover levels of different sized centres. For this reason we have placed more weight on the survey-derived 'potential' turnover estimates to inform our judgements as to the current trading performance of the Borough's existing centres.
- 5.38 Overall, Table 11 shows that the Borough's centres (i.e. town centre, district centres, local centres and shopping parades) have a total 'potential' turnover of £341.1m in 2012. This is below the indicative 'benchmark' turnover of £349.4m.
- 5.39 A more detailed analysis shows that Basingstoke Town Centre has a total 'potential' turnover of £276m in 2012 (2010 prices), which is equivalent to an average sales density of £5,362 per m². Based on our assessments of the performance of different types of centres and shopping locations in the UK, we have found that average sales densities can range from circa £2,000 per m² for smaller centres, up to £7,000 per m² and above for successful centres. The stronger trading performance of certain shopping locations is due to a range of factors, including the scale and quality of their retail offer, and the presence of a high proportion of multiple retailers. On this basis we consider that the average sales density for Basingstoke town centre is a robust assessment and broadly reflects the scale, range and quality of its comparison goods offer.
- 5.40 Turning to the Borough's out-of-centre shopping facilities⁺⁺⁺⁺, it is possible to make more meaningful comparisons between the survey-derived 'potential' turnover estimates and 'benchmark' turnovers, as there is published evidence detailing the average sales performances of multiple retailers, including out-of-centre operators.
- 5.41 Table 11 identifies that the Borough's out-of-centre floorspace is achieving a total 'potential' turnover of £154.9m in 2012 and this is equivalent to an average sales density of £4,134 per m² (Table 12). We estimate that the Borough's out-of-centre retailing has a lower total 'benchmark' turnover of £140.6m; equivalent to an average

⁺⁺⁺⁺ This comprises all the out-of-centre retail warehouse floorspace and the non-food sales component of out-of-centre superstores

sales density of £3,752 per m². The quantitative analysis therefore indicates that the out-of-centre stores are trading some 10% (+£14.3m) above their estimated 'benchmark' levels.

- 5.42 Overall, the Borough's comparison goods floorspace (i.e. centre and out-of-centre) is estimated to be achieving a total turnover level of £496m in 2012, which is broadly equivalent to the estimated 'benchmark' level of £490m. On this basis we have assumed that there is no 'pent up' residual expenditure capacity at the base year available to support new floorspace.

RETAIL COMMITMENTS

- 5.43 Table 13 sets out the retail commitments⁺⁺⁺⁺ for both new convenience goods (**Appendix 6**) and comparison goods (**Appendix 7**) floorspace in the Borough, and the turnover forecasts. This assessment is important, as the turnover of all new committed floorspace will take the first 'slice' of any forecast residual expenditure capacity at the base year and over the forecast period.

- 5.44 At the outset it should be noted that the following permitted retail developments were completed before the updated household telephone interview survey was conducted and the capacity assessment does therefore take account of the overall trading performance of these new and extended stores:

- **Sainsbury's Extension, Hatch Warren (BDB/71370)** – permission was granted in January 2010 for an extension of 1,647m² net to the existing Sainsbury's store at Hatch Warren (2-3 Wallop Drive). The permission allowed for an increase in the store's total sales area from 4,913m² to 6,560m² (+1,647m² net). Condition 18 of the permission restricted the sales of comparison goods to a maximum proportion of 30% of the total retail floorspace.
- **Marks & Spencer Simply Food, Chineham District Centre (Ref: BDB/74777)** – A Section 73 application was approved in 2011 for a variation of condition to allow Marks & Spencer 'Simply Food' store to trade in the former Next unit (Unit E3) at Chineham District Centre. The unit has a gross area of 1,800m², of which 930m² gross is at ground floor and the remainder at mezzanine level. The M&S has a total estimated sales area of 1,100m² net, of which the majority is located at ground floor level. The mezzanine space comprises a café (250m²), storage and office space. For the purpose of the capacity assessment we have assumed that the store has a total convenience sales area of 935m² net and achieves a 'benchmark' convenience goods turnover based on published company averages of circa £10.8m in 2012 (2010 prices).

- 5.45 The main outstanding commitments in the Borough (as agreed with the Council) that had not been developed at the time of preparing this assessment were as follows:

++++ Defined as all retail schemes with planning permission or under construction at the time of preparing this study, as well as new retail floorspace that was completed and/or opened after the household telephone interview survey was conducted.

- **Lidl & Dunelm Mill, Reading Road (Ref: BDB/75973)** – Permission was granted in June 2012 for the redevelopment of two buildings (Impact House and Isis House) at Gastons Wood in Chineham for two new Class A1 retail units. The scheme will be occupied by Lidl in one unit of 1,458m² gross (1,063m² net) and by Dunelm Mill in another unit of 3,712m² gross (2,970m² net), including a mezzanine floor. The sales areas and forecast turnovers of the proposed operators are set out in more detail in Table 13 (**Appendices 6 and 7**). In summary it has been assumed that the Lidl foodstore will achieve a total convenience goods turnover of circa £3.2m. For comparison goods Dunelm Mill, along with Lidl's more limited non-food sales area, will achieve a total turnover of circa £7.8m. The retail units will be served by some 143 car parking spaces.

- **B&M Homestore – 120 Worting Road, Basingstoke (Ref: BDB/ 75174)** – Planning permission was granted in July 2012 for a change of use application to remodel and convert the existing vacant industrial buildings on the Thorneycroft Industrial Estate. This superseded an earlier permission on the site for a new purpose-built retail warehouse (ref: BDB/69356). The proposed (Class A1) retail warehouse unit has a gross internal area of 2,859m² and an estimated retail sales area of 2,000m² net. B&M Homestore ('B&M') are identified as the occupants and sell primarily decorating, furniture and homeware products, along with ancillary sales of toys and limited convenience goods (e.g. packaged foods, confectionery and soft drinks). Based on the retail assessment submitted in support of the application, we estimate that the store will achieve a total turnover of circa £6m in 2012 (2010 prices), of which some £1m will be convenience goods sales.

- **B&Q at The Harrow Way and Winchester Road (Ref: BDB/03/55849)** – Permission was granted following a 'call-in' Inquiry for a new B&Q retail warehouse of 8,567m² gross on the former Smiths Industries Aerospace site, adjacent to Brighton Hill Retail Park. This permission was recently renewed (Ref: BDB/75792) and condition 5 restricts the sales area to DIY-related ('bulky goods') goods only. We have therefore treated the B&Q as a commitment in our analysis, although there is some uncertainty as to whether it will be delivered as planned. This is because Tesco Stores Limited has been promoting a new superstore on the site for a number of years. However, the most recent proposal for a foodstore of 8,240m² gross, to be served by 535 parking spaces, was refused planning permission at Committee on 25th July 2012 (Ref: BDB/75056). We understand that this decision could be subject to an appeal by the applicant, although this was not confirmed at the time of finalising this study. Based on the retail assessment submitted in support of the application, the proposed store had a total estimated sales area of 4,730m² net, of which some 40% (1,892m² net) was identified for comparison goods (non-food) sales. Based on published company averages sales levels and our informed judgements as to the likely performance of the proposed store, we estimate that the store could achieve a total 'benchmark' turnover of over £56m in 2012 (2010 prices).

CONVENIENCE GOODS 'BASELINE' CAPACITY FORECASTS

- 5.46 As described above, the capacity approach in this case is based on the reasonable assumption that the Borough's convenience retail market is in 'equilibrium' at the base year. The forecast residual expenditure 'surplus' within the study area up to 2031 is therefore derived from the differences between the forecast growth in 'potential' and

'benchmark' turnovers. No allowance is made in this capacity scenario for any potential underperformance or 'overtrading' of existing stores at the base year. The detailed steps underpinning the ('equilibrium') economic assessment are set out in Table 14 (Appendix 6) and the capacity forecasts are summarised in the table below:

Table 5.1 Convenience Goods Capacity - Assuming 'equilibrium' at 2012

	2012	2017	2022	2027	2031
Residual Expenditure (£m):	-£4.2	£8.9	£15.5	£442.4	£53.8
Floorspace Capacity (m2 net):					
Major food superstore:	-	701	1,203	3,222	4,025
OR Supermarket / Deep Discounter:	-	1,461	2,506	6,713	8,386

Source: Table 14, Appendix 6 (Step 7).

- 5.47 In order to convert the residual expenditure into a net sales floorspace figure we have assumed a major superstore operator will achieve an average sales density of circa £12,500 per m² in 2012 (based on an average of the published company sales figures for the 'top 5' foodstore operators - Asda, Tesco, Sainsbury's, Morrisons and Waitrose). For the purpose of this assessment, we have also assessed the floorspace capacity for smaller format supermarket operators (e.g. Co-Op and Budgens) and/or 'deep discounters' (e.g. Aldi and Lidl) based on the fact that they trade at lower average sales densities of circa £6,000 per m².
- 5.48 As the table shows, this results in capacity for 701m² net of new 'superstore format' floorspace in 2017, increasing to 1,203m² by 2022 and 3,222m² by 2027. The forecast capacity for new supermarket and/or deep discounter floorspace is higher due to the lower assumed average sales levels.
- 5.49 As described above, comparisons between the survey-derived 'potential' turnovers and 'benchmarks' (where published information is available) can help to inform judgements as to whether existing centres/stores are trading broadly in line with 'acceptable' turnover levels, or whether there is evidence that certain centres/stores are underperforming, or trading at such high levels that 'overtrading' is occurring. The extent to which the turnover of existing centres/stores significantly exceeds 'benchmark' turnovers may be interpreted as a qualitative indicator of need (for example, it may point to a poor range of existing facilities or limited choice of stores in a catchment area) and may also help to inform quantitative need. However, the *Practice Guidance* (paragraph B.42) advises that turnover benchmarks should be treated with caution unless they are corroborated by other independent evidence of under-performance or strong over-trading (such as, for example, the results of in-centre and in-store health checks, or evidence of congestion and overcrowding in stores).

- 5.50 In this case the analysis of the trading performance of all centres/stores at the base year has identified that the Borough's existing convenience goods floorspace is trading some 4.6% (£13.9m) above 'benchmark' levels. This is explained principally by the strong trading performance of the Borough's two main out-of-centres stores, namely Sainsbury's at Hatch Warren and Morrisons at Worting Road. This should be considered alongside the fact that the scale and quality of the town centre's convenience goods offer is limited, and it is currently estimated to be trading at levels some 42.5% below 'benchmark'.
- 5.51 In this context, it is our judgement in this case that there could be potential at the base year for the redistribution of convenience goods expenditure capacity of circa £16m from Basingstoke's out-of-centre stores to support a new foodstore either in or on the edge of the Town Centre to help support its overall vitality and viability, as well as improve competition and customer choice in accordance with the NPPF. The provision of an 'anchor' foodstore in the town centre would help to 'claw back' shoppers and expenditure to a highly sustainable location. For the local planning authority, meeting this need will depend on the availability and allocation of a development opportunity site (or sites) in the town centre that are either within the primary shopping area (PSA), or are well connected to the town centre and capable of generating linked trips and expenditure. We consider the potential for town centre and/or edge of centre locations to accommodate the forecast need in more detail in Section 6 to this report.
- 5.52 Based on the residual expenditure capacity of circa £16m derived from the assumed 'over-trading' of out-of-centre stores, we estimate that this could support an additional circa 1,300m² net of new convenience goods floorspace in 2012 assuming an average sales level of £12,500 per m². The total capacity at the base year would therefore increase to circa 2,000m² net.
- 5.53 Notwithstanding the higher updated capacity forecasts, if the Council cannot identify or allocate a site in the town centre for a store of an appropriate scale, then we advise that the capacity forecasts should not be used to support further out-of-centre retail floorspace, unless the Council is satisfied that proposals are in compliance with the sequential 'test' and will not harm the overall vitality and viability of existing centres, in compliance with the advice set out in the NPPF.
- 5.54 As stated previously, capacity forecasts beyond a 5 year period should be treated with caution, and do not necessarily represent 'thresholds' or 'targets' that should be met. Furthermore, the capacity assessment follows a standard **constant market share approach** and does not therefore model the potential uplift in 'retention levels' that can occur within catchment areas following new retail development. Notwithstanding this, based on the high 'retention levels' of 97.8% in the CCA and 93.2% in Zone 5

('Tadley'), we do not consider that there is scope in this case to increase the market shares in these zones to justify new retail floorspace.

COMPARISON GOODS CAPACITY ASSESSMENT

- 5.55 Table 14 (**Appendix 7**) sets out the detailed steps in the capacity approach and the results are summarised below.

Table 5.2 **Comparison Goods Capacity at 2012**

	2012	2017	2022	2027	2031
Residual expenditure (£m):	-£28.8	£17.8	£72.0	£155.6	£215.8
Floorspace capacity (m ² net):	-	3,122	11,671	22,857	28,717

Source: Table 14, Appendix 7 (Steps 5 & 6)

- 5.56 The table shows that there is negative expenditure 'surplus' at the base year after taking into account all planned commitments; including the permission for a new B&Q 'bulky goods' retail warehouse at The Harrow Way/Winchester Road site.
- 5.57 The forecast expenditure 'surplus' has been converted into a net retail sales area based on an assumed average sales density for all new comparison goods floorspace of circa £5,500 per m² in 2012 (2010 prices). This is broadly comparable to the derived average sales density for all Basingstoke Town Centre's comparison goods floorspace. It is also informed by the average turnover levels achieved by modern comparison goods retailers in town centre locations.
- 5.58 Notwithstanding this, it should be noted that the average sales levels for different retailers will vary dependent on a range of factors such as, for example, location, the scale and quality of the retail offer, and the distribution of competing retail facilities. For example, published figures show that 'bulky goods' retailers in the DIY, carpet and furniture sectors generally achieve lower average sales levels of between £1,500 and £4,000 per m², whereas large format electrical goods retailers can achieve average sales of circa £7,000 per m². The Council should be aware that these different sales levels assumptions will have implications for the assessment of the need for, and impact of different types of comparison goods retailing. It will also be a material consideration for the local planning authority when assessing and determining applications for large format retailing (such as retail warehouses for example).
- 5.59 Having assessed forecast capacity assuming 'equilibrium' in the Borough's retail market at the base year, we have also considered whether existing centres/stores are potentially 'overtrading' and the implications for the overall capacity assessment.
- 5.60 Based on the evidence we have found that the Borough's main centres are achieving 'potential' (survey-derived) turnovers broadly in line with 'benchmark' (company average) sales levels. We have also identified that the Borough's out-of-centre retail

floorspace is trading above 'benchmark' levels. Overall it is estimated that all the Borough's comparison goods floorspace achieves a total 'potential' turnover just 1.2% (£6.1m) above estimated 'benchmarks'. On this basis, it is our judgement in this case that there is no 'pent-up' residual expenditure capacity at the base year due to 'over-trading'.

- 5.61 As for the convenience goods capacity forecasts, we advise that all forecasts beyond a 5 year period should be treated with caution. Furthermore, it should be noted that the capacity assessment is based on a standard constant market share approach and does not take account of any potential uplift in 'retention levels' that can occur within catchment areas due to 'claw back' following the development of new retail floorspace in more convenient and sustainable locations.

SUMMARY

- 5.62 The table below summarises the capacity for new (convenience and comparison goods) retail floorspace in the study area over the forecast period.

Table 5.3 **Retail Floorspace Capacity Assessment - Summary**

m ² net	2012	2017	2022	2027	2031
Convenience Goods Capacity:	-	701	1,203	3,222	4,025
Comparison Goods Capacity:	-	3,122	11,671	22,857	28,717
TOTAL CAPACITY:	-	3,823	12,874	26,079	32,742

Source: Table 15, Appendix 6 (Step 7).

- 5.63 The updated capacity forecasts take into account all extant permissions identified by the local planning authority at the time of preparing this study. The forecasts do not make an allowance for the Tesco application at Harrow Way as this was refused planning permission in July 2012. However we understand at the time of finalising this study that the Council's decision is subject to appeal. If the proposed store was allowed it would take-up a significant quantum of the forecast convenience and comparison goods expenditure capacity.
- 5.64 By way of reference, the *July 2009 Retail Study Update* identified 'baseline' capacity for 816m² net of new 'superstore format' floorspace in 2016, increasing to 3,834m² net by 2031. For comparison goods the forecasts identified capacity for 5,070m² of new comparison goods floorspace in 2016, increasing to 34,821m² by 2031. The slight differences between the previous forecasts and the updated capacity forecasts are explained by a variety of factors including, for example, revisions to the expenditure per capita, population and SFT growth forecasts.
- 5.65 Finally, it is important to restate that these capacity forecasts should be treated with caution, particularly post-2017, as they are based on various layers of assumptions

and forecasts with regard to the trading performance of existing centres and stores, and the growth in retail spending, etc. For example, if the growth in Internet and multi-channel shopping is stronger than current forecasts by Experian suggest, then this will reduce the future demand and capacity for new 'physical' space over the long term.

- 5.66 Furthermore, the base year capacity forecasts for both convenience and comparison goods retailing are predicated on the redistribution of residual expenditure from the Borough's existing out-of-centre stores to the town centre. If there are no suitable and viable sites in the town centre or other centres that can meet the identified capacity, then any proposals for new retail floorspace in edge and/or out-of-centre locations will need to be assessed against the sequential and impact 'tests' in accordance with the advice set out in the NPPF, as well as other material considerations.

6.0 BASINGSTOKE TOWN CENTRE

- 6.1 Having assessed the economic capacity for new retail floorspace in the Borough, we have also been instructed by the Council to advise on:
- the impact of the extended town centre boundary on the town centre, including implications for the regeneration of Basing View in light of the Masterplan Vision; and
 - the extent of the primary shopping area in Basingstoke Town Centre in light of the extended town centre boundary.
- 6.2 By way of background, the Council's proposal to extend the Town Centre Boundary was first set out in the *'Key Themes' Public Consultation Document* (March 2010), which formed part of the Council's preparation of the LDF Core Strategy. The Council identified that Basingstoke town centre's boundary is "*drawn quite tightly around the main retail area, which could limit opportunities for providing additional services and facilities*". The need for an extended Town Centre Boundary was informed by the Borough's previous retail assessments (2009)^{§§§§§}.
- 6.3 Following revision, the extended Town Centre Boundary was carried forward by the Council in Policy EP4 (Retail Centres Policy) of the *Pre-Submission Core Strategy* draft for public consultation (February 2012) and is defined on Proposal Map 5. Although this version of the Core Strategy has since been quashed (see Section 2), Policy EP4 does confirm that the expanded Town Centre Boundary provided opportunities for "*the provision of additional services and facilities to serve the needs of the borough's growing population, to contribute towards the town's image and to support a revitalised and regenerated Basing View*".
- 6.4 The policy seeks to ensure the development of a better connected and designed town centre. The Council state that the extended Town Centre boundary will provide greater flexibility for the centre to grow and improve in the future, reducing the possibility of additional services and facilities being located in out-of-centre areas. It is identified that this approach will also help deliver the 'Vision for Central Basingstoke' and support the council's strategy of regenerating Basing View, which includes improving the current severance between it and the town centre. A Masterplan Vision document has been prepared for the regeneration of Basing View and a Supplementary Planning Document (SPD) will be prepared in due course.

§§§§§ The previous retail assessments identified significant capacity for new retail floorspace over the development plan period. They also highlighted that although Basingstoke Town Centre is generally vibrant and has benefited from new investment in Festival Place, there were a number of apparent weaknesses and gaps in its retail and wider town centre offer. These included, for example, the need for an improved night time economy; the lack of an 'anchor' foodstore to compete with the Borough's existing out-of-centre superstores; and the future potential vulnerability of the 'Top of the Town' area.

- 6.5 Map 5 of the *Pre-Submission Core Strategy* also defines the Primary Shopping Area (PSA)^{*****}. This is informed by the Council's previous retail study. The Policy states that the primary frontages⁺⁺⁺⁺⁺ and secondary frontages⁺⁺⁺⁺⁺ will be defined in the Site Allocations and Delivery Development Plan Document.
- 6.6 Against this background the updated capacity assessment has confirmed the quantitative need for new comparison and convenience goods floorspace up to 2027. Although we advise the Council that forecasts beyond a 5-year period should be treated with caution, it is apparent that the local planning authority will need to identify and allocate sites in the Borough if it is to accommodate the identified retail floorspace capacity in a comprehensive and sustainable manner over the development plan period.
- 6.7 The definition of the PSA and the extended Town Centre Boundary represents a robust approach for Basingstoke based on its role as the Borough's principal centre. It is supported by the evidence base, including the updated retail capacity forecasts, and also by the NPPF, which seeks to deliver sustainable development and ensure the vitality and competitiveness of town centres (see, for example, paragraph 23). When drawing up Local Plans the NPPF clearly states that local planning authorities should, amongst other key objectives:
- Define the extent of town centres and primary shopping areas, based on a clear definition of primary and secondary frontages in designated centres, and set policies that make clear which uses will be permitted in such locations;
 - Allocate a range of suitable sites to meet the scale and type of retail, leisure, commercial, office, tourism, cultural, community and residential development needed in town centres. It is important that needs for retail, leisure, office and other main town centre uses are met in full and are not compromised by limited site availability. Local Planning Authorities should therefore undertake an assessment of the need to expand town centres to ensure a sufficient supply of suitable sites;
 - Allocate appropriate edge of centre sites for main town centre uses that are well connected to the town centre where suitable and viable town centre sites are not available. If sufficient edge of centre sites cannot be identified, set policies for meeting the identified needs in other accessible locations that are well connected to the town centre; and
 - Recognise that residential development can play an important role in ensuring the vitality of centres and set out policies to encourage residential development on appropriate sites.

***** The Primary Shopping Area (PSA) is the defined area where retail development is concentrated and generally comprises the primary and those secondary frontages which are adjoining and closely related to the primary shopping frontage.

+++++ Primary Frontages are likely to include a high proportion of retail uses which may include food, drinks, clothing and household goods.

+++++ Secondary Frontages provide greater opportunities for a diversity of uses, such as restaurants, cinemas and businesses.

- 6.8 In our judgement the extension of the Town Centre Boundary (TCB) to include the station area, the western tip of Basing View and other land to the west of the town centre will provide a significant opportunity to meet the forecast capacity and need for new retail (convenience and comparison goods) floorspace and other town centre uses in the Borough in a highly sustainable location over the development plan period.
- 6.9 However, please note that is not part of the study brief to assess the overall physical capacity, suitability and viability of all the potential development opportunity sites located within the existing and extended TCB to meet the identified capacity. Notwithstanding this, the land comprising the western tip of Basing View is closest to the primary shopping area and railway station, and therefore represents a good opportunity in our view to provide an appropriate scale and mix of new retail floorspace and other uses that are well connected to the town centre. In our judgement this area would represent a suitable and viable location for an 'anchor' food superstore, and/or large format retail units. This type of retailing would help to 'claw back' shoppers and expenditure to the town centre from competing out-of-centre stores, as well as having the potential to generate 'linked' trips and expenditure to the town centre's other shops and facilities. In turn, this would help to support the overall vitality and viability of the town centre, and its competitiveness over the long term in compliance with the key objectives set out in the NPPF. Notwithstanding this, any new retail floorspace proposed for Basing View will need to be of an appropriate scale and type, such that it complements rather than competes ('like-for-like') with the town centre's existing offer.
- 6.10 In terms of impact on the town centre, the current boundary of the Primary Shopping Area (PSA), as set out on Proposals Map 5, will still mean that Basing View and other sites in the extended town centre boundary are defined as being either edge or out of centre in retail planning terms. By way of clarification the NPPF (Annex 2) defines edge-of-centre for retail purposes as "*a location that is well connected and up to 300 metres of the primary shopping area*". For all other main town centre uses, edge of centre is defined as a location within 300 metres of the town centre boundary and for office development this includes locations outside the town centre but within 500 metres of a public transport interchange. As a result we consider that the definition of the PSA is appropriate and reasonable in this case, as it means that any proposals for new retail floorspace outside the PSA will be subject to the sequential and impact 'tests' carried out in compliance with the NPPF (paragraphs 24-27). In turn, this will enable the local planning authority to assess and determine the impacts and benefits of new proposals on the town centre on a case-by-case basis.
- 6.11 Of relevance to the assessment of impact, the NPPF (paragraph 26) identifies a default threshold of 2,500m² for the preparation of impact assessments where there is no locally set floorspace threshold. The *Practice Guidance* also states that in advance of LDFs being revised to reflect this advice, it may occasionally also be relevant to

consider the impact of proposals below this threshold, for example if they are large compared to a nearby centre, or likely to have a disproportionate effect or 'tip the balance' of a vulnerable centre. Although a 'blanket' threshold is not necessarily suitable for all types of centre, in this case we consider that retail proposals of 250m² net or more in edge or out of centre locations should, in principal, be subject to an impact assessment.

- 6.12 In our experience this lower impact threshold is appropriate as it will help the local planning authority to monitor and maintain the overall vitality and viability of the Borough's smaller centres. This is because smaller centres are generally more dependent on frequent day-to-day convenience shopping and they could therefore be vulnerable to proposals for smaller format stores (such as, for example, Tesco Express and Sainsbury's Local) in edge and/or out-of-centre locations that could compete 'like-for-like' with existing shops and facilities. We therefore advise the Council that it is sensible in planning policy terms to retain the ability to assess applications on a case-by-case base depending on the scale, location and format of new retail proposals.
- 6.13 Notwithstanding this suggested lower impact threshold, we do accept that a smaller store of circa 250m² net is unlikely to have a significant impact on Basingstoke Town Centre and the Borough's larger District Centres, such as Chineham for example, Although this floorspace threshold will apply to all retail proposals on the edge of or outside of the Borough's centres, the local planning authority will need to be pragmatic as to level of evidence required in support of retail proposals. As the *Practice Guidance* states, the scope and level of detail required should be proportionate to the nature of the policy or proposal under consideration, and it should not be necessary to consider the effects of minor proposals where the scope for significant adverse impacts is agreed to be limited. Clearly each application will need to be considered on a case-by-case base and the level of supporting evidence required will need to be discussed and agreed with the applicants as part of any pre-application process. This approach is also relevant to the consideration of some non-retail town centre uses (such as offices, hotels, etc.) where there is no established methodology for assessing quantitative impact in any detail.

7.0 GLOSSARY OF TERMS

CITY CENTRES:	The highest level of centre identified in development plans. In terms of hierarchies, they will often be a regional centre and will serve a wide catchment. The centre may be very large, embracing a wide range of activities and may be distinguished by areas which may perform different main functions. Planning for the future of such areas can be achieved successfully through the use of area action plans, with master plans or development briefs for particular sites.
TOWN CENTRES:	Town centres will usually be the second level of centres after city centres and, in many cases, they will be the principal centre or centres in a local authority's area. In rural areas they are likely to be market towns and other centres of similar size and role which function as important service centres, providing a range of facilities and services for extensive rural catchment areas. In planning the future of town centres, local planning authorities should consider the function of different parts of the centre and how these contribute to its overall vitality and viability.
DISTRICT CENTRES:	District centres will usually comprise groups of shops often containing at least one supermarket or superstore, and a range of non-retail services, such as banks, building societies and restaurants, as well as local public facilities such as a library.
LOCAL CENTRES:	Local centres include a range of small shops of a local nature, serving a small catchment. Typically, local centres might include, amongst other shops, a small supermarket, a newsagent, a sub-post office and a pharmacy. Other facilities could include a hot-food takeaway and launderette. In rural areas, large villages may perform the role of a local centre.
TOWN CENTRE USES:	Main town centre uses are retail development (including warehouse clubs and factory outlet centres); leisure, entertainment facilities the more intensive sport and recreation uses (including cinemas, restaurants, drive-through restaurants, bars and pubs, nightclubs, casinos, health and fitness centres, indoor bowling centres, and bingo halls); offices; and arts, cultural and tourism development (including theatres, museums, galleries and concert halls, hotels and conference facilities).
TOWN CENTRE BOUNDARY:	Defined area, including the primary shopping area and areas of predominantly leisure, business and other main town centre uses within or adjacent to the primary shopping area. The extent of the town centre should be defined on a proposals map.
PRIMARY SHOPPING AREA (PSA)	Defined area where retail development is concentrated (generally comprising the primary and those secondary frontages which are adjoining and closely related to the primary shopping frontage). The extent of the primary shopping area should be defined on the proposals map. Smaller centres may not have areas of predominantly leisure, business and other main town centre uses adjacent to the primary shopping area, therefore the town centre may not extend beyond the primary shopping area.
PRIMARY & SECONDARY FRONTAGES	Primary frontages are likely to include a high proportion of retail uses which may include food, drinks, clothing and household goods. Secondary frontages provide greater opportunities for a diversity of uses, such as restaurants, cinemas and businesses.
EDGE-OF-CENTRE	For retail purposes, a location that is well connected up to 300 metres from the primary shopping area. For all other main town centre uses, a location within 300 metres of a town centre boundary. For office development, this includes locations outside the town centre but within 500 metres of a public transport interchange. In determining whether a site falls within the definition of edge-of-centre, account should be taken of local circumstances. (For example, local topography will affect pedestrians' perceptions of easy walking distance from the centre. Other considerations include barriers, such as crossing major roads and car parks, the attractiveness and perceived safety of the route and the strength of attraction and size of the town centre. A site will not be well connected to a centre where it is physically separated from it by a barrier such as a major road, railway line or river and there is no existing or proposed pedestrian route which provides safe and convenient access to the centre).
OUT-OF-CENTRE	A location which is not in or on the edge of a centre but not necessarily outside the urban area.

OUT-OF-TOWN	A location out of centre that is outside the existing urban area.
CONVENIENCE SHOPPING	Convenience retailing is the provision of everyday essential items, including food, drinks, newspapers/magazines and confectionery.
SUPERMARKETS	Self-service stores selling mainly food, with a trading floorspace less than 2,500 square metres, often with car parking.
SUPERSTORES	Self-service stores selling mainly food, or food and non-food goods, usually with more than 2,500 square metres trading floorspace, with supporting car parking.
COMPARISON SHOPPING	Comparison retailing is the provision of items not obtained on a frequent basis. These include clothing, footwear, household and recreational goods.
RETAIL WAREHOUSES	Large stores specialising in the sale of household goods (such as carpets, furniture and electrical goods), DIY items and other ranges of goods, catering mainly for car-borne customers.
RETAIL PARKS	An agglomeration of at least 3 retail warehouses.
WAREHOUSE CLUBS	Large businesses specialising in volume sales of reduced priced goods. The operator may limit access to businesses, organisations or classes of individual.
FACTORY OUTLET CENTRES	Groups of shops specialising in selling seconds and end-of-line goods at discounted prices.
REGIONAL & SUB-REGIONAL SHOPPING CENTRES	Out-of-centre shopping centres which are generally over shopping centres 50,000 square metres gross retail area, typically comprising a wide variety of comparison goods stores.
LEISURE PARKS	Leisure parks often feature a mix of leisure facilities, such as a multi-screen cinema, indoor bowling centres, night club, restaurants, bars and fast-food outlets, with car parking.
CONVENIENCE GOODS EXPENDITURE	Expenditure (including VAT as applicable) on goods in COICOP categories: Food and non-alcoholic beverages, Tobacco, Alcoholic beverages (off-trade), Newspapers and periodicals, Non-durable household goods.
COMPARISON GOODS EXPENDITURE	Expenditure (including VAT as applicable) on goods in COICOP Categories: Clothing materials & garments, Shoes & other footwear, Materials for maintenance & repair of dwellings, Furniture & furnishings; carpets & other floor coverings, Household textiles, Major household appliances, whether electric or not, Small electric household appliances, Tools & miscellaneous accessories, Glassware, tableware & household utensils, Medical goods & other pharmaceutical products, Therapeutic appliances & equipment, Bicycles, Recording media, Games, toys & hobbies; sport & camping equipment; musical instruments, Gardens, plants & flowers, Pets & related products, Books & stationery, Audio-visual, photographic and information processing equipment, Appliances for personal care, Jewellery, watches & clocks, Other personal effects.
SPECIAL FORMS OF TRADING	All retail sales not in shops and stores; including sales via the internet, mail order, TV shopping, party plan, vending machines, door-to-door and temporary open market stalls.
GROSS GROUND FLOOR FOOTPRINT FLOORSPACE	The area shown on the Ordnance Survey map or other plans as being occupied by buildings and covered areas measured externally.
GROSS RETAIL FLOORSPACE	The total built floor area measured externally which is occupied exclusively by a retailer or retailers; excluding open areas used for the storage, display or sale of goods.
NET RETAIL SALES AREA	The sales area within a building (i.e. all internal areas accessible to the customer), but excluding checkouts, lobbies, concessions, restaurants, customer toilets and walkways behind the checkouts.
RETAIL SALES DENSITY	Convenience goods, comparison goods or all goods retail sales (stated as including or excluding VAT) for a specified year on the price basis indicated, divided by the net retail sales area generating those sales.

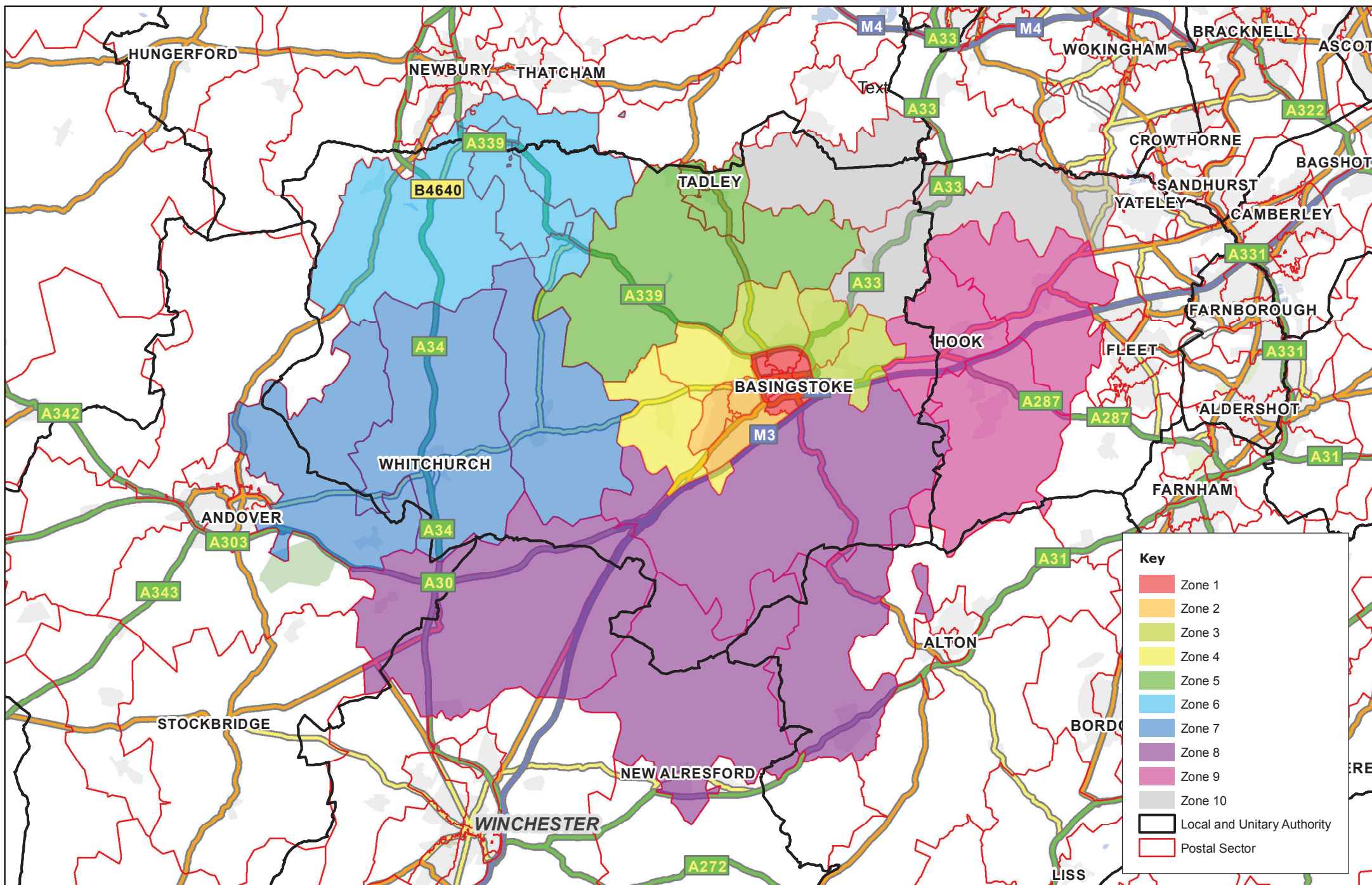
FLOORSPACE 'PRODUCTIVITY' ('EFFICIENCY') GROWTH	The percentage by which a retail sales density is assumed to increase annually in real terms over a stated period. The choice of the most appropriate level of growth will depend on individual circumstances, and in particular the capacity of existing floorspace to absorb increased sales. It is also important that selected rates of growth in productivity are compatible with assumptions about the growth in per capita expenditure.
QUANTITATIVE NEED	Is conventionally measured as expenditure capacity (i.e. the balance between the turnover capacity of existing facilities and available expenditure in any given area). Expenditure capacity, or 'quantitative need' can arise as a result of forecast expenditure growth (either through population growth or increase in spending), or by identification of an imbalance between the existing facilities and current level of expenditure available in an area.
QUALITATIVE NEED	Includes more subjective measures such as, for example, consumer choice; the appropriate distribution of facilities; and the needs of those living in deprived areas. 'Over trading' is also identified as a measure of qualitative need, although evidence of significant over-crowding, etc., may also be an indicator of quantitative need.
OVERTRADING	The extent to which the turnover of existing stores significantly exceeds benchmark turnovers may be a qualitative indicator of need, and in some cases inform quantitative need considerations. For example it may be an expression of the poor range of existing facilities or limited choice of stores and a lack of new floorspace within a locality. In certain cases 'overtrading' occurs when there is an imbalance between demand (i.e. available spend) and supply (i.e. existing floorspace capacity).
BENCHMARK TURNOVER	In the case of specific types of provision (such as foodstores) company average turnover figures are widely available and can provide an indication of a 'benchmark' turnover for existing facilities. However, the <i>Practice Guidance</i> advises that such turnover benchmarks should not be used prescriptively or in isolation to indicate a measure of 'need'. It is important to recognise that a range of factors (such as rental levels and other operating costs) mean that operators are likely to trade at a wide range of turnover levels. Given the inherent margins of error involved in this type of exercise, the use of company averages as benchmarks should be treated with caution unless they are corroborated by other independent evidence of under-performance, or strong trading. Examples might include the results of in-centre health checks, or the extent of congestion in stores and queuing at checkouts.

– END –

APPENDIX 1: STUDY AREA**APPENDIX 2: HOUSEHOLD SURVEY****APPENDIX 3: RETAIL FLOORSPACE PROVISION****APPENDIX 4: CONVENIENCE GOODS - MARKET SHARE
ANALYSIS****APPENDIX 5: COMPARISON GOODS - MARKET SHARE ANALYSIS****APPENDIX 6: CONVENIENCE GOODS CAPACITY ASSESSMENT****APPENDIX 7: COMPARISON GOODS CAPACITY ASSESSMENT**



Catchment Area - Basingstoke and Deane Retail Study 2012



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**Basingstoke & Deane
Household Survey
for
Strategic Perspectives
May 2012**

Job Ref: 150412

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Introduction

1.1 Research Background & Objectives

To conduct a survey amongst residents in the Basingstoke & Deane area to assess shopping habits for main food and grocery, top-up, non-food shopping and if there were any improvements they would like to see to either Basingstoke Town Centre, Chineham District Centre, Brighton Hill District Centre or Tadley.

1.2 Research Methodology

A total of 1,002 telephone interviews were conducted between Thursday 3rd May 2012 and Saturday 16th May 2012. Interviews were conducted using NEMS in-house CATI (Computer Assisted Telephone Interviewing) Unit. Respondents were contacted during the day and in the evening. All respondents were the main shopper in the household, determined using a preliminary filter question.

1.3 Sampling

1.3.1 Survey Area

The survey area was segmented into 10 zones, defined using postcode sectors. The zone details were:

Zone	Postcode Sectors	Number of Interviews
1	RG21 3, RG21 4, RG21 5, RG21 6, RG21 7, RG21 8	100
2	RG22 4, RG22 5, RG22 6	102
3	RG24 7, RG24 8, RG24 9	99
4	RG23 7, RG23 8	100
5	RG26 3, RG26 4, RG26 5	100
6	RG19 6, RG19 8, RG20 4, RG20 5, RG20 9	101
7	RG25 3, RG28 7, SP11 6	100
8	GU34 5, RG25 2, SO21 3, SO24 9	100
9	RG27 0, RG27 8, RG27 9, RG29 1	100
10	RG7 2	100
Total		1,002

1.3.2 Telephone Numbers

All available telephone numbers are used to obtain the sample of interviews. This includes published telephone numbers (land-lines and some mobile numbers) but is supplemented with ex-directory numbers as the demographic profile of this sub-set is different to the demographics of the published numbers sample. Ex-directory numbers are randomly generated using the published numbers as a 'seed'. Business numbers are de-duped and excluded.

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

1.3.3 Sample Profile

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

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

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

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

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

1.3.4 Time of Interviewing

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

1.3.5 Monitoring of Calls

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

1.4 Weightings

As sample sizes within each sector were not in proportion to population, the final tabulated data was weighted to make the overall results representative of the total population within the defined survey area. Details of those weightings are given in the table below:

Zone	Population *	Interviews Achieved	Weighting
1	23,070	100	1.1938
2	38,704	102	1.9636
3	26,008	99	1.3595
4	12,735	100	0.6590
5	21,206	100	1.0974
6	12,605	101	0.6458
7	12,535	100	0.6487
8	22,657	100	1.1725
9	20,258	100	1.0483
10	3,849	100	0.1992
Total	193,627	1,002	

* Source: Census 2001

1.5 Statistical Accuracy

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

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

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

For example, if 50% of a sample of 1000 answers “Yes” to a question, we can be 95% sure that between 46.9% and 53.1% of the population holds the same opinion (i.e. +/- 3.1%). However, if 50% of a sample of 100 answers “Yes” to a question, we can be 95% sure that between 40.2% and 59.8% of the population holds this opinion (i.e. +/-9.8%).

The following is a guide showing confidence intervals attached to various sample sizes from the study:

%ge Response	95% confidence interval
10	±1.9
20	±2.5
30	±2.8
40	±3.0
50	±3.1

1.6 Data Tables

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

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

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

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

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

Appendix 1:

Data Tabulations

By Zone

(Weighted)

Basingstoke & Deane Household Survey
For Strategic Perspectives

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Q01 Where do you normally go for your household's main food and grocery shopping (i.e. primarily bulk 'trolley' purchases)?												
Asda, Anton Mill Road, Andover	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Bournemouth Road, Eastleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brighton Hill District Centre, Basingstoke	8.6%	86	14.0%	17	23.5%	47	5.1%	7	7.0%	5	4.0%	4
Asda, Honey End Lane, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Lower Earley, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Essex Street, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Victoria Road, Mortimer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bell Street, Whitchurch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Odiham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Broadway, Thatcham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Winchester Street, Overton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Winklebury Way, Basingstoke	0.3%	3	1.0%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Iceland, Basingstoke Town Centre	0.8%	8	3.0%	4	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, Churchill Way West, Basingstoke	0.3%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Marks & Spencer, Chineham District Centre, Basingstoke	0.5%	5	0.0%	0	0.0%	0	3.0%	4	0.0%	0	1.0%	0
Marks & Spencer, Festival Place, Basingstoke Town Centre	0.4%	4	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Marks & Spencer, High Street, Alton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, London Road, Camberley	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Morrisons, Elvetham Heath, (The Key), Fleet	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Rose Kiln Lane, off Basingstoke Road, Reading	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0
Morrisons, Summit Avenue, Southwood, Farnborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Worting Road	13.0%	131	26.0%	31	13.7%	27	13.1%	18	36.0%	24	6.0%	7

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
(Thornycroft Industrial Estate), Basingstoke																						
Sainsburys, Farnham Trading Estate, Farnham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Hector's Way, (edge of) Newbury Town Centre	1.7%	17	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	21.8%	14	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Mulfords Hill, Tadley	6.7%	67	0.0%	0	1.0%	2	0.0%	0	0.0%	0	52.0%	57	3.0%	2	0.0%	0	0.0%	0	0.0%	0	29.0%	6
Sainsbury's, Badger Farm Road, Badger Farm, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Sainsbury's, Bridge St, Andover	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Sainsbury's, Draymans Way, Alton	2.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	22	2.0%	2	0.0%	0
Sainsbury's, Fleet Road, Fleet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Sainsbury's, Friar Street, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Sainsbury's, Shepherds Spring Lane, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Station Mall, Basingstoke Town Centre (The Malls)	2.6%	26	7.0%	8	4.9%	10	3.0%	4	3.0%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	0
Sainsbury's, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	18.3%	184	21.0%	25	48.0%	96	4.0%	5	35.0%	23	2.0%	2	0.0%	0	17.0%	11	14.0%	16	4.0%	4	0.0%	0
Sainsbury's (SavaCentre), Bath Road, Calcot, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Linden Avenue, Old Basing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco, Alresford, Hampshire	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco, Baughurst, Tadley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Chantry Way, Andover	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	7	0.0%	0	0.0%	0	0.0%	0
Tesco, Chineham District Centre, Basingstoke	13.5%	136	15.0%	18	1.0%	2	59.6%	80	6.0%	4	18.0%	20	0.0%	0	2.0%	1	2.0%	2	3.0%	3	26.0%	5
Tesco, Finchamptsead Rd, Wokingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Tesco, London Road, Camberley	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	7	3.0%	1
Tesco, London Road, Newbury	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Tesco, Station Road, Hook	5.2%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Tesco, Wellington Avenue, Aldershot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Winnall, Winchester	3.9%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Tesco Express, Lychpit Local Centre, Chineham (NOT THE DISTRICT CENTRE)	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Express, Oakridge Road, Basingstoke	0.5%	5	2.0%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	0
Tesco Extra, Newbury Retail Park, Pinchington Lane, Newbury	3.4%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Tesco Extra, The Meadows (Shopping Centre), Sandhurst	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Hampstead House, Basingstoke Town Centre	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Northbrook Street, Newbury Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Waitrose, Broadway, Thatcham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Waitrose, Hart Centre, Fleet	0.7%	7	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Oxford Road, Newbury	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	4
Waitrose, The Chantry Centre, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Waitrose, Tresham Crescent, Yateley	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Rectory Road, Wokingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linden Market, Linden Market, Linden Avenue, Basingstoke	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Local stores, Alton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Basingstoke Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Camberley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Hurstbourne Tarrant, Andover	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Local stores, Kingsclere, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Local stores, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other outside catchment area	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra River Way,	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	6

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Weighted:

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Andover																						
Waitrose, Stockbridge Road, Winchester	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.0%	5	0.0%	0	0.0%	0
Internet - Asda	0.4%	4	0.0%	0	1.0%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Waitrose/Ocado	1.5%	15	0.0%	0	0.0%	0	2.0%	3	0.0%	0	2.0%	2	2.0%	1	3.0%	2	4.0%	5	2.0%	2	2.0%	0
Internet - Sainsbury's	2.0%	20	3.0%	4	2.9%	6	0.0%	0	3.0%	2	0.0%	0	4.0%	3	0.0%	0	3.0%	4	2.0%	2	2.0%	0
Internet - Tesco	2.0%	20	3.0%	4	1.0%	2	4.0%	5	2.0%	1	2.0%	2	3.0%	2	3.0%	2	1.0%	1	0.0%	0	1.0%	0
Internet - Waitrose/Ocado	0.8%	8	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	2.0%	2	1.0%	1	0.0%	0
(Don't know)	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1002		119		200		135		66		110		65		65		117		105		20	
Sample:	1002		100		102		99		100		100		101		100		100		100		100	

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Weighted:

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Q02 What is the main reason you choose (STORE MENTIONED AT Q01) to do your main food and grocery shopping?																						
Accessibility by public transport	0.9%	9	0.0%	0	1.0%	2	0.0%	0	1.0%	1	1.0%	1	1.0%	1	1.0%	1	3.0%	4	0.0%	0	1.0%	0
Convenient to home	55.2%	553	37.0%	44	59.8%	120	67.7%	91	48.0%	32	67.0%	74	48.5%	32	35.0%	23	58.0%	68	55.0%	58	63.0%	13
Convenient to work	2.4%	24	4.0%	5	3.9%	8	1.0%	1	3.0%	2	1.0%	1	1.0%	1	2.0%	1	2.0%	2	3.0%	3	0.0%	0
Free car parking	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good car parking provision	0.6%	6	2.0%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	0
Low/competitive prices	8.4%	84	13.0%	16	4.9%	10	7.1%	10	6.0%	4	10.0%	11	9.9%	6	16.0%	10	9.0%	11	5.0%	5	7.0%	1
Quality of fresh food/goods	6.8%	68	6.0%	7	5.9%	12	5.1%	7	7.0%	5	5.0%	5	8.9%	6	12.0%	8	6.0%	7	10.0%	10	7.0%	1
Choice of food goods available	4.5%	45	5.0%	6	5.9%	12	4.0%	5	5.0%	3	3.0%	3	4.0%	3	6.0%	4	4.0%	5	3.0%	3	6.0%	1
Choice of non- food goods (e.g. clothes, DVDs, etc)	0.3%	3	0.0%	0	1.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Instore delicatessen / bakery / fresh fish counter etc	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Use of in-store cafe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Use of cash point / ATM	0.3%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Petrol station / car wash	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clubcard / Rewards system	1.2%	12	6.0%	7	0.0%	0	2.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Preference for retailer	6.2%	62	13.0%	16	5.9%	12	4.0%	5	9.0%	6	3.0%	3	3.0%	2	7.0%	5	3.0%	4	9.0%	9	5.0%	1
Good shopping environment	0.9%	9	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	3.0%	2	2.0%	2	1.0%	1	0.0%	0
Provision of non-food goods shopping nearby	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	1	1.0%	1	0.0%	0	0.0%	0
Provision of leisure services nearby	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of services nearby, such as banks and other financial services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Other	1.1%	11	3.0%	4	0.0%	0	2.0%	3	1.0%	1	1.0%	1	2.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Close to family / friends	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	1	2.0%	1	0.0%	0	2.0%	2	0.0%	0
Ethical reasons	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Friendly staff	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Go out of habit	1.4%	14	2.0%	2	2.0%	4	0.0%	0	2.0%	1	0.0%	0	5.9%	4	4.0%	3	0.0%	0	0.0%	0	0.0%	0
Good layout	0.3%	3	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good sized store	0.3%	3	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	0
It is convenient	1.0%	10	2.0%	2	0.0%	0	1.0%	1	2.0%	1	2.0%	2	2.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0
No other choice	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	1.0%	1	0.0%	0
They deliver	1.9%	19	1.0%	1	2.0%	4	0.0%	0	4.0%	3	2.0%	2	2.0%	1	2.0%	1	4.0%	5	1.0%	1	4.0%	1
Work there / get staff discount	1.9%	19	1.0%	1	4.9%	10	1.0%	1	1.0%	1	1.0%	1	1.0%	1	0.0%	0	2.0%	2	1.0%	1	2.0%	0
(Don't know / varies)	0.7%	7	1.0%	1	1.0%	2	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
(No reason in particular)	1.5%	15	0.0%	0	2.0%	4	0.0%	0	3.0%	2	0.0%	0	1.0%	1	2.0%	1	2.0%	2	4.0%	4	1.0%	0
Weighted base:	1002		119		200		135		66		110		65		65		117		105		20	
Sample:	1002		100		102		99		100		100		101		100		100		100		100	

Basingstoke & Deane Household Survey

For Strategic Perspectives

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
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Q03 How do you normally travel to (STORE / DESTINATION MENTIONED AT Q01)?*Not those who shop via internet / mail order at Q01*

Car / van (as driver)	77.8%	727	62.8%	70	76.0%	143	78.5%	99	75.5%	47	80.0%	83	88.0%	52	75.6%	44	82.2%	87	86.3%	86	80.0%	15
Car / van (as passenger)	12.0%	112	11.7%	13	11.5%	22	11.8%	15	14.9%	9	11.6%	12	8.7%	5	17.8%	10	12.2%	13	9.5%	9	16.8%	3
Bus, minibus or coach	3.3%	31	2.1%	2	5.2%	10	3.2%	4	9.6%	6	1.1%	1	2.2%	1	2.2%	1	4.4%	5	0.0%	0	1.1%	0
Using park & ride facility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Walk	5.8%	54	22.3%	25	6.3%	12	6.5%	8	0.0%	0	4.2%	4	0.0%	0	2.2%	1	0.0%	0	3.2%	3	0.0%	0
Taxi	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Train	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	0
Bicycle	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Mobility scooter	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		935		112		189		126		62		104		59		58		106		100		19
Sample:		934		94		96		93		94		95		92		90		90		95		95

Q04 How often do you normally do your main food shopping at (STORE / DESTINATION MENTIONED AT Q01)?

More than once a week	12.0%	121	17.0%	20	15.7%	31	10.1%	14	8.0%	5	9.0%	10	5.0%	3	8.0%	5	8.0%	9	20.0%	21	7.0%	1
Once a week	68.2%	683	64.0%	76	73.5%	147	70.7%	95	75.0%	49	68.0%	75	70.3%	46	61.0%	40	65.0%	76	62.0%	65	69.0%	14
Once a fortnight	12.1%	121	12.0%	14	6.9%	14	7.1%	10	13.0%	9	10.0%	11	21.8%	14	17.0%	11	19.0%	22	13.0%	14	16.0%	3
Once a month	6.5%	65	7.0%	8	3.9%	8	9.1%	12	3.0%	2	10.0%	11	3.0%	2	13.0%	8	7.0%	8	4.0%	4	3.0%	1
Less often	0.4%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	0
(Varies)	0.8%	8	0.0%	0	0.0%	0	2.0%	3	1.0%	1	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	4.0%	1
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1002		119		200		135		66		110		65		65		117		105		20
Sample:		1002		100		102		99		100		100		101		100		100		100		100

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Q05 In addition to (STORE MENTIONED AT Q01), is there any other store that you regularly use for your main-food shopping, INCLUDING INTERNET SHOPPING?																						
Aldi, Bath Road, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Asda, Anton Mill Road, Andover	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	2.0%	2	0.0%	0	0.0%	0
Asda, Brighton Hill District Centre, Basingstoke	6.3%	63	12.0%	14	10.8%	22	4.0%	5	6.0%	4	5.0%	5	2.0%	1	6.0%	4	1.0%	1	5.0%	5	2.0%	0
Asda, Princess Mead Shopping Centre, (Westmead), Farnborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Budgens, Essex Street, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Victoria Road, Mortimer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Co-op, Broadmere Rd, Beggarwood, Basingstoke	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Franklin Avenue, Tadley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Giles Walk, Tadley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Odiham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Co-op, London Road, Thatcham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, West Street, Alresford	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5	0.0%	0	0.0%	0
Co-op, Winchester Street, Overton	0.4%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0
Co-op, Winklebury Way, Basingstoke	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Basingstoke Town Centre	1.0%	10	2.0%	2	2.0%	4	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Iceland, Fleet Road, Fleet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Lidl, Basingstoke Road, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bordon, East Hampshire	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Lidl, Churchill Way West, Basingstoke	1.5%	15	2.0%	2	1.0%	2	0.0%	0	7.0%	5	4.0%	4	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	0
Marks & Spencer, Broad Street, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Marks & Spencer, Chineham District Centre, Basingstoke	1.6%	16	2.0%	2	0.0%	0	5.1%	7	3.0%	2	3.0%	3	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	0
Marks & Spencer, Festival Place, Basingstoke Town Centre	1.2%	12	4.0%	5	2.0%	4	0.0%	0	3.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Fleet Road, Fleet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Marks & Spencer, High Street, Alton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Newbury Retail Park, Newbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Meadows (Shopping Centre), Sandhurst, GU47 0FD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Marks and Spencer, London Road, Camberley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Morrisons, Elvetham Heath, (The Key), Fleet	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Rose Kiln Lane, off Basingstoke Road, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Morrisons, Summit Avenue, Southwood, Farnborough	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Morrisons, Woosehill Shopping Centre, Wokingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	8.6%	86	8.0%	10	12.7%	26	13.1%	18	11.0%	7	8.0%	9
Sainsburys, Hector's Way, (edge of) Newbury Town Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	6
Sainsburys, Mulfords Hill, Tadley	2.0%	20	0.0%	0	0.0%	0	1.0%	1	0.0%	0	14.0%	15
Sainsbury's, Badger Farm Road, Badger Farm, Winchester	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bridge St, Andover	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Sainsbury's, Draymans Way, Alton	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Fleet Road, Fleet	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Kings Street Lane, Winnersh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Middlebrook Street, Winchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Sainsbury's, Reading Way, Knaphill, Woking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sainsbury's, Shepherds Spring Lane, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Sainsbury's, Station Mall, Basingstoke Town Centre (The Malls)	1.7%	17	11.0%	13	0.0%	0	2.0%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Sainsbury's, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	6.2%	62	2.0%	2	11.8%	24	9.1%	12	12.0%	8	2.0%	2	0.0%	0	4.0%	3	4.0%	5	6.0%	6	2.0%	0
Sainsbury's (SavaCentre), Bath Road, Calcot, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Spar, Linden Avenue, Old Basing	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Chantry Way, Andover	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	1.0%	1	0.0%	0	0.0%	0
Tesco, Chineham District Centre, Basingstoke	4.2%	42	3.0%	4	4.9%	10	8.1%	11	8.0%	5	6.0%	7	0.0%	0	2.0%	1	1.0%	1	3.0%	3	3.0%	1
Tesco, Farnborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, Camberley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	0
Tesco, London Road, Newbury	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	2.0%	1	0.0%	0	0.0%	0	1.0%	0
Tesco, Napier Road, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Tesco, Station Road, Hook	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	16	1.0%	0
Tesco, Wellington Avenue, Aldershot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Winnall, Winchester	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	2	4.0%	5	0.0%	0	0.0%	0
Tesco Express, Buckingham Parade, Kempshott, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Heath End Road, Baughurst, Tadley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Oakridge Road, Basingstoke	0.3%	3	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Winchester Road, Four Marks, Alton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Express, Winchester Street, Whitchurch	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Tesco Extra, Newbury Retail Park, Pinchington Lane, Newbury	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	6.9%	5	1.0%	1	0.0%	0	0.0%	0	1.0%	0
Tesco Extra, The Meadows (Shopping Centre), Sandhurst	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Tesco Metro, Hampstead House, Basingstoke Town Centre	0.3%	3	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Broadway, Thatcham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Waitrose, Burghfield Common, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Waitrose, Hart Centre, Fleet	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Waitrose, Oxford Road, Newbury	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	7.9%	5	3.0%	2	0.0%	0	0.0%	0	1.0%	0
Waitrose, Rams Walk, Petersfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Waitrose, The Chantry Centre, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Tresham Crescent, Yateley	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.0%	1
Waitrose, Rectory Road, Wokingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Wilkinsons, Castle Square, The Mall Shopping Centre, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Local stores, Alresford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Local stores, Alton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Local stores, Basingstoke Town Centre	0.2%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Bramley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Camberley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Local stores, Chineham District Centre	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Hook	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Local stores, Hurstbourne Tarrant, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Local stores, Newbury Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Overton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Local stores, Sherfield on Loddon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Local stores, Winchester (Don't know)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	0
(No other stores mentioned)	1.1%	11	1.0%	1	1.0%	2	1.0%	1	1.0%	1	2.0%	2	1.0%	1	1.0%	1	1.0%	1	1.0%	1	0.0%	0
Costco, South Oak Way, Reading	0.3%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shop, North Warnborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Local Stores, Bedhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Swindon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Yateley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Other outside catchment area	0.6%	6	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0
Other Zone 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Tesco Extra River Way, Andover	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Waitrose, Stockbridge Road,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey

For Strategic Perspectives

Weighted:

May 2012

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Winchester											
Waitrose, The Hart, Farnham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet - Asda	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet - Waitrose/Ocado	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%
Internet - Sainsbury's	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Internet - Tesco	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Internet - Waitrose/Ocado	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Weighted base:	1002	119	200	135	66	110	65	65	117	105	20
Sample:	1002	100	102	99	100	100	101	100	100	100	100

Q06 How often do you normally shop at (location mentioned at Q05)?

Those who use another store for main food shopping at Q05 AND not those who mentioned 'Internet / Mail order' at Q05

More than once a week	8.3%	45	12.7%	8	2.1%	2	4.2%	3	8.2%	3	18.8%	13	6.0%	2	5.4%	2	10.2%	6	7.6%	5	3.6%	0
Once a week	27.9%	151	27.3%	18	31.3%	29	33.3%	22	31.1%	13	21.9%	15	22.0%	7	26.8%	10	32.7%	19	21.2%	15	36.4%	4
Once a fortnight	23.0%	125	38.2%	25	20.8%	20	12.5%	8	21.3%	9	20.3%	14	34.0%	11	21.4%	8	18.4%	11	25.8%	18	16.4%	2
Once a month	25.4%	138	14.5%	10	31.3%	29	29.2%	19	27.9%	11	20.3%	14	22.0%	7	28.6%	10	22.5%	13	30.3%	21	27.3%	3
Less often	11.9%	65	5.5%	4	8.3%	8	20.8%	14	9.8%	4	15.6%	11	14.0%	5	12.5%	5	10.2%	6	12.1%	8	12.7%	1
Varies	1.8%	10	0.0%	0	4.2%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	1	3.6%	1	4.1%	2	1.5%	1	3.6%	0
(Don't know)	1.6%	9	1.8%	1	2.1%	2	0.0%	0	1.6%	1	3.1%	2	0.0%	0	1.8%	1	2.0%	1	1.5%	1	0.0%	0
Weighted base:		542		66		94		65		40		70		32		36		57		69		11
Sample:		552		55		48		48		61		64		50		56		49		66		55

Basingstoke & Deane Household Survey

For Strategic Perspectives

Weighted:

May 2012

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Q07 Where do you normally do most of your household's shopping for small scale 'top-up' food and convenience goods items (including newspapers, bread, milk and tobacco products)?																						
Asda, Anton Mill Road, Andover	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Asda, Bournemouth Road, Eastleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Asda, Brighton Hill District Centre, Basingstoke	6.7%	67	2.0%	2	27.5%	55	4.0%	5	1.0%	1	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Budgens, Essex Street, Newbury	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Victoria Road, Mortimer	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	2
Co-op, Alresford, Hampshire	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0
Co-op, Bell Street, Whitchurch	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	6	0.0%	0	0.0%	0	0.0%	0
Co-op, Broadmere Rd, Beggarwood, Basingstoke	0.7%	7	0.0%	0	2.9%	6	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Franklin Avenue, Tadley	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Co-op, Giles Walk, Tadley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Grove Road, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Co-op, High Street, Odiham	1.7%	17	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	15	0.0%	0
Co-op, Kings Road, South Ham, Basingstoke	0.3%	3	0.0%	0	1.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Pinehill Road, Bordon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, The Buckskin Centre, Blackdown Close	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, West Street, Alresford	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	14	0.0%	0	0.0%	0
Co-op, Winchester Street, Overton	2.4%	24	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	33.0%	21	0.0%	0	0.0%	0	0.0%	0
Co-op, Winklebury Way, Basingstoke	1.0%	10	0.0%	0	0.0%	0	2.0%	3	11.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Basingstoke Town Centre	0.6%	6	4.0%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Fleet Road, Fleet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Lidl, Churchill Way West, Basingstoke	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Londis, Sherfield on Loddon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Broad Street, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Marks & Spencer, Chineham District Centre, Basingstoke	1.2%	12	2.0%	2	0.0%	0	5.1%	7	2.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Marks & Spencer, Festival	1.3%	13	5.0%	6	2.9%	6	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0

Basingstoke & Deane Household Survey
For Strategic Perspectives

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Place, Basingstoke Town Centre												
Marks & Spencer, High Street, Alton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Newbury Retail Park, Newbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3
Marks & Spencer, Northbrook Street, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Marks & Spencer, The Meadows (Shopping Centre), Sandhurst, GU47 0FD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Elvetham Heath, (The Key), Fleet	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	6.1%	61	24.0%	29	7.8%	16	2.0%	3	12.0%	8	3.0%	3
One Stop Community Stores, High Street, Hartney, Whitney, Hook	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Community Stores, Longfellow Parade, Basingstoke	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
One Stop Community Stores, Madiera Close, Popley, Basingstoke	0.4%	4	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0
One Stop Community Stores, Oakley	1.0%	10	0.0%	0	0.0%	0	0.0%	0	15.0%	10	0.0%	0
Sainsburys, Hector's Way, (edge of) Newbury Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sainsburys, Mulfords Hill, Tadley	5.3%	53	1.0%	1	2.0%	4	1.0%	1	0.0%	0	38.0%	42
Sainsbury's, Badger Farm Road, Badger Farm, Winchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bridge St, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sainsbury's, Draymans Way, Alton	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Friar Street, Reading	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Middlebrook Street, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Sainsbury's, Station Mall, Basingstoke Town Centre (The Malls)	2.1%	21	13.0%	16	0.0%	0	1.0%	1	6.0%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	5.2%	52	5.0%	6	16.7%	33	3.0%	4	2.0%	1	0.0%	0	1.0%	1	0.0%	0	6.0%	7	0.0%	0	0.0%	0
Spar, Greyhound Lane, Overton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Spar, Linden Avenue, Old Basing	0.8%	8	0.0%	0	0.0%	0	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Stop and Shop, Kempshott Lane, Basingstoke	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Alresford, Hampshire	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Tesco, Baughurst, Tadley	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Chantry Way, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Chineham District Centre, Basingstoke	4.1%	41	2.0%	2	2.0%	4	22.2%	30	3.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	6.0%	1
Tesco, London Road, Camberley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco, London Road, Newbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Station Road, Hook	5.4%	54	0.0%	0	1.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	47.0%	49	0.0%	0
Tesco, Winnall, Winchester	0.5%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0
Tesco Express, Buckingham Parade, Kempshott, Basingstoke	1.1%	11	1.0%	1	4.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Carpenters Down, Popley, Basingstoke	0.7%	7	0.0%	0	1.0%	2	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Heath End Road, Baughurst, Tadley	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lychpit Local Centre, Chineham (NOT THE DISTRICT CENTRE)	1.2%	12	0.0%	0	0.0%	0	9.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Oakridge Road, Basingstoke	1.3%	13	7.0%	8	0.0%	0	3.0%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Winchester Road, Four Marks, Alton	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	16	0.0%	0	0.0%	0
Tesco Express, Winchester Street, Whitchurch	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	7	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Newbury Retail Park, Pinchington Lane, Newbury	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Hampstead House, Basingstoke Town	0.7%	7	2.0%	2	0.0%	0	1.0%	1	2.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Centre												
Tesco Metro, Northbrook Street, Newbury Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Hart Centre, Fleet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Waitrose, Oxford Road, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Chantry Centre, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Waitrose, Tresham Crescent, Yateley	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Waitrose, Rectory Road, Wokingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Alresford	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	11
Local stores, Alton	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4
Local stores, Basingstoke Town Centre	2.5%	25	9.0%	11	2.9%	6	3.0%	4	1.0%	1	2.0%	2
Local stores, Bramley	0.6%	6	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0
Local stores, Chineham	1.0%	10	0.0%	0	0.0%	0	7.1%	10	0.0%	0	0.0%	0
District Centre												
Local Stores, Eversley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Hartley Wintney, Fleet	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Local stores, Hook	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Local stores, Hurstbourne Tarrant, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Local stores, Kingsclere, Newbury	1.4%	14	0.0%	0	0.0%	0	0.0%	0	21.8%	14	0.0%	0
Local stores, Newbury Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Local stores, Oakley	0.6%	6	0.0%	0	1.0%	2	0.0%	0	6.0%	4	0.0%	0
Local stores, Oakridge	0.2%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Odiham	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Local stores, Old Basing	0.4%	4	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0
Local stores, Overton	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Local stores, Popley	0.3%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Local stores, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Local stores, Sherfield on Loddon	0.7%	7	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Local stores, South Ham	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Local stores, Southcote	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Local stores, Spencers Wood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, St Mary Bourne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Local stores, Tadley	0.8%	8	0.0%	0	0.0%	0	0.0%	0	7.0%	8	0.0%	0
Local stores, Whitchurch	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Local stores, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Basingstoke market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0

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Weighted:

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Costco, South Oak Way, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shop, Medstead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Local shop, North Waltham	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	6	0.0%	0	0.0%	0
Local Stores, Swindon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other outside catchment area	1.1%	11	0.0%	0	1.0%	2	2.0%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	4.0%	5	0.0%	0	3.0%	1
Other Zone 1	0.3%	3	1.0%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 2	0.6%	6	0.0%	0	2.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 8	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Internet - Amazon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Internet - Local Shop	0.2%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Waitrose/Ocado	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.6%	16	3.0%	4	0.0%	0	2.0%	3	2.0%	1	3.0%	3	1.0%	1	5.0%	3	1.0%	1	0.0%	0	2.0%	0
(Don't do this type of shopping)	16.2%	162	12.0%	14	18.6%	37	12.1%	16	26.0%	17	13.0%	14	21.8%	14	18.0%	12	13.0%	15	18.0%	19	13.0%	3
Weighted base:		1002		119		200		135		66		110		65		65		117		105		20
Sample:		1002		100		102		99		100		100		101		100		100		100		100

Q08 When you go shopping for your main food goods, do you normally combine your trip with other activities or purchases? [MR]

Yes – non-food shopping	11.2%	112	7.0%	8	8.8%	18	9.1%	12	17.0%	11	11.0%	12	25.7%	17	13.0%	8	11.0%	13	8.0%	8	19.0%	4
Yes – leisure activity	4.7%	47	2.0%	2	2.9%	6	6.1%	8	2.0%	1	6.0%	7	7.9%	5	8.0%	5	5.0%	6	5.0%	5	4.0%	1
Yes – travelling to / from work	5.9%	59	8.0%	10	6.9%	14	4.0%	5	4.0%	3	3.0%	3	5.0%	3	3.0%	2	9.0%	11	8.0%	8	3.0%	1
Yes – travelling to / from school / college	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	3.0%	2	2.0%	1	4.0%	5	1.0%	1	0.0%	0
Yes - other food shopping	1.1%	11	1.0%	1	0.0%	0	1.0%	1	2.0%	1	2.0%	2	2.0%	1	2.0%	1	1.0%	1	0.0%	0	4.0%	1
Yes – visiting services such as banks and other financial institutions	4.6%	46	2.0%	2	2.0%	4	2.0%	3	5.0%	3	6.0%	7	5.0%	3	7.0%	5	10.0%	12	4.0%	4	16.0%	3
Yes - childcare / nursery / after school activity	0.8%	8	0.0%	0	1.0%	2	2.0%	3	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Yes - other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	67.3%	674	77.0%	92	73.5%	147	72.7%	98	65.0%	43	64.0%	70	51.5%	34	60.0%	39	54.0%	63	73.0%	77	57.0%	11
Yes - café	1.1%	11	0.0%	0	0.0%	0	1.0%	1	2.0%	1	3.0%	3	1.0%	1	4.0%	3	1.0%	1	0.0%	0	1.0%	0
Yes - get petrol	3.0%	30	3.0%	4	4.9%	10	2.0%	3	6.0%	4	2.0%	2	1.0%	1	2.0%	1	5.0%	6	0.0%	0	2.0%	0
Yes - library	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	1.0%	1	0.0%	0	3.0%	4	0.0%	0	1.0%	0
Yes - visit friends / family	2.1%	21	0.0%	0	1.0%	2	2.0%	3	1.0%	1	1.0%	1	5.9%	4	2.0%	1	5.0%	6	3.0%	3	1.0%	0
Yes - recycling	0.3%	3	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	0
(Don't know / varies)	1.0%	10	1.0%	1	1.0%	2	0.0%	0	1.0%	1	1.0%	1	1.0%	1	2.0%	1	1.0%	1	1.0%	1	3.0%	1
Weighted base:		1002		119		200		135		66		110		65		65		117		105		20
Sample:		1002		100		102		99		100		100		101		100		100		100		100

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Q09 Where do you buy non-food goods when you combine it with your main food shopping?											
<i>Those who combine their main food shopping with 'non food shopping' at Q08</i>											
Asda, Basingstoke	1.9%	2	0.0%	0	11.1%	2	0.0%	0	0.0%	0	0.0%
B&Q, Winchester Road, Basingstoke	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Boots, Chineham District Centre, Basingstoke	1.4%	2	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%
Homebase, Newbury Retail Park, Pinchington Lane, Newbury	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Winchester Road, Basingstoke	0.6%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%
Marks & Spencer, Festival Place, Basingstoke	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, The Meadows, Sandhurst, Berkshire	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Matalan, Chineham District Centre, Basingstoke	1.2%	1	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%
Next, Newbury Retail Park, Pinchington Lane, Newbury	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Hatch Warren Retail Park (Wallop Drive), Basingstoke	2.3%	3	0.0%	0	11.1%	2	0.0%	0	5.9%	1	0.0%
Brighton Hill Retail Park, Basingstoke	3.5%	4	0.0%	0	11.1%	2	0.0%	0	5.9%	1	9.1%
Hatch Warren Retail Park (Wallop Drive), Basingstoke	4.7%	5	0.0%	0	22.2%	4	0.0%	0	11.8%	1	0.0%
London Road Retail Park, Newbury	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%
Alton Town Centre	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Andover Town Centre	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.1%
Bagshot Town Centre	1.8%	2	0.0%	0	11.1%	2	0.0%	0	0.0%	0	0.0%
Basingstoke Town Centre	8.7%	10	14.3%	1	11.1%	2	11.1%	1	17.6%	2	0.0%
Camberley Town Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chineham District Centre	5.0%	6	0.0%	0	0.0%	0	33.3%	4	0.0%	0	9.1%
Festival Place, Basingstoke, Basingstoke	23.1%	26	71.4%	6	11.1%	2	22.2%	3	41.2%	5	45.5%
Fleet Town Centre	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Guildford Town Centre	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Newbury Town Centre	12.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	80.8%
Overton District Centre, Basingstoke	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Reading Town Centre / The	1.4%	2	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%

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Weighted:

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Oracle, Reading																						
Tadley	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.1%	1
Winchester City Centre	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	27.3%	4	0.0%	0	0.0%	0
Wokingham Town Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	0
Yately	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	0
Hook	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	1	0.0%	0
Morrisons, Worting Road, Basingstoke	1.8%	2	0.0%	0	11.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Retail Park, Pinchington Lane, Newbury	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	0
Winchester Road, Basingstoke	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0
Winnall	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0
In-store	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	5.3%	0
(Don't know / can't remember / varies)	5.1%	6	14.3%	1	0.0%	0	0.0%	0	11.8%	1	9.1%	1	3.8%	1	15.4%	1	0.0%	0	0.0%	0	5.3%	0
Weighted base:	112			8		18		12		11		12		17		8		13		8		4
Sample:	130			7		9		9		17		11		26		13		11		8		19

Q10 On last main food shop approximatley what proportion of your total spend was on non-food items?

Those who combine their main food shopping with 'non food shopping' at Q08

Less than 5%	26.9%	30	14.3%	1	22.2%	4	22.2%	3	23.5%	3	27.3%	3	57.7%	10	15.4%	1	27.3%	4	12.5%	1	21.1%	1
5-10%	31.8%	36	57.1%	5	22.2%	4	22.2%	3	35.3%	4	45.5%	5	7.7%	1	38.5%	3	27.3%	4	62.5%	5	36.8%	1
11-20%	8.9%	10	14.3%	1	11.1%	2	0.0%	0	5.9%	1	9.1%	1	15.4%	3	7.7%	1	9.1%	1	0.0%	0	15.8%	1
21-30%	13.5%	15	0.0%	0	22.2%	4	33.3%	4	5.9%	1	9.1%	1	11.5%	2	7.7%	1	18.2%	2	0.0%	0	10.5%	0
31-40%	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	9.1%	1	0.0%	0	0.0%	0
41-50%	2.3%	3	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	5.3%	0
51-60%	1.8%	2	0.0%	0	11.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
61-70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
71-80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
81-90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
91-100%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	13.2%	15	0.0%	0	11.1%	2	22.2%	3	29.4%	3	9.1%	1	7.7%	1	23.1%	2	0.0%	0	25.0%	2	10.5%	0
Mean:	12.1			13.4		17.8		13.8		8.0		8.6		8.0		11.9		16.1		6.7		12.1
Weighted base:	112			8		18		12		11		12		17		8		13		8		4
Sample:	130			7		9		9		17		11		26		13		11		8		19

Basingstoke & Deane Household Survey

For Strategic Perspectives

Weighted:

May 2012

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Q11 Where do you go for leisure activities when it's linked to your main food shopping?											
<i>Those who combine their main food shopping with 'leisure activities' at Q08</i>											
Alresford Town Centre	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Alton Town Centre	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Andover Town Centre	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chineham District Centre	15.8%	7	0.0%	0	33.3%	2	50.0%	4	0.0%	0	16.7%
Festival Place, Basingstoke,	7.9%	4	0.0%	0	33.3%	2	0.0%	0	0.0%	0	0.0%
Basingstoke											
Fleet Town Centre	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Newbury Town Centre	9.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	75.0%
Overton District Centre,	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%
Basingstoke											
Oxford City Centre	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%
Tadley	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	1	12.5%
The Malls Shopping Centre,	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Basingstoke											
Winchester City Centre	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.0%
Ascot	29.2%	14	50.0%	1	0.0%	0	50.0%	4	50.0%	1	33.3%
Basingstoke	3.0%	1	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Hatch Warren	4.2%	2	0.0%	0	33.3%	2	0.0%	0	0.0%	0	0.0%
Hook	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Old Basing	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sherfield on Loddon	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / can't remember)	3.8%	2	0.0%	0	0.0%	0	0.0%	0	50.0%	1	16.7%
Weighted base:	47		2		6		8		1		7
Sample:	49		2		3		6		2		6

Basingstoke & Deane Household Survey
For Strategic Perspectives

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Q12 Where do you normally do most of your household's shopping for CLOTHING & FOOTWEAR ITEMS (womens, mens, childrens and baby - shoes including trainers, etc.)?																						
Asda, Anton Mill Road, Andover	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Asda, Basingstoke	1.4%	14	2.0%	2	2.9%	6	2.0%	3	1.0%	1	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0
JJB Sports, Brighton Hill Retail Park, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Marks & Spencer Simply Food, Newbury Retail Park, Pinchington Lane, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Broad Street, Reading Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Marks & Spencer, Camberley Shopping Centre	0.5%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	2.0%	2	1.0%	0
Marks & Spencer, Festival Place, Basingstoke	2.3%	23	5.0%	6	2.0%	4	2.0%	3	4.0%	3	1.0%	1	0.0%	0	4.0%	3	1.0%	1	2.0%	2	2.0%	0
Marks & Spencer, The Meadows, Sandhurst, Berkshire	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	1.0%	0
Matalan, Chineham District Centre, Basingstoke	0.4%	4	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	0
Next, Basingstoke	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Sainsbury's, Hatch Warren Retail Park (Wallop Drive), Basingstoke	0.9%	9	1.0%	1	2.0%	4	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Tesco Extra, Newbury Retail Park, Pinchington Lane, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Chineham District Centre,	0.5%	5	3.0%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Churchill Retail Park, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Hatch Warren Retail Park (Wallop Drive), Basingstoke	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End Retail Park, Southampton	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0
London Road Retail Park, Newbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alresford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Alton Town Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	7	0.0%	0	0.0%	0
Andover Town Centre	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	8	3.0%	4	0.0%	0	0.0%	0

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Bagshot Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Basingstoke Town Centre	4.8%	48	3.0%	4	6.9%	14	6.1%	8	6.0%	4	9.0%	10	0.0%	0	5.0%	3	2.0%	2	2.0%	2	4.0%	1
Camberley Town Centre	0.4%	4	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	4.0%	1
Chineham District Centre	0.9%	9	0.0%	0	2.0%	4	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.0%	0
Farnborough Town Centre	0.4%	4	0.0%	0	1.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Farnham Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Festival Place, Basingstoke, Basingstoke	52.4%	525	64.0%	76	59.8%	120	59.6%	80	63.0%	42	59.0%	65	28.7%	19	35.0%	23	34.0%	40	50.0%	52	42.0%	8
Fleet Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0
Guildford Town Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	4.0%	4	0.0%	0
London West End	1.3%	13	1.0%	1	1.0%	2	1.0%	1	1.0%	1	0.0%	0	3.0%	2	1.0%	1	2.0%	2	2.0%	2	2.0%	0
Newbury Town Centre	3.3%	33	0.0%	0	0.0%	0	0.0%	0	1.0%	1	5.0%	5	38.6%	25	3.0%	2	0.0%	0	0.0%	0	1.0%	0
Portsmouth City Centre	0.3%	3	0.0%	0	1.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Reading Town Centre / The Oracle, Reading	3.8%	38	3.0%	4	2.0%	4	3.0%	4	2.0%	1	9.0%	10	4.0%	3	2.0%	1	2.0%	2	4.0%	4	26.0%	5
Salisbury Town Centre	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre / West Quay	1.3%	13	1.0%	1	1.0%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	3.0%	2	5.0%	6	0.0%	0	0.0%	0
Street Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Swindon Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	0
Tadley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Malls Shopping Centre, Basingstoke	1.4%	14	4.0%	5	2.0%	4	0.0%	0	2.0%	1	1.0%	1	0.0%	0	2.0%	1	0.0%	0	1.0%	1	1.0%	0
Whitchurch District Centre, Basingstoke	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	4.0%	40	1.0%	1	1.0%	2	0.0%	0	1.0%	1	0.0%	0	2.0%	1	8.0%	5	25.0%	29	0.0%	0	1.0%	0
Wokingham Town Centre	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Morrisons, Worting Road, Basingstoke	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mortimer Common	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Newbury Retail Park, Pinchington Lane, Newbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other outside catchment area	0.9%	9	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	3.0%	2	2.0%	1	1.0%	1	3.0%	3	0.0%	0
Sainsburys, Hectors Way, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon - Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winklebury	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Amazon	0.3%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Internet - Ebay	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Internet - John Lewis	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	0
Internet - Littlewoods	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Internet - Marks & Spencer	0.9%	9	2.0%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.0%	2	0.0%	0
Internet - Next	1.1%	11	2.0%	2	1.0%	2	1.0%	1	2.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1	1.0%	0
Internet - Varies	1.6%	16	1.0%	1	0.0%	0	3.0%	4	1.0%	1	2.0%	2	3.0%	2	2.0%	1	1.0%	1	3.0%	3	1.0%	0
Other - Internet	3.0%	30	2.0%	2	4.9%	10	1.0%	1	2.0%	1	2.0%	2	1.0%	1	6.0%	4	2.0%	2	5.0%	5	2.0%	0

Basingstoke & Deane Household Survey
For Strategic Perspectives

Weighted:

May 2012

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
(Don't know / can't remember / varies)	2.4%	24	2.0%	2	3.9%	8	3.0%	4	7.0%	5	3.0%	3	1.0%	1	2.0%	1	0.0%	0	0.0%	0	1.0%	0
(Do not do this type of shopping)	1.9%	19	2.0%	2	2.0%	4	5.1%	7	3.0%	2	1.0%	1	2.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Weighted base:	1002		119		200		135		66		110		65		65		117		105		20	
Sample:	1002		100		102		99		100		100		101		100		100		100		100	

Basingstoke & Deane Household Survey
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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10										
Q13 Where do you normally do most of your household's shopping for FURNITURE, CARPETS & OTHER FLOOR COVERINGS (such as beds, sofas, tables, fitted carpets, lights/lamps, pictures, bookshelves, baby furniture, camping and garden furniture, mirrors, etc)?																						
Argos Extra, Hatch Warren Retail Park (Wallop Drive), Basingstoke	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Argos, Newbury Retail Park, Pinchington Lane, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos, Old Basing Mall, Basingstoke	0.4%	4	0.0%	0	0.0%	0	2.0%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Acre Business Park, Acre Road, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Russell Street, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
B&Q, Winchester Road, Basingstoke	0.5%	5	1.0%	1	1.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Carpet Right Brighton Hill Retail Park Basingstoke	3.8%	38	7.0%	8	4.9%	10	5.1%	7	5.0%	3	3.0%	3	0.0%	0	1.0%	1	4.0%	5	1.0%	1	2.0%	0
Carpet Right, London Road Retail Park, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm Mill, Calcot, Reading	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Homebase, Newbury Retail Park, Pinchington Lane, Newbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Winchester Road, Basingstoke	1.0%	10	3.0%	4	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	0
John Lewis, Broad Street, Reading Town Centre	1.2%	12	1.0%	1	1.0%	2	0.0%	0	0.0%	0	1.0%	1	2.0%	1	1.0%	1	1.0%	1	3.0%	3	6.0%	1
John Lewis, West Quay Shopping Centre, Southampton	0.4%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0
Marks & Spencer, Camberley Shopping Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Meadows, Sandhurst, Berkshire	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Churchill Way West, Basingstoke	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	10.3%	103	12.0%	14	17.6%	35	14.1%	19	6.0%	4	10.0%	11	1.0%	1	4.0%	3	7.0%	8	7.0%	7	5.0%	1
Churchill Retail Park, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	0.6%	6	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0

Basingstoke & Deane Household Survey

For Strategic Perspectives

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Forbury Retail Park, Reading	3.3%	34	2.0%	2	5.9%	12	2.0%	3	1.0%	1	9.0%	10	5.0%	3	0.0%	0	0.0%	0	2.0%	2	4.0%	1
Hatch Warren Retail Park (Wallop Drive), Basingstoke	3.1%	31	3.0%	4	3.9%	8	5.1%	7	4.0%	3	1.0%	1	1.0%	1	0.0%	0	4.0%	5	4.0%	4	0.0%	0
Hedge End Retail Park, Southampton	0.7%	7	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5	0.0%	0	0.0%	0
Houndmills Industrial Estate, Basingstoke	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, Newbury	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Alresford Town Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	7	0.0%	0	0.0%	0
Alton Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0
Andover Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.0%	3	1.0%	1	0.0%	0	0.0%	0
Basingstoke Town Centre	1.0%	10	1.0%	1	0.0%	0	0.0%	0	1.0%	1	3.0%	3	0.0%	0	4.0%	3	1.0%	1	1.0%	1	2.0%	0
Brighton Hill District Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Chandlers Ford, Winchester	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0
Chineham District Centre	0.5%	5	0.0%	0	1.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	0
Eastleigh Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Farnborough Town Centre	0.5%	5	1.0%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Farnham Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Festival Place, Basingstoke, Basingstoke	2.3%	23	1.0%	1	0.0%	0	4.0%	5	8.0%	5	2.0%	2	1.0%	1	1.0%	1	1.0%	1	5.0%	5	7.0%	1
Fleet Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.0%	0
Guildford Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
London West End	0.7%	7	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	1	2.0%	2	1.0%	1	1.0%	0
Newbury Town Centre	3.0%	30	0.0%	0	1.0%	2	0.0%	0	3.0%	2	4.0%	4	24.8%	16	5.0%	3	1.0%	1	1.0%	1	2.0%	0
Oakley Centre	1.2%	12	0.0%	0	0.0%	0	0.0%	0	10.0%	7	1.0%	1	0.0%	0	6.0%	4	0.0%	0	0.0%	0	0.0%	0
Odiham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Overton District Centre, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre / The Oracle, Reading	6.2%	62	4.0%	5	4.9%	10	7.1%	10	11.0%	7	11.0%	12	5.9%	4	2.0%	1	1.0%	1	8.0%	8	20.0%	4
Salisbury Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre / West Quay	3.3%	33	2.0%	2	2.0%	4	2.0%	3	4.0%	3	0.0%	0	2.0%	1	11.0%	7	10.0%	12	1.0%	1	0.0%	0
Street Town Centre	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tadley	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Malls Shopping Centre, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	4.0%	5	0.0%	0	0.0%	0
Yately	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Acre Business Park, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Andover - Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Basingstoke - Other	0.5%	5	1.0%	1	1.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey

For Strategic Perspectives

Weighted:

May 2012

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Eastleigh - Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Hartley Wintney	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0
Hook	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0
Ikea, Southampton	1.2%	12	2.0%	2	2.0%	4	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0
Kempshott	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury - Other	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Newbury Retail Park, Pinchington Lane, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other outside catchment area	1.5%	15	2.0%	2	2.0%	4	1.0%	1	1.0%	1	1.0%	1	1.0%	1	2.0%	1	1.0%	1	2.0%	2	4.0%	1
Other Zone 1	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 6	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading - Other	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	0.7%	7	0.0%	0	2.0%	4	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Reading Warehouse, Tadley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon - Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Thatcham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester Road, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winklebury	0.3%	3	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winnall	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0
Internet - Amazon	0.5%	5	2.0%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Internet - Argos	0.5%	5	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Internet - Ebay	0.6%	6	1.0%	1	0.0%	0	1.0%	1	0.0%	0	2.0%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - John Lewis	0.5%	5	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Internet - Littlewoods	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Marks & Spencer	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Next	0.5%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Internet - Tesco	0.4%	4	1.0%	1	1.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Varies	2.4%	24	3.0%	4	2.0%	4	1.0%	1	0.0%	0	5.0%	5	1.0%	1	1.0%	1	3.0%	4	4.0%	4	2.0%	0
Other - Internet	1.7%	17	2.0%	2	1.0%	2	5.1%	7	1.0%	1	2.0%	2	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0
(Don't know / can't remember / varies)	11.2%	112	13.0%	16	6.9%	14	15.2%	20	16.0%	11	13.0%	14	7.9%	5	17.0%	11	9.0%	11	8.0%	8	14.0%	3
(Do not do this type of shopping)	22.7%	228	27.0%	32	30.4%	61	26.3%	35	17.0%	11	11.0%	12	13.9%	9	26.0%	17	18.0%	21	24.0%	25	20.0%	4
Weighted base:	1002			119		200		135		66		110		65		65		117		105		20
Sample:	1002			100		102		99		100		100		101		100		100		100		100

Basingstoke & Deane Household Survey For Strategic Perspectives

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Q14 Where do you normally do most of your household's shopping for TEXTILES, CURTAINS, SOFT FURNISHINGS, BED SPREADS, ETC.																						
Argos Extra, Hatch Warren Retail Park (Wallop Drive), Basingstoke	0.8%	8	2.0%	2	1.0%	2	2.0%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos, Newbury Retail Park, Pinchington Lane, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos, Old Basing Mall, Basingstoke	0.5%	5	1.0%	1	0.0%	0	2.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Basingstoke	1.0%	10	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	3.0%	3	0.0%	0
B&Q, Winchester Road, Basingstoke	0.2%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm Mill, Calcot, Reading	2.0%	20	0.0%	0	1.0%	2	4.0%	5	3.0%	2	7.0%	8	3.0%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Homebase, Easton Lane, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Homebase, Newbury Retail Park, Pinchington Lane, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Pincents Kiln, Calcot, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Winchester Road, Basingstoke	1.1%	11	0.0%	0	2.9%	6	1.0%	1	3.0%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading Town Centre	2.3%	23	3.0%	4	2.0%	4	0.0%	0	2.0%	1	5.0%	5	3.0%	2	0.0%	0	1.0%	1	3.0%	3	10.0%	2
John Lewis, West Quay Shopping Centre, Southampton	1.6%	16	0.0%	0	0.0%	0	2.0%	3	1.0%	1	0.0%	0	0.0%	0	3.0%	2	9.0%	11	0.0%	0	0.0%	0
Marks & Spencer, Broad Street, Reading Town Centre	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Marks & Spencer, Camberley Shopping Centre	0.7%	7	0.0%	0	0.0%	0	1.0%	1	3.0%	2	2.0%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	0
Marks & Spencer, Festival Place, Basingstoke	0.8%	8	3.0%	4	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.0%	1
Marks & Spencer, The Meadows, Sandhurst, Berkshire	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	0
Next, Basingstoke	0.3%	3	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	0
Sainsbury's, Hatch Warren Retail Park (Wallop Drive), Basingstoke	0.7%	7	0.0%	0	2.0%	4	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	0
Tesco Extra, Newbury Retail Park, Pinchington Lane, Newbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Tesco, Chineham District Centre,	0.3%	3	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, River Way, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Wilkinsons, The Malls Shopping Centre, Basingstoke Town Centre	0.6%	6	1.0%	1	1.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Brighton Hill Retail Park, Basingstoke	4.9%	49	3.0%	4	8.8%	18	7.1%	10	11.0%	7	6.0%	7	0.0%	0	1.0%	1	0.0%	0	3.0%	3	4.0%	1
Churchill Retail Park, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Forbury Retail Park, Reading	1.0%	10	0.0%	0	2.9%	6	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Hatch Warren Retail Park (Wallop Drive), Basingstoke	2.5%	25	4.0%	5	5.9%	12	2.0%	3	1.0%	1	1.0%	1	0.0%	0	0.0%	0	3.0%	4	0.0%	0	2.0%	0
Hedge End Retail Park, Southampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
London Road Retail Park, Newbury	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	5.0%	3	2.0%	1	1.0%	1	0.0%	0	0.0%	0
Alton Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0
Andover Town Centre	0.8%	8	0.0%	0	1.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	4.0%	3	2.0%	2	0.0%	0	0.0%	0
Basingstoke Town Centre	1.8%	18	1.0%	1	2.0%	4	2.0%	3	1.0%	1	3.0%	3	0.0%	0	2.0%	1	2.0%	2	2.0%	2	1.0%	0
Brighton Hill District Centre	1.2%	12	3.0%	4	2.0%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	1	1.0%	1	1.0%	1	0.0%	0
Camberley Town Centre	0.5%	5	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	0
Chineham District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Farnborough Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Farnham Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0
Festival Place, Basingstoke, Basingstoke	18.0%	180	23.0%	27	22.5%	45	18.2%	24	23.0%	15	18.0%	20	6.9%	5	15.0%	10	10.0%	12	18.0%	19	16.0%	3
Fleet Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
London West End	0.6%	6	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	2.0%	2	0.0%	0	0.0%	0
Newbury Town Centre	2.8%	28	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	36.6%	24	3.0%	2	0.0%	0	1.0%	1	2.0%	0
Reading Town Centre / The Oracle, Reading	5.2%	52	5.0%	6	1.0%	2	5.1%	7	3.0%	2	10.0%	11	5.9%	4	3.0%	2	2.0%	2	11.0%	12	23.0%	5
Salisbury Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre / West Quay	2.2%	22	2.0%	2	2.9%	6	0.0%	0	3.0%	2	0.0%	0	1.0%	1	8.0%	5	5.0%	6	0.0%	0	0.0%	0
Tadley	0.4%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Malls Shopping Centre, Basingstoke	0.9%	9	0.0%	0	2.0%	4	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0
Winchester City Centre	3.5%	35	0.0%	0	2.0%	4	0.0%	0	0.0%	0	1.0%	1	1.0%	1	13.0%	8	17.0%	20	1.0%	1	0.0%	0
Basingstoke - Other	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Hartley Wintney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Ikea, Southampton	0.8%	8	2.0%	2	1.0%	2	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Kempshott	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury - Other	0.8%	8	0.0%	0	0.0%	0	1.0%	1	1.0%	1	3.0%	3	2.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	0

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Weighted:

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Newbury Retail Park, Pinchington Lane, Newbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other outside catchment area	1.0%	10	0.0%	0	1.0%	2	1.0%	1	0.0%	0	1.0%	1	2.0%	1	2.0%	1	0.0%	0	2.0%	2	4.0%	1
Reading Gate Retail Park, Reading	0.3%	3	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Hectors Way, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon - Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Sandhurst	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Tesco, Winnall, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Winklebury	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winnall	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.0%	5	0.0%	0	0.0%	0
Internet - Amazon	0.8%	8	1.0%	1	1.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0
Internet - Ebay	0.8%	8	1.0%	1	0.0%	0	3.0%	4	1.0%	1	1.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - John Lewis	1.0%	10	3.0%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	3.0%	4	1.0%	1	0.0%	0
Internet - Littlewoods	0.5%	5	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Internet - Marks & Spencer	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Internet - Next	1.8%	18	1.0%	1	2.9%	6	2.0%	3	2.0%	1	2.0%	2	0.0%	0	0.0%	0	1.0%	1	3.0%	3	2.0%	0
Internet - Sainsbury's	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Tesco	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Varies	2.4%	24	2.0%	2	2.9%	6	3.0%	4	2.0%	1	3.0%	3	0.0%	0	2.0%	1	1.0%	1	4.0%	4	0.0%	0
Other - Internet	2.8%	28	1.0%	1	3.9%	8	1.0%	1	4.0%	3	3.0%	3	0.0%	0	4.0%	3	4.0%	5	4.0%	4	3.0%	1
(Don't know / can't remember / varies)	7.4%	75	11.0%	13	6.9%	14	14.1%	19	6.0%	4	7.0%	8	4.0%	3	4.0%	3	4.0%	5	6.0%	6	4.0%	1
(Do not do this type of shopping)	14.9%	149	15.0%	18	12.7%	26	19.2%	26	19.0%	13	7.0%	8	16.8%	11	19.0%	12	12.0%	14	19.0%	20	11.0%	2
Weighted base:	1002			119		200		135		66		110		65		65		117		105		20
Sample:	1002			100		102		99		100		100		101		100		100		100		100

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Q15 Where do you normally do most of your household's shopping for DIY, HARDWARE, DECORATING SUPPLIES, & MAJOR/SMALL HAND TOOLS ETC. (such as paint, varnish, cement, electric drills/hammers, sanders, hedge cutters, saws, hammers, lawn mowers, spades, door fittings, electric bulbs, electric batteries, etc)?											
Asda, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Acre Business Park, Acre Road, Reading	1.7%	17	2.0%	2	2.0%	4	2.0%	3	0.0%	0	5.0%
B&Q, Farnborough Gate Retail Park, Invincible Road, Farnborough	2.0%	20	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%
B&Q, London Road Retail Park, Newbury	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%
B&Q, Russell Street, Reading	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%
B&Q, Winchester Road, Basingstoke	28.5%	285	44.0%	53	25.5%	51	43.4%	58	36.0%	24	32.0%
Boots, Brighton Hill District Centre, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Currys, Moorside Road, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Focus, Mill Lane, Alton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Easton Lane, Winchester	3.8%	38	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%
Homebase, Enham Arch Retail Park, Newbury Road, Andover	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Homebase, Farnham Retail Park, Guildford Road, Farnham	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Camberley	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Newbury Retail Park, Pinchington Lane, Newbury	3.5%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%
Homebase, Pincents Kiln, Calcot, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Winchester Road, Basingstoke	28.0%	280	29.0%	35	49.0%	98	29.3%	39	49.0%	32	17.0%
Wickes, Churchill Way West, Basingstoke	3.7%	37	3.0%	4	2.9%	6	10.1%	14	4.0%	3	5.0%
Wickes, Enham Arches Retail Park, Newbury Road, Andover	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, Invincible Road, Farnborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wilkinsons, The Malls Shopping Centre, Basingstoke Town Centre	0.3%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%
Brighton Hill Retail Park,	2.2%	22	2.0%	2	0.0%	0	5.1%	7	0.0%	0	7.0%

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Basingstoke												
Churchill Retail Park, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forbury Retail Park, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatch Warren Retail Park (Wallop Drive), Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End Retail Park, Southampton	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Houndmills Industrial Estate, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, Newbury	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alresford Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alton Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Andover Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	1.0%	10	0.0%	0	1.0%	2	1.0%	1	0.0%	0	0.0%	0
Brighton Hill District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Festival Place, Basingstoke	1.0%	10	3.0%	4	0.0%	0	2.0%	3	1.0%	1	0.0%	0
Fleet Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre / The Oracle, Reading	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	1
Southampton City Centre / West Quay	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tadley	0.9%	9	0.0%	0	0.0%	0	0.0%	0	7.0%	8	0.0%	1
The Malls Shopping Centre, Basingstoke	0.3%	3	0.0%	0	1.0%	2	0.0%	0	1.0%	0	0.0%	0
Winchester City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wokingham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke - Other	0.4%	4	1.0%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Eastleigh - Other	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mortimer Common	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Newbury - Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Retail Park, Pinchington Lane, Newbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other outside catchment area	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	1
Reading Gate Retail Park, Reading	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Screwfix, Basingstoke	1.0%	10	1.0%	1	2.9%	6	1.0%	1	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey For Strategic Perspectives

Weighted:

May 2012

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Sherfield on Loddon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Winnall	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Internet - Amazon	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Internet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
(Don't know / can't remember / varies)	2.2%	22	2.0%	2	2.0%	4	1.0%	1	1.0%	1	3.0%	3	3.0%	2	2.0%	1	2.0%	2	4.0%	4	1.0%	0
(Do not do this type of shopping)	8.1%	81	11.0%	13	10.8%	22	5.1%	7	8.0%	5	3.0%	3	5.9%	4	8.0%	5	5.0%	6	13.0%	14	12.0%	2
Weighted base:	1002		119		200		135		66		110		65		65		117		105		20	
Sample:	1002		100		102		99		100		100		101		100		100		100		100	

Basingstoke & Deane Household Survey

For Strategic Perspectives

Weighted:

May 2012

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Q16 Where do you normally do most of your household's shopping for GARDENS, PLANTS & FLOWERS (such as natural & artificial flowers, bulbs, pots & pot holders, Xmas trees, etc - excludes gardening equipment & gardening tools)?																						
Asda, Basingstoke	0.3%	3	0.0%	0	1.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Acre Business Park, Acre Road, Reading	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
B&Q, Farnborough Gate Retail Park, Invincible Road, Farnborough	0.6%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	3	0.0%	0
B&Q, London Road Retail Park, Newbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	0
B&Q, Russell Street, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
B&Q, Winchester Road, Basingstoke	11.8%	118	16.0%	19	18.6%	37	20.2%	27	21.0%	14	5.0%	5	0.0%	0	5.0%	3	1.0%	1	9.0%	9	6.0%	1
Homebase, Easton Lane, Winchester	1.1%	11	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	9	0.0%	0	0.0%	0
Homebase, Enham Arch Retail Park, Newbury Road, Andover	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	6	2.0%	2	0.0%	0	0.0%	0
Homebase, Camberley	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Homebase, Newbury Retail Park, Pinchington Lane, Newbury	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	13.9%	9	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Pincents Kiln, Calcot, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Homebase, Winchester Road, Basingstoke	18.0%	181	24.0%	29	38.2%	77	21.2%	29	15.0%	10	10.0%	11	2.0%	1	12.0%	8	7.0%	8	8.0%	8	1.0%	0
Sainsburys, Bath Road, Calcot, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Hatch Warren Retail Park (Wallop Drive), Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Newbury Retail Park, Pinchington Lane, Newbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Chineham District Centre,	0.3%	3	0.0%	0	0.0%	0	2.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, River Way, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Wickes, Churchill Way West, Basingstoke	0.4%	4	0.0%	0	0.0%	0	2.0%	3	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Wickes, Enham Arches Retail Park, Newbury Road, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Wilkinsons, The Malls Shopping Centre, Basingstoke Town Centre	0.5%	5	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey

For Strategic Perspectives

Weighted:

May 2012

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10										
Brighton Hill Retail Park, Basingstoke	0.9%	9	1.0%	1	0.0%	0	2.0%	3	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0
Churchill Retail Park, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Forbury Retail Park, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatch Warren Retail Park (Wallop Drive), Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Hedge End Retail Park, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
London Road Retail Park, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alresford Town Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	6	0.0%	0	0.0%	0
Alton Town Centre	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	8	1.0%	1	0.0%	0
Andover Town Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	6	0.0%	0	0.0%	0	0.0%	0
Bagshot Town Centre	0.7%	7	0.0%	0	1.0%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.0%	0
Basingstoke Town Centre	1.3%	13	0.0%	0	0.0%	0	1.0%	1	4.0%	3	1.0%	1	0.0%	0	3.0%	2	1.0%	1	4.0%	4	1.0%	0
Bracknell Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Brighton Hill District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Chineham District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Eastleigh Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Farnham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Festival Place, Basingstoke, Basingstoke	0.4%	4	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0
Kingsclere	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	5	1.0%	1	0.0%	0	0.0%	0	1.0%	0
Newbury Town Centre	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	13.9%	9	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Oakley Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odiham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Overton District Centre, Basingstoke	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre / The Oracle, Reading	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Tadley	2.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.0%	19	1.0%	1	0.0%	0	0.0%	0	0.0%	0	11.0%	2
The Malls Shopping Centre, Basingstoke	0.2%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitchurch District Centre, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	7	1.0%	1	0.0%	0
Yately	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Alton - Other	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	8	0.0%	0	0.0%	0
Andover - Other	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	1.0%	1	0.0%	0	0.0%	0
Avenue Nurseries, The Avenue, Lasham	1.8%	18	5.0%	6	2.9%	6	1.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0
Basingstoke - Other	0.3%	3	0.0%	0	1.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Conkers Garden Centre,	2.9%	29	5.0%	6	2.0%	4	5.1%	7	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	12	0.0%	0

Basingstoke & Deane Household Survey

For Strategic Perspectives

Weighted:

May 2012

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
London Road, Hatch, Basingstoke																						
Dummer	0.8%	8	0.0%	0	2.0%	4	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Elm Park Garden Centre, Tadley	2.4%	24	0.0%	0	1.0%	2	0.0%	0	2.0%	1	18.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	1
Farnham - Other	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	2.0%	2	0.0%	0
Four Marks	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0
Hook	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	2.0%	0
Kempshott	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Worting Road, Basingstoke	0.4%	4	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Mortimer Common	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Newbury - Other	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	5.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Retail Park, Pinchington Lane, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other outside catchment area	4.2%	42	4.0%	5	0.0%	0	5.1%	7	2.0%	1	4.0%	4	7.9%	5	1.0%	1	9.0%	11	7.0%	7	5.0%	1
Other Zone 1	1.0%	10	0.0%	0	2.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	3	0.0%	0
Other Zone 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Other Zone 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 6	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other Zone 8	1.0%	10	0.0%	0	1.0%	2	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	4.0%	4	0.0%	0
Other Zone 9	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other Zone 10	0.3%	3	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	1
Reading - Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Sherfield on Loddon	1.9%	19	1.0%	1	1.0%	2	4.0%	5	2.0%	1	4.0%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	19.0%	4
Thatcham	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.8%	10	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Winchester - Other	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	2.0%	2	0.0%	0	0.0%	0
Wyevale Garden Centre, Sherfield on Loddon	3.4%	34	4.0%	5	2.0%	4	9.1%	12	3.0%	2	4.0%	4	0.0%	0	2.0%	1	2.0%	2	2.0%	2	4.0%	1
Wyevale Garden Centre, Winchester Road, Basingstoke	4.1%	41	4.0%	5	5.9%	12	1.0%	1	8.0%	5	1.0%	1	0.0%	0	8.0%	5	9.0%	11	1.0%	1	0.0%	0
Internet - Ebay	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Varies	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other - Internet	0.6%	6	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	3.0%	2	0.0%	0	2.0%	2	2.0%	0
(Don't know / can't remember / varies)	6.8%	68	4.0%	5	5.9%	12	7.1%	10	13.0%	9	5.0%	5	5.0%	3	11.0%	7	6.0%	7	8.0%	8	10.0%	2
(Do not do this type of shopping)	13.1%	132	21.0%	25	11.8%	24	13.1%	18	11.0%	7	14.0%	15	15.8%	10	13.0%	8	9.0%	11	11.0%	12	9.0%	2
Weighted base:	1002			119		200		135		66		110		65		65		117		105		20
Sample:	1002			100		102		99		100		100		101		100		100		100		100

Basingstoke & Deane Household Survey
For Strategic Perspectives

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Q17 Where do you normally do most of your household's shopping for LARGE DOMESTIC APPLIANCES (such as fridges, washing machines, cookers, vacuum cleaners, sewing machines, etc)?																							
Argos Extra, Hatch Warren Retail Park (Wallop Drive), Basingstoke	1.8%	18	1.0%	1	4.9%	10	3.0%	4	3.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Argos, Old Basing Mall, Basingstoke	0.6%	6	1.0%	1	1.0%	2	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	
Asda, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	
B&Q, London Road Retail Park, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
B&Q, Winchester Road, Basingstoke	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Comet, Farnborough Gate Retail Park, Farnbourough	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	
Comet, London Road Retail Park, Newbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Comet, Reading Gate Retail Park, Acre Road, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	
Comet, Winchester Road, Basingstoke	9.0%	90	12.0%	14	14.7%	29	11.1%	15	14.0%	9	4.0%	4	1.0%	1	6.0%	4	2.0%	2	10.0%	10	1.0%	0	
Currys, Basingstoke Road, Reading	0.3%	3	0.0%	0	1.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	
Currys, Brighton Hill Retail Park, Basingstoke	18.5%	186	21.0%	25	25.5%	51	25.3%	34	27.0%	18	15.0%	16	1.0%	1	16.0%	10	11.0%	13	15.0%	16	9.0%	2	
Currys, Churchill Retail Park, Andover	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	5	3.0%	4	0.0%	0	0.0%	0	
Currys, Farnborough Gate, Farnborough Road, Farnborough	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	3.0%	1	
Currys, High Street, Alton	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0	
Currys, London Road, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Currys, Moorside Road, Winchester	3.2%	32	1.0%	1	2.0%	4	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1	21.0%	25	0.0%	0	0.0%	0	
Currys, Newbury Retail Park, Pinchington Lane, Newbury	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	22.8%	15	2.0%	1	0.0%	0	0.0%	0	0.0%	0	
Homebase, Enham Arch Retail Park, Newbury Road, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	
Iceland, Chineham District Centre, Basingstoke	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
John Lewis, Broad Street, Reading Town Centre	2.7%	27	4.0%	5	3.9%	8	1.0%	1	1.0%	1	1.0%	1	2.0%	1	0.0%	0	2.0%	2	5.0%	5	12.0%	2	
John Lewis, High Wycombe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	
John Lewis, West Quay Shopping Centre,	1.1%	11	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	6.0%	7	0.0%	0	0.0%	0	

Basingstoke & Deane Household Survey

For Strategic Perspectives

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Southampton												
Sainsbury's, Hatch Warren Retail Park (Wallop Drive), Basingstoke	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Extra, Newbury Retail Park, Pinchington Lane, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Brighton Hill Retail Park, Basingstoke	6.6%	66	7.0%	8	11.8%	24	11.1%	15	7.0%	5	3.0%	3
Churchill Retail Park, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Farnborough Gate Retail Park, Farnborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forbury Retail Park, Reading	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1
Hatch Warren Retail Park (Wallop Drive), Basingstoke	0.4%	4	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Hedge End Retail Park, Southampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Houndmills Industrial Estate, Basingstoke	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
London Road Retail Park, Newbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Aldershot Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alton Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Andover Town Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	6
Basingstoke Town Centre	1.0%	10	1.0%	1	2.0%	4	0.0%	0	1.0%	1	2.0%	2
Brighton Hill District Centre	0.4%	4	0.0%	0	1.0%	2	0.0%	0	0.0%	0	2.0%	1
Farnborough Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Festival Place, Basingstoke	0.6%	6	1.0%	1	0.0%	0	0.0%	0	1.0%	1	3.0%	3
Fleet Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsclere	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
London West End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	5
Odiham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre / The Oracle, Reading	2.6%	26	2.0%	2	0.0%	0	0.0%	0	2.0%	1	11.0%	12
Southampton City Centre / West Quay	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3
Tadley	3.6%	36	0.0%	0	0.0%	0	2.0%	3	3.0%	2	21.0%	23
The Malls Shopping Centre, Basingstoke	0.3%	3	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Andover - Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Eastleigh - Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1

Basingstoke & Deane Household Survey

For Strategic Perspectives

Weighted:

May 2012

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Newbury Retail Park, Pinchington Lane, Newbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other outside catchment area	0.7%	7	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	1.0%	1	3.0%	1
Reading - Other	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Reading Warehouse, Tadley	1.4%	14	0.0%	0	0.0%	0	1.0%	1	0.0%	0	10.0%	11	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Winchester Road, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Amazon	1.3%	13	1.0%	1	1.0%	2	0.0%	0	1.0%	1	1.0%	1	2.0%	1	1.0%	1	4.0%	5	1.0%	1	3.0%	1
Internet - Argos	0.7%	7	1.0%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Internet - Comet	1.1%	11	3.0%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	1	2.0%	1	0.0%	0	4.0%	4	0.0%	0
Internet - Currys	2.4%	24	1.0%	1	2.9%	6	4.0%	5	2.0%	1	1.0%	1	1.0%	1	3.0%	2	2.0%	2	3.0%	3	4.0%	1
Internet - Ebay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - John Lewis	2.4%	24	4.0%	5	1.0%	2	1.0%	1	4.0%	3	0.0%	0	4.0%	3	1.0%	1	4.0%	5	5.0%	5	2.0%	0
Internet - Littlewoods	0.3%	3	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Marks & Spencer	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Next	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Internet - Sainsbury's	0.5%	5	0.0%	0	2.0%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	0
Internet - Tesco	0.9%	9	1.0%	1	1.0%	2	1.0%	1	2.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Internet - Varies	6.7%	67	8.0%	10	4.9%	10	8.1%	11	6.0%	4	6.0%	7	5.0%	3	10.0%	6	0.0%	0	15.0%	16	3.0%	1
Other - Internet	3.4%	34	2.0%	2	4.9%	10	7.1%	10	0.0%	0	3.0%	3	5.0%	3	2.0%	1	3.0%	4	1.0%	1	0.0%	0
(Don't know / can't remember / varies)	7.6%	77	10.0%	12	7.8%	16	8.1%	11	8.0%	5	5.0%	5	5.9%	4	6.0%	4	11.0%	13	4.0%	4	12.0%	2
(Do not do this type of shopping)	7.3%	73	13.0%	16	2.9%	6	9.1%	12	11.0%	7	3.0%	3	6.9%	5	8.0%	5	5.0%	6	12.0%	13	3.0%	1
Weighted base:	1002			119		200		135		66		110		65		65		117		105		20
Sample:	1002			100		102		99		100		100		101		100		100		100		100

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Q18 Where do you normally do most of your household's shopping for SMALL DOMESTIC APPLIANCES (such as kettles, coffee machines, food mixers, irons, electric blankets, deep fryers, knives, toasters, etc)?																						
Argos Extra, Hatch Warren Retail Park (Wallop Drive), Basingstoke	11.8%	118	11.0%	13	27.5%	55	12.1%	16	11.0%	7	9.0%	10	0.0%	0	3.0%	2	6.0%	7	7.0%	7	1.0%	0
Argos, Newbury Retail Park, Pinchington Lane, Newbury	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	5.0%	3	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Argos, Old Basing Mall, Basingstoke	5.1%	51	13.0%	16	2.0%	4	10.1%	14	4.0%	3	7.0%	8	0.0%	0	3.0%	2	0.0%	0	5.0%	5	4.0%	1
Argos, The Hart Centre, Fleet	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	2.0%	0
Argos, West Street, Farnham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Asda, Basingstoke	3.5%	35	6.0%	7	8.8%	18	2.0%	3	4.0%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	4.0%	4	0.0%	0
B&Q, London Road Retail Park, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Winchester Road, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Carpet Right Brighton Hill Retail Park Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Comet, Farnborough Gate Retail Park, Farnbourough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Comet, London Road Retail Park, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comet, Reading Gate Retail Park, Acre Road, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	0
Comet, Winchester Road, Basingstoke	3.8%	38	3.0%	4	3.9%	8	7.1%	10	8.0%	5	2.0%	2	1.0%	1	2.0%	1	3.0%	4	4.0%	4	1.0%	0
Currys, Basingstoke Road, Reading	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Currys, Brighton Hill Retail Park, Basingstoke	7.1%	71	7.0%	8	5.9%	12	9.1%	12	15.0%	10	3.0%	3	0.0%	0	5.0%	3	9.0%	11	9.0%	9	10.0%	2
Currys, Churchill Retail Park, Andover	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3	1.0%	1	0.0%	0	0.0%	0
Currys, Farnborough Gate, Farnborough Road, Farnborough	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	1.0%	0
Currys, High Street, Alton	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5	0.0%	0	0.0%	0
Currys, Moorside Road, Winchester	1.6%	16	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	12.0%	14	0.0%	0	0.0%	0
Currys, Newbury Retail Park, Pinchington Lane, Newbury	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	8	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Dunelm Mill, Calcot, Reading	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Easton Lane,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey For Strategic Perspectives

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Winchester																						
Homebase, Enham Arch Retail Park, Newbury Road, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Camberley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Homebase, Newbury Retail Park, Pinchington Lane, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Winchester Road, Basingstoke	0.6%	6	0.0%	0	2.0%	4	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
John Lewis, Broad Street, Reading Town Centre	2.2%	22	3.0%	4	2.9%	6	2.0%	3	0.0%	0	2.0%	2	1.0%	1	0.0%	0	1.0%	1	4.0%	4	8.0%	2
John Lewis, High Wycombe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	0
John Lewis, West Quay Shopping Centre, Southampton	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	1	4.0%	5	0.0%	0	0.0%	0
Marks & Spencer, Festival Place, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, Basingstoke	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PC World, Brighton Hill Retail Park, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Bath Road, Calcot, Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Sainsbury's, Draymans Way, Alton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Sainsbury's, Hatch Warren Retail Park (Wallop Drive), Basingstoke	3.8%	38	4.0%	5	10.8%	22	2.0%	3	6.0%	4	1.0%	1	0.0%	0	4.0%	3	1.0%	1	0.0%	0	0.0%	0
Tesco Extra, Newbury Retail Park, Pinchington Lane, Newbury	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	16.8%	11	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Northbrook Street, Newbury Town Centre	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Chineham District Centre,	2.5%	25	3.0%	4	0.0%	0	12.1%	16	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	4.0%	1
Tesco, London Road Retail Park, Newbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, River Way, Andover	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	5	0.0%	0	0.0%	0	0.0%	0
Wilkinsons, The Malls Shopping Centre, Basingstoke Town Centre	0.4%	4	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Brighton Hill Retail Park, Basingstoke	2.5%	25	3.0%	4	2.9%	6	5.1%	7	3.0%	2	2.0%	2	0.0%	0	0.0%	0	1.0%	1	3.0%	3	1.0%	0
Churchill Retail Park, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0

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For Strategic Perspectives

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Park, Farnborough																						
Forbury Retail Park, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Hatch Warren Retail Park (Wallop Drive), Basingstoke	0.7%	7	1.0%	1	2.0%	4	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
London Road Retail Park, Newbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alresford Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5	0.0%	0	0.0%	0
Alton Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0
Andover Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	2.0%	2	0.0%	0	0.0%	0
Basingstoke Town Centre	1.9%	20	2.0%	2	2.0%	4	1.0%	1	2.0%	1	2.0%	2	0.0%	0	4.0%	3	4.0%	5	1.0%	1	0.0%	0
Brighton Hill District Centre	0.3%	3	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Chineham District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Festival Place, Basingstoke, Basingstoke	6.9%	69	13.0%	16	2.9%	6	11.1%	15	10.0%	7	9.0%	10	0.0%	0	6.0%	4	1.0%	1	10.0%	10	5.0%	1
Fleet Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.0%	0
London West End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Newbury Town Centre	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	16.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odiham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Reading Town Centre / The Oracle, Reading	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	7	1.0%	1	2.0%	1	1.0%	1	3.0%	3	8.0%	2
Salisbury Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre / West Quay	0.7%	7	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	3.0%	2	4.0%	5	0.0%	0	0.0%	0
Tadley	3.2%	32	0.0%	0	0.0%	0	2.0%	3	3.0%	2	20.0%	22	3.0%	2	0.0%	0	0.0%	0	0.0%	0	16.0%	3
The Malls Shopping Centre, Basingstoke	1.3%	13	2.0%	2	2.0%	4	1.0%	1	1.0%	1	2.0%	2	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Winchester City Centre	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	15	0.0%	0	0.0%	0
Basingstoke - Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastleigh - Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four Marks	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Kempshott	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Worting Road, Basingstoke	1.3%	13	3.0%	4	1.0%	2	3.0%	4	1.0%	1	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Newbury Retail Park, Pinchington Lane, Newbury	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other outside catchment area	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	0
Other Zone 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Warehouse, Tadley	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	1.0%	1	1.0%	1	0.0%	0	0.0%	0	3.0%	1
Sainsburys, Hectors Way, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Mulford Hill, Tadley	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Swindon - Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey For Strategic Perspectives

Weighted:

May 2012

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Tesco Extra, The Meadows, Sandhurst	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Tesco, Station Road, Hook	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco, Winnall, Winchester	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	5.0%	6	0.0%	0	0.0%	0
Winchester Road, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Amazon	2.6%	26	1.0%	1	2.9%	6	2.0%	3	1.0%	1	2.0%	2	4.0%	3	5.0%	3	3.0%	4	3.0%	3	5.0%	1
Internet - Argos	1.0%	10	1.0%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.0%	3	1.0%	1	2.0%	2	0.0%	0
Internet - Comet	0.5%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Internet - Currys	0.9%	9	0.0%	0	2.0%	4	2.0%	3	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Ebay	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	0
Internet - John Lewis	0.8%	8	1.0%	1	1.0%	2	0.0%	0	2.0%	1	0.0%	0	2.0%	1	0.0%	0	1.0%	1	1.0%	1	1.0%	0
Internet - Littlewoods	0.3%	3	0.0%	0	1.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Next	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Sainsbury's	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Tesco	0.6%	6	1.0%	1	1.0%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Internet - Varies	2.6%	26	5.0%	6	1.0%	2	2.0%	3	1.0%	1	1.0%	1	5.0%	3	6.0%	4	0.0%	0	6.0%	6	2.0%	0
Other - Internet	0.4%	4	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
(Don't know / can't remember / varies)	5.6%	56	4.0%	5	8.8%	18	5.1%	7	5.0%	3	7.0%	8	2.0%	1	6.0%	4	3.0%	4	5.0%	5	11.0%	2
(Do not do this type of shopping)	4.6%	46	6.0%	7	2.9%	6	5.1%	7	8.0%	5	1.0%	1	5.9%	4	3.0%	2	4.0%	5	9.0%	9	0.0%	0
Weighted base:	1002		119		200		135		66		110		65		65		117		105		20	
Sample:	1002		100		102		99		100		100		101		100		100		100		100	

Basingstoke & Deane Household Survey For Strategic Perspectives

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Q19 Where do you normally do most of your shopping for smaller AUDIO-VISUAL, PHOTOGRAPHIC & COMPUTER ITEMS, (such as stereos, radios, TVs, computers, laptops, printers, camcorders, cameras, telephones, MP3 players, ipods, EXCLUDES VIDEO GAMES & COMPUTER GAMES)?																						
Argos Extra, Hatch Warren Retail Park (Wallop Drive), Basingstoke	1.5%	15	1.0%	1	3.9%	8	2.0%	3	2.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos, Newbury Retail Park, Pinchington Lane, Newbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Argos, Old Basing Mall, Basingstoke	1.8%	18	4.0%	5	2.0%	4	3.0%	4	1.0%	1	2.0%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	0
Argos, Oxford Street, Reading	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos, The Hart Centre, Fleet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Winchester Road, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Comet, Farnborough Gate Retail Park, Farnbournough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Comet, London Road Retail Park, Newbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comet, Reading Gate Retail Park, Acre Road, Reading	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Comet, Winchester Road, Basingstoke	5.2%	52	4.0%	5	7.8%	16	6.1%	8	9.0%	6	1.0%	1	1.0%	1	5.0%	3	5.0%	6	6.0%	6	2.0%	0
Currys, Basingstoke Road, Reading	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Currys, Brighton Hill Retail Park, Basingstoke	13.3%	133	16.0%	19	20.6%	41	13.1%	18	18.0%	12	12.0%	13	1.0%	1	8.0%	5	8.0%	9	13.0%	14	6.0%	1
Currys, Churchill Retail Park, Andover	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	5	1.0%	1	0.0%	0	0.0%	0
Currys, Farnborough Gate, Farnborough Road, Farnborough	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.0%	2	2.0%	0
Currys, High Street, Alton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Currys, London Road, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Moorside Road, Winchester	1.9%	19	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.0%	1	0.0%	0	1.0%	1	14.0%	16	0.0%	0	0.0%	0
Currys, Newbury Retail Park, Pinchington Lane, Newbury	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.8%	14	2.0%	1	0.0%	0	0.0%	0	1.0%	0
John Lewis, Broad Street, Reading Town Centre	2.6%	26	4.0%	5	2.9%	6	3.0%	4	1.0%	1	2.0%	2	4.0%	3	0.0%	0	0.0%	0	4.0%	4	7.0%	1
John Lewis, West Quay Shopping Centre, Southampton	1.0%	10	0.0%	0	1.0%	2	1.0%	1	1.0%	1	1.0%	1	1.0%	1	0.0%	0	4.0%	5	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
For Strategic Perspectives

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Marks & Spencer, Camberley Shopping Centre	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Marks & Spencer, The Meadows, Sandhurst, Berkshire	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
PC World, Brighton Hill Retail Park, Basingstoke	2.5%	25	2.0%	2	2.0%	4	4.0%	5	1.0%	1	5.0%	5	1.0%	1	3.0%	2	2.0%	2	2.0%	2	2.0%	0
Sainsburys, Bath Road, Calcot, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Draymans Way, Alton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sainsbury's, Hatch Warren Retail Park (Wallop Drive), Basingstoke	1.5%	15	1.0%	1	3.9%	8	2.0%	3	3.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Extra, Newbury Retail Park, Pinchington Lane, Newbury	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	5.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Chineham District Centre,	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	0
Tesco, River Way, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	5.5%	55	6.0%	7	7.8%	16	7.1%	10	6.0%	4	2.0%	2	1.0%	1	3.0%	2	2.0%	2	10.0%	10	4.0%	1
Churchill Retail Park, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	0
Forbury Retail Park, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Hatch Warren Retail Park (Wallop Drive), Basingstoke	0.6%	6	2.0%	2	1.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Hedge End Retail Park, Southampton	0.3%	3	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
London Road Retail Park, Newbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alresford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Andover Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	1.0%	1	0.0%	0	0.0%	0
Basingstoke Town Centre	1.5%	15	0.0%	0	2.0%	4	1.0%	1	5.0%	3	1.0%	1	0.0%	0	2.0%	1	1.0%	1	3.0%	3	1.0%	0
Brighton Hill District Centre	0.3%	3	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Farnham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Festival Place, Basingstoke, Basingstoke	4.9%	49	12.0%	14	3.9%	8	8.1%	11	7.0%	5	4.0%	4	0.0%	0	4.0%	3	0.0%	0	3.0%	3	6.0%	1
Kingsclere	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London West End	0.4%	4	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odiham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0

Basingstoke & Deane Household Survey

For Strategic Perspectives

Weighted:

May 2012

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Reading Town Centre / The Oracle, Reading	2.7%	27	0.0%	0	2.0%	4	2.0%	3	2.0%	1	5.0%	5	0.0%	0	3.0%	2	0.0%	0	9.0%	9	10.0%	2
Southampton City Centre / West Quay	1.2%	12	0.0%	0	1.0%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	4.0%	3	4.0%	5	1.0%	1	0.0%	0
Tadley	2.2%	22	0.0%	0	0.0%	0	2.0%	3	3.0%	2	13.0%	14	1.0%	1	0.0%	0	0.0%	0	1.0%	1	7.0%	1
The Malls Shopping Centre, Basingstoke	0.5%	5	0.0%	0	0.0%	0	2.0%	3	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	0
Winchester City Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	6	0.0%	0	0.0%	0
Basingstoke - Other	0.9%	9	2.0%	2	1.0%	2	1.0%	1	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham - Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Four Marks	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Morrisons, Worting Road, Basingstoke	0.4%	4	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury - Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Retail Park, Pinchington Lane, Newbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other outside catchment area	0.6%	6	1.0%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	0
Reading - Other	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Reading Warehouse, Tadley	0.8%	8	1.0%	1	0.0%	0	0.0%	0	0.0%	0	6.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Sainsburys, Hectors Way, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton - Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Sandhurst	0.3%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	0
Tesco, Winnall, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Winchester Road, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Amazon	4.4%	44	6.0%	7	2.0%	4	3.0%	4	2.0%	1	4.0%	4	6.9%	5	3.0%	2	8.0%	9	6.0%	6	6.0%	1
Internet - Argos	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Comet	0.4%	4	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Internet - Currys	0.9%	10	0.0%	0	1.0%	2	1.0%	1	2.0%	1	1.0%	1	2.0%	1	2.0%	1	1.0%	1	0.0%	0	0.0%	0
Internet - Ebay	0.5%	5	0.0%	0	1.0%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	0
Internet - HMV	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - John Lewis	1.1%	11	2.0%	2	0.0%	0	0.0%	0	3.0%	2	0.0%	0	2.0%	1	0.0%	0	3.0%	4	2.0%	2	0.0%	0
Internet - Play	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Sainsbury's	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Tesco	0.6%	6	0.0%	0	2.0%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Internet - Varies	6.5%	65	9.0%	11	4.9%	10	9.1%	12	3.0%	2	11.0%	12	5.0%	3	9.0%	6	1.0%	1	7.0%	7	2.0%	0
Other - Internet	2.9%	29	3.0%	4	2.9%	6	3.0%	4	0.0%	0	2.0%	2	2.0%	1	2.0%	1	8.0%	9	1.0%	1	2.0%	0
(Don't know / can't remember / varies)	9.2%	92	11.0%	13	8.8%	18	10.1%	14	11.0%	7	6.0%	7	8.9%	6	11.0%	7	8.0%	9	8.0%	8	15.0%	3
(Do not do this type of shopping)	9.4%	94	6.0%	7	10.8%	22	11.1%	15	10.0%	7	6.0%	7	7.9%	5	13.0%	8	9.0%	11	12.0%	13	4.0%	1
Weighted base:		1002		119		200		135		66		110		65		65		117		105		20
Sample:		1002		100		102		99		100		100		101		100		100		100		100

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	Total		Zone 1	Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Q20 Where do you normally do most of your shopping for CDs & DVDs etc - EXCLUDES VIDEO GAMES & COMPUTER GAMES) ?																						
Argos, Old Basing Mall, Basingstoke	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Basingstoke	3.1%	31	5.0%	6	8.8%	18	0.0%	0	3.0%	2	2.0%	2	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0
Comet, Winchester Road, Basingstoke	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Brighton Hill Retail Park, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
PC World, Brighton Hill Retail Park, Basingstoke	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Draymans Way, Alton	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5	0.0%	0	0.0%	0
Sainsbury's, Hatch Warren Retail Park (Wallop Drive), Basingstoke	1.5%	15	1.0%	1	2.9%	6	1.0%	1	6.0%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Tesco Extra, Newbury Retail Park, Pinchington Lane, Newbury	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	11.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Chineham District Centre,	1.6%	16	1.0%	1	0.0%	0	6.1%	8	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	4	3.0%	1
Tesco, London Road Retail Park, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, River Way, Andover	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.6%	6	0.0%	0	1.0%	2	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatch Warren Retail Park (Wallop Drive), Basingstoke	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End Retail Park, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
London Road Retail Park, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alresford Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Andover Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.0%	2	0.0%	0	0.0%	0
Basingstoke Town Centre	1.3%	13	4.0%	5	0.0%	0	1.0%	1	2.0%	1	1.0%	1	0.0%	0	2.0%	1	2.0%	2	1.0%	1	1.0%	0
Camberley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Festival Place, Basingstoke, Basingstoke	16.4%	164	22.0%	26	19.6%	39	22.2%	30	17.0%	11	18.0%	20	5.0%	3	15.0%	10	7.0%	8	14.0%	15	11.0%	2
Fleet Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Guildford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Kingston upon Thames	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre / The Oracle, Reading	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	6.0%	1

Basingstoke & Deane Household Survey

For Strategic Perspectives

Weighted:

May 2012

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Salisbury Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tadley	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
The Malls Shopping Centre, Basingstoke	0.6%	6	1.0%	1	1.0%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	0
Winchester City Centre	1.7%	17	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	12.0%	14	0.0%	0	0.0%	0
Andover - Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Eastleigh - Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Hartley Wintney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Kempshott	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Worting Road, Basingstoke	0.8%	8	0.0%	0	1.0%	2	3.0%	4	2.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other outside catchment area	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	1	1.0%	1	0.0%	0	1.0%	1	2.0%	0
Other Zone 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Reading Warehouse, Tadley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Hectors Way, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Mulford Hill, Tadley	0.7%	7	1.0%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Tesco Extra, The Meadows, Sandhurst	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Tesco, Station Road, Hook	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Tesco, Winnall, Winchester	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	7	0.0%	0	0.0%	0
Internet - Amazon	23.9%	239	19.0%	23	19.6%	39	23.2%	31	22.0%	14	25.0%	27	22.8%	15	22.0%	14	28.0%	33	35.0%	37	28.0%	6
Internet - Ebay	0.4%	4	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - HMV	1.1%	11	2.0%	2	2.0%	4	2.0%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Internet - Itunes	2.3%	23	5.0%	6	0.0%	0	4.0%	5	0.0%	0	4.0%	4	2.0%	1	1.0%	1	2.0%	2	3.0%	3	0.0%	0
Internet - Play	4.8%	48	7.0%	8	9.8%	20	4.0%	5	3.0%	2	4.0%	4	1.0%	1	2.0%	1	4.0%	5	1.0%	1	1.0%	0
Internet - Tesco	0.6%	6	1.0%	1	1.0%	2	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Varies	2.6%	26	6.0%	7	1.0%	2	4.0%	5	2.0%	1	4.0%	4	1.0%	1	5.0%	3	0.0%	0	2.0%	2	0.0%	0
Other - Internet	0.5%	5	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
(Don't know / can't remember / varies)	4.1%	41	3.0%	4	3.9%	8	6.1%	8	9.0%	6	4.0%	4	4.0%	3	1.0%	1	2.0%	2	3.0%	3	12.0%	2
(Do not do this type of shopping)	24.3%	244	18.0%	21	25.5%	51	16.2%	22	31.0%	20	21.0%	23	29.7%	19	40.0%	26	23.0%	27	27.0%	28	27.0%	5
Weighted base:	1002			119		200		135		66		110		65		65		117		105		20
Sample:	1002			100		102		99		100		100		101		100		100		100		100

Basingstoke & Deane Household Survey

For Strategic Perspectives

Weighted:

May 2012

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Q21 Where do you normally do most of your household's shopping for PERSONAL USE & CARE, INCLUDING MEDICAL GOODS, PHARMACEUTICAL PRODUCTS, THERAPEUTICAL PRODUCTS, & ELECTRIC/NON-ELECTRIC APPLIANCES FOR PERSONAL USE (eye glasses, contact lenses, medicine, electric/non electric razors, hair dryers, curling tongs, electric toothbrushes, soap, perfumes & deodorants, toilet paper, disposable babies' napkins, etc.)?																						
Argos, Old Basing Mall, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos, West Street, Farnham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Asda, Anton Mill Road, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Basingstoke	3.0%	30	5.0%	6	7.8%	16	1.0%	1	3.0%	2	2.0%	2	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0
Asda, Lower Earley, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Brighton Hill District Centre, Basingstoke	2.6%	26	2.0%	2	8.8%	18	0.0%	0	2.0%	1	1.0%	1	0.0%	0	1.0%	1	2.0%	2	0.0%	0	1.0%	0
Boots, Chineham District Centre, Basingstoke	4.8%	49	3.0%	4	3.9%	8	16.2%	22	0.0%	0	7.0%	8	0.0%	0	0.0%	0	0.0%	0	5.0%	5	12.0%	2
Currys, Brighton Hill Retail Park, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Marks & Spencer, Festival Place, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Sainsbury's, Draymans Way, Alton	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0
Sainsbury's, Hatch Warren Retail Park (Wallop Drive), Basingstoke	7.9%	79	8.0%	10	26.5%	53	1.0%	1	5.0%	3	2.0%	2	0.0%	0	4.0%	3	5.0%	6	1.0%	1	1.0%	0
Tesco Extra, Newbury Retail Park, Pinchington Lane, Newbury	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	19.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Chineham District Centre,	3.4%	34	5.0%	6	1.0%	2	11.1%	15	3.0%	2	6.0%	7	0.0%	0	0.0%	0	1.0%	1	1.0%	1	2.0%	0
Tesco, London Road Retail Park, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, River Way, Andover	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3	0.0%	0	0.0%	0	0.0%	0
Wilkinsons, The Malls Shopping Centre, Basingstoke Town Centre	0.5%	5	0.0%	0	1.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatch Warren Retail Park (Wallop Drive), Basingstoke	0.3%	3	0.0%	0	1.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, Newbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Alresford Town Centre	2.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.0%	21	0.0%	0	0.0%	0
Alton Town Centre	1.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	16	2.0%	2	0.0%	0
Andover Town Centre	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	6	2.0%	2	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey For Strategic Perspectives

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Basingstoke Town Centre	4.2%	42	9.0%	11	7.8%	16	3.0%	4	5.0%	3	4.0%	4	0.0%	0	1.0%	1	2.0%	2	1.0%	1	1.0%	0
Brighton Hill District Centre	1.1%	11	2.0%	2	3.9%	8	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Chineham District Centre	4.4%	44	0.0%	0	0.0%	0	23.2%	31	2.0%	1	3.0%	3	0.0%	0	2.0%	1	1.0%	1	3.0%	3	11.0%	2
Farnborough Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Festival Place, Basingstoke, Basingstoke	18.3%	183	35.0%	42	14.7%	29	17.2%	23	40.0%	26	16.0%	18	3.0%	2	19.0%	12	3.0%	4	23.0%	24	14.0%	3
Fleet Town Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0
Guildford Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Kingsclere	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston upon Thames	0.3%	3	1.0%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London West End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Newbury Town Centre	2.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	30.7%	20	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Oakley Centre	1.0%	10	0.0%	0	0.0%	0	0.0%	0	14.0%	9	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Odiham	1.5%	15	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	13	0.0%	0
Overton District Centre, Basingstoke	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	12.0%	8	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre / The Oracle, Reading	0.4%	4	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Southampton City Centre / West Quay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Tadley	2.8%	28	0.0%	0	1.0%	2	0.0%	0	0.0%	0	21.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	3
The Malls Shopping Centre, Basingstoke	3.4%	34	9.0%	11	2.9%	6	2.0%	3	4.0%	3	3.0%	3	0.0%	0	4.0%	3	1.0%	1	4.0%	4	3.0%	1
Whitchurch District Centre, Basingstoke	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	8	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	3.1%	31	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.0%	3	22.0%	26	0.0%	0	0.0%	0
Wokingham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Yately	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	10.0%	2
Basingstoke - Other	0.3%	3	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Newbury Retail Park, Pinchington Lane, Newbury	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	5	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Four Marks	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	7	0.0%	0	0.0%	0
Hartley Wintney	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%	0
Hook	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0
Kempshott	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Worting Road, Basingstoke	2.1%	21	6.0%	7	1.0%	2	4.0%	5	2.0%	1	2.0%	2	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Mortimer Common	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	1
Newbury Retail Park, Pinchington Lane, Newbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other outside catchment area	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 1	0.6%	6	2.0%	2	0.0%	0	2.0%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 2	0.8%	8	0.0%	0	2.9%	6	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey

For Strategic Perspectives

Weighted:

May 2012

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Other Zone 3	0.3%	3	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Other Zone 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other Zone 8	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sainsburys, Hectors Way, Newbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Mulford Hill, Tadley	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	11	1.0%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1
Tesco, Station Road, Hook	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0
Tesco, Winnall, Winchester	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	6	0.0%	0	0.0%	0
Thatcham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winklebury	0.5%	5	0.0%	0	1.0%	2	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winnall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Internet - Amazon	0.4%	4	0.0%	0	1.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Internet - Ebay	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Sainsbury's	0.3%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Internet - Tesco	0.7%	7	2.0%	2	0.0%	0	1.0%	1	0.0%	0	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Varies	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Internet	1.4%	14	0.0%	0	0.0%	0	2.0%	3	2.0%	1	1.0%	1	1.0%	1	4.0%	3	2.0%	2	3.0%	3	0.0%	0
(Don't know / can't remember / varies)	3.9%	39	3.0%	4	3.9%	8	4.0%	5	2.0%	1	5.0%	5	3.0%	2	7.0%	5	2.0%	2	5.0%	5	6.0%	1
(Do not do this type of shopping)	3.7%	37	4.0%	5	4.9%	10	6.1%	8	3.0%	2	3.0%	3	1.0%	1	4.0%	3	2.0%	2	2.0%	2	6.0%	1
Weighted base:	1002			119		200		135		66		110		65		65		117		105		20
Sample:	1002			100		102		99		100		100		101		100		100		100		100

Basingstoke & Deane Household Survey

For Strategic Perspectives

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Q22 Where do you normally do most of your household's shopping for GAMES, TOYS, HOBBIES, SPORTS, CAMPING & MUSICAL INSTRUMENTS (e.g. Pianos, guitars, table tennis/football/snooker tables, chess sets, soft toys, fireworks, electronic games, video games that plug into TV, video game software, fishing rods, tents, stoves, skis, etc...BUT EXCLUDES CAMPING & GARDEN FURNITURE).																						
Argos Extra, Hatch Warren Retail Park (Wallop Drive), Basingstoke	1.2%	12	1.0%	1	2.9%	6	1.0%	1	1.0%	1	0.0%	0	0.0%	0	2.0%	1	1.0%	1	0.0%	0	1.0%	0
Argos, Newbury Retail Park, Pinchington Lane, Newbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos, Old Basing Mall, Basingstoke	1.0%	10	3.0%	4	1.0%	2	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Argos, The Hart Centre, Fleet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	0
Asda, Basingstoke	0.4%	4	0.0%	0	0.0%	0	1.0%	1	2.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JJB Sports, Brighton Hill Retail Park, Basingstoke	1.3%	13	0.0%	0	2.0%	4	3.0%	4	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
JJB Sports, Newbury Retail Park, Pinchington Lane, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Sainsbury's, Hatch Warren Retail Park (Wallop Drive), Basingstoke	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Newbury Retail Park, Pinchington Lane, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Chineham District Centre,	0.3%	3	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, River Way, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Wilkinsons, The Malls Shopping Centre, Basingstoke Town Centre	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	9.3%	93	7.0%	8	21.6%	43	6.1%	8	14.0%	9	10.0%	11	1.0%	1	3.0%	2	5.0%	6	4.0%	4	2.0%	0
Hatch Warren Retail Park (Wallop Drive), Basingstoke	1.2%	12	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	2.0%	1	4.0%	3	3.0%	4	1.0%	1	1.0%	0
Hedge End Retail Park, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Houndmills Industrial Estate, Basingstoke	0.3%	3	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, Newbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alresford Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0
Alton Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Andover Town Centre	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	5	2.0%	2	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey For Strategic Perspectives

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Basingstoke Town Centre	2.2%	22	2.0%	2	1.0%	2	2.0%	3	3.0%	2	4.0%	4	0.0%	0	0.0%	0	2.0%	2	6.0%	6	1.0%	0
Brighton Hill District Centre	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	0
Chineham District Centre	1.5%	15	2.0%	2	1.0%	2	3.0%	4	2.0%	1	3.0%	3	1.0%	1	0.0%	0	0.0%	0	1.0%	1	3.0%	1
Eastleigh Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Farnham Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	3	0.0%	0
Festival Place, Basingstoke, Basingstoke	15.0%	151	19.0%	23	16.7%	33	12.1%	16	17.0%	11	27.0%	30	4.0%	3	12.0%	8	7.0%	8	16.0%	17	10.0%	2
Fleet Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Guildford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Kingsclere	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London West End	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	0
Newbury Town Centre	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	15.8%	10	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Oakley Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Overton District Centre, Basingstoke	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre / The Oracle, Reading	0.6%	6	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1	6.0%	1
Southampton City Centre / West Quay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tadley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Malls Shopping Centre, Basingstoke	0.4%	4	1.0%	1	1.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	1.8%	18	1.0%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	11.0%	13	0.0%	0	0.0%	0
Dummer	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Four Marks	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Go Outdoors, Basingstoke	1.7%	17	2.0%	2	2.0%	4	2.0%	3	0.0%	0	3.0%	3	2.0%	1	0.0%	0	1.0%	1	2.0%	2	0.0%	0
Hartley Wintney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Kempshott	0.5%	5	0.0%	0	2.0%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Worting Road, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Newbury Retail Park, Pinchington Lane, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other outside catchment area	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Other Zone 10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Thatcham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester Road, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winklebury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Winchester Road, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Internet - Amazon	8.0%	80	11.0%	13	8.8%	18	8.1%	11	5.0%	3	6.0%	7	6.9%	5	8.0%	5	10.0%	12	6.0%	6	6.0%	1
Internet - Argos	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Internet - Ebay	0.9%	9	2.0%	2	2.0%	4	0.0%	0	2.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - John Lewis	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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May 2012

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Internet - Play	0.3%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Internet - Sainsbury's	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Varies	2.6%	26	3.0%	4	1.0%	2	4.0%	5	1.0%	1	5.0%	5	2.0%	1	2.0%	1	1.0%	1	5.0%	5	0.0%	0
Other - Internet	2.3%	23	1.0%	1	2.0%	4	3.0%	4	0.0%	0	3.0%	3	3.0%	2	2.0%	1	4.0%	5	2.0%	2	1.0%	0
(Don't know / can't remember / varies)	6.9%	69	5.0%	6	6.9%	14	10.1%	14	5.0%	3	3.0%	3	2.0%	1	12.0%	8	7.0%	8	10.0%	10	8.0%	2
(Do not do this type of shopping)	33.3%	334	35.0%	42	25.5%	51	38.4%	52	42.0%	28	22.0%	24	43.6%	28	37.0%	24	36.0%	42	32.0%	34	48.0%	10
Weighted base:	1002		119		200		135		66		110		65		65		117		105		20	
Sample:	1002		100		102		99		100		100		101		100		100		100		100	

Basingstoke & Deane Household Survey

For Strategic Perspectives

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
Q23 Where do you normally do most of your household's shopping for PETS & PET RELATED PRODUCTS (e.g. Pets, pet food, collars, fish tanks, cat litters, veterinary services, etc.).																						
Asda, Basingstoke	1.6%	16	3.0%	4	4.9%	10	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Asda, Lower Earley, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Winchester Road, Basingstoke	0.5%	5	1.0%	1	1.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Chineham District Centre, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Draymans Way, Alton	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5	0.0%	0	0.0%	0
Sainsbury's, Hatch Warren Retail Park (Wallop Drive), Basingstoke	2.8%	28	2.0%	2	6.9%	14	1.0%	1	6.0%	4	0.0%	0	0.0%	0	1.0%	1	3.0%	4	2.0%	2	0.0%	0
Tesco Extra, Newbury Retail Park, Pinchington Lane, Newbury	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Chineham District Centre,	1.6%	16	0.0%	0	0.0%	0	7.1%	10	3.0%	2	3.0%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	0
Tesco, London Road Retail Park, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, River Way, Andover	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Wilkinsons, The Malls Shopping Centre, Basingstoke Town Centre	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.9%	9	1.0%	1	1.0%	2	2.0%	3	3.0%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	0
Churchill Retail Park, Andover	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.0%	1	0.0%	0	0.0%	0
Farnborough Gate Retail Park, Farnborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Forbury Retail Park, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatch Warren Retail Park (Wallop Drive), Basingstoke	14.6%	147	18.0%	21	23.5%	47	17.2%	23	25.0%	16	11.0%	12	2.0%	1	14.0%	9	5.0%	6	9.0%	9	4.0%	1
London Road Retail Park, Newbury	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	7.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alresford Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5	0.0%	0	0.0%	0
Alton Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	1.0%	1	0.0%	0
Andover Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	4	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	1.3%	13	1.0%	1	1.0%	2	0.0%	0	2.0%	1	1.0%	1	0.0%	0	2.0%	1	2.0%	2	3.0%	3	1.0%	0
Brighton Hill District Centre	0.3%	3	0.0%	0	1.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chineham District Centre	1.4%	14	0.0%	0	2.0%	4	5.1%	7	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	0
Farnborough Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Farnham Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Festival Place, Basingstoke, Basingstoke	0.8%	8	3.0%	4	0.0%	0	1.0%	1	3.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey

For Strategic Perspectives

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Fleet Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	0
Newbury Town Centre	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	18.8%	12	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Overton District Centre, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre / The Oracle, Reading	0.3%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Salisbury Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tadley	2.9%	29	1.0%	1	0.0%	0	0.0%	0	1.0%	1	22.0%	24	2.0%	1	0.0%	0	0.0%	0	0.0%	0	7.0%	1
The Malls Shopping Centre, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	1.6%	16	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	1	12.0%	14	0.0%	0	0.0%	0
Yately	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	1
Andover - Other	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	4	0.0%	0	0.0%	0	0.0%	0
Avenue Nurseries, The Avenue, Lasham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Basingstoke - Other	0.4%	4	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Dummer	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham - Other	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	1.0%	1	0.0%	0
Hartley Wintney	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Hook	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	14	1.0%	0
Kempshott	0.5%	5	2.0%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Morrisons, Worthing Road, Basingstoke	2.0%	20	3.0%	4	3.9%	8	3.0%	4	3.0%	2	0.0%	0	0.0%	0	2.0%	1	1.0%	1	0.0%	0	1.0%	0
Newbury - Other	0.5%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Newbury Retail Park, Pinchington Lane, Newbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other outside catchment area	0.9%	9	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.0%	3	2.0%	1	1.0%	1	1.0%	1	0.0%	0	5.0%	1
Other Zone 1	0.5%	5	0.0%	0	2.0%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 3	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Other Zone 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading - Other	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	0
Sainsburys, Hectors Way, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Mulford Hill, Tadley	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Sherfield on Loddon	0.4%	4	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	1
Swindon - Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Sandhurst	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	0
Tesco, Station Road, Hook	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0
Tesco, Winnall, Winchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Thatcham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Winchester - Other	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	7	0.0%	0	0.0%	0
Winchester Road, Basingstoke	0.3%	3	1.0%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winklebury	0.2%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey

For Strategic Perspectives

Weighted:

May 2012

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Winnall	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5	0.0%	0	0.0%	0
Wyevale Garden Centre, Sherfield on Loddon	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Amazon	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Internet - Ebay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Internet - Sainsbury's	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Internet - Tesco	0.4%	4	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Internet - Varies	0.3%	3	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Internet	0.9%	9	2.0%	2	0.0%	0	1.0%	1	2.0%	1	0.0%	0	1.0%	1	0.0%	0	2.0%	2	1.0%	1	1.0%	0
(Don't know / can't remember / varies)	1.8%	18	3.0%	4	1.0%	2	3.0%	4	3.0%	2	1.0%	1	2.0%	1	1.0%	1	3.0%	4	0.0%	0	1.0%	0
(Do not do this type of shopping)	47.1%	472	53.0%	63	49.0%	98	49.5%	67	42.0%	28	44.0%	48	40.6%	26	52.0%	34	39.0%	46	49.0%	51	53.0%	11
Weighted base:	1002			119		200		135		66		110		65		65		117		105		20
Sample:	1002			100		102		99		100		100		101		100		100		100		100

Basingstoke & Deane Household Survey

For Strategic Perspectives

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Q24 Where do you do most of your household's shopping for ALL OTHER NON-FOOD GOODS - INCLUDING BOOKS; STATIONERY; JEWELLERY, CLOCKS & WATCHES; GLASSWARE, TABLEWARE & NON-ELECTRIC HOUSEHOLD UTENSILS, TRAVEL GOODS, ARTICLES FOR BABIES, ETC. (includes suitcases, wallets, push-chairs, baby car seats, saucepans, containers for bread, laundry baskets, waste bins, writing pads, pens, paper punches, drawing and painting materials, etc.).																						
Argos Extra, Hatch Warren Retail Park (Wallop Drive), Basingstoke	1.2%	12	1.0%	1	2.9%	6	1.0%	1	3.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Argos, Old Basing Mall, Basingstoke	0.8%	8	2.0%	2	0.0%	0	1.0%	1	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Argos, The Hart Centre, Fleet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	0
Asda, Basingstoke	1.3%	13	1.0%	1	3.9%	8	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Iceland, Chineham District Centre, Basingstoke	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Broad Street, Reading Town Centre	0.5%	5	0.0%	0	1.0%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
John Lewis, West Quay Shopping Centre, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Camberley Shopping Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Marks & Spencer, Festival Place, Basingstoke	0.2%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Sainsbury's, Hatch Warren Retail Park (Wallop Drive), Basingstoke	1.1%	11	0.0%	0	2.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	2.0%	2	0.0%	0
Tesco Extra, Newbury Retail Park, Pinchington Lane, Newbury	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	9.9%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Chineham District Centre,	0.8%	8	1.0%	1	0.0%	0	4.0%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Tesco, River Way, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Wilkinsons, The Malls Shopping Centre, Basingstoke Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.8%	8	0.0%	0	1.0%	2	1.0%	1	4.0%	3	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	0
Churchill Retail Park, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Hatch Warren Retail Park (Wallop Drive), Basingstoke	0.3%	3	0.0%	0	1.0%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End Retail Park, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Alresford Town Centre	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	8	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey For Strategic Perspectives

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Alton Town Centre	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Andover Town Centre	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	6
Basingstoke Town Centre	3.7%	37	4.0%	5	2.9%	6	4.0%	5	11.0%	7	8.0%	9
Brighton Hill District Centre	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chineham District Centre	0.4%	4	0.0%	0	0.0%	0	2.0%	3	0.0%	0	1.0%	1
Eastleigh Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Festival Place, Basingstoke, Basingstoke	28.7%	288	35.0%	42	41.2%	82	36.4%	49	29.0%	19	26.0%	29
Fleet Town Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston upon Thames	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London West End	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Newbury Town Centre	2.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Odiham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Overton District Centre, Basingstoke	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Reading Town Centre / The Oracle, Reading	1.7%	17	0.0%	0	1.0%	2	0.0%	0	1.0%	1	4.0%	4
Southampton City Centre / West Quay	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	3
Swindon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tadley	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5
The Malls Shopping Centre, Basingstoke	1.5%	16	4.0%	5	2.0%	4	0.0%	0	0.0%	0	3.0%	3
Whitchurch District Centre, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Winchester City Centre	2.7%	27	1.0%	1	1.0%	2	0.0%	0	0.0%	0	1.0%	1
Wokingham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yately	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke - Other	0.5%	5	0.0%	0	1.0%	2	0.0%	0	0.0%	0	1.0%	1
Morrisons, Worting Road, Basingstoke	0.6%	6	3.0%	4	0.0%	0	2.0%	3	0.0%	0	0.0%	0
Mortimer Common	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury - Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Newbury Retail Park, Pinchington Lane, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Other outside catchment area	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Other Zone 3	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sainsburys, Hectors Way, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Extra, The Meadows, Sandhurst	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Station Road, Hook	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester Road,	0.3%	3	0.0%	0	1.0%	2	0.0%	0	1.0%	1	0.0%	0

Basingstoke & Deane Household Survey

For Strategic Perspectives

Weighted:

May 2012

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Basingstoke																						
Internet - Amazon	14.3%	143	14.0%	17	9.8%	20	17.2%	23	15.0%	10	15.0%	16	19.8%	13	13.0%	8	14.0%	16	15.0%	16	18.0%	4
Internet - Ebay	1.0%	10	2.0%	2	0.0%	0	4.0%	5	1.0%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Internet - John Lewis	0.4%	4	1.0%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Internet - Play	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Sainsbury's	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - Tesco	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Internet - Varies	3.2%	32	5.0%	6	2.0%	4	2.0%	3	2.0%	1	6.0%	7	5.0%	3	5.0%	3	1.0%	1	3.0%	3	2.0%	0
Other - Internet	0.7%	7	2.0%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
(Don't know / can't remember / varies)	8.9%	89	9.0%	11	9.8%	20	12.1%	16	11.0%	7	9.0%	10	3.0%	2	16.0%	10	3.0%	4	7.0%	7	9.0%	2
(Do not do this type of shopping)	11.2%	112	11.0%	13	13.7%	27	10.1%	14	13.0%	9	6.0%	7	11.9%	8	16.0%	10	7.0%	8	14.0%	15	9.0%	2
Weighted base:		1002		119		200		135		66		110		65		65		117		105		20
Sample:		1002		100		102		99		100		100		101		100		100		100		100

Q25 When you do your household's non-food shopping, how do you usually travel?

Car / van (as driver)	69.2%	693	35.0%	42	71.6%	143	74.7%	101	70.0%	46	74.0%	81	74.3%	48	67.0%	43	76.0%	89	80.0%	84	78.0%	16
Car / van (as passenger)	9.7%	97	5.0%	6	9.8%	20	7.1%	10	12.0%	8	10.0%	11	13.9%	9	16.0%	10	11.0%	13	8.0%	8	12.0%	2
Bus, minibus or coach	9.4%	95	9.0%	11	11.8%	24	11.1%	15	15.0%	10	8.0%	9	9.9%	6	10.0%	6	7.0%	8	4.0%	4	7.0%	1
Using park & ride facility	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	1	1.0%	1	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Walk	8.0%	80	45.0%	54	3.9%	8	5.1%	7	2.0%	1	4.0%	4	0.0%	0	1.0%	1	3.0%	4	2.0%	2	0.0%	0
Taxi	0.4%	4	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	0
Train	0.7%	7	2.0%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	0
Bicycle	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not applicable / goods delivered	1.2%	12	4.0%	5	1.0%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	2.0%	1	1.0%	1	1.0%	1	1.0%	0
(Don't know / varies)	0.5%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0
Weighted base:		1002		119		200		135		66		110		65		65		117		105		20
Sample:		1002		100		102		99		100		100		101		100		100		100		100

Basingstoke & Deane Household Survey

For Strategic Perspectives

Weighted:

May 2012

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
Q26 If you are visiting Basingstoke Town Centre, which car park would you normally use?											
<i>Those who travel by car for their non-food shopping</i>											
Albert Yard	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Brinkletts Yard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Castons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Castons Yard	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Central	1.2%	10	5.0%	2	2.4%	4	0.0%	0	0.0%	0	0.0%
Churchill Way	1.4%	11	0.0%	0	4.8%	8	1.2%	1	0.0%	0	0.0%
Churchill Way East	0.5%	4	0.0%	0	1.2%	2	1.2%	1	0.0%	0	0.0%
Eastlands	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Feathers Yard	0.3%	3	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%
Festival Place	58.7%	464	45.0%	21	56.6%	92	63.0%	69	46.3%	25	71.4%
Jacobs Yard	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%
Joices Yard	1.4%	11	2.5%	1	2.4%	4	0.0%	0	0.0%	0	0.0%
Sarum Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%
Southern Road	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Anvil / Alencon Link	9.6%	76	5.0%	2	9.6%	16	9.9%	11	9.8%	5	11.9%
Vine Meadow	0.6%	5	0.0%	0	1.2%	2	0.0%	0	1.2%	1	0.0%
Other	5.4%	43	12.5%	6	7.2%	12	6.2%	7	7.3%	4	4.8%
Eastdrop Lane	1.0%	8	0.0%	0	2.4%	4	0.0%	0	2.4%	1	1.2%
NCP car park	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Near Debenhams	0.4%	3	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Park and ride	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Private parking	1.2%	9	0.0%	0	1.2%	2	2.5%	3	1.2%	1	0.0%
Red Lion	7.9%	62	2.5%	1	2.4%	4	3.7%	4	3.7%	2	2.4%
Station car park	1.1%	9	2.5%	1	1.2%	2	2.5%	3	1.2%	1	0.0%
The mall car park	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%
(Don't know/Varies)	6.7%	53	22.5%	11	6.0%	10	8.6%	10	14.6%	8	3.6%
Weighted base:	791	48	163	110	54	92	57	54	102	92	18
Sample:	807	40	83	81	82	84	89	83	87	88	90

Basingstoke & Deane Household Survey

For Strategic Perspectives

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Q27 What improvements to BASINGSTOKE TOWN CENTRE, if any, would make you visit it more often than you currently do? [MR]																					
Better disabled access	0.7%	7	3.0%	4	1.0%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better public transport	2.1%	21	1.0%	1	3.9%	8	4.0%	5	0.0%	0	0.0%	0	0.0%	0	2.0%	1	3.0%	4	1.0%	1	1.0%
Better signposting	0.7%	7	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	3.0%	4	0.0%	0	3.0%
More / better park & ride facilities	0.3%	3	0.0%	0	1.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More / better car parking	7.0%	70	5.0%	6	9.8%	20	13.1%	18	7.0%	5	2.0%	2	5.9%	4	5.0%	3	4.0%	5	7.0%	7	3.0%
More traffic free pedestrianised streets	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fewer traffic free pedestrian streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cleaner streets	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Better value for money / lower prices	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%
More / better higher quality shop offer	2.1%	21	3.0%	4	2.9%	6	3.0%	4	1.0%	1	0.0%	0	2.0%	1	4.0%	3	1.0%	1	1.0%	1	2.0%
Department store	4.7%	47	7.0%	8	3.9%	8	6.1%	8	6.0%	4	4.0%	4	2.0%	1	5.0%	3	3.0%	4	5.0%	5	3.0%
Larger shops	1.1%	11	3.0%	4	1.0%	2	0.0%	0	3.0%	2	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%
More / better independent & specialist shops	5.5%	55	13.0%	16	5.9%	12	5.1%	7	5.0%	3	3.0%	3	0.0%	0	7.0%	5	4.0%	5	4.0%	4	5.0%
More / better foodstores	1.2%	12	2.0%	2	1.0%	2	2.0%	3	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%
More / better retail brands	3.1%	31	5.0%	6	3.9%	8	5.1%	7	1.0%	1	1.0%	1	0.0%	0	5.0%	3	2.0%	2	3.0%	3	0.0%
More / better non-food shops	6.0%	60	6.0%	7	8.8%	18	9.1%	12	6.0%	4	5.0%	5	0.0%	0	4.0%	3	3.0%	4	6.0%	6	6.0%
More / better fashion shops	3.9%	39	6.0%	7	6.9%	14	4.0%	5	4.0%	3	2.0%	2	1.0%	1	1.0%	1	4.0%	5	2.0%	2	1.0%
Shops and services open later in the evening	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better policing /safer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More / better cafes / restaurants	2.0%	20	1.0%	1	3.9%	8	2.0%	3	0.0%	0	3.0%	3	2.0%	1	1.0%	1	2.0%	2	1.0%	1	0.0%
More / better cultural facilities	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More / better entertainment facilities (e.g. Cinema)	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More / better events	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
More / better parks / green spaces	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More / better public houses	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nothing	45.0%	450	40.0%	48	41.2%	82	28.3%	38	50.0%	33	61.0%	67	59.4%	39	43.0%	28	43.0%	50	51.0%	53	59.0%
Other	2.2%	22	1.0%	1	4.9%	10	1.0%	1	0.0%	0	2.0%	2	0.0%	0	3.0%	2	1.0%	1	4.0%	4	1.0%
A John Lewis	1.2%	12	1.0%	1	0.0%	0	0.0%	0	1.0%	1	4.0%	4	1.0%	1	2.0%	1	2.0%	2	1.0%	1	2.0%
A market	0.4%	4	0.0%	0	1.0%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
A Waitrose	0.6%	6	0.0%	0	0.0%	0	2.0%	3	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better access to the car parks	0.4%	4	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%
Better layout	0.6%	6	3.0%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%
Better traffic management	1.2%	12	2.0%	2	1.0%	2	0.0%	0	2.0%	1	2.0%	2	1.0%	1	0.0%	0	2.0%	2	1.0%	1	2.0%
Cheaper / free parking	2.8%	28	1.0%	1	2.0%	4	5.1%	7	2.0%	1	1.0%	1	1.0%	1	2.0%	1	4.0%	5	6.0%	6	3.0%

Basingstoke & Deane Household Survey

For Strategic Perspectives

Weighted:

May 2012

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Less congestion	1.3%	13	0.0%	0	2.9%	6	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.0%	2	0.0%	0
Less empty shops	0.9%	9	4.0%	5	0.0%	0	2.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Modernise it	0.6%	6	0.0%	0	0.0%	0	2.0%	3	1.0%	1	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
More seating	0.6%	6	1.0%	1	1.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	0
More shops for older people	1.0%	10	3.0%	4	2.0%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
More toilets	0.5%	5	0.0%	0	0.0%	0	1.0%	1	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Stop people smoking	0.3%	3	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undercover shopping	1.1%	11	3.0%	4	0.0%	0	1.0%	1	5.0%	3	0.0%	0	2.0%	1	2.0%	1	0.0%	0	0.0%	0	2.0%	0
(Don't know)	6.0%	60	2.0%	2	6.9%	14	8.1%	11	4.0%	3	8.0%	9	6.9%	5	9.0%	6	8.0%	9	1.0%	1	4.0%	1
(Do not visit this centre)	5.8%	58	4.0%	5	2.0%	4	3.0%	4	1.0%	1	0.0%	0	16.8%	11	8.0%	5	17.0%	20	6.0%	6	9.0%	2
Weighted base:	1002		119		200		135		66		110		65		65		117		105		20	
Sample:	1002		100		102		99		100		100		101		100		100		100		100	

Basingstoke & Deane Household Survey

For Strategic Perspectives

Weighted:

May 2012

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		
Q28 What improvements to CHINEHAM DISTRICT CENTRE, if any, would make you visit it more often than you currently do? [MR]																						
Better disabled access	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	0
Better public transport	0.8%	8	1.0%	1	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Better signposting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better park & ride facilities	0.2%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better car parking	4.1%	41	2.0%	2	5.9%	12	1.0%	1	4.0%	3	8.0%	9	1.0%	1	2.0%	1	3.0%	4	7.0%	7	6.0%	1
More traffic free pedestrianised streets	0.2%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer traffic free pedestrian streets	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Better value for money / lower prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better higher quality shop offer	1.0%	10	1.0%	1	2.0%	4	1.0%	1	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Department store	0.7%	7	2.0%	2	1.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Larger shops	0.2%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better independent & specialist shops	1.3%	13	2.0%	2	2.0%	4	3.0%	4	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	0
More / better foodstores	1.5%	15	1.0%	1	1.0%	2	4.0%	5	1.0%	1	4.0%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	3.0%	1
More / better retail brands	1.3%	13	2.0%	2	1.0%	2	5.1%	7	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
More / better non-food shops	3.8%	38	5.0%	6	3.9%	8	6.1%	8	2.0%	1	6.0%	7	1.0%	1	2.0%	1	2.0%	2	3.0%	3	3.0%	1
More / better fashion shops	2.8%	28	3.0%	4	4.9%	10	4.0%	5	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1	5.0%	5	0.0%	0
Shops and services open later in the evening	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better policing /safer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better cafes / restaurants	0.8%	8	0.0%	0	2.0%	4	2.0%	3	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
More / better cultural facilities	0.4%	4	1.0%	1	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better entertainment facilities (e.g. Cinema)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better parks / green spaces	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public houses	0.4%	4	0.0%	0	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing	34.3%	344	36.0%	43	37.3%	75	45.5%	61	42.0%	28	40.0%	44	21.8%	14	26.0%	17	15.0%	18	31.0%	32	61.0%	12
Other	2.4%	24	3.0%	4	1.0%	2	6.1%	8	3.0%	2	6.0%	7	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	0
A Waitrose	0.3%	3	0.0%	0	0.0%	0	2.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better road layout	0.8%	8	0.0%	0	2.0%	4	2.0%	3	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Bigger range of stores in general	0.4%	4	0.0%	0	1.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
If it was closer	0.4%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Less empty shops	0.5%	5	0.0%	0	0.0%	0	2.0%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Undercover shopping	0.5%	5	1.0%	1	0.0%	0	1.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0

**Basingstoke & Deane Household Survey
For Strategic Perspectives**

Weighted:

May 2012

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
(Don't know)	4.0%	40	3.0%	4	4.9%	10	8.1%	11	3.0%	2	1.0%	1	4.0%	3	6.0%	4	4.0%	5	1.0%	1	4.0%	1
(Do not visit this centre)	41.1%	412	42.0%	50	34.3%	69	8.1%	11	35.0%	23	32.0%	35	70.3%	46	57.0%	37	72.0%	84	50.0%	52	20.0%	4
Weighted base:		1002		119		200		135		66		110		65		65		117		105		20
Sample:		1002		100		102		99		100		100		101		100		100		100		100

Basingstoke & Deane Household Survey

For Strategic Perspectives

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Q29 What improvements to BRIGHTON HILL DISTRICT CENTRE, if any, would make you visit it more often than you currently do? [MR]																					
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better public transport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better signposting	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
More / better park & ride facilities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More / better car parking	4.0%	40	3.0%	4	8.8%	18	1.0%	1	8.0%	5	4.0%	4	1.0%	1	1.0%	1	3.0%	4	2.0%	2	2.0%
More traffic free pedestrianised streets	0.6%	6	2.0%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Fewer traffic free pedestrian streets	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cleaner streets	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Better value for money / lower prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More / better higher quality shop offer	0.9%	9	0.0%	0	3.9%	8	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Department store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Larger shops	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More / better independent & specialist shops	0.8%	8	1.0%	1	2.9%	6	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More / better foodstores	1.7%	17	3.0%	4	2.9%	6	3.0%	4	2.0%	1	1.0%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%
More / better retail brands	0.8%	8	1.0%	1	2.0%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
More / better non-food shops	1.9%	19	2.0%	2	3.9%	8	2.0%	3	2.0%	1	1.0%	1	0.0%	0	2.0%	1	0.0%	0	2.0%	2	1.0%
More / better fashion shops	0.3%	3	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shops and services open later in the evening	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better policing /safer	0.4%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.0%	1	0.0%	0	0.0%
More / better cafes / restaurants	0.6%	6	1.0%	1	2.0%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More / better cultural facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More / better entertainment facilities (e.g. Cinema)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More / better events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More / better parks / green spaces	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
More / better public houses	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nothing	37.9%	379	37.0%	44	47.1%	94	49.5%	67	42.0%	28	40.0%	44	18.8%	12	29.0%	19	30.0%	35	27.0%	28	41.0%
Other	1.9%	19	2.0%	2	2.9%	6	3.0%	4	3.0%	2	1.0%	1	2.0%	1	3.0%	2	0.0%	0	0.0%	0	0.0%
A Post Office	1.4%	14	0.0%	0	6.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better environment	0.4%	4	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better traffic management	3.0%	30	2.0%	2	3.9%	8	5.1%	7	5.0%	3	1.0%	1	0.0%	0	1.0%	1	2.0%	2	5.0%	5	3.0%
(Don't know)	3.9%	39	3.0%	4	3.9%	8	7.1%	10	2.0%	1	3.0%	3	2.0%	1	2.0%	1	6.0%	7	3.0%	3	2.0%
(Do not visit this centre)	41.5%	416	39.0%	47	12.7%	26	28.3%	38	35.0%	23	49.0%	54	76.2%	50	59.0%	38	58.0%	68	60.0%	63	50.0%
Weighted base:	1002		119		200		135		66		110		65		65		117		105		20
Sample:	1002		100		102		99		100		100		101		100		100		100		100

**Basingstoke & Deane Household Survey
For Strategic Perspectives**

Weighted:

May 2012

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
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Basingstoke & Deane Household Survey

For Strategic Perspectives

Weighted:

May 2012

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	
Q30 What improvements to TADLEY, if any, would make you visit it more often than you currently do? [MR]												
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport	0.8%	8	0.0%	0	0.0%	0	0.0%	0	1.0%	1	6.0%	7
Better signposting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better park & ride facilities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
More / better car parking	1.3%	13	3.0%	4	0.0%	0	1.0%	1	0.0%	0	7.0%	8
More traffic free pedestrianised streets	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Fewer traffic free pedestrian streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Better value for money / lower prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better higher quality shop offer	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5
Department store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Larger shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better independent & specialist shops	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5
More / better foodstores	1.2%	12	0.0%	0	0.0%	0	1.0%	1	0.0%	0	8.0%	9
More / better retail brands	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
More / better non-food shops	1.5%	15	0.0%	0	1.0%	2	1.0%	1	0.0%	0	8.0%	9
More / better fashion shops	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Shops and services open later in the evening	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better policing /safer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better cafes / restaurants	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4
More / better cultural facilities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
More / better entertainment facilities (e.g. Cinema)	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5
More / better events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better parks / green spaces	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
More / better public houses	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing	17.9%	179	7.0%	8	12.7%	26	17.2%	23	18.0%	12	43.0%	47
Other	0.9%	9	0.0%	0	0.0%	0	0.0%	0	1.0%	1	7.0%	8
Better traffic management	0.8%	8	1.0%	1	0.0%	0	0.0%	0	1.0%	1	4.0%	4
If it was closer	0.3%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
(Don't know)	3.2%	32	5.0%	6	4.9%	10	6.1%	8	3.0%	2	0.0%	0
(Do not visit this centre)	71.6%	718	84.0%	100	81.4%	163	73.7%	99	76.0%	50	11.0%	12
Weighted base:	1002		119		200		135		66		110	
Sample:	1002		100		102		99		100		100	

Basingstoke & Deane Household Survey

For Strategic Perspectives

Weighted:

May 2012

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
GEN Gender of respondent																						
Male	34.6%	347	39.0%	47	33.3%	67	36.4%	49	31.0%	20	36.0%	40	31.7%	21	31.0%	20	38.0%	45	31.0%	32	34.0%	7
Female	65.4%	655	61.0%	73	66.7%	134	63.6%	86	69.0%	45	64.0%	70	68.3%	45	69.0%	45	62.0%	73	69.0%	72	66.0%	13
Weighted base:	1002		119		200		135		66		110		65		65		117		105		20	
Sample:	1002		100		102		99		100		100		101		100		100		100		100	
AGE Can I just ask, how old are you?																						
18-24	1.0%	10	1.0%	1	1.0%	2	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1	2.0%	2	1.0%	1	0.0%	0
25-34	6.8%	69	14.0%	17	4.9%	10	13.1%	18	4.0%	3	6.0%	7	4.0%	3	7.0%	5	4.0%	5	3.0%	3	1.0%	0
35-44	20.1%	201	24.0%	29	29.4%	59	21.2%	29	12.0%	8	25.0%	27	12.9%	8	14.0%	9	11.0%	13	17.0%	18	8.0%	2
45-54	30.4%	305	29.0%	35	32.4%	65	36.4%	49	10.0%	7	36.0%	40	21.8%	14	18.0%	12	36.0%	42	37.0%	39	16.0%	3
55-64	13.8%	138	9.0%	11	5.9%	12	16.2%	22	28.0%	18	11.0%	12	21.8%	14	19.0%	12	16.0%	19	13.0%	14	23.0%	5
65+	26.9%	270	21.0%	25	25.5%	51	11.1%	15	44.0%	29	21.0%	23	39.6%	26	40.0%	26	29.0%	34	29.0%	30	52.0%	10
(Refused)	0.9%	9	2.0%	2	1.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0
Weighted base:	1002		119		200		135		66		110		65		65		117		105		20	
Sample:	1002		100		102		99		100		100		101		100		100		100		100	

Basingstoke & Deane Household Survey

For Strategic Perspectives

Weighted:

May 2012

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10											
WOR If you are in employment, where do you work?																						
<i>Those who are in employment</i>																						
Basingstoke	22.5%	192	34.5%	36	44.0%	73	33.0%	39	28.6%	14	10.6%	10	2.4%	1	8.9%	5	4.4%	5	8.1%	7	7.7%	1
Bracknell	0.8%	7	2.3%	2	1.2%	2	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Bramley	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill	0.4%	4	2.3%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley	0.7%	6	0.0%	0	0.0%	0	3.4%	4	0.0%	0	1.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	0
London	3.2%	28	2.3%	2	4.8%	8	3.4%	4	3.9%	2	3.5%	3	1.2%	1	1.3%	1	0.0%	0	7.0%	6	2.2%	0
Chineham	1.6%	13	1.2%	1	1.2%	2	4.5%	5	2.6%	1	1.2%	1	1.2%	1	1.3%	1	0.0%	0	1.2%	1	0.0%	0
Farnborough	1.2%	10	1.2%	1	2.4%	4	2.3%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Farnham	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	4	0.0%	0	0.0%	0
Fleet	0.5%	4	1.2%	1	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.1%	0
Work from home	1.3%	11	0.0%	0	3.6%	6	0.0%	0	0.0%	0	2.4%	2	0.0%	0	1.3%	1	0.0%	0	2.3%	2	0.0%	0
Hampshire	0.5%	4	2.3%	2	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook	1.0%	9	2.3%	2	1.2%	2	1.1%	1	0.0%	0	1.2%	1	0.0%	0	1.3%	1	0.0%	0	1.2%	1	1.1%	0
Newbury	1.9%	17	0.0%	0	1.2%	2	2.3%	3	1.3%	1	0.0%	0	17.1%	9	3.8%	2	0.0%	0	0.0%	0	1.1%	0
Odiham	1.6%	14	0.0%	0	1.2%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	10	1.1%	0
Overton	0.9%	8	0.0%	0	0.0%	0	2.3%	3	1.3%	1	0.0%	0	0.0%	0	6.3%	3	1.1%	1	0.0%	0	0.0%	0
Oxford	0.6%	5	2.3%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Reading	2.7%	23	3.4%	4	2.4%	4	2.3%	3	0.0%	0	4.7%	4	3.7%	2	1.3%	1	0.0%	0	5.8%	5	4.4%	1
Silchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Southampton	1.2%	10	1.2%	1	1.2%	2	1.1%	1	2.6%	1	1.2%	1	0.0%	0	1.3%	1	2.2%	2	0.0%	0	1.1%	0
Swindon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Tadley	2.8%	24	1.2%	1	0.0%	0	2.3%	3	0.0%	0	20.0%	19	1.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Whitchurch	0.4%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Winchester	2.5%	21	1.2%	1	1.2%	2	1.1%	1	1.3%	1	2.4%	2	0.0%	0	3.8%	2	11.0%	12	0.0%	0	0.0%	0
Alresford	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	9	0.0%	0	0.0%	0
Alton	0.6%	5	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	4	1.2%	1	0.0%	0
Andover	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	5.1%	3	0.0%	0	0.0%	0	0.0%	0
Aldermaston	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Other	10.7%	91	13.8%	14	4.8%	8	5.7%	7	5.2%	3	9.4%	9	14.6%	8	5.1%	3	23.1%	25	15.1%	14	13.2%	2
(Varies)	5.8%	50	2.3%	2	2.4%	4	10.2%	12	3.9%	2	10.6%	10	4.9%	3	7.6%	4	2.2%	2	10.5%	9	5.5%	1
(Don't know / can't remember)	0.7%	6	4.6%	5	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
(Not in employment)	30.7%	262	19.5%	20	26.2%	43	22.7%	27	44.2%	22	21.2%	20	43.9%	23	46.8%	24	40.7%	43	31.4%	28	54.9%	10
Weighted base:	852		104		165		120		51		93		53		51		107		90		18	
Sample:	850		87		84		88		77		85		82		79		91		86		91	

Basingstoke & Deane Household Survey

For Strategic Perspectives

Weighted:

May 2012

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
ADU How many adults aged 16 years and over, including yourself, live in your household?																						
One	20.2%	203	25.0%	30	19.6%	39	22.2%	30	25.0%	16	16.0%	18	18.8%	12	23.0%	15	17.0%	20	18.0%	19	19.0%	4
Two	58.4%	586	64.0%	76	60.8%	122	53.5%	72	59.0%	39	63.0%	69	61.4%	40	61.0%	40	53.0%	62	51.0%	53	61.0%	12
Three	11.7%	118	7.0%	8	10.8%	22	10.1%	14	11.0%	7	13.0%	14	13.9%	9	9.0%	6	14.0%	16	18.0%	19	12.0%	2
Four or more	8.0%	80	3.0%	4	7.8%	16	10.1%	14	5.0%	3	7.0%	8	5.9%	4	5.0%	3	15.0%	18	10.0%	10	5.0%	1
(Refused)	1.6%	16	1.0%	1	1.0%	2	4.0%	5	0.0%	0	1.0%	1	0.0%	0	2.0%	1	1.0%	1	3.0%	3	3.0%	1
Weighted base:		1002		119		200		135		66		110		65		65		117		105		20
Sample:		1002		100		102		99		100		100		101		100		100		100		100

CHI How many children aged 15 years and under, live in your household?

None	67.6%	677	66.0%	79	63.7%	128	58.6%	79	85.0%	56	56.0%	61	78.2%	51	73.0%	47	74.0%	87	69.0%	72	84.0%	17
One	13.7%	138	15.0%	18	18.6%	37	14.1%	19	5.0%	3	18.0%	20	5.9%	4	11.0%	7	11.0%	13	15.0%	16	3.0%	1
Two	12.7%	128	15.0%	18	10.8%	22	15.2%	20	8.0%	5	21.0%	23	11.9%	8	7.0%	5	11.0%	13	12.0%	13	8.0%	2
Three	3.5%	35	1.0%	1	3.9%	8	6.1%	8	2.0%	1	4.0%	4	4.0%	3	7.0%	5	3.0%	4	1.0%	1	2.0%	0
Four or more	0.8%	8	2.0%	2	2.0%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	1.7%	17	1.0%	1	1.0%	2	5.1%	7	0.0%	0	1.0%	1	0.0%	0	2.0%	1	1.0%	1	3.0%	3	3.0%	1
Weighted base:		1002		119		200		135		66		110		65		65		117		105		20
Sample:		1002		100		102		99		100		100		101		100		100		100		100

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

None	8.6%	86	16.0%	19	12.7%	26	4.0%	5	13.0%	9	4.0%	4	5.9%	4	6.0%	4	6.0%	7	7.0%	7	6.0%	1
One	37.2%	373	53.0%	63	36.3%	73	42.4%	57	38.0%	25	38.0%	42	31.7%	21	48.0%	31	26.0%	30	24.0%	25	27.0%	5
Two	40.1%	402	29.0%	35	41.2%	82	38.4%	52	40.0%	26	48.0%	53	42.6%	28	32.0%	21	43.0%	50	45.0%	47	39.0%	8
Three or more	12.4%	124	1.0%	1	8.8%	18	10.1%	14	9.0%	6	9.0%	10	19.8%	13	12.0%	8	24.0%	28	21.0%	22	26.0%	5
(Refused)	1.7%	17	1.0%	1	1.0%	2	5.1%	7	0.0%	0	1.0%	1	0.0%	0	2.0%	1	1.0%	1	3.0%	3	2.0%	0
Weighted base:		1002		119		200		135		66		110		65		65		117		105		20
Sample:		1002		100		102		99		100		100		101		100		100		100		100

ETH In order to gain a representative sample for the survey, could I ask which of these ethnic groups you consider yourself to belong to?

White British	92.0%	921	87.0%	104	90.2%	181	88.9%	120	95.0%	63	96.0%	105	93.1%	61	94.0%	61	97.0%	114	91.0%	95	93.0%	19
White Irish	1.1%	11	1.0%	1	2.0%	4	0.0%	0	1.0%	1	2.0%	2	2.0%	1	1.0%	1	0.0%	0	1.0%	1	2.0%	0
White other	2.4%	24	3.0%	4	2.9%	6	2.0%	3	3.0%	2	0.0%	0	2.0%	1	1.0%	1	2.0%	2	5.0%	5	0.0%	0
Mixed white	0.3%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Chinese or other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asian, Asian British	1.2%	12	6.0%	7	2.0%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black, black British	0.5%	5	1.0%	1	1.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	2.4%	24	1.0%	1	1.0%	2	7.1%	10	0.0%	0	2.0%	2	2.0%	1	4.0%	3	1.0%	1	3.0%	3	4.0%	1
Weighted base:		1002		119		200		135		66		110		65		65		117		105		20
Sample:		1002		100		102		99		100		100		101		100		100		100		100

Basingstoke & Deane Household Survey For Strategic Perspectives

Weighted:

May 2012

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
QUOTA Zone											
Zone 1	11.9%	119	100.0%	119	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2	20.0%	200	0.0%	0	100.0%	200	0.0%	0	0.0%	0	0.0%
Zone 3	13.4%	135	0.0%	0	0.0%	0	100.0%	135	0.0%	0	0.0%
Zone 4	6.6%	66	0.0%	0	0.0%	0	0.0%	0	100.0%	66	0.0%
Zone 5	11.0%	110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%
Zone 6	6.5%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%
Zone 7	6.5%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%
Zone 8	11.7%	117	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%
Zone 9	10.5%	105	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%
Zone 10	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%
Weighted base:	1002	119	200	135	66	110	65	65	117	105	20
Sample:	1002	100	102	99	100	100	101	100	100	100	100

Basingstoke & Deane Household Survey
For Strategic Perspectives

		Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
PC	Postcode																					
	GU345	2.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.0%	27	0.0%	0	0.0%	0	
	RG198	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	6	0.0%	0	0.0%	0	0.0%	0	
	RG204	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	5	0.0%	0	0.0%	0	0.0%	0	
	RG205	2.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.6%	25	0.0%	0	0.0%	0	0.0%	0	
	RG209	3.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	46.5%	30	0.0%	0	0.0%	0	0.0%	0	
	RG213	3.8%	38	32.0%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	RG214	1.4%	14	12.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	RG215	2.9%	29	24.0%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	RG216	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	RG217	1.4%	14	12.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	RG218	2.3%	23	19.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	RG224	11.4%	114	0.0%	0	56.9%	114	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	RG225	4.1%	41	0.0%	0	20.6%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	RG226	4.5%	45	0.0%	0	22.5%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	RG237	3.2%	32	0.0%	0	0.0%	0	0.0%	0	49.0%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	RG238	3.4%	34	0.0%	0	0.0%	0	0.0%	0	51.0%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	RG247	1.9%	19	0.0%	0	0.0%	0	14.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	RG248	6.2%	63	0.0%	0	0.0%	0	46.5%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	RG249	5.3%	53	0.0%	0	0.0%	0	39.4%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	RG252	2.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.0%	27	0.0%	0	0.0%	0	
	RG253	3.2%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	32	0.0%	0	0.0%	0	0.0%	0	
	RG263	4.7%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	43.0%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	RG264	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	RG265	4.3%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.0%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	RG270	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	10	
	RG278	2.9%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.0%	29	0.0%	0	
	RG279	3.9%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.0%	39	0.0%	0	
	RG287	2.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.0%	25	0.0%	0	0.0%	0	0.0%	0	
	RG291	3.7%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.0%	37	0.0%	0	
	RG7 2	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	10	
	SO213	2.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	23	0.0%	0	0.0%	0	
	SO249	4.0%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.0%	40	0.0%	0	0.0%	0	
	SP116	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	8	0.0%	0	0.0%	0	0.0%	0	
Weighted base:		1002		119		200		135		66		110		65		65		117		105		20
Sample:		1002		100		102		99		100		100		101		100		100		100		100

Appendix 2:

Other Responses – Summary Counts

Basingstoke & Deane Household Survey
‘Other’ responses

Q02 What is the main reason you choose (STORE MENTIONED AT Q01) to do your main food and grocery shopping?

Better class of shop	1
Cleanliness	1
Do father's shop at same time who lives in Southam	1
Don't need a pound coin for a trolley	1
Fair trade products	1
Good wheelchair access	1
My son takes me there	1
Near to school	1
Pleasant shopping experience	1
Supermarkets too crowded	1
Village support	1
Total	11

Q26 If you are visiting Basingstoke Town Centre, which car park would you normally use?

Church Street	2
Glebe Gardens	2
Morrisons car park, Basingstoke	2
Top of the town	2
Wote Street car park	2
Above Primark in Basingstoke	1
B&Q parking	1
Basingstoke company car park	1
Basingstoke Leisure Park,	1
Behind Haye Market Theatre, Basingstoke	1
Bounty Road Car Park	1
Brighton Hill Car Park	1
By St Michaels Church	1
Car park, near BHS, Basingstoke	1
Carnival Hall	1
Clea Gardens	1
Courthouse car park, New Road	1
Free motorbike parking at the back of Marks And Spencers	1
Hatmarket Yard	1
IBM car park	1
Laurstoin Park, near police station	1
Multi storey, opposite the train station, Basingstoke	1
Near Duke of Wessex pub	1
Near Royal Bank of Scotland	1
Near the council offices	1
New Street	1
Off the ring road	1
Robinsons, Winklebury Way	1
Shop mobility car park, by St Michaels Church	1
Side roads with free parking	1
Southview local residents parking	1
The Irish centre	1
Trinty church	1
West Ham park and ride	1
Winterfield Way	1
Total	40

Q27 What improvements to BASINGSTOKE TOWN CENTRE, if any, would make you visit it more often than you currently do?

Cheaper teenage activities	1
Convenient for push chair	1
Draft proof the new malls	1
Get rid of the malls shopping centre,	1
If they had stores usually found out of town	1
Less dress shops	1
Less fashion shops for youngsters	1
Less noise	1
Less shops	1
Lighting is dull	1
More drop off facilities	1
More lit bike lanes	1
No cycling in the town	1
Reduce disabled car parking places	1
Remove the roof	1
Stores too hot	1
Too big	1
Town looks like the same as others	1
Total	18

Q28 What improvements to CHINEHAM DISTRICT CENTRE, if any, would make you visit it more often than you currently do?

Better appearance, shops closer together	1
Better broadband connection	1
Better disabled facilities	1
Better paving	1
Better public toilet	1
Car park attendants checking disabled parking more thoroughly	1
Facelift of buildings	1
Get rid of Tesco	1
If it was more convenient	1
Improve layout	1
Improve the paving	1
Looks dated	1
Make it bigger	1
More banking facilities	1
More enclosed shopping area	1
More modernised	1
No more building in Chineham	1
Should charge for trolleys so there is always one available	1
Stop lorries and haulage tractors from driving through	1
Stop the strong winds from hitting you	1
Tesco Extra	1
The river closer to the town centre	1
Total	22

Q29 What improvements to BRIGHTON HILL DISTRICT CENTRE, if any, would make you visit it more often than you currently do?

If it was closer	2
Undercover shopping area	2
If Asda had a restaurant	1
Make it more convenient	1
Modernised	1
More for children to do	1
More public toilets	1
No cycling in the town	1
No more building in Manydown	1
No more supermarkets	1
Pedestrian space	1
Petrol station	1
Public toilets	1
Tesco not to be built	1
Too expensive to get to	1
Total	17

Q30 What improvements to TADLEY, if any, would make you visit it more often than you currently do?

Better sports facilities	1
Develop the site of the former boundary hall hairdresser	1
Fabric shop	1
Halifax bank	1
Make it undercover	1
Modernisation	1
More council houses	1
More public toilets	1
No more fast food shops	1
Re open sorting office	1
Youth club	1
Total	11

WOR If you are in employment, where do you work?

Aldershot	2
Bagshot	2
Bath	2
Blackbushe	2
Eversley Cross	2
Four Marks	2
Kingsclere	2
Medstead	2
North Waltham	2
Thatcham	2
Upton Grey	2
Winnersh	2
Wokingham	2
Worldwide	2
Yateley	2
Aimsbury	1
Aulton	1
Barton Stacey	1
Basing View	1
Beech Hill	1
Berkshire	1
Bishops Waltham	1
Borehamwood	1
Brighton	1
Buckinghamshire	1
Bucklebury	1
Cheevley	1
Chichester	1
Colchester	1
Fareham	1
Feltham, Middlesex	1
Frimley	1
Guildford	1
Hamilton Close	1
Hannington	1
Hatch Warren Retail Park	1
Heathrow Airport	1
Heckfield	1
Hedley	1
High Wycombe	1
Highclere Castle	1
Hounslow	1
Hull	1
Itchen Abbas	1
Kempshott	1
Lambstake	1
Langley	1
Lasham	1
Laverstoke	1
Little London	1
March	1
Micheldever	1
Mortimer	1
Northampton	1

Oakley	1
Oxbridge, Middlesex	1
Pangbourne	1
Paris, France	1
Potters Bar	1
Preston Candover	1
Rainham	1
Richmond	1
Ringwood	1
Rooksdown	1
Rotherwick	1
Salisbury	1
Sherfield on Loddon	1
South England	1
Sutton Scotney Village, Winchester	1
Swallowfield	1
Tichfield	1
Uxbridge	1
West Berkshire	1
West Ham	1
Western Europe	1
Winchester	1
Windsor	1
Winklebury	1
Woking	1
Wokingham	1
Total	95

ETH In order to gain a representative sample for the survey, could I ask which of these ethnic groups you consider yourself to belong to?

Indian	1
Total	1

Appendix 3:

Sample Questionnaire

Basingstoke & Deane Borough Council - Household Survey Questionnaire

Good morning / afternoon / evening, my name is and I'm calling from NEMS Market Research, an independent market research company. We are conducting a short survey into the shopping and leisure behaviour of people in the area on behalf of Basingstoke and Deane Borough Council to help inform the future of the town centre. We are also seeking views as to how the town centre and other centres can be improved. Do you have a few minutes to answer some questions?

QA Are you the person responsible for main food shopping in your household?

Yes
No

IF 'YES' – CONTINUE INTERVIEW.

IF 'NO' – ASK - COULD I SPEAK TO THE PERSON WHO IS RESPONSIBLE FOR MOST OF THE SHOPPING, IF NOT AVAILABLE THANK AND CLOSE INTERVIEW

Q01 Where do you normally go for your household's main food and grocery shopping (i.e. primarily bulk 'trolley' purchases)?

DO NOT READ OUT. ONE ANSWER ONLY

IF OTHER, PLEASE SPECIFY THE FOOD STORE NAME, ROAD / STREET NAME AND AREA e.g.

Food list

Others:

185 Internet/Mail Order/Catalogue (PLEASE WRITE IN)

186 Other (PLEASE WRITE IN)

187 (Don't know / varies)

Q02 What is the main reason you choose (STORE MENTIONED AT Q01) to do your main food and grocery shopping?

DO NOT READ OUT. ONE ANSWER ONLY

- 1 Accessibility by public transport
- 2 Convenient to home
- 3 Convenient to work
- 4 Free car parking
- 5 Good car parking provision
- 6 Low/competitive prices
- 7 Quality of fresh food/goods
- 8 Choice of food goods available
- 9 Choice of non- food goods (e.g. clothes, DVDs, etc)
- A Instore delicatessen / bakery / fresh fish counter etc
- B Use of in-store cafe
- C Use of cash point / ATM
- D Petrol station / car wash
- E Clubcard / Rewards system
- F Preference for retailer
- G Good shopping environment
- H Provision of non-food goods shopping nearby
- I Provision of leisure services nearby
- J Provision of services nearby, such as banks and other financial services
- K Other (PLEASE WRITE IN)
- L (Don't know / varies)

Not those who mentioned internet at Q01

Q03 How do you normally travel to (STORE / DESTINATION MENTIONED AT Q01)?

DO NOT READ OUT. ONE ANSWER ONLY

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

Q04 How often do you normally do your main food shopping at (STORE / DESTINATION MENTIONED AT Q01)?

DO NOT READ OUT. ONE ANSWER ONLY

- 1 More than once a week
- 2 Once a week
- 3 Once a fortnight
- 4 Once a month
- 5 Less often
- 6 (Varies)
- 7 (Don't know)

Q05 In addition to (STORE MENTIONED AT Q01), is there any other store that you regularly use for your main-food shopping, INCLUDING INTERNET SHOPPING?

DO NOT READ OUT. ONE ANSWER ONLY

IF OTHER, PLEASE SPECIFY THE FOOD STORE NAME, ROAD / STREET NAME AND AREA

Food list

Others:

- 185 Internet / Mail Order (PLEASE WRITE IN)
- 186 Other (PLEASE WRITE IN)
- 187 (Don't know)
- 188 (No other stores mentioned)

GOTO Q07

Those who use another store to do their main food shopping at Q05 (Excluding internet)

Q06 How often do you normally shop at (place mentioned at Q05)?

DO NOT READ OUT. ONE ANSWER ONLY

- 1 More than once a week
- 2 Once a week
- 3 Once a fortnight
- 4 Once a month
- 5 Less often
- 6 Varies
- 7 (Don't know)

Q07 Where do you normally do most of your household's shopping for small scale 'top-up' food and convenience goods items (including newspapers, bread, milk and tobacco products)?

DO NOT READ OUT. ONE ANSWER ONLY.

Food list

Others:

- 185 Internet / Mail Order (PLEASE WRITE IN)
- 186 Other (PLEASE WRITE IN)
- 187 (Don't know / varies)
- 188 (Don't do top up food shopping)

Q08 When you go shopping for your main food goods, do you normally combine your trip with other activities or purchases?

DO NOT READ OUT. CAN BE MULTICODED.

- | | | |
|---|--|-----------|
| 1 | Yes – non-food shopping | GO TO Q09 |
| 2 | Yes – leisure activity | GO TO Q11 |
| 3 | Yes – travelling to / from work | GO TO Q12 |
| 4 | Yes – travelling to / from school / college | GO TO Q12 |
| 5 | Yes - other food shopping | GO TO Q12 |
| 6 | Yes – visiting services such as banks and other financial institutions | GO TO Q12 |
| 7 | Yes - childcare / nursery / after school activity | GO TO Q12 |
| 8 | Yes - other (PLEASE WRITE IN) | GO TO Q12 |
| 9 | No | GO TO Q12 |
| A | (Don't know / varies) | GO TO Q12 |

Those who combine their main food shopping trip with non-food shopping at Q08

Q09 Where do you buy non-food goods when you combine it with your main food shopping?

DO NOT READ OUT. ONE ANSWER ONLY.

Non food list

Others:

- 135 In-store
- 136 Internet / Mail Order (PLEASE WRITE IN)
- 137 Other (PLEASE WRITE IN)
- 138 (Don't know / can't remember / varies)

Q10 On last main food shop approximately what proportion of your total spend was on non-food items?

DO NOT READ OUT. ONE ANSWER ONLY

- 1 Less than 5%
- 2 5-10%
- 3 10-20%
- 4 20-30%
- 5 30-40%
- 6 40-50%
- 7 50-60%
- 8 60-70
- 9 70-80
- A 80-90
- B 90-100%
- C (Don't know)

Those who link their main food shopping trip with leisure activities at Q08:

Q11 Where do you go for leisure activities when it's linked to your main food shopping?
DO NOT READ OUT. ONE ANSWER ONLY

- 001 Aldershot Town Centre
- 002 Alresford Town Centre
- 003 Alton Town Centre
- 004 Andover Town Centre
- 005 Bagshot Town Centre
- 006 Bicester Village, Bicester
- 007 Bracknell Town Centre
- 008 Bradfield
- 009 Brighton Hill District Centre
- 010 Camberley Town Centre
- 011 Chandlers Ford, Winchester
- 012 Chineham District Centre
- 013 Eastleigh Town Centre
- 014 Farnborough Town Centre
- 015 Farnham Town Centre
- 016 Festival Place, Basingstoke, Basingstoke
- 017 Fleet Town Centre
- 018 Frimley Town Centre
- 019 Gloucester
- 020 Greenham town centre
- 021 Guildford Town Centre
- 022 Kingsclere
- 023 Kingston upon Thames
- 024 London West End
- 025 Newbury Town Centre
- 026 Oakley Cetnre
- 027 Odiham
- 028 Overton District Centre, Basingstoke
- 029 Oxford City Centre
- 030 Pangbourne
- 031 Portsmouth City Centre
- 032 Reading Town Centre / The Oracle, Reading
- 033 Salisbury Town Centre
- 034 Southampton City Centre / West Quay
- 035 Street Town Centre
- 036 Swindon Town Centre
- 037 Tadley
- 038 The Malls Shopping Centre, Basingstoke
- 039 Whitchurch District Centre, Basingstoke
- 040 Winchester City Centre
- 041 Woking Town Centre
- 042 Wokingham Town Centre
- 043 Yately
- 044 Other (PLEASE WRITE IN)
- 045 (Don't know / can't remember)

I would now like to ask you some questions about non-food shopping:

Q12 Where do you normally do most of your household's shopping for CLOTHING & FOOTWEAR ITEMS (womens, mens, childrens and baby - shoes including trainers, etc.)?
DO NOT READ OUT. ONE ANSWER ONLY

Non food list

Others:

- 135 Internet / Mail Order (PLEASE WRITE IN)
- 136 Other (PLEASE WRITE IN)
- 137 (Don't know / can't remember / varies)
- 138 (Do not do this type of shopping)

Q13 Where do you normally do most of your household's shopping for FURNITURE, CARPETS & OTHER FLOOR COVERINGS (such as beds, sofas, tables, fitted carpets, lights/lamps, pictures, bookshelves, baby furniture, camping and garden furniture, mirrors, etc)?

DO NOT READ OUT. ONE ANSWER ONLY

Non food list

Others:

- 135 Internet / Mail Order (PLEASE WRITE IN)
- 136 Other (PLEASE WRITE IN)
- 137 (Don't know / can't remember / varies)
- 138 (Do not do this type of shopping)

Q14 Where do you normally do most of your household's shopping for TEXTILES, CURTAINS, SOFT FURNISHINGS, BED SPREADS, ETC.

DO NOT READ OUT. ONE ANSWER ONLY

Non food list

Others:

- 135 Internet / Mail Order (PLEASE WRITE IN)
- 136 Other (PLEASE WRITE IN)
- 137 (Don't know / can't remember / varies)
- 138 (Do not do this type of shopping)

Q15 Where do you normally do most of your household's shopping for DIY, HARDWARE, DECORATING SUPPLIES, & MAJOR/SMALL HAND TOOLS ETC. (such as paint, varnish, cement, electric drills/hammers, sanders, hedge cutters, saws, hammers, lawn mowers, spades, door fittings, electric bulbs, electric batteries, etc)?

DO NOT READ OUT. ONE ANSWER ONLY

Non food list

Others:

- 135 Internet / Mail Order (PLEASE WRITE IN)
- 136 Other (PLEASE WRITE IN)
- 137 (Don't know / can't remember / varies)
- 138 (Do not do this type of shopping)

Q16 Where do you normally do most of your household's shopping for GARDENS, PLANTS & FLOWERS (such as natural & artificial flowers, bulbs, pots & pot holders, Xmas trees, etc - excludes gardening equipment & gardening tools)?

DO NOT READ OUT. ONE ANSWER ONLY

Non food list

Others:

- 135 Internet / Mail Order (PLEASE WRITE IN)
- 136 Other (PLEASE WRITE IN)
- 137 (Don't know / can't remember / varies)
- 138 (Do not do this type of shopping)

Q17 Where do you normally do most of your household's shopping for LARGE DOMESTIC APPLIANCES (such as fridges, washing machines, cookers, vacuum cleaners, sewing machines, etc)?

DO NOT READ OUT. ONE ANSWER ONLY

Non food list

Others:

- 135 Internet / Mail Order (PLEASE WRITE IN)
- 136 Other (PLEASE WRITE IN)
- 137 (Don't know / can't remember / varies)
- 138 (Do not do this type of shopping)

Q18 Where do you normally do most of your household's shopping for SMALL DOMESTIC APPLIANCES (such as kettles, coffee machines, food mixers, irons, electric blankets, deep fryers, knives, toasters, etc)?

DO NOT READ OUT. ONE ANSWER ONLY

Non food list

Others:

- 135 Internet / Mail Order (PLEASE WRITE IN)
- 136 Other (PLEASE WRITE IN)
- 137 (Don't know / can't remember / varies)
- 138 (Do not do this type of shopping)

Q19 Where do you normally do most of your shopping for smaller AUDIO-VISUAL, PHOTOGRAPHIC & COMPUTER ITEMS, (such as stereos, radios, TVs, computers, laptops, printers, camcorders, cameras, telephones, MP3 players, ipods, EXCLUDES VIDEO GAMES & COMPUTER GAMES)?

DO NOT READ OUT. ONE ANSWER ONLY

Non food list

Others:

- 135 Internet / Mail Order (PLEASE WRITE IN)
- 136 Other (PLEASE WRITE IN)
- 137 (Don't know / can't remember / varies)
- 138 (Do not do this type of shopping)

Q20 Where do you normally do most of your shopping for CDs & DVDs etc - EXCLUDES VIDEO GAMES & COMPUTER GAMES) ?

DO NOT READ OUT. ONE ANSWER ONLY

Non food list

Others:

- 135 Internet / Mail Order (PLEASE WRITE IN)
- 136 Other (PLEASE WRITE IN)
- 137 (Don't know / can't remember / varies)
- 138 (Do not do this type of shopping)

Q21 Where do you normally do most of your household's shopping for PERSONAL USE & CARE, INCLUDING MEDICAL GOODS, PHARMACEUTICAL PRODUCTS, THERAPEUTICAL PRODUCTS, & ELECTRIC/NON-ELECTRIC APPLIANCES FOR PERSONAL USE (eye glasses, contact lenses, medicine, electric/non electric razors, hair dryers, curling tongs, electric toothbrushes, soap, perfumes & deodorants. toilet paper. disposable babies' nappies. etc.)?
DO NOT READ OUT. ONE ANSWER ONLY

Non food list

Others:

- 135 Internet / Mail Order (PLEASE WRITE IN)
- 136 Other (PLEASE WRITE IN)
- 137 (Don't know / can't remember / varies)
- 138 (Do not do this type of shopping)

Q22 Where do you normally do most of your household's shopping for GAMES, TOYS, HOBBIES, SPORTS, CAMPING & MUSICAL INSTRUMENTS (e.g. Pianos, guitars, table tennis/football/snooker tables, chess sets, soft toys, fireworks, electronic games, video games that plug into TV, video game software, fishing rods, tents, stoves, skis, etc...BUT EXCLUDES CAMPING & GARDEN FURNITURE).
DO NOT READ OUT. ONE ANSWER ONLY

Non food list

Others:

- 135 Internet / Mail Order (PLEASE WRITE IN)
- 136 Other (PLEASE WRITE IN)
- 137 (Don't know / can't remember / varies)
- 138 (Do not do this type of shopping)

Q23 Where do you normally do most of your household's shopping for PETS & PET RELATED PRODUCTS (e.g. Pets, pet food, collars, fish tanks, cat litters, veterinary services, etc.).
DO NOT READ OUT. ONE ANSWER ONLY

Non food list

Others:

- 135 Internet / Mail Order (PLEASE WRITE IN)
- 136 Other (PLEASE WRITE IN)
- 137 (Don't know / can't remember / varies)
- 138 (Do not do this type of shopping)

Q24 Where do you do most of your household's shopping for ALL OTHER NON-FOOD GOODS - INCLUDING BOOKS; STATIONERY; JEWELLERY, CLOCKS & WATCHES; GLASSWARE, TABLEWARE & NON-ELECTRIC HOUSEHOLD UTENSILS, TRAVEL GOODS, ARTICLES FOR BABIES, ETC. (includes suitcases, wallets, push-chairs, baby car seats, saucepans, containers for bread, laundry baskets, waste bins, writing pads, pens, paper punches, drawing and painting materials, etc.).

DO NOT READ OUT. ONE ANSWER ONLY

Non food list

Others:

- 135 Internet / Mail Order (PLEASE WRITE IN)
- 136 Other (PLEASE WRITE IN)
- 137 (Don't know / can't remember / varies)
- 138 (Do not do this type of shopping)

Q25 When you do your household's non-food shopping, how do you usually travel?
DO NOT READ OUT. ONE ANSWER ONLY

- | | | |
|---|----------------------------------|-----------|
| 1 | Car / van (as driver) | Go to Q26 |
| 2 | Car / van (as passenger) | Go to Q26 |
| 3 | Bus, minibus or coach | Go to Q27 |
| 4 | Using park & ride facility | Go to Q27 |
| 5 | Motorcycle, scooter or moped | Go to Q27 |
| 6 | Walk | Go to Q27 |
| 7 | Taxi | Go to Q27 |
| 8 | Train | Go to Q27 |
| 9 | Bicycle | Go to Q27 |
| A | Mobility scooter | Go to Q27 |
| B | Other (PLEASE WRITE IN) | Go to Q27 |
| C | Not applicable / goods delivered | Go to Q27 |
| D | (Don't know / varies) | Go to Q27 |

Those who mentioned Basingstoke at Q11 to Q24

Q26 If you are visiting Basingstoke Town Centre, which car park would you normally use? (ONLY THOSE WHO SAID CAR IN Q25)
DO NOT READ OUT - BUT PROMPT IF THEY CANNOT REMEMBER NAME.

- 1 Albert Yard
- 2 Brinkletts Yard
- 3 Castons
- 4 Castons Yard
- 5 Central
- 6 Churchill Way
- 7 Churchill Way East
- 8 Eastlands
- 9 Feathers Yard
- A Festival Place
- B Jacobs Yard
- C Joices Yard
- D Sarum Hill
- E Southern Road
- F The Anvil / Alencon Link
- G Vine Meadow
- H Other (PLEASE WRITE IN)
- I (Don't know/Varies)

Q27 What improvements to BASINGSTOKE TOWN CENTRE, if any, would make you visit it more often than you currently do?
DO NOT READ OUT. CAN BE MULTICODED. CODE UP TO THREE RESPONSES ONLY.

- 1 Better disabled access
- 2 Better public transport
- 3 Better signposting
- 4 More / better park & ride facilities
- 5 More / better car parking
- 6 More traffic free pedestrianised streets
- 7 Fewer traffic free pedestrian streets
- 8 Cleaner streets
- 9 Better value for money / lower prices
- A More / better higher quality shop offer
- B Department store
- C Larger shops
- D More / better independent & specialist shops
- E More / better foodstores
- F More / better retail brands
- G More / better non-food shops
- H More / better fashion shops
- I Shops and services open later in the evening
- J Better policing /safer
- K More / better cafes / restaurants
- L More / better cultural facilities
- M More / better entertainment facilities (e.g. Cinema)
- N More / better events
- O More / better parks / green spaces
- P More / better public houses
- R Nothing
- S Other (PLEASE WRITE IN)
- T (Don't know)
- U (Do not visit this centre)

Q28 What improvements to CHINEHAM DISTRICT CENTRE, if any, would make you visit it more often than you currently do?
DO NOT READ OUT. CAN BE MULTICODED. CODE UP TO THREE RESPONSES ONLY.

- 1 Better disabled access
- 2 Better public transport
- 3 Better signposting
- 4 More / better park & ride facilities
- 5 More / better car parking
- 6 More traffic free pedestrianised streets
- 7 Fewer traffic free pedestrian streets
- 8 Cleaner streets
- 9 Better value for money / lower prices
- A More / better higher quality shop offer
- B Department store
- C Larger shops
- D More / better independent & specialist shops
- E More / better foodstores
- F More / better retail brands
- G More / better non-food shops
- H More / better fashion shops
- I Shops and services open later in the evening
- J Better policing /safer
- K More / better cafes / restaurants
- L More / better cultural facilities
- M More / better entertainment facilities (e.g. Cinema)
- N More / better events
- O More / better parks / green spaces
- P More / better public houses
- R Nothing
- S Other (PLEASE WRITE IN)
- T (Don't know)
- U (Do not visit this centre)

Q29 What improvements to BRIGHTON HILL DISTRICT CENTRE, if any, would make you visit it more often than you currently do?
DO NOT READ OUT. CAN BE MULTICODED. CODE UP TO THREE RESPONSES ONLY.

- 1 Better disabled access
- 2 Better public transport
- 3 Better signposting
- 4 More / better park & ride facilities
- 5 More / better car parking
- 6 More traffic free pedestrianised streets
- 7 Fewer traffic free pedestrian streets
- 8 Cleaner streets
- 9 Better value for money / lower prices
- A More / better higher quality shop offer
- B Department store
- C Larger shops
- D More / better independent & specialist shops
- E More / better foodstores
- F More / better retail brands
- G More / better non-food shops
- H More / better fashion shops
- I Shops and services open later in the evening
- J Better policing /safer
- K More / better cafes / restaurants
- L More / better cultural facilities
- M More / better entertainment facilities (e.g. Cinema)
- N More / better events
- O More / better parks / green spaces
- P More / better public houses
- R Nothing
- S Other (PLEASE WRITE IN)
- T (Don't know)
- U (Do not visit this centre)

Q30 What improvements to TADLEY, if any, would make you visit it more often than you currently do?
DO NOT READ OUT. CAN BE MULTICODED. CODE UP TO THREE RESPONSES ONLY.

- 1 Better disabled access
- 2 Better public transport
- 3 Better signposting
- 4 More / better park & ride facilities
- 5 More / better car parking
- 6 More traffic free pedestrianised streets
- 7 Fewer traffic free pedestrian streets
- 8 Cleaner streets
- 9 Better value for money / lower prices
- A More / better higher quality shop offer
- B Department store
- C Larger shops
- D More / better independent & specialist shops
- E More / better foodstores
- F More / better retail brands
- G More / better non-food shops
- H More / better fashion shops
- I Shops and services open later in the evening
- J Better policing /safer
- K More / better cafes / restaurants
- L More / better cultural facilities
- M More / better entertainment facilities (e.g. Cinema)
- N More / better events
- O More / better parks / green spaces
- P More / better public houses
- R Nothing
- S Other (PLEASE WRITE IN)
- T (Don't know)
- U (Do not visit this centre)

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.

GEN Gender of respondent

DO NOT READ OUT. CODE FROM OBSERVATION.

- 1 Male
- 2 Female

AGE Can I just ask, how old are you?

DO NOT READ OUT. ONE ANSWER ONLY

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

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

DO NOT READ OUT. ONE ANSWER ONLY

- 1 Occupation (PLEASE WRITE IN)
- 2 Basic state pension ONLY
- 3 (Refused)

GOTO WOR
GOTO ADU
GOTO ADU

WOR If you are in employment, where do you work?

DO NOT READ OUT. ONE ANSWER ONLY

- 1 (PLEASE WRITE IN)
- 2 (Varies)
- 3 (Don't know / can't remember)
- 4 (Not in employment)

ADU How many adults aged 16 years and over, including yourself, live in your household?

DO NOT READ OUT. ONE ANSWER ONLY

- 1 One
- 2 Two
- 3 Three
- 4 Four or more
- 5 (Refused)

CHI How many children aged 15 years and under, live in your household?

DO NOT READ OUT. ONE ANSWER ONLY

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

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

DO NOT READ OUT. ONE ANSWER ONLY

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

ETH

In order to gain a representative sample for the survey, could I ask which of these ethnic groups you consider yourself to belong to?

READ OUT. ONE ANSWER ONLY.

- 1 White British
- 2 White Irish
- 3 White other
- 4 Mixed white
- 5 Chinese or other
- 6 Asian, Asian British
- 7 Black, black British
- 8 Other (PLEASE WRITE IN)
- 9 (Refused)

Thank & close

Code	Description
FOOD	
001	Aldi, Bath Road, Reading
002	Alldays, Aldershot Road, Fleet
003	Asda, Anton Mill Road, Andover
004	Asda, Bournemouth Road, Eastleigh
005	Asda, Brighton Hill District Centre, Basingstoke
006	Asda, Honey End Lane, Reading
007	Asda, Lower Earley, Reading
008	Asda, Princess Mead Shopping Centre, (Westmead), Farnborough
009	Budgens, Essex Street, Newbury
010	Budgens, Victoria Road, Mortimer
011	Co-op, Alresford, Hampshire
012	Co-op, Bell Street, Whitechurch
013	Co-op, Broadmere Rd, Beggarwood, Basingstoke
014	Co-op, Burwood Centre, Station Rd, Thatcham, Newbury
015	Co-op, Clayhill Road, Burghfield Common, Reading
016	Co-op, Franklin Avenue, Tadley
017	Co-op, Giles Walk, Tadley
018	Co-op, Grove Road, Basingstoke
019	Co-op, Harts Hill Road, Dunston Park, Thatcham, Newbury
020	Co-op, High Street, Alton
021	Co-op, High Street, Odiham
022	Co-op, High Street, Theale, Reading
023	Co-op, Kings Rd, Fleet
024	Co-op, Kings Road, South Ham, Basingstoke
025	Co-op, London Road, Thatcham
026	Co-op, Pinehill Road, Bordon
027	Co-op, Ridgeway Parade, The Verne, Church Crookham
028	Co-op, Selborne Gallery, The Plestor, Alton
029	Co-op, Swan Street, Kingsclere, Newbury
030	Co-op, The Broadway, Thatcham
031	Co-op, The Buckskin Centre, Blackdown Close
032	Co-op, West Street, Alresford
033	Co-op, Winchester Road, Alton
034	Co-op, Winchester Street, Overton
035	Co-op, Winklebury Way, Basingstoke
036	Costcutter, Kingsclere, Newbury
037	Iceland, Bartholomew street, Newbury
038	Iceland, Basingstoke Town Centre
039	Iceland, Fleet Road, Fleet
040	Lidl, Basingstoke Road, Reading
041	Lidl, Bordon, East Hampshire
042	Lidl, Churchill Way West, Basingstoke
043	Londis, Sherfield on Loddon
044	Marks & Spencer, Broad Street, Reading
045	Marks & Spencer, Chineham District Centre, Basingstoke
046	Marks & Spencer, Festival Place, Basingstoke Town Centre
047	Marks & Spencer, Fleet Road, Fleet
048	Marks & Spencer, High Street, Alton
049	Marks & Spencer, Newbury Retail Park, Newbury
050	Marks & Spencer, Northbrook Street, Newbury
051	Marks & Spencer, The Meadows (Shopping Centre), Sandhurst, GU47 0FD
052	Marks and Spencer, London Road, Camberley
053	Mill Farm Organic, Alton, Hampshire.
054	Morrisons, Elvetham Heath, (The Key), Fleet
055	Morrisons, Rose Kiln Lane, off Basingstoke Road, Reading
056	Morrisons, Summit Avenue, Southwood, Farnborough
057	Morrisons, Woollahill Shopping Centre, Wokingham
058	Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke
059	One Stop Community Stores, Hartley Wintney, Fleet
060	One Stop Community Stores, High Street, Hartney, Whitney, Hook
061	One Stop Community Stores, Longfellow Parade, Basingstoke
062	One Stop Community Stores, Madiera Close, Popley, Basingstoke
063	One Stop Community Stores, Oakley
064	Post Office Stores, Basingstoke Road, 3 Mile Cross, Reading
065	Sainsburys, Farnham Trading Estate, Farnham
066	Sainsburys, Hector's Way, (edge of) Newbury Town Centre
067	Sainsburys, Mulford's Hill, Tadley
068	Sainsbury's, Badger Farm Road, Badger Farm, Winchester
069	Sainsbury's, Blackwater Valley Road, Camberley
070	Sainsbury's, Bridge St, Andover
071	Sainsbury's, Cambridge Walk, Cadley
072	Sainsbury's, Draymans Way, Alton
073	Sainsbury's, Fleet Road, Fleet
074	Sainsbury's, Friar Street, Reading
075	Sainsbury's, Kings Street Lane, Winnersh
076	Sainsbury's, Middlebrook Street, Winchester
077	Sainsbury's, Queensmead, (Kingsmead Centre), Farnborough
078	Sainsbury's, Reading Way, Knaphill, Woking
079	Sainsbury's, Sevenoaks, Kent
080	Sainsbury's, Shepherds Spring Lane, Andover
081	Sainsbury's, Shinfield Road, Reading
082	Sainsbury's, Station Mall, Basingstoke Town Centre (The Malls)
083	Sainsbury's, Wallop Drive, Kempshott, Hatch Warren, Basingstoke
084	Sainsbury's (SavaCentre), Bath Road, Calcot, Reading
085	Somerfield, Bell Street, Whitechurch
086	Spar, Frenchmans Creek, Church Crookham, Fleet
087	Spar, Greyhound Lane, Overton
088	Spar, Linden Avenue, Old Basing

089 Spar, The Square, Harmans Water, Bracknell
090 Spar, Upper Bucklebury, Reading
091 Stop and Shop, Kempshott Lane, Basingstoke
092 Tesco, Alresford, Hampshire
093 Tesco, Bath Road, Reading
094 Tesco, Baughurst, Tadley
095 Tesco, Chantry Way, Andover
096 Tesco, Chineham District Centre, Basingstoke
097 Tesco, Church Street, Caversham
098 Tesco, Farnborough
099 Tesco, Finchamptsead Rd, Wokingham
100 Tesco, High Street, Bordon
101 Tesco, London Road, Camberley
102 Tesco, London Road, Newbury
103 Tesco, Napier Road, Reading
104 Tesco, Station Road, Hook
105 Tesco, Tesco, Anstey Lane, Alton
106 Tesco, The Parade, Knowsley Road, Tilehurst, Reading
107 Tesco, Tresham
108 Tesco, Wellington Avenue, Aldershot
109 Tesco, Winnall, Winchester
110 Tesco Express, Buckingham Parade, Kempshott, Basingstoke
111 Tesco Express, Carpenters Down, Popley, Basingstoke
112 Tesco Express, Charlton Rd, Andover
113 Tesco Express, Compton Square, Andover
114 Tesco Express, Falkners Close, Ancells Farm, Fleet
115 Tesco Express, Heath End Road, Baughurst, Tadley
116 Tesco Express, Kingfisher Parade, Rosemary Lane, Blackwater, Camberley
117 Tesco Express, Lychpit Local Centre, Chineham (NOT THE DISTRICT CENTRE)
118 Tesco Express, Northfield Road, Thatcham
119 Tesco Express, Oakridge Road, Basingstoke
120 Tesco Express, Overton, Basingstoke
121 Tesco Express, Reading Road South, Church Crookham, Fleet
122 Tesco Express, Ridgeway Rd, Farnham
123 Tesco Express, Upper Hale Road, Farnham
124 Tesco Express, Weyhill Road, Andover
125 Tesco Express, Winchester Road, Four Marks, Alton
126 Tesco Express, Winchester Street, Whitechurch
127 Tesco Extra, Newbury Retail Park, Pinchington Lane, Newbury
128 Tesco Extra, The Meadows (Shopping Centre), Sandhurst
129 Tesco Metro, Hampstead House, Basingstoke Town Centre
130 Tesco Metro, Northbrook Street, Newbury Town Centre
131 Waitrose, Broadway, Thatcham
132 Waitrose, Burghfield Common, Reading
133 Waitrose, Hart Centre, Fleet
134 Waitrose, Oxford Road, Newbury
135 Waitrose, Oxford Road, Reading
136 Waitrose, Rams Walk, Petersfield
137 Waitrose, The Chantry Centre, Andover
138 Waitrose, Tresham Crescent, Yateley
139 Waitrose, Rectory Road, Wokingham
140 Wilkinsons, Castle Square, The Mall Shopping Centre, Basingstoke
141 Linden Market, Linden Market, Linden Avenue, Basingstoke
142 Local stores, Aldermaston
143 Local stores, Alresford
144 Local stores, Alton
145 Local stores, Basingstoke Town Centre
146 Local stores, Bentley
147 Local stores, Berkshire
148 Local stores, Bordon
149 Local stores, Bradfield
150 Local stores, Bramley
151 Local stores, Brimpton
152 Local stores, Bucklebury
153 Local stores, Burghfield
154 Local stores, Camberley
155 Local stores, Chineham District Centre
156 Local stores, Crookham
157 Local Stores, Eversley
158 Local stores, Fleet
159 Local stores, Hartley Wintney, Fleet
160 Local stores, Highclere
161 Local stores, Hook
162 Local stores, Hurstbourne Tarrant, Andover
163 Local stores, Kingsclere, Newbury
164 Local stores, Newbury Town Centre
165 Local stores, Oakley
166 Local stores, Oakridge
167 Local stores, Odiham
168 Local stores, Old Basing
169 Local stores, Overton
170 Local stores, Popley
171 Local stores, Reading
172 Local stores, Sherborne St John
173 Local stores, Sherfield on Loddon
174 Local stores, South Ham
175 Local stores, Southcote
176 Local stores, Spencers Wood
177 Local stores, St Mary Bourne
178 Local stores, Stratfield Saye
179 Local stores, Tadley

180 Local stores, Theale, Reading
181 Local stores, Velmead
182 Local stores, Whitechurch
183 Local stores, Winchester
184 Local stores, Wonston
185 Other
186 Internet / Mail Order
187 (Don't know)
191 Basingstoke market
193 Costco, South Oak Way, Reading
196 Local shop, Medstead
197 Local shop, North Waltham
198 Local shop, North Warnborough
189 Local Stores, Bedhampton
190 Local Stores, Swindon
192 Local Stores, Yateley
194 Other outside catchment area
202 Other Zone 1
203 Other Zone 2
200 Other Zone 4
201 Other Zone 6
199 Other Zone 8
204 Tesco Extra River Way, Andover
205 Waitrose, Stockbridge Road, Winchester
206 Waitrose, The Hart, Farnham
207 Internet - Amazon
208 Internet - Asda
209 Internet - Local Shop
210 Internet - Waitrose/Ocado
211 Internet - Sainsbury's
212 Internet - Tesco
213 Internet - Waitrose/Ocado

Code	Description
NON-FOOD	
001	Argos Extra, Hatch Warren Retail Park (Wallop Drive), Basingstoke
002	Argos, Crockhamwell Road, Woodley
003	Argos, Denmark Street, Wokingham
004	Argos, Newbury Retail Park, Pinchington Lane, Newbury
005	Argos, Old Basing Mall, Basingstoke
006	Argos, Oxford Street, Reading
007	Argos, The Hart Centre, Fleet
008	Argos, Wellington Centre, Aldershot
009	Argos, West Street, Farnham
010	Asda, Anton Mill Road, Andover
011	Asda, Basingstoke
012	Asda, Honey End Lane, Reading
013	Asda, Lower Earley, Reading
014	Asda, Purbrook Way, Havant
015	B&Q, Acre Business Park, Acre Road, Reading
016	B&Q, Farnborough Gate Retail Park, Invincible Road, Farnborough
017	B&Q, London Road Retail Park, Newbury
018	B&Q, Russell Street, Reading
019	B&Q, Winchester Road, Basingstoke
020	Boots, Brighton Hill District Centre, Basingstoke
021	Boots, Chineham District Centre, Basingstoke
022	Carpet Right Brighton Hill Retail Park Basingstoke
023	Carpet Right, London Road Retail Park, Newbury
024	Comet, Farnborough Gate Retail Park, Farnborough
025	Comet, London Road Retail Park, Newbury
026	Comet, Reading Gate Retail Park, Acre Road, Reading
027	Comet, Winchester Road, Basingstoke
028	Currys, Basingstoke Road, Reading
029	Currys, Brighton Hill Retail Park, Basingstoke
030	Currys, Churchill Retail Park, Andover
031	Currys, Farnborough Gate, Farnborough Road, Farnborough
032	Currys, High Street, Alton
033	Currys, London Road, Newbury
034	Currys, Moorside Road, Winchester
035	Currys, Newbury Retail Park, Pinchington Lane, Newbury
036	Currys, Northbrook Street, Newbury
037	Currys, Weston Lock Retail, Lower Bristol Road, Bath
038	Currys, Whitley Wood, Reading
039	Dunelm Mill, Calcot, Reading
040	Focus, Mill Lane, Alton
041	Focus, Park Farm Industrial Estate, Frimley Road, Camberley
042	Focus, Reading Retail Park, Oxford Road, Reading
043	Homebase, Easton Lane, Winchester
044	Homebase, Enham Arch Retail Park, Newbury Road, Andover
045	Homebase, Farnham Retail Park, Guildford Road, Farnham
046	Homebase, Camberley
047	Homebase, Newbury Retail Park, Pinchington Lane, Newbury
048	Homebase, Pincents Kiln, Calcot, Reading
049	Homebase, Winchester Road, Basingstoke
050	Iceland, Bartholomew Street, Newbury
051	Iceland, Chineham District Centre, Basingstoke
052	Ikea, Eastgate Centre, Bristol
053	JJB Sports, Brighton Hill Retail Park, Basingstoke
054	JJB Sports, Newbury Retail Park, Pinchington Lane, Newbury
055	John Lewis, Broad Street, Reading Town Centre
056	John Lewis, High Wycombe
057	John Lewis, West Quay Shopping Centre, Southampton
058	Marks & Spencer Simply Food, Newbury Retail Park, Pinchington Lane, Newbury
059	Marks & Spencer, Broad Street, Reading Town Centre
060	Marks & Spencer, Camberley Shopping Centre
061	Marks & Spencer, Festival Place, Basingstoke
062	Marks & Spencer, The Meadows, Sandhurst, Berkshire
063	Matalan, Chineham District Centre, Basingstoke
064	Matalan, Rose Kiln Lane, Reading
065	Next, Basingstoke
066	Next, Newbury Retail Park, Pinchington Lane, Newbury
067	PC World, Bracknell Buildings, Westmead, Farnborough
068	PC World, Brighton Hill Retail Park, Basingstoke
069	Sainsburys, Bath Road, Calcot, Reading
070	Sainsbury's, Draymans Way, Alton
071	Sainsbury's, Hatch Warren Retail Park (Wallop Drive), Basingstoke
072	Sports Direct, Newbury Retail Park, Pinchington Lane, Newbury
073	Tesco Extra, Newbury Retail Park, Pinchington Lane, Newbury
074	Tesco Metro, Northbrook Street, Newbury Town Centre
075	Tesco, Chineham District Centre,
076	Tesco, London Road Retail Park, Newbury
077	Tesco, River Way, Andover
078	Wickes, Churchill Way West, Basingstoke
079	Wickes, Enham Arches Retail Park, Newbury Road, Andover
080	Wickes, Invincible Road, Farnborough
081	Wilkinsons, The Forest Centre, Bordon, The Forest Centre, Bordon
082	Wilkinsons, The Malls Shopping Centre, Basingstoke Town Centre
083	Brighton Hill Retail Park, Basingstoke
084	Churchill Retail Park, Andover
085	Farnborough Gate Retail Park, Farnborough
086	Forbury Retail Park, Reading
087	Hatch Warren Retail Park (Wallop Drive), Basingstoke
088	Hedge End Retail Park, Southampton

089 Houndmills Industrial Estate, Basingstoke
090 Lion Retail Park, Woking
091 London Road Retail Park, Newbury
092 Aldershot Town Centre
093 Alresford Town Centre
094 Alton Town Centre
095 Andover Town Centre
096 Bagshot Town Centre
140 Basingstoke Town Centre
097 Bicester Village, Bicester
098 Bracknell Town Centre
099 Bradfield
100 Brighton Hill District Centre
101 Camberley Town Centre
102 Chandlers Ford, Winchester
103 Chineham District Centre
104 Eastleigh Town Centre
105 Farnborough Town Centre
106 Farnham Town Centre
107 Festival Place, Basingstoke, Basingstoke
108 Fleet Town Centre
109 Frimley Town Centre
110 Gloucester
111 Greenham town centre
112 Guildford Town Centre
113 Kingsclere
114 Kingston upon Thames
115 London West End
116 Newbury Town Centre
117 Oakley Centre
118 Odiham
119 Overton District Centre, Basingstoke
120 Oxford City Centre
121 Pangbourne
122 Portsmouth City Centre
123 Reading Town Centre / The Oracle, Reading
124 Salisbury Town Centre
125 Southampton City Centre / West Quay
126 Street Town Centre
127 Swindon Town Centre
128 Tadley
129 The Malls Shopping Centre, Basingstoke
130 Whitchurch District Centre, Basingstoke
131 Winchester City Centre
132 Woking Town Centre
133 Wokingham Town Centre
134 Yately
142 Acre Business Park, Reading
158 Alton - Other
161 Andover - Other
145 Avenue Nurseries, The Avenue, Lasham
162 Basingstoke - Other
147 Boots, Newbury Retail Park, Pinchington Lane, Newbury
151 Conkers Garden Centre, London Road, Hatch, Basingstoke
154 Dummer
144 Eastleigh - Other
155 Elm Park Garden Centre, Tadley
156 Farnham - Other
157 Four Marks
159 Go Outdoors, Basingstoke
160 Hartley Wintney
164 Hook
165 Ikea, Southampton
166 Kempshott
169 Morrisons, Worting Road, Basingstoke
170 Mortimer Common
153 Newbury - Other
171 Newbury Retail Park, Pinchington Lane, Newbury
141 Other outside catchment area
150 Other Zone 1
146 Other Zone 2
148 Other Zone 3
172 Other Zone 4
175 Other Zone 6
173 Other Zone 7
167 Other Zone 8
168 Other Zone 9
152 Other Zone 10
149 Reading - Other
177 Reading Gate Retail Park, Reading
178 Reading Warehouse, Tadley
179 Sainsburys, Hectors Way, Newbury
180 Sainsburys, Mulford Hill, Tadley
181 Screwfix, Basingstoke
182 Sherfield on Loddon
174 Southampton - Other
176 Swindon - Other
183 Tesco Extra, The Meadows, Sandhurst
184 Tesco, Station Road, Hook
185 Tesco, Winnall, Winchester
143 Thatcham

163 Winchester - Other
186 Winchester Road, Basingstoke
187 Winklebury
188 Winnall
189 Wyevale Garden Centre, Sherfield on Loddon
190 Wyevale Garden Centre, Winchester Road, Basingstoke
191 Internet - Amazon
192 Internet - Argos
193 Internet - Comet
194 Internet - Currys
195 Internet - Ebay
196 Internet - HMV
197 Internet - iTunes
198 Internet - John Lewis
199 Internet - Littlewoods
200 Internet - Marks & Spencer
201 Internet - Next
203 Internet - Play
204 Internet - Sainsbury's
205 Internet - Tesco
206 Internet - Varies

3

TABLE 1: EXISTING CONVENIENCE GOODS FLOORSPACE & ESTIMATED 'BENCHMARK' TURNOVER LEVELS

	Estimated Convenience Sales Area (m ² net)	Average Sales Density (£ per m ²)	2012
BASINGSTOKE TOWN CENTRE			
Sainsbury's	1,555	£12,599	£19.6
Tesco Metro	708	£13,000	£9.2
Iceland	553	£6,250	£3.5
Marks & Spencers	934	£11,000	£10.3
Other Convenience Stores	1,018	£4,500	£4.6
SUB-TOTAL	4,767	£9,880	£47.1
CHINEHAM DISTRICT CENTRE			
Tesco	3,245	£13,000	£42.2
Marks & Spencer Simply Food	935	£11,000	£10.3
Other Convenience Stores	608	£6,044	£3.7
SUB-TOTAL	4,788	£11,726	£56.1
BRIGHTON HILL DISTRICT CENTRE			
Asda	2,208	£15,000	£33.1
SUB-TOTAL	2,208	£15,000	£33.1
WHITCHURCH DISTRICT CENTRE			
Co-Op, Bell Street	181	£7,500	£1.4
Other Convenience Stores	75	£3,750	£0.3
SUB-TOTAL	256	£6,403	£1.6
TADLEY DISTRICT CENTRE			
Sainsbury's, Mulfords Hill	2,616	£12,599	£33.0
Other Convenience Stores	483	£3,750	£1.8
SUB-TOTAL	3,099	£11,220	£34.8
OVERTON DISTRICT CENTRE			
Co-Op, Winchester Street	276	£7,500	£2.1
Other Convenience Stores	174	£3,750	£0.7
SUB-TOTAL	450	£6,051	£2.7
KINGSLCERE LOCAL CENTRE			
SUB-TOTAL	175	£3,750	£0.7
OTHER LOCAL SHOPS/PARADES			
SUB-TOTAL	1,243	£7,357	£9.1
ALL BOROUGH CENTRES: SUB-TOTAL			£185.3
OUT-OF-CENTRE FOODSTORES:			
Co-op, Giles Walk, Tadley	114	£7,500	£0.9
Co-op, Winklebury Way	912	£7,500	£6.8
Lidl, Churchill Way West	904	£4,000	£3.6
Morrisons, Worting Road	3,183	£12,500	£39.8
Sainsbury's, Hatch Warren	4,660	£12,599	£58.7
Tesco Express, Baughurst	152	£13,000	£2.0
Tesco Express, Oakridge Road	162	£13,000	£2.1
Sainsbury's Local, Worting Road	177	£12,599	£2.2
OUT OF CENTRE: SUB-TOTAL	10,263	£11,314	£116.1
TOTAL:	27,249	£11,061	£301.4

Notes: Average sales density estimates have been informed by published company averages as set out in Mintel's 'UK Retail Rankings' (discounting non-retail sales such as VAT & petrol sales, etc.) and the 2009 Retail Study Update.

Sources: Floorspace estimates have been informed by the 2009 Retail Study and our own research.

- (1) Planning Decision (Ref: BDB/74777) allowed for a variation of condition 3 of original permission (Ref: BDB/36262) to remove the non-food restriction for Unit E3. The permission allowed for the sale of food of 1,100 sqm, the majority of which would be on the ground floor. A cafe was allowed on the mezzanine floor of up to 250 sqm, along with storage and office space.
- (2) Planning Decision (Ref: BDB/49856) allowed for a store with a sales area of 3,716sq m net, of which approximately 929 sq m net was for limited comparison/durable goods. Subsequent to this a first floor mezzanine was approved in April 2003 for a first floor mezzanine, ancillary to the primary use of the store for the sale of food and convenience goods (BDB/53656). Asda's consultants indicated in February 2012 that the store has a total net area of 3,943 sq m, of which 56% is for convenience goods sales.
- (3) Planning Decision (Ref: BDB/71370) - allowed extension to store's sales area from 4,913 sqm to 6,560 sq m net (+1,647 sqm), along with a restaurant (518 sqm) and non-sales storage space. Condition 18 allows for a maximum of 30% of the retail floorspace of the entire building for the sale of comparison goods.

TABLE 2: EXISTING COMPARISON GOODS FLOORSPACE & 'BENCHMARK' TURNOVER LEVELS

	Estimated Sales Area (m ² net)	Average Sales Density (£ per sqm)	'Benchmark' Turnover 2012 (£ m)
BASINGSTOKE TOWN CENTRE	51,500	£5,522	£284.4
DISTRICT CENTRES:			
CHINEHAM:	5,949	£5,227	£31.1
BRIGHTON HILL:	2,522	£7,284	£18.4
WHITCHURCH:	645	£2,769	£1.8
TADLEY:	1,520	£5,224	£7.9
OVERTON:	485	£2,788	£1.4
KINGSLCERE LOCAL CENTRE	355	£2,600	£0.9
OTHER LOCAL SHOPS/PARADES	1,405	£2,500	£3.5
SUB-TOTAL IN CENTRE:	64,379	£5,427	£349.4
OUT OF CENTRE DESTINATIONS:			
Brighton Hill Retail Park:	6,755	£4,010	£27.1
Hatch Warren Retail Park:	5,284	£6,644	£35.1
Winchester Road (Retail Warehouses):	13,997	£3,152	£44.1
Other Retail Warehouse Floorspace:	10,582	£2,666	£28.2
Comparison Goods Sales Area in Foodstores:	854	£7,115	£6.1
SUB-TOTAL OUT OF CENTRE:	37,472	£3,752	£140.6
TOTAL IN BOROUGH:	101,852	£4,811	£490.0

SOURCE: Floorspace estimates have been informed by various sources, including the 2009 Retail Study, the Experian Goad Category Report for Basingstoke Town Centre and our own updated research. Please note that the floorspace estimates for the Borough's centres include an element of existing vacant floorspace which is expected to return to comparison goods use within the plan period (2031). The comparison goods floorspace and turnover estimates for Hatch Warren Retail Park also includes the non-food sales area of Sainsbury's.

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BASINGSTOKE AND DEANE BOROUGH COUNCIL
2012 RETAIL STUDY UPDATE

Convenience Goods Capacity Assessment

TABLE 1: CONVENIENCE GOODS MARKET SHARE (% and £m)

	Market Share (%)						
	Central Catchment Area (CCA)	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
BASINGSTOKE TOWN CENTRE							
Sainsbury's	5.1%	0.2%	1.0%	0.7%	0.0%	0.0%	1.0%
Tesco Metro	0.5%	0.5%	0.3%	0.0%	0.0%	0.0%	0.0%
Iceland	1.4%	2.1%	0.0%	0.0%	0.0%	0.0%	0.3%
Marks & Spencers	1.7%	0.2%	0.0%	0.0%	0.0%	0.0%	0.2%
Other Convenience Stores	1.1%	0.2%	0.0%	0.0%	0.5%	0.9%	1.0%
subtotal	9.9%	3.3%	1.3%	0.7%	0.5%	0.9%	2.5%
CHINEHAM DISTRICT CENTRE							
Tesco	17.3%	14.3%	0.3%	2.0%	1.8%	2.7%	20.0%
Marks & Spencer	1.7%	1.7%	0.0%	0.3%	0.0%	0.2%	1.2%
Other Convenience Stores	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
subtotal	19.6%	15.9%	0.3%	2.3%	1.8%	3.0%	21.2%
BRIGHTON HILL DISTRICT CENTRE							
Asda	15.6%	4.2%	0.6%	3.8%	2.2%	2.5%	1.2%
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
subtotal	15.6%	4.2%	0.6%	3.8%	2.2%	2.5%	1.2%
WHITCHURCH DISTRICT CENTRE							
Co-Op, Bell Street	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%
Other Convenience Stores	0.0%	0.0%	0.0%	4.0%	0.3%	0.0%	0.0%
subtotal	0.0%	0.0%	0.0%	7.8%	0.3%	0.0%	0.0%
TADLEY DISTRICT CENTRE							
Sainsbury's, Mulfords Hill	0.6%	48.8%	3.6%	0.0%	0.0%	0.0%	25.9%
Other Convenience Stores	0.0%	4.1%	0.0%	0.0%	0.0%	0.0%	0.2%
subtotal	0.6%	52.8%	3.6%	0.0%	0.0%	0.0%	26.1%
OVERTON DISTRICT CENTRE							
Co-Op, Winchester Street	0.1%	0.2%	0.7%	12.7%	0.0%	0.0%	0.0%
Other Convenience Stores	0.0%	0.0%	0.0%	1.6%	0.2%	0.0%	0.0%
subtotal	0.2%	0.2%	0.7%	14.3%	0.2%	0.0%	0.0%
KINGSCLERE LOCAL CENTRE							
Other Convenience Stores	0.0%	0.0%	6.4%	0.0%	0.0%	0.0%	0.0%
subtotal	0.0%	0.0%	6.4%	0.0%	0.0%	0.0%	0.0%
OTHER LOCAL SHOPS/PARADES							
Co-op, Broadmere Rd, Beggarwood	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Convenience Stores, North Waltham	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%
Other Convenience Stores, Oakley	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Convenience Stores, Old Basing	0.7%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%
Other Convenience Stores, Popley	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Convenience Stores, Sherfield on Loddon	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	5.4%
Other Convenience Stores, South Ham	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Buckingham Parade	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Popley	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Lychpit Local Centre	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Oakridge Road	0.5%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Local Convenience Stores	0.6%	1.2%	0.5%	0.8%	0.5%	0.0%	0.5%
subtotal	5.2%	2.8%	0.5%	0.8%	2.8%	0.0%	6.0%
OUT OF CENTRE							
Co-op, Giles Walk, Tadley	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Winklebury Way	0.9%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Churchill Way West	0.9%	1.0%	1.0%	0.5%	0.3%	0.0%	0.3%
Morrisons, Worting Road	19.4%	6.8%	2.0%	15.4%	4.1%	4.8%	6.5%
Sainsbury's, Wallop Drive	24.7%	1.9%	0.3%	13.4%	12.8%	4.1%	0.5%
Tesco, Baughurst	0.0%	3.3%	0.3%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Oakridge Road	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
subtotal	46.6%	13.7%	3.5%	29.3%	17.1%	8.9%	7.3%
TOTAL INSIDE BOROUGH	97.8%	93.2%	16.8%	58.9%	24.9%	15.4%	64.4%
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH							
Aldershot	0.0%	0.0%	0.3%	0.0%	0.7%	0.0%	0.0%
Alresford	0.0%	0.0%	0.0%	0.0%	8.6%	0.0%	0.0%
Alton	0.0%	0.0%	0.0%	0.0%	23.1%	1.6%	0.0%
Andover	0.0%	0.0%	1.3%	28.6%	2.6%	0.0%	0.0%
Bordon	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%
Camberley	0.2%	0.0%	1.0%	0.0%	0.0%	8.3%	2.6%
Elvetham Heath, Fleet	0.0%	0.0%	0.0%	0.0%	0.0%	6.0%	0.5%
Farnborough	0.0%	0.2%	0.0%	0.0%	0.6%	0.9%	0.0%
Farnham	0.1%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%
Fleet	0.2%	0.0%	0.0%	0.0%	0.0%	7.7%	0.0%
Hook	0.2%	0.0%	0.0%	0.3%	1.0%	49.1%	2.3%
Mortimer	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%
Newbury	0.3%	4.2%	76.6%	8.7%	0.0%	0.0%	0.8%
Reading	0.6%	0.9%	1.0%	0.0%	0.0%	0.0%	7.6%
Southampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thatcham	0.0%	0.7%	1.3%	0.0%	0.0%	0.0%	0.3%
Winchester	0.1%	0.0%	0.3%	3.3%	32.5%	0.0%	0.3%
Wokingham	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	3.2%
All other shops and stores	0.7%	0.7%	1.1%	0.0%	5.6%	11.1%	14.4%
TOTAL OUTSIDE BOROUGH	2.2%	6.8%	83.2%	41.1%	75.1%	84.6%	35.6%
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: Strategic Perspectives HTIS (April 2012). Based on questions that asked where respondents where they normally carried out their main 'bulk' food, secondary 'bulk' food and top-up shopping.
Notes: Assumed that total convenience spend is divided between main food shopping (65%), secondary food shopping (10%) and top-up shopping (25%).

TABLE 2: CONVENIENCE GOODS MARKET SHARE (%) - MAIN 'BULK' FOOD SHOPPING

Central Catchment Area (CCA) Zones 1-4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
BASINGSTOKE TOWN CENTRE						
Sainsbury's	5.0%	0.0%	1.1%	1.1%	0.0%	1.1%
Tesco Metro	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland	1.1%	2.2%	0.0%	0.0%	0.0%	0.0%
Marks & Spencers	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%
subtotal	7.1%	2.2%	1.1%	1.1%	0.0%	1.1%
CHINEHAM DISTRICT CENTRE						
Tesco	21.3%	19.4%	0.0%	2.2%	2.2%	27.4%
Marks & Spencer	0.8%	1.1%	0.0%	0.0%	0.0%	1.1%
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
subtotal	22.1%	20.4%	0.0%	2.2%	2.2%	28.4%
BRIGHTON HILL DISTRICT CENTRE						
Asda	15.4%	4.3%	0.0%	3.3%	2.2%	2.1%
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
subtotal	15.4%	4.3%	0.0%	3.3%	2.2%	1.1%
WHITCHURCH DISTRICT CENTRE						
Co-Op, Bell Street	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
subtotal	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%
TADLEY DISTRICT CENTRE						
Sainsbury's, Mulfords Hill	0.4%	55.9%	3.3%	0.0%	0.0%	30.5%
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
subtotal	0.4%	55.9%	3.3%	0.0%	0.0%	30.5%
OVERTON DISTRICT CENTRE						
Co-Op, Winchester Street	0.0%	0.0%	1.1%	4.4%	0.0%	0.0%
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
subtotal	0.0%	0.0%	1.1%	4.4%	0.0%	0.0%
KINGSCLEERE LOCAL CENTRE						
Other Convenience Stores	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%
subtotal	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%
OTHER LOCAL SHOPS/PARADES						
Co-op, Broadmere Rd, Beggarwood						
Other Convenience Stores, North Waltham						
Other Convenience Stores, Oakley						
Other Convenience Stores, Old Basing	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Convenience Stores, Popley						
Other Convenience Stores, Sherfield on Loddon						
Other Convenience Stores, South Ham						
Tesco Express, Buckingham Parade						
Tesco Express, Popley						
Tesco Express, Lychpit Local Centre	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Oakridge Road	0.8%	1.1%	0.0%	0.0%	0.0%	0.0%
Other Local Convenience Stores						
subtotal	1.3%	1.1%	0.0%	0.0%	1.1%	0.0%
OUT OF CENTRE						
Co-op, Giles Walk, Tadley						
Co-op, Winklebury Way	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Churchill Way West	0.5%	0.0%	1.1%	0.0%	0.0%	0.0%
Morrison's, Worthing Road	20.5%	6.5%	2.2%	20.0%	4.4%	5.3%
Sainsbury's, Wallop Drive	30.7%	2.2%	0.0%	18.9%	15.6%	4.2%
Tesco, Baughurst	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Oakridge Road						
subtotal	52.2%	9.7%	3.3%	38.9%	20.0%	9.5%
SUBTOTAL INSIDE BOROUGH	98.5%	93.5%	9.9%	52.2%	25.6%	15.8%
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH						
Aldershot	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%
Aldersford	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%
Alton	0.0%	0.0%	0.0%	0.0%	23.3%	2.1%
Andover	0.0%	0.0%	1.1%	34.4%	2.2%	0.0%
Bordon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Camberley	0.3%	0.0%	1.1%	0.0%	0.0%	10.5%
Elvetham Heath, Fleet	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%
Farnborough	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%
Farnham	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Fleet	0.2%	0.0%	0.0%	0.0%	0.0%	7.4%
Hook	0.0%	0.0%	0.0%	0.0%	1.1%	50.5%
Mortimer	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%
Newbury	0.4%	4.3%	85.7%	10.0%	0.0%	0.0%
Reading	0.4%	1.1%	1.1%	0.0%	0.0%	8.4%
Southampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thatcham	0.0%	1.1%	1.1%	0.0%	0.0%	0.0%
Winchester	0.0%	0.0%	0.0%	3.3%	42.2%	0.0%
Wokingham	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%
All other shops and stores	0.0%	0.0%	0.0%	0.0%	3.3%	8.4%
subtotal	1.5%	6.5%	90.1%	47.8%	74.5%	84.2%
SUBTOTAL OUTSIDE BOROUGH	1.5%	6.5%	90.1%	47.8%	74.5%	84.2%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 3: SECONDARY MAIN 'BULK' FOOD SHOPPING

Central Catchment Area (CCA) Zones 1-4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
6.1%	1.6%	0.0%	0.0%	0.0%	0.0%	1.8%
0.9%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%
2.9%	3.2%	0.0%	0.0%	0.0%	0.0%	1.8%
4.1%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%
0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%
14.8%	6.5%	2.0%	0.0%	0.0%	0.0%	7.3%
11.4%	9.7%	0.0%	3.6%	2.1%	4.6%	5.5%
4.3%	4.8%	0.0%	1.8%	0.0%	1.5%	1.8%
0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
16.2%	14.5%	0.0%	5.5%	2.1%	6.2%	7.3%
17.4%	8.1%	4.1%	10.9%	2.1%	7.7%	3.6%
0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
17.4%	8.1%	4.1%	10.9%	2.1%	7.7%	3.6%
0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	1.8%	2.1%	0.0%	0.0%
0.0%	0.0%	0.0%	1.8%	2.1%	0.0%	0.0%
0.5%	22.6%	6.1%	0.0%	0.0%	0.0%	9.1%
0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%
0.5%	25.8%	6.1%	0.0%	0.0%	0.0%	9.1%
0.5%	0.0%	0.0%	7.3%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%
0.5%	0.0%	0.0%	9.1%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	1.8%
0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%
1.5%	1.6%	0.0%	0.0%	0.0%	0.0%	3.6%
0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%
0.5%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%
3.4%	6.5%	0.0%	1.8%	2.1%	0.0%	1.8%
23.1%	12.9%	4.1%	12.7%	6.3%	9.2%	14.5%
17.7%	3.2%	0.0%	7.3%	8.3%	9.2%	3.6%
0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%
1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
45.9%	29.0%	4.1%	21.8%	16.7%	18.5%	20.0%
96.7%	85.5%	16.3%	49.1%	22.9%	32.3%	50.9%
0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%	12.5%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%	18.8%	1.5%	0.0%
0.0%	0.0%	2.0%	30.9%	6.3%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	2.0%	0.0%	0.0%	6.2%	3.6%
0.0%	0.0%	0.0%	0.0%	0.0%	16.9%	3.6%
0.0%	1.6%	0.0%	0.0%	4.2%	1.5%	0.0%
0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%	0.0%	9.2%	0.0%
0.0%	0.0%	0.0%	0.0%	0.0%	26.2%	1.8%
0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%
0.0%	8.1%	67.3%	12.7%	0.0%	0.0%	5.4%
1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	12.7%
0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	4.1%	0.0%	0.0%	0.0%	1.8%
0.3%	0.0%	2.0%	7.3%	22.9%	0.0%	1.8%
0.3%	0.0%	2.0%	0.0%	0.0%	0.0%	1.8%
1.0%	4.8%	2.0%	0.0%	10.4%	6.2%	14.5%
3.3%	14.5%	83.7%	50.9%	77.1%	67.7%	49.1%
3.3%	14.5%	83.7%	50.9%	77.1%	67.7%	49.1%
100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	99.9%

TABLE 4: TOP-UP FOOD SHOPPING

Central Catchment Area (CCA) Zones 1-4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
4.9%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%
1.2%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%
1.1%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%
3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%
5.0%	1.2%	0.0%	0.0%	2.3%	1.2%	2.4%
15.4%	4.8%	1.3%	0.0%	2.3%	1.2%	3.5%
9.0%	1.2%	1.3%	0.0%	0.0%	0.0%	7.1%
2.5%	1.2%	0.0%	0.0%	0.0%	0.0%	1.2%
2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
13.7%	2.4%	1.3%	0.0%	0.0%	0.0%	8.2%
15.0%	1.2%	0.0%	0.0%	2.3%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%
0.0%	0.0%	0.0%	11.8%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	18.4%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	30.3%	0.0%	0.0%	0.0%
1.5%	45.2%	2.6%	0.0%	0.0%	0.0%	23.5%
0.0%	17.9%	0.0%	0.0%	0.0%	0.0%	1.2%
1.5%	63.1%	2.6%	0.0%	0.0%	0.0%	24.7%
0.3%	1.2%	0.0%	43.4%	0.0%	0.0%	0.0%
0.2%	0.0%	0.0%	6.6%	1.2%	0.0%	0.0%
0.4%	1.2%	0.0%	50.0%	1.2%	0.0%	0.0%
0.0%	0.0%	28.2%	0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	28.2%	0.0%	0.0%	0.0%	0.0%
1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%	5.8%	0.0%	0.0%
3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2.2%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%
1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	25.9%
1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3.1%	6.0%	2.6%	3.9%	2.3%	0.0%	1.2%
20.8%	9.5%	2.6%	3.9%	10.5%	0.0%	27.1%
0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%
2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
0.3%	0.0%	1.3%	1.3%	0.0%	0.0%	0.0%
13.0%	3.6%	0.0%	2.6%	1.2%	0.0%	1.2%
10.6%	0.0%	1.3%	0.0%	7.0%	0.0%	0.0%
0.0%	10.7%	1.3%	0.0%	0.0%	0.0%	0.0%
3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
29.3%	15.5%	3.8%	3.9%	8.1%	0.0%	1.2%
96.1%	97.6%	39.7%	88.2%	24.4%	1.2%	64.7%
0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%	30.2%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%	25.6%	0.0%	0.0%
0.0%	0.0%	1.3%	7.9%	1.2%	0.0%	0.0%
0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%
0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	0.0%
0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%	0.0%	7.4%	0.0%
0.8%	0.0%	0.0%	1.3%	1.2%	61.7%	0.0%
0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.9%
0.0%	1.2%	53.8%	1.3%	0.0%	0.0%	0.0%
0.3%	1.2%	1.3%	0.0%	0.0%	0.0%	1.2%
0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
0.3%	0.0%	0.0%	0.0%	8.1%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%
2.6%	0.0%	3.8%	0.0%	9.3%	23.5%	20.0%
3.9%	2.4%	60.3%	11.8%	75.6%	98.8%	35.3%
3.9%	2.4%	60.3%	11.8%	75.6%	98.8%	35.3%
100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Comparison Goods 2012 Market Share Analysis

[illegible]

Market Share (%)[illegible]

TABLE 3: COMPARISON GOODS MARKET SHARES: FURNITURE, CARPETS & OTHER FLOOR COVERINGS

[illegible]

Comparison Goods 2012 Market Share Analysis

Market Share (%)

[illegible]

TABLE 4: MARKET SHARES: HARDWARE, DIY GOODS, & DECORATING SUPPLIES

Comparison Goods 2012 Market Share Analysis

Market Share (%)[illegible]

Comparison Goods 2012 Market Share Analysis

Market Share (%)[illegible]

Comparison Goods 2012 Market Share Analysis

Market Share (%)[illegible]

Comparison Goods 2012 Market Share Analysis

Market Share (%)

[illegible]

TABLE 9: MARKET SHARES: CDS AND DVDS[illegible]

Market Share (%)

[illegible]

TABLE 11: MARKET SHARES: GAMES, TOYS, HOBBIES, SPORTS, CAMPING & MUSICAL INSTRUMENTS

[illegible]

TABLE 12: MARKET SHARES: PETS AND PET RELATED PRODUCTS

[illegible]

TABLE 13: ALL OTHER NON-FOOD GOODS

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Convenience Goods Capacity Assessment

TABLE 1: BASE YEAR POPULATION & PROJECTIONS (2012 - 2031) **GROWTH (%)**

ZONE:	BROAD GEOGRAPHIC AREA:	POSTCODE SECTORS:	2012	2017	2022	2027	2031	2012 - 31
Zone 1:	Central Basingstoke	RG21 3-8	27,999	29,432	31,134	32,524	33,443	19.4%
Zone 2:	Basingstoke West	RG22 4-6	42,425	44,968	47,204	49,038	50,335	18.6%
Zone 3:	Basingstoke East	RG24 7-9	32,092	34,366	36,391	38,098	39,262	22.3%
Zone 4:	Basingstoke North West	RG23 7-8	11,875	12,235	12,539	12,810	12,957	9.1%
Zone 5:	Tadley	RG26 3-5	21,303	22,087	22,612	23,042	23,309	9.4%
Zone 6:	Newbury South	RG19 6/8; RG20 4/5/9	13,483	13,743	13,997	14,200	14,373	6.6%
Zone 7:	Whitchurch	RG25 3; RG28 7; SP11 6	15,230	15,316	15,390	15,430	15,464	1.5%
Zone 8:	Basingstoke South	GU34 5; RG25 2; SO21 3; SO24 9	23,873	24,159	24,373	24,635	24,784	3.8%
Zone 9:	Hook	RG27 0/8/9; RG29 1	22,453	23,096	23,602	23,999	24,307	8.3%
Zone 10:	Basingstoke North East	RG27 2	7,737	7,985	8,145	8,260	8,322	7.6%
TOTAL:			218,470	227,387	235,387	242,036	246,556	12.9%
Zones 1-4	CORE' CATCHMENT AREA (CA):		114,391	121,001	127,268	132,470	135,997	18.9%

Source: Experian Business Strategies 'Retail Area Planner' Report for each study zone.

Notes: Base year population derived from mid-year ONS population estimates.

Projections are based on Experian's revised 'demographic component model'. This takes into account 2011 mid-year age and gender estimates and projects the population forward year-on-year based on Government population projections for local authority areas and London Boroughs. The yearly components of population change that are taken into account are the birth rate (0-4 age band); ageing; net migration; and death rate. Basingstoke & Deane Council has confirmed that the most recent annual dwelling allocations for the District are broadly based on the projected increase in population identified by Experian and that there will be no population growth arising from

TABLE 2: EXPENDITURE PER CAPITA FORECASTS (2011 prices)

ZONE:	BROAD GEOGRAPHIC AREA:	2012	2017	2022	2027	2031
Zone 1:	Central Basingstoke	£1,830	£1,840	£1,888	£1,950	£1,994
Zone 2:	Basingstoke West	£1,873	£1,884	£1,932	£1,996	£2,042
Zone 3:	Basingstoke East	£1,937	£1,948	£1,999	£2,065	£2,112
Zone 4:	Basingstoke North West	£2,028	£2,040	£2,093	£2,162	£2,211
Zone 5:	Tadley	£2,137	£2,149	£2,204	£2,277	£2,329
Zone 6:	Newbury South	£1,994	£2,005	£2,057	£2,125	£2,173
Zone 7:	Whitchurch	£1,980	£1,991	£2,043	£2,110	£2,158
Zone 8:	Basingstoke South	£2,083	£2,095	£2,149	£2,220	£2,270
Zone 9:	Hook	£2,023	£2,035	£2,087	£2,156	£2,205
Zone 10:	Basingstoke North East	£2,046	£2,058	£2,111	£2,181	£2,230

Source: Average spend per capita estimates for 2012 are derived from Experian 'Retail Area Planner' Reports.

Notes: Annual expenditure growth forecasts informed by Experian Business Strategies - Retail Planner Briefing Note 10.1 (September 2012). Please note that an allowance has been made at the base year and over the forecast period for expenditure on Special Forms of Trading (SFT), including Internet Shopping, based on the research and forecasts by Experian Business Strategies (Briefing Note 10.1) and by reference to the HTIS. Refer to report for more detailed

TABLE 3: TOTAL FORECAST GROWTH IN CONVENIENCE GOODS EXPENDITURE, 2012 - 2031 (£ million) **GROWTH (%)**

ZONE:	BROAD GEOGRAPHIC AREA:	2012	2017	2022	2027	2031	2012 - 31
Zone 1:	Central Basingstoke	£51.2	£54.2	£58.8	£63.4	£66.7	30.2%
Zone 2:	Basingstoke West	£79.5	£84.7	£91.2	£97.9	£102.8	29.3%
Zone 3:	Basingstoke East	£62.2	£67.0	£72.7	£78.7	£82.9	33.3%
Zone 4:	Basingstoke North West	£24.1	£25.0	£26.2	£27.7	£28.6	18.9%
Zone 5:	Tadley	£45.5	£47.5	£49.8	£52.5	£54.3	19.2%
Zone 6:	Newbury South	£26.9	£27.6	£28.8	£30.2	£31.2	16.2%
Zone 7:	Whitchurch	£30.2	£30.5	£31.4	£32.6	£33.4	10.7%
Zone 8:	Basingstoke South	£49.7	£50.6	£52.4	£54.7	£56.3	13.1%
Zone 9:	Hook	£45.4	£47.0	£49.3	£51.7	£53.6	18.0%
Zone 10:	Basingstoke North East	£15.8	£16.4	£17.2	£18.0	£18.6	17.2%
TOTAL:		£430.5	£450.3	£477.9	£507.3	£528.3	22.7%
Zones 1-4	'CENTRAL' CATCHMENT AREA (CCA):	£217.0	£230.8	£249.0	£267.7	£281.0	29.5%

Source: Expenditure calculated from Tables 1 & 2.

Convenience Goods Capacity Assessment

TABLE 4: MARKET SHARE ANALYSIS

	CCA (Zones 1 - 4)	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
BASINGSTOKE TOWN CENTRE							
Sainsbury's	5.1%	0.2%	1.0%	0.7%	0.0%	0.0%	1.0%
Tesco Metro	0.5%	0.5%	0.3%	0.0%	0.0%	0.0%	0.0%
Iceland	1.4%	2.1%	0.0%	0.0%	0.0%	0.0%	0.3%
Marks & Spencers	1.7%	0.2%	0.0%	0.0%	0.0%	0.0%	0.2%
Other Convenience Stores	1.1%	0.2%	0.0%	0.0%	0.5%	0.9%	1.0%
	9.9%	3.3%	1.3%	0.7%	0.5%	0.9%	2.5%
CHINEHAM DISTRICT CENTRE							
Tesco	17.3%	14.3%	0.3%	2.0%	1.8%	2.7%	20.0%
Marks & Spencer	1.7%	1.7%	0.0%	0.3%	0.0%	0.2%	1.2%
Other Convenience Stores	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	19.6%	15.9%	0.3%	2.3%	1.8%	3.0%	21.2%
BRIGHTON HILL DISTRICT CENTRE							
Asda	15.6%	4.2%	0.6%	3.8%	2.2%	2.5%	1.2%
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	15.6%	4.2%	0.6%	3.8%	2.2%	2.5%	1.2%
WHITCHURCH DISTRICT CENTRE							
Co-Op, Bell Street	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%
Other Convenience Stores	0.0%	0.0%	0.0%	4.0%	0.3%	0.0%	0.0%
	0.0%	0.0%	0.0%	7.8%	0.3%	0.0%	0.0%
TADLEY DISTRICT CENTRE							
Sainsbury's, Mulfords Hill	0.6%	48.8%	3.6%	0.0%	0.0%	0.0%	25.9%
Other Convenience Stores	0.0%	4.1%	0.0%	0.0%	0.0%	0.0%	0.2%
	0.6%	52.8%	3.6%	0.0%	0.0%	0.0%	26.1%
OVERTON DISTRICT CENTRE							
Co-Op, Winchester Street	0.1%	0.2%	0.7%	12.7%	0.0%	0.0%	0.0%
Other Convenience Stores	0.0%	0.0%	0.0%	1.6%	0.2%	0.0%	0.0%
	0.2%	0.2%	0.7%	14.3%	0.2%	0.0%	0.0%
KINGSCLERE LOCAL CENTRE							
Other Convenience Stores	0.0%	0.0%	6.4%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	6.4%	0.0%	0.0%	0.0%	0.0%
OTHER LOCAL SHOPS/PARADES							
	5.2%	2.8%	0.5%	0.8%	2.8%	0.0%	6.0%
OUT OF CENTRE							
Co-op, Giles Walk, Tadley	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Winklebury Way	0.9%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Churchill Way West	0.9%	1.0%	1.0%	0.5%	0.3%	0.0%	0.3%
Morrisons, Worthing Road	19.4%	6.8%	2.0%	15.4%	4.1%	4.8%	6.5%
Sainsbury's, Wallop Drive	24.7%	1.9%	0.3%	13.4%	12.8%	4.1%	0.5%
Tesco, Baughurst	0.0%	3.3%	0.3%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Oakridge Road	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	46.6%	13.7%	3.5%	29.3%	17.1%	8.9%	7.3%
BOROUGH AREA SUBTOTAL:	97.8%	93.2%	16.8%	58.9%	24.9%	15.4%	64.4%
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH							
Aldershot	0.0%	0.0%	0.3%	0.0%	0.7%	0.0%	0.0%
Aldersford	0.0%	0.0%	0.0%	0.0%	8.6%	0.0%	0.0%
Alton	0.0%	0.0%	0.0%	0.0%	23.1%	1.6%	0.0%
Andover	0.0%	0.0%	1.3%	28.6%	2.6%	0.0%	0.0%
Bordon	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%
Camberley	0.2%	0.0%	1.0%	0.0%	0.0%	8.3%	2.6%
Elvetham Heath, Fleet	0.0%	0.0%	0.0%	0.0%	0.0%	6.0%	0.5%
Farnborough	0.0%	0.2%	0.0%	0.0%	0.6%	0.9%	0.0%
Farnham	0.1%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%
Fleet	0.2%	0.0%	0.0%	0.0%	0.0%	7.7%	0.0%
Hook	0.2%	0.0%	0.0%	0.3%	1.0%	49.1%	2.3%
Mortimer	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%
Newbury	0.3%	4.2%	76.6%	8.7%	0.0%	0.0%	0.8%
Reading	0.6%	0.9%	1.0%	0.0%	0.0%	0.0%	7.6%
Southampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thatcham	0.0%	0.7%	1.3%	0.0%	0.0%	0.0%	0.3%
Winchester	0.1%	0.0%	0.3%	3.3%	32.5%	0.0%	0.3%
Wokingham	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	3.2%
All other shops and stores	0.7%	0.7%	1.1%	0.0%	5.6%	11.1%	14.4%
OUTSIDE BOROUGH SUBTOTAL:	2.2%	6.8%	83.2%	41.1%	75.1%	84.6%	35.6%
TOTAL:	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: Results of NEMS Household Telephone Interview Survey (April 2012) commissioned by Strategic Perspectives.

Notes: Assumes that main food shopping constitutes 65% of total convenience expenditure, secondary shopping 15% and top-up shopping 20%.

Convenience Goods Capacity Assessment

TABLE 5: POTENTIAL' CONVENIENCE GOODS TURNOVER IN 2012

	CCA	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	TOTAL FROM STUDY AREA
(Zones 1 - 4)								
BASINGSTOKE TOWN CENTRE								
Sainsbury's	£11.1	£0.1	£0.3	£0.2	£0.0	£0.0	£0.2	£11.9
Tesco Metro	£1.2	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£1.5
Iceland	£3.0	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.1
Marks & Spencers	£3.8	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£3.9
Other Convenience Stores	£2.4	£0.1	£0.0	£0.0	£0.2	£0.4	£0.2	£3.3
	£21.5	£1.5	£0.3	£0.2	£0.2	£0.4	£0.4	£24.6
CHINEHAM DISTRICT CENTRE								
Tesco	£37.6	£6.5	£0.1	£0.6	£0.9	£1.2	£3.2	£50.1
Marks & Spencer	£3.6	£0.8	£0.0	£0.1	£0.0	£0.1	£0.2	£4.8
Other Convenience Stores	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1
	£42.4	£7.3	£0.1	£0.7	£0.9	£1.4	£3.4	£56.0
BRIGHTON HILL DISTRICT CENTRE								
Asda	£33.9	£1.9	£0.2	£1.1	£1.1	£1.1	£0.2	£39.6
Other Convenience Stores	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
	£33.9	£1.9	£0.2	£1.1	£1.1	£1.1	£0.2	£39.6
WHITCHURCH DISTRICT CENTRE								
Co-Op, Bell Street	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£1.1
Other Convenience Stores	£0.0	£0.0	£0.0	£1.2	£0.2	£0.0	£0.0	£1.3
	£0.0	£0.0	£0.0	£2.3	£0.2	£0.0	£0.0	£2.5
TADLEY DISTRICT CENTRE								
Sainsbury's, Mulfords Hill	£1.4	£22.2	£1.0	£0.0	£0.0	£0.0	£4.1	£28.7
Other Convenience Stores	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9
	£1.4	£24.0	£1.0	£0.0	£0.0	£0.0	£4.1	£30.5
OVERTON DISTRICT CENTRE								
Co-Op, Winchester Street	£0.3	£0.1	£0.2	£3.8	£0.0	£0.0	£0.0	£4.4
Other Convenience Stores	£0.1	£0.0	£0.0	£0.5	£0.1	£0.0	£0.0	£0.7
	£0.3	£0.1	£0.2	£4.3	£0.1	£0.0	£0.0	£5.1
KINGSCLERE LOCAL CENTRE								
Other Convenience Stores	£0.0	£0.0	£1.7	£0.0	£0.0	£0.0	£0.0	£1.7
	£0.0	£0.0	£1.7	£0.0	£0.0	£0.0	£0.0	£1.7
OTHER LOCAL SHOPS/PARADES								
	£11.4	£1.3	£0.1	£0.2	£1.4	£0.0	£0.9	£15.4
OUT OF CENTRE								
Co-op, Giles Walk, Tadley	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Co-op, Winklebury Way	£1.9	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£2.0
Lidl, Churchill Way West	£2.0	£0.4	£0.3	£0.2	£0.2	£0.0	£0.0	£3.1
Morrisons, Worting Road	£42.0	£3.1	£0.5	£4.7	£2.0	£2.2	£1.0	£55.5
Sainsbury's, Wallop Drive	£53.6	£0.9	£0.1	£4.0	£6.3	£1.9	£0.1	£66.9
Tesco, Baughurst	£0.0	£1.5	£0.1	£0.0	£0.0	£0.0	£0.0	£1.6
Tesco Express, Oakridge Road	£1.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7
	£101.2	£6.3	£0.9	£8.8	£8.5	£4.1	£1.2	£131.0
BOROUGH AREA SUBTOTAL:	£212.1	£42.4	£4.5	£17.8	£12.4	£7.0	£10.2	£306.4
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH								
Aldershot	£0.0	£0.0	£0.1	£0.0	£0.4	£0.0	£0.0	£0.4
Alresford	£0.0	£0.0	£0.0	£0.0	£4.3	£0.0	£0.0	£4.3
Alton	£0.0	£0.0	£0.0	£0.0	£11.5	£0.7	£0.0	£12.2
Andover	£0.0	£0.0	£0.3	£8.6	£1.3	£0.0	£0.0	£10.3
Bordon	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1
Camberley	£0.4	£0.0	£0.3	£0.0	£0.0	£3.8	£0.4	£4.8
Elvetham Heath, Fleet	£0.0	£0.0	£0.0	£0.0	£0.0	£2.7	£0.1	£2.8
Farnborough	£0.0	£0.1	£0.0	£0.0	£0.3	£0.4	£0.0	£0.8
Farnham	£0.2	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.3
Fleet	£0.3	£0.0	£0.0	£0.0	£0.0	£3.5	£0.0	£3.8
Hook	£0.3	£0.0	£0.0	£0.1	£0.5	£22.3	£0.4	£23.6
Mortimer	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.6
Newbury	£0.6	£1.9	£20.6	£2.6	£0.0	£0.0	£0.1	£25.8
Reading	£1.3	£0.4	£0.3	£0.0	£0.0	£0.0	£1.2	£3.2
Southampton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Thatcham	£0.0	£0.3	£0.4	£0.0	£0.0	£0.0	£0.0	£0.7
Winchester	£0.2	£0.0	£0.1	£1.0	£16.2	£0.0	£0.0	£17.5
Wokingham	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.5	£0.7
All other shops and stores	£1.4	£0.3	£0.3	£0.0	£2.8	£5.0	£2.3	£12.2
OUTSIDE BOROUGH SUBTOTAL:	£4.8	£3.1	£22.4	£12.4	£37.3	£38.4	£5.6	£124.1
TOTAL:	£217.0	£45.5	£26.9	£30.2	£49.7	£45.4	£15.8	£430.5

Source: Derived by applying the market share analysis (Table 4) to the available expenditure at the base year (Table 3)

Convenience Goods Capacity Assessment

TABLE 6: POTENTIAL 'CONVENIENCE GOODS TURNOVER IN 2017

	CCA	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	TOTAL FROM STUDY AREA
(Zones 1 - 4)								
BASINGSTOKE TOWN CENTRE								
Sainsbury's	£11.8	£0.1	£0.3	£0.2	£0.0	£0.0	£0.2	£12.6
Tesco Metro	£1.2	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£1.5
Iceland	£3.2	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.3
Marks & Spencers	£4.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£4.2
Other Convenience Stores	£2.6	£0.1	£0.0	£0.0	£0.2	£0.4	£0.2	£3.5
	£22.9	£1.6	£0.4	£0.2	£0.2	£0.4	£0.4	£26.1
CHINEHAM DISTRICT CENTRE								
Tesco	£40.0	£6.8	£0.1	£0.6	£0.9	£1.3	£3.3	£53.0
Marks & Spencer	£3.9	£0.8	£0.0	£0.1	£0.0	£0.1	£0.2	£5.1
Other Convenience Stores	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2
	£45.1	£7.6	£0.1	£0.7	£0.9	£1.4	£3.5	£59.2
BRIGHTON HILL DISTRICT CENTRE								
Asda	£36.0	£2.0	£0.2	£1.2	£1.1	£1.2	£0.2	£41.9
Other Convenience Stores	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
	£36.0	£2.0	£0.2	£1.2	£1.1	£1.2	£0.2	£41.9
WHITCHURCH DISTRICT CENTRE								
Co-Op, Bell Street	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£1.2
Other Convenience Stores	£0.0	£0.0	£0.0	£1.2	£0.2	£0.0	£0.0	£1.4
	£0.0	£0.0	£0.0	£2.4	£0.2	£0.0	£0.0	£2.5
TADLEY DISTRICT CENTRE								
Sainsbury's, Mulfords Hill	£1.5	£23.2	£1.0	£0.0	£0.0	£0.0	£4.3	£29.9
Other Convenience Stores	£0.0	£1.9	£0.0	£0.0	£0.0	£0.0	£0.0	£2.0
	£1.5	£25.1	£1.0	£0.0	£0.0	£0.0	£4.3	£31.8
OVERTON DISTRICT CENTRE								
Co-Op, Winchester Street	£0.3	£0.1	£0.2	£3.9	£0.0	£0.0	£0.0	£4.5
Other Convenience Stores	£0.1	£0.0	£0.0	£0.5	£0.1	£0.0	£0.0	£0.7
	£0.4	£0.1	£0.2	£4.3	£0.1	£0.0	£0.0	£5.1
KINGSLERE LOCAL CENTRE								
Other Convenience Stores	£0.0	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	£1.8
	£0.0	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	£1.8
OTHER LOCAL SHOPS/PARADES	£12.1	£1.4	£0.1	£0.2	£1.4	£0.0	£1.0	£16.2
OUT OF CENTRE								
Co-op, Giles Walk, Tadley	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Co-op, Winklebury Way	£2.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1
Lidl, Churchill Way West	£2.1	£0.5	£0.3	£0.2	£0.2	£0.0	£0.0	£3.2
Morrisons, Worting Road	£44.7	£3.2	£0.6	£4.7	£2.1	£2.3	£1.1	£58.6
Sainsbury's, Wallop Drive	£57.0	£0.9	£0.1	£4.1	£6.5	£1.9	£0.1	£70.5
Tesco, Baughurst	£0.0	£1.6	£0.1	£0.0	£0.0	£0.0	£0.0	£1.6
Tesco Express, Oakridge Road	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8
	£107.6	£6.5	£1.0	£8.9	£8.7	£4.2	£1.2	£138.1
BOROUGH AREA SUBTOTAL:	£225.7	£44.2	£4.6	£18.0	£12.6	£7.2	£10.6	£322.9
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH								
Aldershot	£0.0	£0.0	£0.1	£0.0	£0.4	£0.0	£0.0	£0.5
Alresford	£0.0	£0.0	£0.0	£0.0	£4.4	£0.0	£0.0	£4.4
Alton	£0.0	£0.0	£0.0	£0.0	£11.7	£0.8	£0.0	£12.4
Andover	£0.0	£0.0	£0.4	£8.7	£1.3	£0.0	£0.0	£10.4
Bordon	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1
Camberley	£0.4	£0.0	£0.3	£0.0	£0.0	£3.9	£0.4	£5.0
Elvetham Heath, Fleet	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8	£0.1	£2.9
Farnborough	£0.0	£0.1	£0.0	£0.0	£0.3	£0.4	£0.0	£0.9
Farnham	£0.2	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.4
Fleet	£0.4	£0.0	£0.0	£0.0	£0.0	£3.6	£0.0	£4.0
Hook	£0.4	£0.0	£0.0	£0.1	£0.5	£23.1	£0.4	£24.4
Mortimer	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.6
Newbury	£0.6	£2.0	£21.1	£2.6	£0.0	£0.0	£0.1	£26.5
Reading	£1.3	£0.4	£0.3	£0.0	£0.0	£0.0	£1.3	£3.3
Southampton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Thatcham	£0.0	£0.3	£0.4	£0.0	£0.0	£0.0	£0.0	£0.7
Winchester	£0.2	£0.0	£0.1	£1.0	£16.5	£0.0	£0.0	£17.8
Wokingham	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.5	£0.7
All other shops and stores	£1.5	£0.3	£0.3	£0.0	£2.8	£5.2	£2.4	£12.6
OUTSIDE BOROUGH SUBTOTAL:	£5.1	£3.2	£22.9	£12.5	£38.0	£39.8	£5.9	£127.5
TOTAL MARKET SHARE:	£230.8	£47.5	£27.6	£30.5	£50.6	£47.0	£16.4	£450.3

Source: Derived by applying the 'baseline' market share analysis (Table 4) to the available expenditure at the forecast year (Table 3)

Convenience Goods Capacity Assessment

TABLE 7: POTENTIAL 'CONVENIENCE GOODS TURNOVER IN 2022

	CCA	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	TOTAL FROM STUDY AREA
(Zones 1 - 4)								
BASINGSTOKE TOWN CENTRE								
Sainsbury's	£12.7	£0.1	£0.3	£0.2	£0.0	£0.0	£0.2	£13.5
Tesco Metro	£1.3	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£1.7
Iceland	£3.5	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£4.6
Marks & Spencers	£4.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£4.5
Other Convenience Stores	£2.8	£0.1	£0.0	£0.0	£0.2	£0.5	£0.2	£3.8
	£24.7	£1.7	£0.4	£0.2	£0.2	£0.5	£0.4	£28.1
CHINEHAM DISTRICT CENTRE								
Tesco	£43.2	£7.1	£0.1	£0.6	£0.9	£1.4	£3.4	£56.7
Marks & Spencer	£4.2	£0.8	£0.0	£0.1	£0.0	£0.1	£0.2	£5.4
Other Convenience Stores	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3
	£48.7	£7.9	£0.1	£0.7	£0.9	£1.5	£3.6	£63.5
BRIGHTON HILL DISTRICT CENTRE								
Asda	£38.9	£2.1	£0.2	£1.2	£1.2	£1.2	£0.2	£45.0
Other Convenience Stores	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
	£38.9	£2.1	£0.2	£1.2	£1.2	£1.2	£0.2	£45.0
WHITCHURCH DISTRICT CENTRE								
Co-Op, Bell Street	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£1.2
Other Convenience Stores	£0.0	£0.0	£0.0	£1.2	£0.2	£0.0	£0.0	£1.4
	£0.0	£0.0	£0.0	£2.4	£0.2	£0.0	£0.0	£2.6
TADLEY DISTRICT CENTRE								
Sainsbury's, Mulford's Hill	£1.6	£24.3	£1.0	£0.0	£0.0	£0.0	£4.5	£31.4
Other Convenience Stores	£0.0	£2.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1
	£1.6	£26.3	£1.0	£0.0	£0.0	£0.0	£4.5	£33.5
OVERTON DISTRICT CENTRE								
Co-Op, Winchester Street	£0.3	£0.1	£0.2	£4.0	£0.0	£0.0	£0.0	£4.6
Other Convenience Stores	£0.1	£0.0	£0.0	£0.5	£0.1	£0.0	£0.0	£0.7
	£0.4	£0.1	£0.2	£4.5	£0.1	£0.0	£0.0	£5.3
KINGSCLERE LOCAL CENTRE								
Other Convenience Stores	£0.0	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	£1.8
	£0.0	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	£1.8
OTHER LOCAL SHOPS/PARADES								
	£13.1	£1.4	£0.1	£0.2	£1.5	£0.0	£1.0	£17.4
OUT OF CENTRE								
Co-op, Giles Walk, Tadley	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Co-op, Winklebury Way	£2.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3
Lidl, Churchill Way West	£2.3	£0.5	£0.3	£0.2	£0.2	£0.0	£0.0	£3.4
Morrisons, Worthing Road	£48.2	£3.4	£0.6	£4.9	£2.1	£2.4	£1.1	£62.6
Sainsbury's, Wallop Drive	£61.5	£0.9	£0.1	£4.2	£6.7	£2.0	£0.1	£75.5
Tesco, Baughurst	£0.0	£1.7	£0.1	£0.0	£0.0	£0.0	£0.0	£1.7
Tesco Express, Oakridge Road	£2.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.0
	£116.1	£6.8	£1.0	£9.2	£9.0	£4.4	£1.3	£147.8
BOROUGH AREA SUBTOTAL:	£243.4	£46.4	£4.8	£18.5	£13.1	£7.6	£11.1	£344.9
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH								
Aldershot	£0.0	£0.0	£0.1	£0.0	£0.4	£0.0	£0.0	£0.5
Alresford	£0.0	£0.0	£0.0	£0.0	£4.5	£0.0	£0.0	£4.5
Alton	£0.0	£0.0	£0.0	£0.0	£12.1	£0.8	£0.0	£12.9
Andover	£0.0	£0.0	£0.4	£9.0	£1.4	£0.0	£0.0	£10.7
Bordon	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1
Camberley	£0.5	£0.0	£0.3	£0.0	£0.0	£4.1	£0.4	£5.3
Elvetham Heath, Fleet	£0.0	£0.0	£0.0	£0.0	£0.0	£3.0	£0.1	£3.1
Farnborough	£0.0	£0.1	£0.0	£0.0	£0.3	£0.5	£0.0	£0.9
Farnham	£0.2	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.4
Fleet	£0.4	£0.0	£0.0	£0.0	£0.0	£3.8	£0.0	£4.2
Hook	£0.4	£0.0	£0.0	£0.1	£0.5	£24.2	£0.4	£25.6
Mortimer	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.6
Newbury	£0.7	£2.1	£22.0	£2.7	£0.0	£0.0	£0.1	£27.7
Reading	£1.4	£0.5	£0.3	£0.0	£0.0	£0.0	£1.3	£3.5
Southampton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Thatcham	£0.0	£0.3	£0.4	£0.0	£0.0	£0.0	£0.0	£0.8
Winchester	£0.2	£0.0	£0.1	£1.0	£17.0	£0.0	£0.0	£18.4
Wokingham	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.6	£0.7
All other shops and stores	£1.7	£0.4	£0.3	£0.0	£2.9	£5.5	£2.5	£13.2
OUTSIDE BOROUGH SUBTOTAL:	£5.5	£3.4	£23.9	£12.9	£39.3	£41.7	£6.1	£133.0
TOTAL MARKET SHARE:	£249.0	£49.8	£28.8	£31.4	£52.4	£49.3	£17.2	£477.9

Source: Derived by applying the 'baseline' market share analysis (Table 4) to the available expenditure at the forecast year (Table 3)

Convenience Goods Capacity Assessment

TABLE 8: POTENTIAL' CONVENIENCE GOODS TURNOVER IN 2027

	CCA	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	TOTAL FROM STUDY AREA
(Zones 1 - 4)								
BASINGSTOKE TOWN CENTRE								
Sainsbury's	£13.7	£0.1	£0.3	£0.2	£0.0	£0.0	£0.2	£14.5
Tesco Metro	£1.4	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£1.8
Iceland	£3.8	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£4.9
Marks & Spencers	£4.6	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£4.8
Other Convenience Stores	£3.0	£0.1	£0.0	£0.0	£0.3	£0.5	£0.2	£4.0
	£26.5	£1.7	£0.4	£0.2	£0.3	£0.5	£0.4	£30.1
CHINEHAM DISTRICT CENTRE								
Tesco	£46.4	£7.5	£0.1	£0.6	£1.0	£1.4	£3.6	£60.6
Marks & Spencer	£4.5	£0.9	£0.0	£0.1	£0.0	£0.1	£0.2	£5.8
Other Convenience Stores	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4
	£52.4	£8.4	£0.1	£0.7	£1.0	£1.5	£3.8	£67.8
BRIGHTON HILL DISTRICT CENTRE								
Asda	£41.8	£2.2	£0.2	£1.2	£1.2	£1.3	£0.2	£48.2
Other Convenience Stores	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
	£41.8	£2.2	£0.2	£1.2	£1.2	£1.3	£0.2	£48.2
WHITCHURCH DISTRICT CENTRE								
Co-Op, Bell Street	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£1.2
Other Convenience Stores	£0.0	£0.0	£0.0	£1.3	£0.2	£0.0	£0.0	£1.5
	£0.0	£0.0	£0.0	£2.5	£0.2	£0.0	£0.0	£2.7
TADLEY DISTRICT CENTRE								
Sainsbury's, Mulfords Hill	£1.7	£25.6	£1.1	£0.0	£0.0	£0.0	£4.7	£33.1
Other Convenience Stores	£0.0	£2.1	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2
	£1.7	£27.7	£1.1	£0.0	£0.0	£0.0	£4.7	£35.2
OVERTON DISTRICT CENTRE								
Co-Op, Winchester Street	£0.3	£0.1	£0.2	£4.1	£0.0	£0.0	£0.0	£4.8
Other Convenience Stores	£0.1	£0.0	£0.0	£0.5	£0.1	£0.0	£0.0	£0.7
	£0.4	£0.1	£0.2	£4.6	£0.1	£0.0	£0.0	£5.5
KINGSCLERE LOCAL CENTRE								
Other Convenience Stores	£0.0	£0.0	£1.9	£0.0	£0.0	£0.0	£0.0	£1.9
	£0.0	£0.0	£1.9	£0.0	£0.0	£0.0	£0.0	£1.9
OTHER LOCAL SHOPS/PARADES	£14.0	£1.5	£0.2	£0.3	£1.5	£0.0	£1.1	£18.6
OUT OF CENTRE								
Co-op, Giles Walk, Tadley	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Co-op, Winklebury Way	£2.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£2.5
Lidl, Churchill Way West	£2.5	£0.5	£0.3	£0.2	£0.2	£0.0	£0.0	£3.7
Morrisons, Worling Road	£51.8	£3.6	£0.6	£5.0	£2.2	£2.5	£1.2	£66.9
Sainsbury's, Wallop Drive	£66.1	£1.0	£0.1	£4.4	£7.0	£2.1	£0.1	£80.7
Tesco, Baughurst	£0.0	£1.7	£0.1	£0.0	£0.0	£0.0	£0.0	£1.8
Tesco Express, Oakridge Road	£2.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1
	£124.8	£7.2	£1.1	£9.6	£9.4	£4.6	£1.3	£158.0
BOROUGH AREA SUBTOTAL:	£261.7	£48.9	£5.1	£19.2	£13.6	£7.9	£11.6	£368.0
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH								
Aldershot	£0.0	£0.0	£0.1	£0.0	£0.4	£0.0	£0.0	£0.5
Alresford	£0.0	£0.0	£0.0	£0.0	£4.7	£0.0	£0.0	£4.7
Alton	£0.0	£0.0	£0.0	£0.0	£12.6	£0.8	£0.0	£13.5
Andover	£0.0	£0.0	£0.4	£9.3	£1.4	£0.0	£0.0	£11.1
Bordon	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1
Camberley	£0.5	£0.0	£0.3	£0.0	£0.0	£4.3	£0.5	£5.5
Elvetham Heath, Fleet	£0.0	£0.0	£0.0	£0.0	£0.0	£3.1	£0.1	£3.2
Farnborough	£0.0	£0.1	£0.0	£0.0	£0.3	£0.5	£0.0	£0.9
Farnham	£0.2	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.4
Fleet	£0.4	£0.0	£0.0	£0.0	£0.0	£4.0	£0.0	£4.4
Hook	£0.4	£0.0	£0.0	£0.1	£0.5	£25.4	£0.4	£26.9
Mortimer	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.6
Newbury	£0.7	£2.2	£23.1	£2.8	£0.0	£0.0	£0.1	£29.0
Reading	£1.6	£0.5	£0.3	£0.0	£0.0	£0.0	£1.4	£3.7
Southampton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Thatcham	£0.0	£0.4	£0.4	£0.0	£0.0	£0.0	£0.0	£0.8
Winchester	£0.3	£0.0	£0.1	£1.1	£17.8	£0.0	£0.0	£19.2
Wokingham	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.6	£0.8
All other shops and stores	£1.8	£0.4	£0.3	£0.0	£3.1	£5.7	£2.6	£13.9
OUTSIDE BOROUGH SUBTOTAL:	£6.0	£3.6	£25.1	£13.4	£41.1	£43.8	£6.4	£139.3
TOTAL MARKET SHARE:	£267.7	£52.5	£30.2	£32.6	£54.7	£51.7	£18.0	£507.3

Source: Derived by applying the 'baseline' market share analysis (Table 4) to the available expenditure at the forecast year (Table 3)

Convenience Goods Capacity Assessment

TABLE 9: POTENTIAL ' CONVENIENCE GOODS TURNOVER IN 2031

	CCA	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	TOTAL FROM STUDY AREA
(Zones 1 - 4)								
BASINGSTOKE TOWN CENTRE								
Sainsbury's	£14.4	£0.1	£0.3	£0.2	£0.0	£0.0	£0.2	£15.2
Tesco Metro	£1.5	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£1.9
Iceland	£3.9	£1.2	£0.0	£0.0	£0.0	£0.0	£0.1	£5.2
Marks & Spencers	£4.9	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£5.1
Other Convenience Stores	£3.1	£0.1	£0.0	£0.0	£0.3	£0.5	£0.2	£4.2
	£27.9	£1.8	£0.4	£0.2	£0.3	£0.5	£0.5	£31.5
CHINEHAM DISTRICT CENTRE								
Tesco	£48.8	£7.7	£0.1	£0.7	£1.0	£1.5	£3.7	£63.4
Marks & Spencer	£4.7	£0.9	£0.0	£0.1	£0.0	£0.1	£0.2	£6.1
Other Convenience Stores	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5
	£55.0	£8.6	£0.1	£0.8	£1.0	£1.6	£3.9	£71.0
BRIGHTON HILL DISTRICT CENTRE								
Asda	£43.9	£2.3	£0.2	£1.3	£1.3	£1.4	£0.2	£50.5
Other Convenience Stores	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
	£43.9	£2.3	£0.2	£1.3	£1.3	£1.4	£0.2	£50.5
WHITCHURCH DISTRICT CENTRE								
Co-Op, Bell Street	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	£0.0	£1.3
Other Convenience Stores	£0.0	£0.0	£0.0	£1.3	£0.2	£0.0	£0.0	£1.5
	£0.0	£0.0	£0.0	£2.6	£0.2	£0.0	£0.0	£2.8
TADLEY DISTRICT CENTRE								
Sainsbury's, Mulfords Hill	£1.8	£26.5	£1.1	£0.0	£0.0	£0.0	£4.8	£34.2
Other Convenience Stores	£0.0	£2.2	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2
	£1.8	£28.7	£1.1	£0.0	£0.0	£0.0	£4.8	£36.5
OVERTON DISTRICT CENTRE								
Co-Op, Winchester Street	£0.4	£0.1	£0.2	£4.2	£0.0	£0.0	£0.0	£4.9
Other Convenience Stores	£0.1	£0.0	£0.0	£0.5	£0.1	£0.0	£0.0	£0.7
	£0.4	£0.1	£0.2	£4.8	£0.1	£0.0	£0.0	£5.7
KINGSCLERE LOCAL CENTRE								
Other Convenience Stores	£0.0	£0.0	£2.0	£0.0	£0.0	£0.0	£0.0	£2.0
	£0.0	£0.0	£2.0	£0.0	£0.0	£0.0	£0.0	£2.0
OTHER LOCAL SHOPS/PARADES	£14.7	£1.5	£0.2	£0.3	£1.6	£0.0	£1.1	£19.4
OUT OF CENTRE								
Co-op, Giles Walk, Tadley	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Co-op, Winklebury Way	£2.5	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£2.6
Lidl, Churchill Way West	£2.6	£0.5	£0.3	£0.2	£0.2	£0.0	£0.1	£3.8
Morrisons, Worting Road	£54.4	£3.7	£0.6	£5.2	£2.3	£2.6	£1.2	£69.9
Sainsbury's, Wallop Drive	£69.4	£1.0	£0.1	£4.5	£7.2	£2.2	£0.1	£84.5
Tesco, Baughurst	£0.0	£1.8	£0.1	£0.0	£0.0	£0.0	£0.0	£1.9
Tesco Express, Oakridge Road	£2.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2
	£131.1	£7.5	£1.1	£9.8	£9.6	£4.8	£1.4	£165.2
BOROUGH AREA SUBTOTAL:	£274.8	£50.6	£5.3	£19.7	£14.0	£8.2	£11.9	£384.4
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH								
Aldershot	£0.0	£0.0	£0.1	£0.0	£0.4	£0.0	£0.0	£0.5
Alresford	£0.0	£0.0	£0.0	£0.0	£4.9	£0.0	£0.0	£4.9
Alton	£0.0	£0.0	£0.0	£0.0	£13.0	£0.9	£0.0	£13.9
Andover	£0.0	£0.0	£0.4	£9.5	£1.5	£0.0	£0.0	£11.4
Bordon	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1
Camberley	£0.5	£0.0	£0.3	£0.0	£0.0	£4.4	£0.5	£5.7
Elvetham Heath, Fleet	£0.0	£0.0	£0.0	£0.0	£0.0	£3.2	£0.1	£3.3
Farnborough	£0.0	£0.1	£0.0	£0.0	£0.4	£0.5	£0.0	£1.0
Farnham	£0.2	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.4
Fleet	£0.4	£0.0	£0.0	£0.0	£0.0	£4.1	£0.0	£4.5
Hook	£0.4	£0.0	£0.0	£0.1	£0.5	£26.3	£0.4	£27.8
Mortimer	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.7
Newbury	£0.7	£2.3	£23.9	£2.9	£0.0	£0.0	£0.2	£30.0
Reading	£1.6	£0.5	£0.3	£0.0	£0.0	£0.0	£1.4	£3.9
Southampton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Thatcham	£0.0	£0.4	£0.4	£0.0	£0.0	£0.0	£0.1	£0.8
Winchester	£0.3	£0.0	£0.1	£1.1	£18.3	£0.0	£0.1	£19.8
Wokingham	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.6	£0.8
All other shops and stores	£1.9	£0.4	£0.3	£0.0	£3.1	£5.9	£2.7	£14.4
OUTSIDE BOROUGH SUBTOTAL:	£6.3	£3.7	£26.0	£13.7	£42.2	£45.4	£6.6	£143.9
TOTAL MARKET SHARE:	£281.0	£54.3	£31.2	£33.4	£56.3	£53.6	£18.6	£528.3

Source: Derived by applying the 'baseline' market share analysis (Table 4) to the available expenditure at the forecast year (Table 3)

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TABLE 10: ESTIMATED TRADE DRAW FROM OUTSIDE STUDY AREA (i.e. beyond Zones 1-10)

	2012	2017	2022	2027	2031
BASINGSTOKE TOWN CENTRE	10.0%	10.0%	10.0%	10.0%	10.0%
DISTRICT CENTRES:					
Chineham District Centre:	1.0%	1.0%	1.0%	1.0%	1.0%
Brighton Hill District Centre:	0.0%	0.0%	0.0%	0.0%	0.0%
Whitchurch District Centre:	0.0%	0.0%	0.0%	0.0%	0.0%
Tadley District Centre:	15.0%	15.0%	15.0%	15.0%	15.0%
Overton District Centre:	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRES, SHOPS & PARADES	0.0%	0.0%	0.0%	0.0%	0.0%
OUT OF CENTRE STORES	1.0%	1.0%	1.0%	1.0%	1.0%

Source: SP Estimate based on survey evidence, previous retail studies and judgement as to the likely trade draw of stores and centres from outside the defined study area (based on location, scale, range and quality of offer compared with competing centres/stores).

TABLE 11: TOTAL 'POTENTIAL' TURNOVER BASED ON MARKET SHARE AND TRADE DRAW ANALYSIS

	'Benchmark' Turnover 2012	2012	2017	2022	2027	2031
BASINGSTOKE TOWN CENTRE	£47.1	£27.1	£28.7	£30.9	£33.1	£34.7
CHINEHAM DISTRICT CENTRE	£56.1	£56.6	£59.8	£64.1	£68.5	£71.7
BRIGHTON HILL DISTRICT CENTRE	£33.1	£39.6	£41.9	£45.0	£48.2	£50.5
WHITCHURCH DISTRICT CENTRE	£1.6	£2.5	£2.5	£2.6	£2.7	£2.8
TADLEY DISTRICT CENTRE	£34.8	£35.1	£36.6	£38.5	£40.5	£41.9
OVERTON DISTRICT CENTRE	£2.7	£5.1	£5.1	£5.3	£5.5	£5.7
KINGSCLERE LOCAL CENTRE	£0.7	£1.7	£1.8	£1.8	£1.9	£2.0
OTHER LOCAL SHOPS/PARADES	£9.1	£15.4	£16.2	£17.4	£18.6	£19.4
ALL BOROUGH CENTRES: SUB-TOTAL	£185.3	£183.0	£192.7	£205.6	£219.0	£228.6
OUT OF CENTRE: SUB-TOTAL	£116.1	£132.3	£139.5	£139.5	£159.6	£166.8
BOROUGH AREA TOTAL:	£301.4	£315.3	£332.3	£345.1	£378.6	£395.4

Source: Total turnover estimates derived from market share and trade draw analysis

TABLE 12: AVERAGE SALES DENSITIES (£ per sq m) - DERIVED FROM 'POTENTIAL' TURNOVER ESTIMATES

	'Benchmark' Sales Level 2012	2012	2017	2022	2027	2031
BASINGSTOKE TOWN CENTRE	£9,880	£5,682	£6,023	£6,474	£6,940	£7,272
CHINEHAM DISTRICT CENTRE	£11,726	£11,819	£12,497	£13,387	£14,314	£14,971
BRIGHTON HILL DISTRICT CENTRE	£15,000	£17,924	£18,978	£20,377	£21,830	£22,864
WHITCHURCH DISTRICT CENTRE	£6,403	£9,743	£9,857	£10,163	£10,532	£10,796
TADLEY DISTRICT CENTRE	£11,220	£11,336	£11,817	£12,418	£13,076	£13,530
OVERTON DISTRICT CENTRE	£6,051	£11,219	£11,400	£11,802	£12,270	£12,607
KINGSCLERE LOCAL CENTRE	£3,750	£9,763	£10,008	£10,456	£10,958	£11,342
OTHER LOCAL SHOPS/PARADES	£7,357	£12,393	£13,075	£13,985	£14,939	£15,615
OUT OF CENTRE DESTINATIONS:	£11,314	£12,890	£13,595	£13,595	£15,547	£16,257

Source: Derived by dividing the total 'potential' and 'benchmark' turnover figures by the estimated sales area for each centre and/or store.

TABLE 13: NEW RETAIL FLOORSPACE COMMITMENTS (ie. with planning permission or under construction)

	Estimated Convenience Goods Sales Area (m ² net)	Average Sales Density (£ per m ²)	2012	2017	2022	2027	2031
PLANNING PERMISSIONS							
LIDL - READING ROAD (BDB/75973)	797	£4,000	£3.2	£3.23	£3.29	£3.36	£3.41
DUNELM MILL - READING ROAD (BDB/75973)	-	£0	£0.0	£0.0	£0.0	£0.0	£0.0
B&M HOMESTORE - WORTING ROAD (Ref: BDB/ 75174)	200	£5,102	£1.0	£1.0	£1.1	£1.1	£1.1
BOROUGH AREA			£4.2	£4.3	£4.3	£4.4	£4.5

SOURCE: Basingstoke and Deane Borough Council. Floorspace and sales estimates have been derived from planning applications and permissions. For example, the estimated sales areas and turnovers of the Lidl and Dunelm Mill proposals are informed by the Retail Statement (February 2012) submitted in support of the application. It is stated that the Dunelm Mill store will comprise a ground floor of 2,038 sq m gross (1,630 sq m net) and a mezzanine floor of 1,674 sq m gross (1,339 sqm net).

NOTES: Assume an annual 'productivity' growth rate for all existing and committed convenience floorspace.

Convenience Goods Capacity Assessment

TABLE 14: CONVENIENCE GOODS CAPACITY ASSESSMENT

ASSUME 'EQUILIBRIUM' AT 2012

	2012	2017	2022	2027	2031
STEP 1: TOTAL EXISTING FLOORSPACE IN BOROUGH (sqm net):	27,249	27,249	27,249	27,249	27,249
STEP 2: TOTAL FORECAST 'POTENTIAL' TURNOVER (£ m):					
(i) Total 'Potential' Turnover (£ million):	£315.3	£332.3	£345.1	£378.6	£395.4
(ii) Average Sales Density (£ per sq.m):	£11,572	£12,193	£12,664	£13,894	£14,511
STEP 3: TOTAL FORECAST 'BENCHMARK' TURNOVER (£ m):					
(i) Total 'Benchmark' Turnover (£ million):	£315.3	£319.1	£325.2	£331.8	£337.1
(ii) Average Sales Density (£ per sq.m):	£11,572	£11,711	£11,936	£12,176	£12,372
STEP 4: TOTAL FORECAST RESIDUAL EXPENDITURE:	£0.0	£13.1	£19.9	£46.8	£58.3
STEP 6: FORECAST TURNOVER OF COMMITTED FLOORSPACE (£ m):	£4.2	£4.3	£4.3	£4.4	£4.5
STEP 7: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-£4.2	£8.9	£15.5	£42.4	£53.8
STEP 8: FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:					
CAPACITY FOR NEW SUPERSTORE (sq m):					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,651	£12,893	£13,153	£13,365
(ii) Net Floorspace Capacity (sq m):	-337	701	1,203	3,222	4,025
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-481	1,002	1,719	4,603	5,750
CAPACITY FOR NEW SUPERMARKET / DEEP DISCOUNTER (sq m):					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,072	£6,189	£6,313	£6,415
(ii) Net Floorspace Capacity (sq m):	-702	1,461	2,506	6,713	8,386
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-1,002	2,088	3,581	9,590	11,980

Step 1: sets out the total estimated existing convenience goods sales area in the Borough.

Step 2: identifies the total 'potential' turnover of all existing convenience goods floorspace at 2012 (based on Table 11). The growth in 'potential' turnover up to 2031 assumes constant market shares over the forecast period.

Step 3: sets out the total 'benchmark' turnover of existing convenience goods floorspace at 2011. Make an allowance for annual floorspace 'productivity' growth of:

2012-2013:	0.0%
2014-2018:	0.3%
2019-2031:	0.4%

Step 4: sets out the forecast residual expenditure capacity available to support new convenience goods floorspace over the forecast period (i.e. the difference between the 'benchmark' and 'potential' turnovers).

Step 5: identifies the forecast convenience goods turnover of all committed floorspace that had planning permission and/or was under construction at the time of preparing this assessment (based on Table 13). Allow for growth in 'productivity' of all committed floorspace (as above).

Step 6: shows the net residual expenditure available to support new convenience goods floorspace after taking account of all new commitments.

Step 7: forecasts the capacity for major new superstore and/or smaller format supermarket floorspace. This assumes a major superstore operator achieves an average sales density of circa £12,500 per m² in 2012, which is based on the published average sales figures for Asda, Tesco, Sainsbury's, Morrisons and Waitrose. For a smaller format supermarket and/or deep discounter we have assumed an average sales density of £6,000 per m² and this is based on the published sales levels for a range of operators including, Co-Op, Budgens, Lidl and Aldi.

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Comparison Goods 2012 Capacity Assessment

TABLE 1: BASE YEAR POPULATION & PROJECTIONS (2012 - 2031)

ZONE:	BROAD GEOGRAPHIC AREA:	POSTCODE SECTORS:	2012	2017	2022	2027	2031	2012 - 31
Zone 1:	Central Basingstoke	RG21 3-8	27,999	29,432	31,134	32,524	33,443	19.4%
Zone 2:	Basingstoke West	RG22 4-6	42,425	44,968	47,204	49,038	50,335	18.6%
Zone 3:	Basingstoke East	RG24 7-9	32,092	34,366	36,391	38,098	39,262	22.3%
Zone 4:	Basingstoke North West	RG23 7-8	11,875	12,235	12,539	12,810	12,957	9.1%
Zone 5:	Tadley	RG26 3-5	21,303	22,087	22,612	23,042	23,309	9.4%
Zone 6:	Newbury South	RG19 6/8; RG20 4/5/9	13,483	13,743	13,997	14,200	14,373	6.6%
Zone 7:	Whitchurch	RG25 3; RG28 7; SP11 6	15,230	15,316	15,390	15,430	15,464	1.5%
Zone 8:	Basingstoke South	GU34 5; RG25 2; SO21 3; SO24 9	23,873	24,159	24,373	24,635	24,784	3.8%
Zone 9:	Hook	RG27 0/8/9; RG29 1	22,453	23,096	23,602	23,999	24,307	8.3%
Zone 10:	Basingstoke North East	RG27 2	7,737	7,985	8,145	8,260	8,322	7.6%
TOTAL:			218,470	227,387	235,387	242,036	246,556	12.9%
Zones 1-4 'CENTRAL' CATCHMENT AREA (CCA):			114,391	121,001	127,268	132,470	135,997	18.9%

Sources: Experian Business Strategies 'Retail Area Planner' Report for each study zone.

Base year population derived from mid-year ONS population estimates.

Projections are based on Experian's revised 'demographic component model'. This takes into account 2011 mid-year age and gender estimates and projects the population forward year-on-year based on Government population projections for local authority areas and London Boroughs. The yearly components of population change that are taken into account are the birth rate (0-4 age band); ageing; net migration; and death rate. Basingstoke & Deane Council has confirmed that the most recent annual dwelling allocations for the District are broadly based on the projected increase in population identified by Experian and that there will be no population growth arising from new residential development over and above the Experian projections.

TABLE 2: EXPENDITURE PER CAPITA FORECASTS FOR COMPARISON GOODS (2011 prices)

ZONE:	BROAD GEOGRAPHIC AREA:	2012	2017	2022	2027	2031
Zone 1:	Central Basingstoke	£2,584	£2,822	£3,221	£3,802	£4,311
Zone 2:	Basingstoke West	£2,690	£2,938	£3,354	£3,959	£4,489
Zone 3:	Basingstoke East	£2,886	£3,152	£3,598	£4,247	£4,816
Zone 4:	Basingstoke North West	£2,878	£3,143	£3,588	£4,235	£4,802
Zone 5:	Tadley	£3,286	£3,589	£4,096	£4,836	£5,483
Zone 6:	Newbury South	£3,037	£3,318	£3,787	£4,470	£5,069
Zone 7:	Whitchurch	£2,967	£3,240	£3,699	£4,367	£4,951
Zone 8:	Basingstoke South	£3,182	£3,475	£3,966	£4,683	£5,309
Zone 9:	Hook	£3,177	£3,470	£3,960	£4,676	£5,301
Zone 10:	Basingstoke North East	£3,213	£3,510	£4,006	£4,730	£5,362

Source: Average spend per capita estimates for 2012 are derived from Experian 'Retail Area Planner' Reports.

Notes: Annual expenditure growth forecasts informed by Experian Business Strategies - Retail Planner Briefing Note 10.1 (September 2012). Please note that an allowance has been made at the base year and over the forecast period for expenditure on Special Forms of Trading (SFT), including Internet Shopping, based on the research and forecasts by Experian Business Strategies (Briefing Note 10.1) and by reference to the HTIS. Refer to report for more detailed commentary.

TABLE 3: TOTAL FORECAST GROWTH IN COMPARISON GOODS EXPENDITURE, 2012 - 2031 (£ million)

ZONE:	BROAD GEOGRAPHIC AREA:	2012	2017	2022	2027	2031	2012 - 31
Zone 1:	Central Basingstoke	£72.3	£83.1	£100.3	£123.7	£144.2	99.3%
Zone 2:	Basingstoke West	£114.1	£132.1	£158.3	£194.2	£225.9	98.0%
Zone 3:	Basingstoke East	£92.6	£108.3	£130.9	£161.8	£189.1	104.2%
Zone 4:	Basingstoke North West	£34.2	£38.5	£45.0	£54.3	£62.2	82.1%
Zone 5:	Tadley	£70.0	£79.3	£92.6	£111.4	£127.8	82.6%
Zone 6:	Newbury South	£41.0	£45.6	£53.0	£63.5	£72.8	77.9%
Zone 7:	Whitchurch	£45.2	£49.6	£56.9	£67.4	£76.6	69.4%
Zone 8:	Basingstoke South	£76.0	£84.0	£96.7	£115.4	£131.6	73.2%
Zone 9:	Hook	£71.3	£80.1	£93.5	£112.2	£128.9	80.7%
Zone 10:	Basingstoke North East	£24.9	£28.0	£32.6	£39.1	£44.6	79.5%
TOTAL:		£641.5	£728.6	£859.8	£1,042.8	£1,203.7	87.6%
Zones 1-4 'CENTRAL' CATCHMENT AREA (CCA):		£313.2	£362.0	£434.5	£533.9	£621.4	98.4%

Source: Expenditure calculated from Tables 1 & 2.

Comparison Goods 2012 Capacity Assessment

TABLE 4: COMPARISON GOODS - 2012 MARKET SHARE ANALYSIS (%)

	Central Catchment Area	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10
BASINGSTOKE TOWN CENTRE	46.3%	41.4%	11.0%	31.6%	17.7%	37.2%	29.2%
CHINEHAM DISTRICT CENTRE	5.3%	4.4%	0.3%	0.6%	0.3%	3.4%	7.7%
BRIGHTON HILL DISTRICT CENTRE	4.0%	1.4%	0.4%	1.6%	0.9%	0.9%	0.3%
WHITCHURCH DISTRICT CENTRE	0.0%	0.0%	0.0%	3.5%	0.0%	0.0%	0.0%
TADLEY DISTRICT CENTRE	0.4%	14.1%	1.1%	0.3%	0.0%	0.1%	7.6%
OVERTON DISTRICT CENTRE	0.0%	0.2%	0.2%	3.8%	0.0%	0.0%	0.0%
KINGSCLERE LOCAL CENTRE	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%
OTHER LOCAL SHOPS/PARADES	0.8%	0.4%	0.0%	1.0%	0.2%	0.4%	1.3%
OUT OF CENTRE DESTINATIONS:	34.1%	16.4%	4.4%	14.8%	15.0%	17.5%	10.7%
BOROUGH AREA SUBTOTAL:	91.0%	78.1%	20.0%	57.2%	34.2%	59.5%	56.8%
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH							
Aldershot	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%	0.0%
Alresford	0.0%	0.0%	0.0%	0.0%	6.7%	0.0%	0.0%
Alton	0.0%	0.0%	0.0%	0.0%	8.8%	0.6%	0.0%
Andover	0.0%	0.0%	0.2%	21.0%	3.5%	0.0%	0.0%
Bordon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Camberley	0.3%	0.3%	0.4%	0.3%	0.3%	2.7%	2.4%
Elvetham Heath, Fleet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Farnborough	0.3%	0.5%	0.0%	0.1%	0.9%	3.1%	1.0%
Farnh North Walsham	0.0%	0.3%	0.0%	0.0%	1.3%	2.4%	0.0%
Fleet Stalham	0.0%	0.0%	0.0%	0.2%	0.0%	5.7%	0.7%
Hook Other	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%	0.1%
Mortimer	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%
Newbury	0.2%	6.7%	66.5%	5.3%	0.2%	0.6%	0.9%
Readi Lowestoft Town Centre	4.2%	11.4%	5.0%	2.0%	1.3%	7.2%	25.9%
South Lowestoft Out of Centre	1.3%	0.7%	1.1%	4.7%	7.6%	0.4%	0.4%
Thatch Beccles	0.0%	0.2%	1.2%	0.0%	0.0%	0.0%	0.1%
Wincl Other	0.8%	0.3%	0.9%	6.1%	27.3%	0.1%	0.4%
Wokingham	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.8%
All other shops and stores	1.7%	1.4%	4.7%	3.2%	7.6%	13.6%	8.2%
ALL CENTRES & STORES OUTSIDE BOROUGH SUBTOTAL:	9.0%	21.9%	80.0%	42.8%	65.8%	40.5%	43.2%
TOTAL:	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: Results of NEMS Household Telephone Interview Survey (April 2012) commissioned by Strategic Perspectives.

TABLE 5: COMPARISON GOODS TURNOVER FROM CATCHMENT AREA IN 2012 (£m)

	Central Catchment Area	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	TOTAL
BASINGSTOKE TOWN CENTRE	£145.1	£29.0	£4.5	£14.3	£13.4	£26.5	£7.3	£240.1
CHINEHAM DISTRICT CENTRE	£16.7	£3.1	£0.1	£0.3	£0.3	£2.4	£1.9	£24.7
BRIGHTON HILL DISTRICT CENTRE	£12.4	£1.0	£0.2	£0.7	£0.7	£0.7	£0.1	£15.7
WHITCHURCH DISTRICT CENTRE	£0.0	£0.0	£0.0	£1.6	£0.0	£0.0	£0.0	£1.6
TADLEY DISTRICT CENTRE	£1.4	£9.8	£0.5	£0.1	£0.0	£0.1	£1.9	£13.8
OVERTON DISTRICT CENTRE	£0.1	£0.1	£0.1	£1.7	£0.0	£0.0	£0.0	£2.0
KINGSCLERE LOCAL CENTRE	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£1.1
OTHER LOCAL SHOPS/PARADES	£2.7	£0.2	£0.0	£0.5	£0.2	£0.3	£0.3	£4.1
OUT OF CENTRE DESTINATIONS:	£106.9	£11.5	£1.8	£6.7	£11.4	£12.5	£2.7	£153.4
BOROUGH AREA SUBTOTAL:	£285.2	£54.6	£8.2	£25.8	£26.0	£42.4	£14.1	£456.4
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH								
Aldershot	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Alresford	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.3
Alton	£0.0	£0.0	£0.0	£0.0	£5.1	£0.0	£0.0	£5.1
Andover	£0.1	£0.0	£0.0	£0.0	£6.7	£0.4	£0.0	£7.1
Bordon	£0.1	£0.0	£0.1	£9.5	£2.7	£0.0	£0.0	£12.3
Camberley	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Elvetham Heath, Fleet	£1.0	£0.2	£0.2	£0.1	£0.2	£1.9	£0.6	£4.2
Farnborough	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Farnh North Walsham	£1.0	£0.4	£0.0	£0.0	£0.7	£2.2	£0.2	£4.5
Fleet Stalham	£0.1	£0.2	£0.0	£0.0	£1.0	£1.7	£0.0	£3.0
Hook Other	£0.0	£0.0	£0.0	£0.1	£0.0	£4.1	£0.2	£4.3
Mortimer	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8	£0.0	£2.8
Newbury	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.6
Reading	£0.6	£4.7	£27.2	£2.4	£0.2	£0.4	£0.2	£35.7
Southampton	£13.0	£8.0	£2.1	£0.9	£1.0	£5.2	£6.4	£36.6
Thatcham	£4.2	£0.5	£0.4	£2.1	£5.8	£0.3	£0.1	£13.4
Winchester	£0.0	£0.1	£0.5	£0.0	£0.0	£0.0	£0.0	£0.7
Wokingham	£2.4	£0.2	£0.4	£2.8	£20.7	£0.1	£0.1	£26.6
All other shops and stores	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.2	£0.7
	£5.3	£1.0	£1.9	£1.4	£5.8	£9.7	£2.0	£27.3
ALL CENTRES & STORES OUTSIDE BOROUGH SUBTOTAL:	£28.1	£15.4	£32.8	£19.3	£50.0	£28.9	£10.7	£185.1
TOTAL:	£313.3	£70.0	£41.0	£45.2	£76.0	£71.3	£24.9	£641.5

Source: Derived by applying the market share analysis (Table 4) to the available expenditure at the base year (Table 3)

Comparison Goods 2012 Capacity Assessment

TABLE 6: COMPARISON GOODS TURNOVER FROM CATCHMENT AREA IN 2017 (£m)

	Central Catchment Area	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	TOTAL
BASINGSTOKE TOWN CENTRE	£167.7	£32.8	£5.0	£15.7	£14.8	£29.8	£8.2	£274.0
CHINEHAM DISTRICT CENTRE	£19.3	£3.5	£0.1	£0.3	£0.3	£2.7	£2.1	£28.3
BRIGHTON HILL DISTRICT CENTRE	£14.3	£1.1	£0.2	£0.8	£0.8	£0.7	£0.1	£18.0
WHITCHURCH DISTRICT CENTRE	£0.0	£0.0	£0.0	£1.7	£0.0	£0.0	£0.0	£1.7
TADLEY DISTRICT CENTRE	£1.6	£11.1	£0.5	£0.1	£0.0	£0.1	£2.1	£15.6
OVERTON DISTRICT CENTRE	£0.1	£0.2	£0.1	£1.9	£0.0	£0.0	£0.0	£2.2
KINGSCLERE LOCAL CENTRE	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£1.2
OTHER LOCAL SHOPS/PARADES	£3.1	£0.3	£0.0	£0.5	£0.2	£0.3	£0.4	£4.7
OUT OF CENTRE DESTINATIONS:	£123.5	£13.0	£2.0	£7.4	£12.6	£14.0	£3.0	£175.4
BOROUGH AREA SUBTOTAL:	£329.5	£61.9	£9.1	£28.4	£28.7	£47.7	£15.9	£521.3
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH								£0.0
Aldershot	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.3
Alresford	£0.0	£0.0	£0.0	£0.0	£5.6	£0.0	£0.0	£5.6
Alton	£0.0	£0.0	£0.0	£0.0	£7.4	£0.5	£0.0	£7.8
Andover	£0.1	£0.0	£0.1	£10.4	£2.9	£0.0	£0.0	£13.5
Bordon	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Camberley	£1.2	£0.2	£0.2	£0.1	£0.2	£2.1	£0.7	£4.7
Elvetham Heath, Fleet	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Farnborough	£1.1	£0.4	£0.0	£0.0	£0.8	£2.5	£0.3	£5.1
Farn North Walsham	£0.1	£0.2	£0.0	£0.0	£1.1	£2.0	£0.0	£3.4
Fleet Stalham	£0.0	£0.0	£0.0	£0.1	£0.0	£4.6	£0.2	£4.8
Hook Other	£0.0	£0.0	£0.0	£0.0	£0.0	£3.1	£0.0	£3.2
Mortimer	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.7
Newbury	£0.7	£5.3	£30.3	£2.6	£0.2	£0.5	£0.2	£39.9
Reading	£15.1	£9.0	£2.3	£1.0	£1.1	£5.8	£7.3	£41.6
Southampton	£4.9	£0.5	£0.5	£2.3	£6.4	£0.3	£0.1	£15.0
Thatcham	£0.0	£0.1	£0.6	£0.0	£0.0	£0.0	£0.0	£0.8
Winchester	£2.7	£0.3	£0.4	£3.0	£22.9	£0.1	£0.1	£29.5
Wokingham	£0.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.2	£0.8
All other shops and stores	£6.2	£1.1	£2.2	£1.6	£6.4	£10.9	£2.3	£30.7
ALL CENTRES & STORES OUTSIDE BOROUGH SUBTOTAL:	£32.4	£17.4	£36.5	£21.2	£55.2	£32.5	£12.1	£207.3
TOTAL:	£362.0	£79.3	£45.6	£49.6	£84.0	£80.1	£28.0	£728.6

Source: Derived by applying the 'baseline' market share analysis (Table 4) to the available expenditure at the forecast year (Table 3)

TABLE 7: COMPARISON GOODS TURNOVER FROM CATCHMENT AREA IN 2022 (£m)

	Central Catchment Area	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	TOTAL
BASINGSTOKE TOWN CENTRE	£201.3	£38.3	£5.8	£18.0	£17.1	£34.8	£9.5	£324.8
CHINEHAM DISTRICT CENTRE	£23.2	£4.0	£0.1	£0.3	£0.3	£3.1	£2.5	£33.7
BRIGHTON HILL DISTRICT CENTRE	£17.2	£1.3	£0.2	£0.9	£0.9	£0.9	£0.1	£21.4
WHITCHURCH DISTRICT CENTRE	£0.0	£0.0	£0.0	£2.0	£0.0	£0.0	£0.0	£2.0
TADLEY DISTRICT CENTRE	£1.9	£13.0	£0.6	£0.2	£0.0	£0.1	£2.5	£18.3
OVERTON DISTRICT CENTRE	£0.1	£0.2	£0.1	£2.2	£0.0	£0.0	£0.0	£2.6
KINGSCLERE LOCAL CENTRE	£0.0	£0.0	£1.4	£0.0	£0.0	£0.0	£0.0	£1.4
OTHER LOCAL SHOPS/PARADES	£3.7	£0.3	£0.0	£0.6	£0.2	£0.3	£0.4	£5.6
OUT OF CENTRE DESTINATIONS:	£148.2	£15.2	£2.3	£8.4	£14.5	£16.3	£3.5	£208.5
BOROUGH AREA SUBTOTAL:	£395.6	£72.3	£10.6	£32.6	£33.1	£55.6	£18.5	£618.3
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH								£0.0
Aldershot	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.3
Alresford	£0.0	£0.0	£0.0	£0.0	£6.5	£0.0	£0.0	£6.5
Alton	£0.0	£0.0	£0.0	£0.0	£8.5	£0.5	£0.0	£9.0
Andover	£0.1	£0.0	£0.1	£12.0	£3.4	£0.0	£0.0	£15.6
Bordon	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Camberley	£1.4	£0.2	£0.2	£0.2	£0.2	£2.5	£0.8	£5.5
Elvetham Heath, Fleet	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Farnborough	£1.3	£0.5	£0.0	£0.0	£0.9	£2.9	£0.3	£6.0
Farn North Walsham	£0.1	£0.3	£0.0	£0.0	£1.3	£2.3	£0.0	£3.9
Fleet Stalham	£0.0	£0.0	£0.0	£0.1	£0.0	£5.3	£0.2	£5.6
Hook Other	£0.0	£0.0	£0.0	£0.0	£0.0	£3.7	£0.0	£3.7
Mortimer	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.8
Newbury	£0.9	£6.2	£35.2	£3.0	£0.2	£0.6	£0.3	£46.4
Reading	£18.1	£10.6	£2.7	£1.1	£1.3	£6.8	£8.4	£49.0
Southampton	£5.8	£0.6	£0.6	£2.7	£7.4	£0.4	£0.1	£17.5
Thatcham	£0.0	£0.2	£0.7	£0.0	£0.0	£0.0	£0.0	£0.9
Winchester	£3.3	£0.3	£0.5	£3.5	£26.3	£0.1	£0.1	£34.1
Wokingham	£0.5	£0.2	£0.0	£0.0	£0.0	£0.0	£0.3	£0.9
All other shops and stores	£7.4	£1.3	£2.5	£1.8	£7.4	£12.7	£2.7	£35.8
ALL CENTRES & STORES OUTSIDE BOROUGH SUBTOTAL:	£38.9	£20.3	£42.4	£24.4	£63.6	£37.9	£14.1	£241.6
TOTAL:	£434.5	£92.6	£53.0	£56.9	£96.7	£93.5	£32.6	£859.8

Source: Derived by applying the 'baseline' market share analysis (Table 4) to the available expenditure at the forecast year (Table 3)

Comparison Goods 2012 Capacity Assessment

TABLE 8: COMPARISON GOODS TURNOVER FROM CATCHMENT AREA IN 2027 (£m)

	Central Catchment Area	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	TOTAL
BASINGSTOKE TOWN CENTRE	£247.4	£46.1	£7.0	£21.3	£20.4	£41.8	£11.4	£395.3
CHINEHAM DISTRICT CENTRE	£28.5	£4.9	£0.2	£0.4	£0.4	£3.8	£3.0	£41.1
BRIGHTON HILL DISTRICT CENTRE	£21.1	£1.5	£0.3	£1.1	£1.1	£1.0	£0.1	£26.2
WHITCHURCH DISTRICT CENTRE	£0.0	£0.0	£0.0	£2.3	£0.0	£0.0	£0.0	£2.3
TADLEY DISTRICT CENTRE	£2.3	£15.7	£0.7	£0.2	£0.0	£0.2	£3.0	£22.0
VERTON DISTRICT CENTRE	£0.1	£0.2	£0.1	£2.5	£0.0	£0.0	£0.0	£3.0
KINGSCLERE LOCAL CENTRE	£0.0	£0.0	£1.7	£0.0	£0.0	£0.0	£0.0	£1.7
OTHER LOCAL SHOPS/PARADES	£4.5	£0.4	£0.0	£0.7	£0.3	£0.4	£0.5	£6.8
OUT OF CENTRE DESTINATIONS:	£182.1	£18.2	£2.8	£10.0	£17.4	£19.6	£4.2	£254.3
BOROUGH AREA SUBTOTAL:	£486.1	£87.0	£12.7	£38.5	£39.5	£66.7	£22.2	£752.7
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH								£0.0
Aldershot	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.4
Alresford	£0.0	£0.0	£0.0	£0.0	£7.8	£0.0	£0.0	£7.8
Alton	£0.0	£0.0	£0.0	£0.0	£10.1	£0.6	£0.0	£10.8
Andover	£0.1	£0.0	£0.1	£14.2	£4.0	£0.0	£0.0	£18.5
Bordon	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Camberley	£1.8	£0.3	£0.3	£0.2	£0.3	£3.0	£0.9	£6.7
Elvetham Heath, Fleet	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Farnborough	£1.7	£0.6	£0.0	£0.1	£1.1	£3.5	£0.4	£7.2
Farn North Walsham	£0.1	£0.3	£0.0	£0.0	£1.5	£2.7	£0.0	£4.7
Fleet Stalham	£0.0	£0.0	£0.0	£0.1	£0.0	£6.4	£0.3	£6.8
Hook Other	£0.0	£0.0	£0.0	£0.0	£0.0	£4.4	£0.0	£4.4
Mortimer	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.9
Newbury	£1.1	£7.5	£42.2	£3.5	£0.3	£0.7	£0.3	£55.5
Reading	£22.2	£12.7	£3.2	£1.4	£1.6	£8.1	£10.1	£59.2
Southampton	£7.2	£0.7	£0.7	£3.2	£8.8	£0.5	£0.1	£21.1
Thatcham	£0.0	£0.2	£0.8	£0.0	£0.0	£0.0	£0.0	£1.0
Winchester	£4.0	£0.4	£0.6	£4.1	£31.4	£0.1	£0.2	£40.8
Wokingham	£0.6	£0.2	£0.0	£0.0	£0.0	£0.0	£0.3	£1.1
All other shops and stores	£9.1	£1.5	£3.0	£2.2	£8.8	£15.3	£3.2	£43.1
ALL CENTRES & STORES OUTSIDE BOROUGH SUBTOTAL:	£47.8	£24.4	£50.8	£28.8	£75.9	£45.5	£16.9	£290.1
TOTAL:	£533.9	£111.4	£63.5	£67.4	£115.4	£112.2	£39.1	£1,042.9

Source: Derived by applying the 'baseline' market share analysis (Table 4) to the available expenditure at the forecast year (Table 3)

TABLE 9: COMPARISON GOODS TURNOVER FROM CATCHMENT AREA IN 2031 (£m)

	Central Catchment Area	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	TOTAL
BASINGSTOKE TOWN CENTRE	£287.9	£52.9	£8.0	£24.2	£23.3	£48.0	£13.0	£457.2
CHINEHAM DISTRICT CENTRE	£33.2	£5.6	£0.2	£0.5	£0.4	£4.3	£3.4	£47.6
BRIGHTON HILL DISTRICT CENTRE	£24.6	£1.7	£0.3	£1.2	£1.2	£1.2	£0.1	£30.4
WHITCHURCH DISTRICT CENTRE	£0.0	£0.0	£0.0	£2.7	£0.0	£0.0	£0.0	£2.7
TADLEY DISTRICT CENTRE	£2.7	£18.0	£0.8	£0.2	£0.0	£0.2	£3.4	£25.2
VERTON DISTRICT CENTRE	£0.2	£0.3	£0.2	£2.9	£0.0	£0.0	£0.0	£3.5
KINGSCLERE LOCAL CENTRE	£0.0	£0.0	£1.9	£0.0	£0.0	£0.0	£0.0	£1.9
OTHER LOCAL SHOPS/PARADES	£5.3	£0.4	£0.0	£0.8	£0.3	£0.5	£0.6	£7.9
OUT OF CENTRE DESTINATIONS:	£212.0	£20.9	£3.2	£11.4	£19.8	£22.5	£4.8	£294.5
BOROUGH AREA SUBTOTAL:	£565.8	£99.8	£14.6	£43.8	£45.0	£76.6	£25.3	£870.9
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH								£0.0
Aldershot	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.5
Alresford	£0.0	£0.0	£0.0	£0.0	£8.8	£0.0	£0.0	£8.8
Alton	£0.0	£0.0	£0.0	£0.0	£11.5	£0.7	£0.0	£12.3
Andover	£0.2	£0.0	£0.1	£16.1	£4.6	£0.0	£0.0	£21.0
Bordon	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Camberley	£2.0	£0.3	£0.3	£0.2	£0.3	£3.4	£1.1	£7.7
Elvetham Heath, Fleet	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Farnborough	£1.9	£0.7	£0.0	£0.1	£1.2	£4.0	£0.4	£8.3
Farn North Walsham	£0.1	£0.4	£0.0	£0.0	£1.7	£3.1	£0.0	£5.4
Fleet Stalham	£0.0	£0.0	£0.0	£0.1	£0.0	£7.3	£0.3	£7.8
Hook Other	£0.0	£0.0	£0.0	£0.0	£0.0	£5.0	£0.1	£5.1
Mortimer	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£1.0
Newbury	£1.2	£8.6	£48.4	£4.0	£0.3	£0.8	£0.4	£63.7
Reading	£25.8	£14.6	£3.7	£1.5	£1.8	£9.3	£11.5	£68.3
Southampton	£8.3	£0.9	£0.8	£3.6	£10.0	£0.5	£0.2	£24.3
Thatcham	£0.0	£0.2	£0.9	£0.0	£0.0	£0.0	£0.0	£1.2
Winchester	£4.7	£0.4	£0.6	£4.7	£35.9	£0.1	£0.2	£46.6
Wokingham	£0.7	£0.2	£0.0	£0.0	£0.0	£0.0	£0.4	£1.3
All other shops and stores	£10.6	£1.8	£3.4	£2.5	£10.1	£17.6	£3.7	£49.6
ALL CENTRES & STORES OUTSIDE BOROUGH SUBTOTAL:	£55.7	£28.0	£58.3	£32.8	£86.6	£52.2	£19.3	£332.8
TOTAL:	£621.4	£127.8	£72.9	£76.6	£131.6	£128.9	£44.6	£1,203.7

Source: Derived by applying the 'baseline' market share analysis (Table 4) to the available expenditure at the forecast year (Table 3)

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TABLE 10: ESTIMATED TRADE DRAW FROM OUTSIDE STUDY AREA (i.e. beyond Zones 1-10) (%)

	2012	2017	2022	2027	2031
BASINGSTOKE TOWN CENTRE	15.0%	15.0%	15.0%	15.0%	15.0%
DISTRICT CENTRES					
Chineham District Centre:	0.0%	0.0%	0.0%	0.0%	0.0%
Brighton Hill District Centre:	0.0%	0.0%	0.0%	0.0%	0.0%
Whitchurch District Centre:	0.0%	0.0%	0.0%	0.0%	0.0%
Tadley District Centre:	15.0%	15.0%	15.0%	15.0%	15.0%
Overton District Centre:	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRES AND PARADES	0.0%	0.0%	0.0%	0.0%	0.0%
OUT OF CENTRE STORES	1.0%	1.0%	1.0%	1.0%	1.0%

Source: SP Estimate based on survey evidence, previous retail studies and judgement as to the likely trade draw of stores and centres from outside the defined study area (based on location, scale, range and quality of offer compared with competing centres/stores).

TABLE 11: TOTAL 'POTENTIAL' TURNOVER OF ALL CENTRES & SHOPPING LOCATIONS WITHIN BOROUGH

	2012	2017	2022	2027	2031
BASINGSTOKE TOWN CENTRE	<i>£284.4</i>	£276.13	£315.2	£373.6	£454.6
CHINEHAM DISTRICT CENTRE	<i>£31.1</i>	£24.70	£28.3	£33.7	£41.1
BRIGHTON HILL DISTRICT CENTRE	<i>£18.4</i>	£15.68	£18.0	£21.4	£26.2
WHITCHURCH DISTRICT CENTRE	<i>£1.8</i>	£1.6	£1.7	£2.0	£2.3
TADLEY DISTRICT CENTRE	<i>£7.9</i>	£15.8	£17.9	£21.0	£25.3
OVERTON DISTRICT CENTRE	<i>£1.4</i>	£2.0	£2.2	£2.6	£3.0
KINGSCLERE LOCAL CENTRE	<i>£0.0</i>	£1.1	£1.2	£1.4	£1.7
OTHER LOCAL SHOPS/PARADES	<i>£0.9</i>	£4.1	£4.7	£5.6	£6.8
ALL BOROUGH CENTRES: SUB-TOTAL	<i>£349.4</i>	£341.1	£389.3	£461.2	£561.0
OUT OF CENTRE DESTINATIONS:	<i>£140.6</i>	£154.9	£177.2	£210.6	£256.8
BOROUGH AREA TOTAL:	<i>£490.0</i>	£496.0	£566.5	£671.8	£817.9

Source: Total turnover estimates derived from market share and trade draw analysis

TABLE 12: DERIVED AVERAGE SALES DENSITIES FOR ALL CENTRES & SHOPPING LOCATIONS WITHIN BOROUGH (£ per sq m)

	'Benchmark' Turnover 2012	2012	2017	2022	2027	2031
BASINGSTOKE TOWN CENTRE	<i>£5,522</i>	£5,362	£6,120	£7,254	£8,827	£10,210
CHINEHAM DISTRICT CENTRE	<i>£5,227</i>	£4,153	£4,759	£5,660	£6,904	£7,997
BRIGHTON HILL DISTRICT CENTRE	<i>£7,284</i>	£6,218	£7,135	£8,505	£10,395	£12,059
WHITCHURCH DISTRICT CENTRE	<i>£2,769</i>	£2,436	£2,676	£3,069	£3,632	£4,127
TADLEY DISTRICT CENTRE	<i>£5,224</i>	£10,411	£11,796	£13,809	£16,634	£19,097
OVERTON DISTRICT CENTRE	<i>£2,788</i>	£4,150	£4,580	£5,272	£6,261	£7,130
KINGSCLERE LOCAL CENTRE	<i>£2,600</i>	£3,088	£3,437	£3,995	£4,784	£5,490
OTHER LOCAL SHOPS/PARADES	<i>£2,500</i>	£2,933	£3,347	£3,969	£4,831	£5,587
OUT OF CENTRE DESTINATIONS:	<i>£3,752</i>	£4,134	£4,729	£5,620	£6,854	£7,939
ALL BOROUGH FLOORSPACE - AVERAGE SALES DENSITY:		£4,870	£5,562	£6,596	£8,030	£9,290

Source: Derived by dividing the total 'potential' and 'benchmark' turnover figures by the estimated sales area for each centre and/or store.

TABLE 13: NEW COMPARISON GOODS RETAIL FLOORSPACE COMMITMENTS (ie. with planning permission or under construction)

	Estimated Comparison Goods Sales Area (m ² net)	Average Sales Density (£ per m ²)	2012	2017	2022	2027	2031
PLANNING PERMISSIONS							
LIDL - READING ROAD (BDB/75973)	266	£3,500	£0.9	£1.0	£1.1	£1.2	£1.3
DUNELM MILL - READING ROAD (BDB/75973)	2,969	£2,327	£6.9	£7.2	£7.9	£8.7	£9.4
B&M HOMESTORE - WORTING ROAD (Ref: BDB/ 75174)	1,800	£2,777	£5.0	£5.2	£5.7	£6.3	£6.8
RETAIL WAREHOUSE ⁽¹⁾ - WINCHESTER RD (Ref: BDB/75792)	7,959	£1,500	£15.9	£16.6	£18.1	£20.0	£21.6
TOTAL COMMITTED / PLANNED FLOORSPACE:	12,994	£2,213	£28.8	£29.9	£32.7	£36.1	£39.1

SOURCE: Basingstoke and Deane Borough Council. Floorspace and sales estimates have been derived from planning applications and permissions.

(1) Please note that the original permission for a B&Q 'bulky goods' store at Winchester Road and The Harrow Way was granted following an appeal inquiry (ref: BDB/03/55849). This permission has recently been renewed (BDB/75792). It is therefore treated as a 'commitment' for the purpose of the capacity assessment. However, it should be noted that there is some uncertainty as to whether a 'bulky goods' retail warehouse will be developed as permitted, as Tesco have been promoting a foodstore on the site for a number of years and the most recent application was refused permission at Committee in July 2012 (BDB/75056). See main report for more detailed commentary

Notes: Assume an annual 'productivity' growth rate for all existing and committed convenience floorspace.

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TABLE 14: COMPARISON GOODS CAPACITY ASSESSMENT
ASSUME 'EQUILIBRIUM' AT 2012

	2012	2017	2022	2027	2031
STEP 1: TOTAL EXISTING FLOORSPACE IN BOROUGH (sqm net):	101,852	101,852	101,852	101,852	101,852
STEP 2: TOTAL 'POTENTIAL' TURNOVER OF ALL FLOORSPACE IN BOROUGH (£ m):					
(i) Total 'Potential' Turnover (£ million):	£496.0	£566.5	£671.8	£817.9	£946.2
(ii) Average Sales Density (£ per sq.m):	£4,870	£5,562	£6,596	£8,030	£9,290
STEP 3: TOTAL 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN BOROUGH (£ m):					
(i) Total 'Benchmark' Turnover (£ million):	£496.0	£518.8	£567.1	£626.2	£691.3
(ii) Average Sales Density (£ per sq.m):	£4,870	£5,093	£5,568	£6,148	£6,788
STEP 4: TURNOVER OF COMMITTED FLOORSPACE (£ m):	£28.8	£29.9	£32.7	£36.1	£39.1
STEP 6: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-£28.8	£17.8	£72.0	£155.6	£215.8
STEP 7: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£5,695	£6,165	£6,807	£7,515
(ii) Net Floorspace Capacity (sq m):	-5,228	3,122	11,671	22,857	28,717
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-7,469	4,460	16,673	32,653	41,025

Step 1: sets out the total estimated existing comparison goods sales area in the Borough.

Step 2: identifies the total 'potential' turnover of all existing comparison goods floorspace at 2012 (based on Table 11). The growth in 'potential' turnover up to 2031 assumes constant market shares over the forecast period.

Step 3: sets out the total 'benchmark' turnover of existing comparison goods floorspace at 2011. Make an allowance for annual floorspace 'productivity' growth of:

2012-2013:	0.4%
2014-2018:	1.0%
2019-2031:	2.0%

Step 4: sets out the forecast residual expenditure capacity available to support new comparison goods floorspace over the forecast period (i.e. the difference between the 'benchmark' and 'potential' turnovers).

Step 5: identifies the forecast comparison goods turnover of all committed floorspace that had planning permission and/or was under construction at the time of preparing this assessment (based on Table 13). Allow for growth in 'productivity' of all committed floorspace (as above).

Step 6: shows the net residual expenditure available to support new comparison goods floorspace after taking account of all new commitments.

Step 7: forecasts the capacity for new comparison goods floorspace over the forecast period. The forecast residual expenditure capacity (£ million) has been converted to a net retail sales area based on an assumed average sales density for all new comparison goods floorspace of circa £5,500 per m² in 2012 (2011 prices). This is informed by the average turnover levels achieved by modern retailers trading in town centre locations. Notwithstanding this, it should be noted that the average sales levels for different retailers will vary due to a range of factors, including location and the scale and quality of the different comparison goods sold.