

RETAIL AND MAIN TOWN CENTRE USES STUDY:

FINAL REPORT

for:

**BASINGSTOKE & DEANE
BOROUGH COUNCIL**

Volume 2: Appendices

December 2020

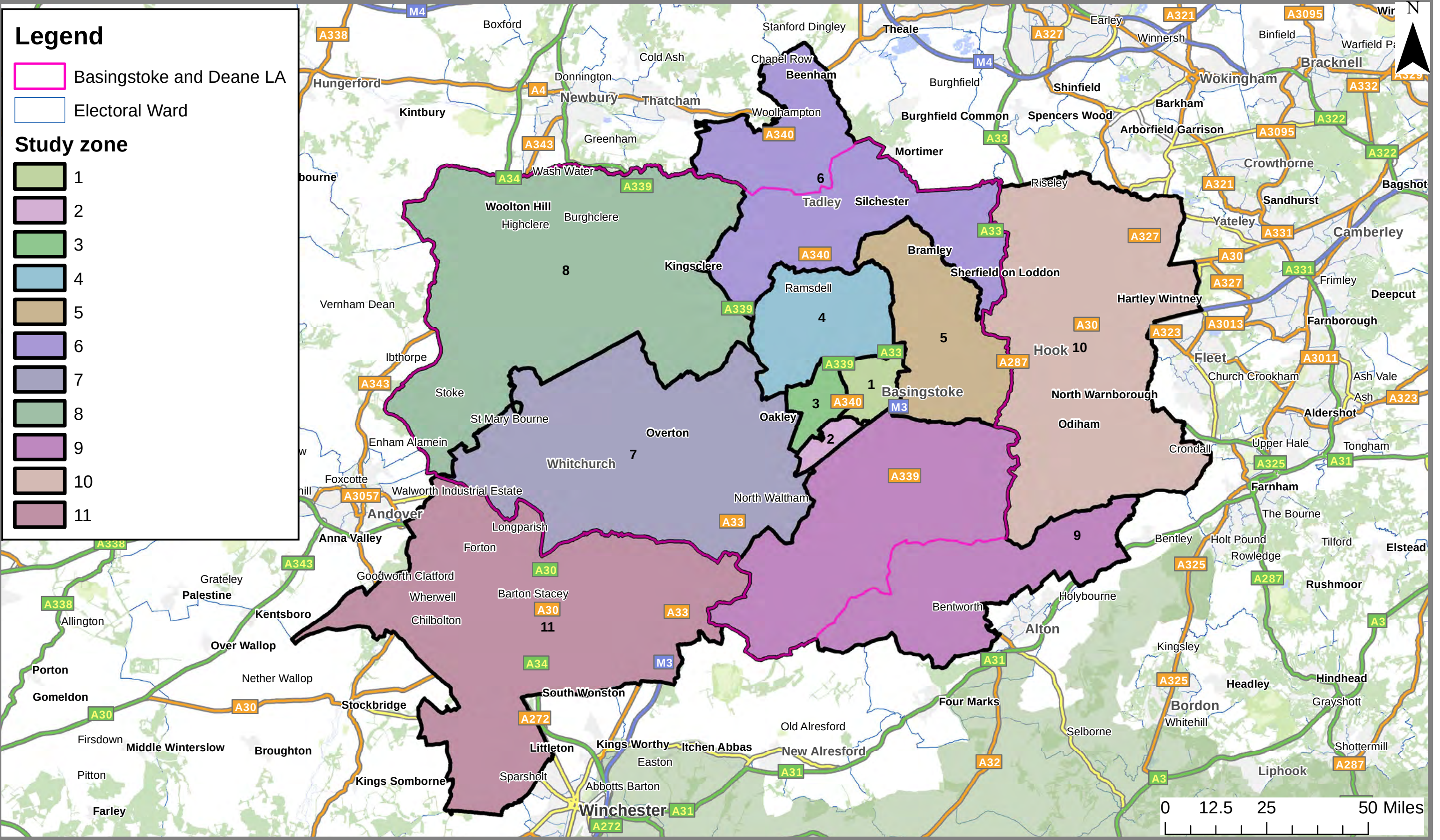
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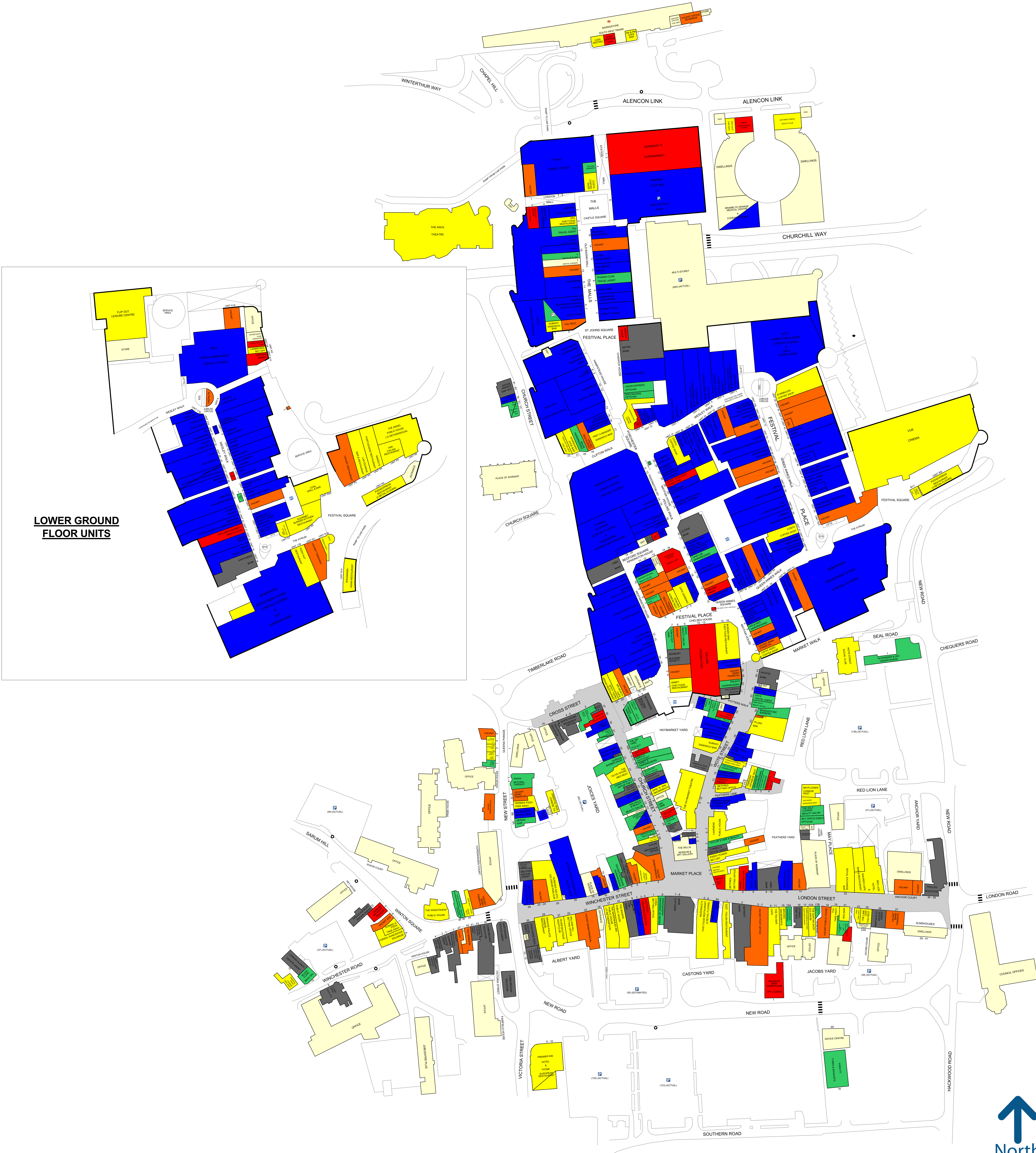
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Appendix 1: Study Area

Basingstoke Study Zones



Appendix 2: Basingstoke Town Centre: Diversity of Uses



LOWER GROUND
FLOOR UNITS

50 metres

Experian Goad Plan Created: 29/06/2020
Created By: Lambert Smith Hampton

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**Appendix 3: Baseline: Population and Expenditure:
Convenience Goods**

TABLE 1: EXPERIAN BUSINESS STRATEGIES - BASE YEAR (2020) POPULATION & PROJECTIONS (to 2038) **GROWTH 2020 to 2038 (%)**

ZONE:	2020	2025	2030	2035	2038	2020 - 2025	2020 - 2030	2030 - 2038	2020 - 2038
Zone 1	30,291	31,044	31,491	31,875	32,130	2.5%	4.0%	2.0%	6.1%
Zone 2	20,896	21,489	21,948	22,435	22,831	2.8%	5.0%	4.0%	9.3%
Zone 3	29,050	29,697	30,142	30,541	30,829	2.2%	3.8%	2.3%	6.1%
Zone 4	20,579	21,184	21,614	21,939	22,159	2.9%	5.0%	2.5%	7.7%
Zone 5	25,635	26,365	26,908	27,339	27,605	2.8%	5.0%	2.6%	7.7%
Zone 6	23,348	23,807	24,168	24,418	24,536	2.0%	3.5%	1.5%	5.1%
Zone 7	17,823	18,237	18,548	18,831	18,891	2.3%	4.1%	1.8%	6.0%
Zone 8	14,911	15,217	15,466	15,677	15,775	2.1%	3.7%	2.0%	5.8%
Zone 9	5,779	5,914	6,024	6,108	6,155	2.3%	4.2%	2.2%	6.5%
Zone 10	27,902	28,318	28,564	28,813	28,969	1.5%	2.4%	1.4%	3.8%
Zone 11	11,540	11,940	12,244	12,508	12,616	3.5%	6.1%	3.0%	9.3%
Study Area	227,754	233,212	237,117	240,484	242,496	2.4%	4.1%	2.3%	6.5%

Source: EXPERIAN BUSINESS STRATEGIES

Notes: The base year (2020) population figures have been sourced directly from Experian's 'Retail Area Planner' Reports for each study zone using LSH's (Experian-based) MMG3 Geographic Information System (GIS). The base year figures are based on ONS (mid-year) population figures. The projections for zones are derived from Experian's revised 'demographic component model'; these projections take into account mid-year age and gender estimates and project the population forward year-on-year based on Government population projections for local authority areas in England. The yearly components of population change that are taken into account are the birth rate (0-4 age band), ageing, net migration, death rates, etc.

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

	2020 (incl SFT)	2020	2025	2030	2035	2038
		EXCLUDING SPECIAL FORMS OF TRADING				
EXPERIAN - SPECIAL FORMS OF TRADING (%):		4.5%	5.8%	6.4%	6.7%	6.9%
REVISED SPECIAL FORMS OF TRADING (%):		2.2%	2.8%	3.1%	3.2%	3.3%
Zone 1	£2,307	£2,257	£2,263	£2,268	£2,276	£2,280
Zone 2	£2,236	£2,188	£2,194	£2,198	£2,206	£2,210
Zone 3	£2,323	£2,273	£2,279	£2,283	£2,291	£2,296
Zone 4	£2,319	£2,269	£2,275	£2,279	£2,287	£2,292
Zone 5	£2,426	£2,374	£2,380	£2,385	£2,394	£2,398
Zone 6	£2,460	£2,407	£2,414	£2,418	£2,427	£2,432
Zone 7	£2,493	£2,439	£2,446	£2,451	£2,459	£2,464
Zone 8	£2,598	£2,542	£2,548	£2,554	£2,563	£2,568
Zone 9	£2,858	£2,796	£2,803	£2,809	£2,819	£2,825
Zone 10	£2,507	£2,453	£2,459	£2,464	£2,473	£2,478
Zone 11	£2,530	£2,475	£2,482	£2,487	£2,496	£2,501
STUDY AREA AVERAGE:	£2,460	£2,407	£2,413	£2,418	£2,426	£2,431

Source: Average spend per capita estimates (2018 prices) are derived from Experian 'Retail Area Planner' Reports using the MMG3 GIS and the year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 17 published by Experian Business Strategies (February 2020).

Notes: An allowance has been made for the market share of retail expenditure per capita on non-store sales (SFT - including mail order and Internet shopping) at the base year informed by the household survey-derived market shares for SFT. Forecast growth in SFT is based on the year-on-year forecasts published by Experian Business Strategies in the most recent Retail Planner Briefing Note 17 (February 2020).

TABLE 3: TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE, BASE YEAR (2020) TO 2038 (£m) **GROWTH 2020 to 2038 (%)**

	2020 (incl SFT)	2020	2025	2030	2035	2038	2020 - 2025	2020 - 2030	2030 - 2038	2020 - 2038
		EXCLUDING SPECIAL FORMS OF TRADING								
Zone 1	69.9	68.4	70.3	71.4	72.5	73.3	2.8%	4.4%	2.6%	7.2%
Zone 2	46.7	45.7	47.1	48.2	49.5	50.5	3.1%	5.5%	4.6%	10.4%
Zone 3	67.5	66.0	67.7	68.8	70.0	70.8	2.5%	4.2%	2.8%	7.2%
Zone 4	47.7	46.7	48.2	49.3	50.2	50.8	3.2%	5.5%	3.1%	8.8%
Zone 5	62.2	60.9	62.8	64.2	65.4	66.2	3.1%	5.5%	3.2%	8.8%
Zone 6	57.4	56.2	57.5	58.4	59.3	59.7	2.2%	4.0%	2.1%	6.2%
Zone 7	44.4	43.5	44.6	45.5	46.3	46.6	2.6%	4.6%	2.4%	7.1%
Zone 8	38.7	37.9	38.8	39.5	40.2	40.5	2.3%	4.2%	2.6%	6.9%
Zone 9	16.5	16.2	16.6	16.9	17.2	17.4	2.6%	4.7%	2.7%	7.6%
Zone 10	69.9	68.4	69.6	70.4	71.3	71.8	1.8%	2.9%	2.0%	4.9%
Zone 11	29.2	28.6	29.6	30.5	31.2	31.5	3.7%	6.6%	3.6%	10.4%
STUDY AREA:	550.2	538.4	552.7	563.1	573.1	579.0	2.7%	4.6%	2.8%	7.5%

**Appendix 4: Baseline: Convenience Goods Market
Shares (including SFT)**

TABLE 1: ALL CONVENIENCE GOODS - 2020 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area Zones 1-11	Core Zones 1,2,3,4,5,7,8
BASINGSTOKE TOWN CENTRE													
Iceland, Festival Place	5.9%	0.1%	1.0%	0.7%	0.0%	1.1%	0.1%	0.0%	0.0%	0.0%	0.0%	1.1%	1.4%
Marks & Spencer, Festival Place	1.3%	0.7%	1.4%	2.0%	0.0%	1.3%	1.3%	0.2%	0.5%	0.9%	0.0%	0.9%	1.0%
Sainsbury's Superstore, Station Mall	8.0%	0.7%	2.4%	2.8%	1.0%	0.9%	1.2%	2.9%	0.2%	1.7%	0.0%	2.4%	3.0%
Tesco Metro, Festival Place	8.7%	1.1%	1.3%	2.2%	2.1%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	1.8%	2.6%
Waitrose, Basing View	3.1%	2.3%	2.7%	3.3%	4.5%	0.7%	4.3%	0.8%	2.7%	1.7%	0.2%	2.5%	3.1%
Other Convenience Stores	0.8%	0.0%	0.8%	0.2%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.3%	0.4%
Subtotal	27.8%	5.0%	9.7%	11.1%	7.6%	4.1%	7.5%	3.9%	3.3%	4.3%	0.2%	8.8%	11.4%
BRIGHTON HILL DISTRICT CENTRE													
Asda, Brighton Hill	12.0%	34.0%	12.3%	4.0%	2.4%	2.0%	3.0%	0.0%	3.7%	0.0%	0.0%	7.1%	9.9%
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	12.0%	34.0%	12.3%	4.0%	2.4%	2.0%	3.0%	0.0%	3.7%	0.0%	0.0%	7.1%	9.9%
CHINEHAM DISTRICT CENTRE													
Iceland, Chineham SC	0.0%	0.0%	0.0%	0.4%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%
Marks & Spencer, Chineham SC	0.2%	0.0%	0.0%	2.3%	2.5%	0.7%	0.2%	0.0%	0.0%	0.5%	0.0%	0.7%	0.8%
Tesco Superstore, Chineham SC	8.0%	0.5%	5.8%	28.2%	3.0%	2.0%	1.7%	0.0%	1.5%	4.7%	0.0%	8.6%	11.3%
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	1.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%
Subtotal	8.2%	0.5%	5.8%	30.8%	6.4%	2.8%	1.9%	0.0%	1.6%	5.2%	0.0%	9.6%	12.6%
OVERTON DISTRICT CENTRE													
Co-op, Winchester Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.3%	0.4%
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.3%	0.5%
TADLEY DISTRICT CENTRE													
Sainsbury's, Mulfords Hill	0.0%	0.0%	1.4%	6.1%	1.6%	39.2%	0.6%	4.6%	0.0%	0.3%	0.0%	5.4%	1.8%
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.8%	8.3%	0.0%	0.8%	0.0%	0.0%	0.0%	1.0%	0.2%
Subtotal	0.0%	0.0%	1.4%	6.1%	2.4%	47.5%	0.6%	5.4%	0.0%	0.3%	0.0%	6.4%	2.0%
WHITCHURCH DISTRICT CENTRE													
Co-op, Bell Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	0.5%	0.0%	0.0%	0.4%	0.6%	0.8%
Tesco Express, Winchester Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.4%	0.0%	0.0%	0.0%	0.1%	0.4%	0.5%
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.0%	0.5%	0.0%	0.0%	0.5%	1.0%	1.3%
KINGSCLERE LOCAL CENTRE													
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.4%	0.0%	0.0%	0.0%	0.5%	0.8%
Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.4%	0.0%	0.0%	0.0%	0.5%	0.8%
OTHER LOCAL SHOPS / PARADES													
	11.2%	9.4%	8.8%	10.5%	12.4%	1.9%	5.8%	3.5%	8.0%	3.9%	4.1%	7.5%	9.2%
OUT-OF-CENTRE DESTINATIONS													
Aldi, Winchester Road	3.1%	7.9%	4.0%	0.9%	0.3%	0.4%	1.8%	0.7%	0.6%	0.6%	0.0%	2.0%	2.7%
Aldi, Winklebury Way	1.8%	0.0%	8.1%	9.8%	0.3%	4.0%	2.5%	1.7%	0.0%	0.8%	0.0%	2.3%	3.6%
Co-op, Winklebury Way	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Gastons Wood	2.0%	0.7%	0.1%	6.2%	4.8%	5.2%	0.0%	1.6%	1.3%	1.1%	0.0%	2.2%	2.2%
Lidl, Worthing Road	2.0%	2.1%	3.6%	2.5%	0.4%	4.5%	4.0%	0.2%	1.8%	2.3%	0.0%	2.3%	2.2%
Morrisons, Worthing Road	18.5%	7.8%	17.7%	7.8%	4.4%	2.0%	12.2%	1.7%	3.9%	0.9%	0.0%	7.9%	10.9%
Sainsbury's Superstore, Wallop Drive	8.9%	24.4%	23.2%	4.5%	2.4%	1.5%	14.6%	0.8%	9.9%	2.1%	2.0%	8.5%	11.2%
Home Bargains, Winchester Road	0.2%	0.3%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%
OUT-OF-CENTRE-OTHER	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	34.4%	43.2%	58.0%	31.7%	12.5%	17.5%	35.0%	6.6%	17.6%	7.6%	2.0%	26.0%	33.0%
BOROUGH AREA SUB-TOTAL	93.6%	91.9%	96.0%	94.2%	45.6%	75.7%	68.6%	27.4%	34.2%	21.3%	6.8%	67.3%	80.7%
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH													
Aldershot	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.7%	0.0%	0.1%	0.0%
Alresford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%
Alton	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	51.1%	1.7%	0.0%	1.8%	0.0%
Andover	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	16.7%	3.1%	0.2%	0.0%	23.8%	3.0%	2.6%
Bordon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%
Camberley	0.1%	1.2%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	1.0%	3.8%	0.0%	0.6%	0.2%
Farnborough	0.0%	0.0%	0.0%	0.1%	0.7%	0.0%	0.0%	0.0%	0.0%	2.7%	1.2%	0.5%	0.1%
Farnham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	4.0%	0.0%	0.5%	0.0%
Fleet	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.7%	0.0%	1.2%	0.1%
Hook	0.0%	0.0%	0.0%	0.0%	1.3%	0.4%	0.0%	0.0%	4.3%	29.4%	0.0%	4.1%	0.2%
Newbury	0.0%	0.0%	0.0%	0.0%	2.9%	6.6%	1.7%	63.3%	0.0%	0.0%	1.2%	5.7%	7.2%
Reading	1.0%	1.2%	0.0%	0.0%	7.1%	4.3%	0.0%	0.0%	0.0%	6.7%	0.0%	2.3%	1.5%
Thatcham	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.1%	0.1%
Winchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	3.4%	0.0%	0.8%	0.0%	47.5%	2.9%	0.4%
Wokingham	0.0%	0.0%	0.0%	0.0%	1.3%	1.1%	0.0%	0.0%	0.0%	0.2%	0.0%	0.3%	0.2%
ALL OTHER CENTRES/STORES OUTSIDE BOROUGH	0.0%	0.0%	0.0%	0.0%	0.7%	1.9%	0.2%	0.2%	1.1%	11.8%	10.4%	2.4%	0.2%
OUTSIDE BOROUGH AREA SUB-TOTAL	1.7%	2.4%	0.0%	2.7%	14.0%	15.0%	22.2%	66.8%	60.9%	69.6%	84.0%	25.5%	12.8%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING:	4.7%	5.6%	4.0%	3.1%	12.8%	9.3%	9.2%	5.8%	4.9%	9.1%	8.5%	7.2%	6.5%
GRAND TOTAL	100.0%	100.0%	100.0%	100.0%	72.9%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 2: MAIN FOOD PURCHASES - 2020 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area Zones 1-11	Core Zones 1,2,3,4,5,7,8
BASINGSTOKE TOWN CENTRE													
Iceland, Festival Place	5.7%	0.0%	0.8%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	1.2%
Marks & Spencer, Festival Place	1.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.4%
Sainsbury's Superstore, Station Mall	7.8%	0.0%	0.0%	1.2%	1.7%	0.0%	1.1%	3.6%	0.0%	2.2%	0.0%	2.0%	2.5%
Tesco Metro, Festival Place	6.8%	0.0%	0.0%	2.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	1.8%
Waitrose, Basing View	1.0%	1.7%	1.3%	4.3%	0.5%	0.0%	4.3%	1.4%	2.1%	1.1%	0.0%	1.5%	1.9%
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	22.1%	1.7%	2.6%	9.5%	4.0%	1.8%	5.4%	4.9%	2.1%	3.2%	0.0%	6.0%	7.8%
BRIGHTON HILL DISTRICT CENTRE													
Asda, Brighton Hill	16.0%	33.8%	11.8%	4.3%	3.4%	2.5%	3.2%	0.0%	4.2%	0.0%	0.0%	7.8%	10.8%
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	16.0%	33.8%	11.8%	4.3%	3.4%	2.5%	3.2%	0.0%	4.2%	0.0%	0.0%	7.8%	10.8%
CHINEHAM DISTRICT CENTRE													
Iceland, Chineham SC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marks & Spencer, Chineham SC	0.0%	0.0%	0.0%	1.4%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%
Tesco Superstore, Chineham SC	10.0%	0.5%	8.1%	37.4%	40.7%	2.4%	2.0%	0.0%	0.7%	3.4%	0.0%	11.0%	15.0%
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	10.0%	0.5%	8.1%	38.8%	40.7%	3.1%	2.0%	0.0%	0.7%	3.4%	0.0%	11.2%	15.2%
OVERTON DISTRICT CENTRE													
Co-op, Winchester Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
TADLEY DISTRICT CENTRE													
Sainsbury's, Mulford Hill,	0.0%	0.0%	2.3%	5.7%	1.2%	41.5%	0.0%	6.1%	0.0%	0.0%	0.0%	5.7%	2.0%
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	0.0%	0.0%	2.3%	5.7%	1.2%	41.5%	0.0%	6.1%	0.0%	0.0%	0.0%	5.7%	2.0%
WHITCHURCH DISTRICT CENTRE													
Co-op, Bell Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	0.3%	0.4%
Tesco Express, Winchester Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	0.3%	0.4%
KINGSCLERE LOCAL CENTRE													
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.2%	0.3%
Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.2%	0.3%
OTHER LOCAL SHOPS / PARADES													
	0.7%	1.2%	2.3%	1.4%	0.7%	2.2%	0.8%	0.9%	0.0%	4.9%	1.7%	1.8%	1.2%
OUT-OF-CENTRE DESTINATIONS													
Aldi, Winchester Road,	2.0%	12.5%	3.8%	1.4%	0.0%	0.0%	2.0%	0.9%	0.0%	0.0%	0.0%	2.1%	3.1%
Aldi, Winklebury Way	2.2%	0.0%	9.2%	12.0%	0.5%	5.3%	3.9%	2.8%	0.0%	0.7%	0.0%	3.7%	4.4%
Co-op, Winklebury Way	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Gastons Wood	2.2%	0.5%	0.0%	6.5%	2.6%	6.6%	0.0%	1.6%	2.1%	0.7%	0.0%	2.1%	1.9%
Lidl, Wortling Road	2.0%	2.0%	2.3%	2.0%	0.7%	5.1%	4.3%	0.0%	2.5%	2.2%	0.0%	2.2%	1.9%
Morrisons, Wortling Road	23.6%	8.5%	19.8%	6.9%	5.3%	1.1%	14.4%	2.0%	6.4%	0.7%	0.0%	9.1%	12.7%
Sainsbury's Superstore, Wallop Drive	10.0%	27.4%	31.3%	5.0%	3.2%	1.8%	18.7%	1.3%	13.8%	2.5%	3.0%	10.9%	14.3%
Home Bargains, Winchester Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OUT-OF-CENTRE-OTHER	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	41.8%	51.9%	66.3%	33.8%	12.3%	19.9%	43.3%	8.6%	24.8%	6.9%	3.0%	30.1%	38.3%
BOROUGH AREA SUB-TOTAL	90.7%	88.9%	93.3%	93.6%	62.4%	71.1%	58.5%	23.3%	31.9%	18.4%	4.7%	63.0%	75.9%
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH													
Aldershot	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.1%	0.0%
Alresford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Alton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	58.0%	1.5%	0.0%	1.9%	0.0%
Andover	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	21.0%	4.2%	0.0%	0.0%	26.1%	3.5%	3.2%
Bordon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Camberley	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	5.0%	0.0%	0.8%	0.2%
Farnborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	2.0%	0.6%	0.0%
Farnham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	0.3%	0.0%
Fleet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.0%	0.0%	1.3%	0.0%
Hook	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	3.1%	29.9%	0.0%	3.9%	0.1%
Newbury	0.0%	0.0%	0.0%	0.0%	4.0%	5.8%	2.8%	64.8%	0.0%	0.0%	2.0%	6.0%	7.6%
Reading	1.7%	0.0%	0.0%	0.0%	10.1%	4.3%	0.0%	0.0%	0.0%	9.3%	0.0%	3.0%	2.0%
Thatcham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Winchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	0.0%	0.0%	0.0%	51.8%	3.1%	0.5%
Wokingham	0.0%	0.0%	0.0%	0.0%	2.2%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.4%
ALL OTHER CENTRES/STORES OUTSIDE BOROUGH	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	6.4%	1.8%	1.2%	0.0%
OUTSIDE BOROUGH AREA SUB-TOTAL	1.7%	1.7%	0.0%	2.0%	16.9%	14.5%	27.8%	69.0%	62.5%	68.9%	83.6%	26.1%	13.9%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING:													
	7.6%	9.4%	6.7%	4.4%	20.8%	14.4%	13.7%	7.8%	5.6%	12.7%	11.6%	10.9%	10.2%
GRAND TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 3: OTHER ('SECONDARY') MAIN FOOD PURCHASES - 2020 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area Zones 1-11	Core Zones 1,2,3,4,5,7,8
BASINGSTOKE TOWN CENTRE													
Iceland, Festival Place	4.1%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.9%
Marks & Spencer, Festival Place	1.9%	3.5%	5.8%	0.9%	0.0%	1.0%	2.6%	0.0%	3.4%	0.9%	0.0%	1.8%	2.2%
Sainsbury's Superstore, Station Mall	2.8%	1.9%	2.2%	5.2%	0.0%	3.5%	0.8%	0.0%	1.1%	0.0%	0.0%	1.7%	1.9%
Tesco Metro, Festival Place	11.3%	0.8%	4.0%	0.9%	3.9%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	2.6%	3.8%
Waitrose, Basine View	5.2%	8.4%	5.3%	4.7%	16.5%	5.0%	2.5%	0.0%	8.2%	1.3%	1.1%	5.5%	8.6%
Other Convenience Stores	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%
Subtotal	27.1%	15.4%	17.2%	11.7%	20.4%	9.5%	6.9%	0.0%	13.7%	2.2%	1.1%	12.5%	15.7%
BRIGHTON HILL DISTRICT CENTRE													
Asda, Brighton Hill	2.8%	35.6%	23.3%	5.7%	1.9%	3.0%	6.3%	0.0%	5.3%	0.0%	0.0%	7.9%	10.9%
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	2.8%	35.6%	23.3%	5.7%	1.9%	3.0%	6.3%	0.0%	5.3%	0.0%	0.0%	7.9%	10.9%
CHINEHAM DISTRICT CENTRE													
Iceland, Chineham SC	0.0%	0.0%	0.0%	1.9%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	1.5%
Marks & Spencer, Chineham SC	1.4%	0.0%	0.0%	6.6%	8.0%	0.0%	1.2%	0.0%	0.0%	3.1%	0.0%	2.1%	2.6%
Tesco Superstore, Chineham SC	11.4%	1.1%	5.4%	22.9%	11.2%	0.0%	0.0%	0.0%	4.4%	11.4%	0.0%	7.0%	8.0%
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	12.7%	1.1%	5.4%	31.4%	27.0%	0.0%	1.2%	0.0%	4.4%	14.4%	0.0%	10.2%	12.0%
OVERTON DISTRICT CENTRE													
Co-op, Winchester Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
TADLEY DISTRICT CENTRE													
Sainsbury's, Mulford Hill, Other Convenience Stores	0.0%	0.0%	0.0%	9.3%	0.9%	23.4%	0.0%	3.2%	0.0%	0.0%	0.0%	3.6%	1.7%
Subtotal	0.0%	0.0%	0.0%	9.3%	0.9%	28.9%	0.0%	3.2%	0.0%	0.0%	0.0%	4.1%	1.7%
WHITCHURCH DISTRICT CENTRE													
Co-op, Bell Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%
Tesco Express, Winchester Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%
KINGSCLERE LOCAL CENTRE													
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.4%	0.0%	0.0%	0.0%	0.3%	0.5%
Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.4%	0.0%	0.0%	0.0%	0.3%	0.5%
OTHER LOCAL SHOPS / PARADES													
	10.3%	7.8%	9.2%	0.9%	3.6%	1.5%	1.2%	0.0%	2.2%	3.9%	3.5%	4.6%	5.4%
OUT-OF-CENTRE DESTINATIONS													
Aldi, Winchester Road,	11.8%	0.0%	9.3%	0.0%	1.9%	2.5%	2.9%	1.0%	3.4%	1.9%	0.0%	3.8%	4.6%
Aldi, Winklebury Way	0.0%	0.0%	2.2%	2.8%	0.0%	5.8%	1.2%	0.0%	0.0%	0.0%	0.0%	1.2%	0.9%
Co-op, Winklebury Way	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Gastons Wood	4.1%	0.0%	0.9%	6.1%	15.5%	7.9%	0.0%	2.1%	0.0%	4.4%	0.0%	4.4%	4.5%
Lidl, Worthing Road	3.7%	5.0%	7.0%	3.3%	0.0%	9.4%	3.4%	0.0%	0.0%	3.1%	0.0%	3.7%	3.4%
Morrisons, Worthing Road	17.8%	9.3%	13.3%	15.7%	7.3%	5.5%	17.4%	3.2%	0.0%	1.9%	0.0%	9.3%	12.4%
Sainsbury's Superstore, Wallop Drive	3.2%	18.7%	10.9%	9.1%	0.9%	1.5%	18.2%	0.0%	9.4%	3.8%	1.1%	6.7%	8.3%
Home Bargains, Winchester Road	1.4%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.5%
OUT-OF-CENTRE-OTHER	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	42.0%	33.1%	44.8%	37.0%	25.6%	32.3%	43.2%	6.3%	12.7%	15.0%	1.1%	29.4%	34.5%
BOROUGH AREA SUB-TOTAL	94.9%	93.0%	100.0%	96.1%	79.4%	75.1%	62.7%	13.9%	38.3%	35.5%	5.8%	69.4%	81.1%
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH													
Aldershot	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.1%	0.0%
Alresford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Alton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	38.4%	5.2%	0.0%	1.8%	0.0%
Andover	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	27.0%	2.5%	0.0%	0.0%	25.7%	3.7%	3.4%
Bordon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cambridge	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	4.4%	0.0%	0.9%	0.4%
Farnborough	0.0%	0.0%	0.0%	0.9%	3.1%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.7%	0.6%
Farnham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.1%	11.1%	0.0%	1.6%	0.0%
Fleet	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.6%	0.6%
Hook	0.0%	0.0%	0.0%	0.0%	5.3%	0.0%	0.0%	0.0%	3.9%	23.1%	0.0%	3.6%	0.9%
Newbury	0.0%	0.0%	0.0%	0.0%	2.8%	11.5%	0.0%	76.1%	0.0%	0.0%	0.0%	6.9%	8.3%
Reading	0.0%	5.4%	0.0%	0.0%	5.8%	8.5%	0.0%	0.0%	0.0%	1.3%	0.0%	2.2%	1.6%
Thatcham	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%
Winchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	0.0%	5.4%	0.0%	57.3%	3.5%	0.4%
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%
ALL OTHER CENTRES/STORES OUTSIDE BOROUGH	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	8.3%	2.3%	1.3%	0.0%
OUTSIDE BOROUGH AREA SUB-TOTAL	4.1%	7.0%	0.0%	0.9%	18.4%	21.4%	30.7%	78.7%	57.2%	57.4%	85.2%	27.1%	16.5%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING:	0.9%	0.0%	0.0%	3.0%	2.2%	3.5%	6.6%	7.4%	4.5%	7.1%	9.0%	3.6%	2.5%
GRAND TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 4: TOP UP FOOD PURCHASES - 2020 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area Zones 1-11	Core Zones 1,2,3,4,5,7,8
BASINGSTOKE TOWN CENTRE													
Iceland, Festival Place	7.2%	0.0%	2.3%	4.9%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	1.7%	2.5%
Marks & Spencer, Festival Place	1.4%	0.0%	1.3%	2.8%	0.0%	2.4%	3.1%	1.1%	0.0%	2.0%	0.0%	1.4%	1.3%
Sainsbury's Superstore, Station Mall	7.1%	3.1%	5.9%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	3.1%
Tesco Metro, Festival Place	14.7%	2.4%	2.0%	2.8%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	4.2%
Waitrose, Basins View	3.9%	0.0%	3.3%	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	1.7%	1.9%
Other Convenience Stores	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.4%
Subtotal	36.4%	5.5%	14.8%	13.4%	6.7%	2.4%	3.9%	1.1%	0.0%	4.7%	0.0%	10.1%	13.4%
BRIGHTON HILL DISTRICT CENTRE													
Asda, Brighton Hill	6.8%	39.2%	8.8%	3.6%	0.0%	0.0%	0.8%	0.0%	2.6%	0.0%	0.0%	5.7%	8.2%
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	6.8%	39.2%	8.8%	3.6%	0.0%	0.0%	0.8%	0.0%	2.6%	0.0%	0.0%	5.7%	8.2%
CHINEHAM DISTRICT CENTRE													
Iceland, Chineham SC	0.0%	0.0%	0.0%	0.8%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.5%
Marks & Spencer, Chineham SC	0.0%	0.0%	0.0%	2.8%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	1.0%
Tesco Superstore, Chineham SC	2.4%	0.0%	1.0%	7.6%	20.0%	0.0%	2.6%	0.0%	0.0%	6.6%	0.0%	4.4%	5.2%
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	5.7%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.9%
Subtotal	2.4%	0.0%	1.0%	11.2%	31.9%	0.8%	2.6%	0.0%	0.0%	6.6%	0.0%	6.1%	7.6%
OVERTON DISTRICT CENTRE													
Co-op, Winchester Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	15.4%	0.0%	0.0%	0.0%	0.0%	1.2%	1.8%
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%
Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	17.7%	0.0%	0.0%	0.0%	0.0%	1.4%	2.1%
TADLEY DISTRICT CENTRE													
Sainsbury's, Mulford Hill,	0.0%	0.0%	0.0%	6.9%	4.7%	51.9%	0.0%	3.4%	0.0%	0.0%	0.0%	6.8%	2.0%
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	1.9%	33.4%	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	0.3%
Subtotal	0.0%	0.0%	0.0%	6.9%	6.6%	85.4%	0.0%	3.4%	0.0%	0.0%	0.0%	10.5%	2.3%
WHITCHURCH DISTRICT CENTRE													
Co-op, Bell Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	23.4%	0.0%	0.0%	0.0%	2.9%	2.0%	2.8%
Tesco Express, Winchester Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.5%	0.0%	0.0%	0.0%	1.0%	1.0%	1.3%
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	34.8%	0.0%	0.0%	0.0%	3.9%	3.0%	4.1%
KINGSCLERE LOCAL CENTRE													
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	27.9%	0.0%	0.0%	0.0%	2.0%	2.9%
Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	27.9%	0.0%	0.0%	0.0%	2.0%	2.9%
OTHER LOCAL SHOPS / PARADES													
	43.6%	27.7%	26.5%	47.3%	46.4%	2.4%	24.3%	6.0%	39.0%	1.6%	10.5%	25.0%	33.4%
OUT-OF-CENTRE DESTINATIONS													
Aldi, Winchester Road,	0.7%	3.1%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	1.0%	1.0%
Aldi, Winklebury Way	3.0%	0.0%	11.5%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	2.1%	2.9%
Co-op, Winklebury Way	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Lidl, Gastons Wood	0.7%	2.4%	0.0%	5.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.9%	1.3%
Lidl, Worthing Road	0.0%	0.0%	5.6%	0.0%	0.0%	0.0%	3.9%	1.1%	0.0%	0.0%	0.0%	1.1%	1.6%
Morrisons, Worthing Road	3.4%	2.2%	12.3%	7.2%	0.7%	3.4%	4.9%	0.0%	0.0%	1.0%	0.0%	3.7%	4.7%
Sainsbury's Superstore, Wallop Drive	3.1%	17.5%	9.1%	0.8%	0.0%	1.1%	4.1%	0.0%	1.0%	0.0%	0.0%	3.6%	5.0%
Home Bargains, Winchester Road	0.0%	0.0%	6.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	1.2%
OUT-OF-CENTRE-OTHER	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	10.8%	25.2%	48.9%	14.7%	0.7%	4.5%	12.9%	3.4%	1.0%	4.1%	0.0%	13.2%	17.7%
BOROUGH AREA SUB-TOTAL													
	100.0%	97.6%	100.0%	97.2%	92.2%	95.4%	97.0%	41.7%	42.7%	17.1%	14.4%	77.0%	91.7%
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH													
Aldershot	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.4%	0.0%
Alresford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.3%	0.2%	0.0%
Alton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	38.2%	0.0%	0.0%	1.1%	0.0%
Andover	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.8%	1.1%	1.5%	0.0%	17.9%	1.4%	0.6%
Bordon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.7%	0.0%	0.0%	0.1%	0.0%
Cambley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.2%	0.1%
Farnborough	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.3%	0.2%
Farnham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	2.7%	0.0%	0.4%	0.0%
Fleet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.7%	0.0%	0.7%	0.0%
Hook	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	2.2%	36.4%	0.0%	4.9%	0.3%
Newbury	0.0%	0.0%	0.0%	0.0%	0.7%	1.1%	0.0%	54.5%	0.0%	0.0%	0.0%	4.0%	5.7%
Reading	0.0%	2.4%	0.0%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%	4.2%	0.0%	1.0%	0.3%
Thatcham	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.3%	0.4%
Winchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	30.1%	1.6%	1.6%	0.0%
Wokingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.2%	0.0%
ALL OTHER CENTRES/STORES OUTSIDE BOROUGH	0.0%	0.0%	0.0%	0.0%	2.8%	0.8%	1.1%	1.1%	5.5%	27.2%	33.3%	6.0%	0.7%
OUTSIDE BOROUGH AREA SUB-TOTAL													
	0.0%	2.4%	0.0%	2.8%	7.8%	4.6%	3.0%	58.3%	53.1%	82.0%	85.6%	22.7%	8.3%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING:													
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.3%	1.0%	0.0%	0.2%	0.0%
GRAND TOTAL													
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 5: OTHER TOP UP FOOD PURCHASES - 2020 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area Zones 1-11	Core Zones 1,2,3,4,5,7,8
BASINGSTOKE TOWN CENTRE													
Iceland, Festival Place	7.8%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	1.8%
Marks & Spencer, Festival Place	1.7%	1.9%	3.3%	2.0%	0.0%	8.1%	4.2%	0.0%	0.0%	4.2%	0.0%	2.7%	1.9%
Sainsbury's Superstore, Station Mall	18.4%	0.0%	9.0%	8.6%	0.0%	3.9%	4.2%	8.1%	0.0%	4.2%	0.0%	6.0%	7.4%
Tesco Metro, Festival Place	8.6%	6.5%	3.8%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	3.0%
Waitrose, Basing View	11.9%	0.0%	6.7%	0.0%	11.1%	0.0%	13.0%	0.0%	0.0%	4.9%	0.0%	5.3%	6.8%
Other Convenience Stores	1.7%	0.0%	8.3%	2.0%	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	1.9%	2.6%
Subtotal	50.1%	8.3%	33.5%	16.6%	11.1%	12.0%	26.2%	8.1%	0.0%	13.2%	0.0%	19.5%	24.2%
BRIGHTON HILL DISTRICT CENTRE													
Asda, Brighton Hill	9.3%	24.9%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	5.5%
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	9.3%	24.9%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	5.5%
CHINEHAM DISTRICT CENTRE													
Iceland, Chineham SC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marks & Spencer, Chineham SC	0.0%	0.0%	0.0%	0.0%	7.3%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	1.2%
Tesco Superstore, Chineham SC	0.0%	0.0%	0.0%	11.6%	9.8%	5.4%	1.4%	0.0%	5.1%	0.0%	0.0%	2.9%	3.2%
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.8%
Subtotal	0.0%	0.0%	0.0%	11.6%	21.9%	8.1%	1.4%	0.0%	5.1%	0.0%	0.0%	4.6%	5.2%
OVERTON DISTRICT CENTRE													
Co-op, Winchester Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.5%	0.7%
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.8%
TADLEY DISTRICT CENTRE													
Sainsbury's, Mulford's Hill,	0.0%	0.0%	0.0%	2.0%	0.0%	29.7%	5.9%	0.0%	0.0%	2.9%	0.0%	4.1%	0.9%
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	4.8%	24.5%	0.0%	8.1%	0.0%	0.0%	0.0%	3.7%	1.6%
Subtotal	0.0%	0.0%	0.0%	2.0%	4.8%	54.2%	5.9%	8.1%	0.0%	2.9%	0.0%	7.8%	2.6%
WHITCHURCH DISTRICT CENTRE													
Co-op, Bell Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.9%	5.5%	0.0%	0.0%	0.0%	0.9%	1.4%
Tesco Express, Winchester Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	26.8%	0.0%	0.0%	0.0%	0.0%	2.2%	3.2%
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.7%	5.5%	0.0%	0.0%	0.0%	3.1%	4.5%
KINGSCLERE LOCAL CENTRE													
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.3%	0.0%	0.0%	0.0%	0.7%	1.0%
Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.3%	0.0%	0.0%	0.0%	0.7%	1.0%
OTHER LOCAL SHOPS / PARADES													
	26.5%	33.4%	21.1%	23.7%	44.7%	0.0%	14.4%	20.5%	18.5%	2.0%	9.5%	19.8%	27.0%
OUT-OF-CENTRE DESTINATIONS													
Aldi, Winchester Road,	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	2.4%	0.0%	0.0%	0.2%	0.2%
Aldi, Winklebury Way	0.0%	0.0%	4.7%	19.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	3.3%
Co-op, Winklebury Way	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Gastons Wood	0.0%	0.0%	0.0%	5.8%	9.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	2.2%
Lidl, Worthing Road	2.6%	1.9%	3.1%	8.4%	0.0%	0.0%	2.7%	0.0%	3.5%	5.8%	0.0%	2.7%	2.6%
Morrisons, Worthing Road	11.5%	3.8%	20.0%	2.9%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	4.6%	6.8%
Sainsbury's Superstore, Wallop Drive	0.0%	25.0%	13.9%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.1%	6.0%
Home Bargains, Winchester Road	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%
OUT-OF-CENTRE-OTHER	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	14.0%	33.4%	41.6%	36.4%	12.0%	0.0%	6.7%	0.0%	5.9%	5.8%	0.0%	15.7%	21.6%
BOROUGH AREA SUB-TOTAL													
	100.0%	100.0%	100.0%	90.2%	94.5%	74.3%	95.3%	51.4%	29.5%	24.0%	9.5%	75.5%	92.3%
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH													
Aldershot	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.1%	0.0%
Alton	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	48.1%	0.0%	0.0%	1.7%	0.4%
Andover	0.0%	0.0%	0.0%	6.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	15.9%	1.4%	0.9%
Bordon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Camberley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Farnborough	0.0%	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	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.4%	0.0%
Fleet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.2%	0.0%	2.1%	0.0%
Hook	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%	0.0%	0.0%	15.2%	25.2%	0.0%	4.1%	0.0%
Newbury	0.0%	0.0%	0.0%	0.0%	0.0%	11.9%	0.0%	48.6%	0.0%	0.0%	0.0%	4.7%	5.0%
Reading	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.5%	0.2%
Thatcham	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%
Winchester	0.0%	0.0%	0.0%	0.0%	0.0%	8.0%	4.7%	0.0%	0.0%	0.0%	32.8%	3.0%	0.6%
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%
ALL OTHER CENTRES/STORES OUTSIDE BOROUGH	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	2.4%	25.9%	39.6%	5.8%	0.5%
OUTSIDE BOROUGH AREA SUB-TOTAL													
	0.0%	0.0%	0.0%	9.8%	5.5%	23.8%	4.7%	48.6%	68.2%	73.1%	88.4%	23.8%	7.7%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING:													
	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	2.4%	2.9%	2.1%	0.7%	0.0%
GRAND TOTAL													
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.1%	100.0%	100.0%	100.0%	100.0%

**Appendix 5: Baseline: Convenience Goods Turnover
(excluding SFT)**

TABLE 1: ALL CONVENIENCE GOODS - 2020 MARKET SHARE ANALYSIS (%)
Excluding Internet Shopping and other Special Forms of Trading

		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zones					Zone 10	Zone 11	Study Area Zones 1-11	Core Zones 1,2,3,4,5,7,8
							Zone 6	Zone 7	Zone 8	Zone 9					
BASINGSTOKE TOWN CENTRE															
	Iceland, Festival Place	6.2%	0.1%	1.1%	0.8%	0.0%	1.2%	0.1%	0.0%	0.0%	0.0%	0.0%		1.2%	1.5%
	Marks & Spencer, Festival Place	1.3%	0.8%	1.5%	2.0%	0.0%	1.5%	1.4%	0.2%	0.5%	0.9%	0.0%		1.0%	1.1%
	Sainsbury's Superstore, Station Mall	8.4%	0.8%	2.5%	2.9%	1.2%	1.0%	1.4%	3.1%	0.2%	1.9%	0.0%		2.5%	3.2%
	Tesco Metro, Festival Place	9.2%	1.2%	1.3%	2.2%	2.4%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%		1.9%	2.8%
	Waitrose, Basing View	3.3%	2.4%	2.8%	3.4%	1.5%	0.8%	4.8%	0.9%	2.8%	1.9%	0.2%		2.7%	3.3%
	Other Convenience Stores	0.8%	0.0%	0.9%	0.2%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%		0.3%	0.4%
	Subtotal	29.2%	5.3%	10.1%	11.5%	8.7%	4.5%	8.3%	4.2%	3.5%	4.7%	0.2%		9.6%	12.2%
BRIGHTON HILL DISTRICT CENTRE															
	Asda, Brighton Hill	12.6%	36.0%	12.8%	4.1%	2.7%	2.2%	3.3%	0.0%	3.9%	0.0%	0.0%		7.6%	10.6%
	Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%
	Subtotal	12.6%	36.0%	12.8%	4.1%	2.7%	2.2%	3.3%	0.0%	3.9%	0.0%	0.0%		7.6%	10.6%
CHINEHAM DISTRICT CENTRE															
	Iceland, Chineham SC	0.0%	0.0%	0.0%	0.4%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.2%	0.3%
	Marks & Spencer, Chineham SC	0.2%	0.0%	0.0%	2.3%	2.9%	0.8%	0.2%	0.0%	0.0%	0.5%	0.0%		0.7%	0.8%
	Tesco Superstore, Chineham SC	8.4%	0.5%	6.1%	29.0%	34.5%	2.2%	1.9%	0.0%	1.7%	5.2%	0.0%		9.3%	12.1%
	Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	1.5%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%		0.2%	0.2%
	Subtotal	8.7%	0.5%	6.1%	31.8%	40.6%	3.1%	2.1%	0.0%	1.7%	5.7%	0.0%		10.4%	13.5%
OVERTON DISTRICT CENTRE															
	Co-op, Winchester Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	0.0%	0.0%	0.0%	0.0%		0.3%	0.4%
	Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%		0.0%	0.1%
	Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%		0.3%	0.5%
TADLEY DISTRICT CENTRE															
	Sainsbury's, Mulfords Hill,	0.0%	0.0%	1.4%	6.3%	1.8%	43.2%	0.7%	4.9%	0.0%	0.3%	0.0%		5.8%	1.9%
	Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.9%	9.1%	0.0%	0.9%	0.0%	0.0%	0.0%		1.1%	0.2%
	Subtotal	0.0%	0.0%	1.4%	6.3%	2.7%	52.4%	0.7%	5.7%	0.0%	0.3%	0.0%		6.9%	2.2%
WHITCHURCH DISTRICT CENTRE															
	Co-op, Bell Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.2%	0.6%	0.0%	0.0%	0.5%		0.6%	0.9%
	Tesco Express, Winchester Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	0.0%	0.0%	0.0%	0.2%		0.4%	0.6%
	Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%
	Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.1%	0.6%	0.0%	0.0%	0.6%		1.0%	1.4%
KINGSCLERE LOCAL CENTRE															
	Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.9%	0.0%	0.0%	0.0%		0.6%	0.8%
	Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.9%	0.0%	0.0%	0.0%		0.6%	0.8%
OTHER LOCAL SHOPS / PARADES		11.7%	9.9%	9.2%	10.8%	14.2%	2.1%	6.4%	3.7%	8.4%	4.3%	4.5%		8.1%	9.9%
OUT-OF-CENTRE DESTINATIONS															
	Aldi, Winchester Road,	3.2%	8.4%	4.2%	0.9%	0.3%	0.4%	2.0%	0.8%	0.8%	0.7%	0.0%		2.2%	2.9%
	Aldi, Winklebury Way	1.5%	0.0%	8.4%	10.1%	0.3%	4.4%	2.8%	1.8%	0.0%	0.6%	0.0%		3.1%	3.8%
	Co-op, Winklebury Way	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%
	Lidl, Gastons Wood	2.1%	0.7%	0.1%	6.4%	5.5%	5.7%	0.0%	1.7%	1.4%	1.2%	0.0%		2.4%	2.4%
	Lidl, Worting Road	2.1%	2.3%	3.7%	2.6%	0.5%	4.9%	4.4%	0.2%	1.9%	2.6%	0.0%		2.5%	2.3%
	Morrisons, Worting Road	19.4%	8.3%	18.4%	8.1%	5.0%	2.2%	13.4%	1.8%	4.1%	1.0%	0.0%		8.5%	11.6%
	Sainsbury's Superstore, Wallop Drive	7.3%	25.8%	24.2%	4.7%	2.7%	1.6%	16.0%	0.8%	10.4%	2.3%	2.2%		9.2%	12.0%
	Home Bargains, Winchester Road	0.2%	0.3%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.2%	0.3%
	OUT-OF-CENTRE-OTHER	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%
	Subtotal	36.1%	45.8%	60.4%	32.7%	14.4%	19.3%	38.6%	7.0%	18.5%	8.3%	2.2%		28.0%	35.3%
BOROUGH AREA SUB-TOTAL		98.3%	97.4%	100.0%	97.2%	83.3%	83.5%	75.5%	29.1%	36.0%	23.4%	7.5%		72.5%	86.3%
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH															
	Aldershot	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.8%	0.0%		0.1%	0.0%
	Alresford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.7%		0.0%	0.0%
	Alton	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	53.7%	1.8%	0.0%		1.9%	0.0%
	Andover	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	18.4%	3.3%	0.2%	0.0%	26.0%		3.3%	2.8%
	Bordon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%		0.0%	0.0%
	Camberley	0.1%	1.3%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	1.1%	4.1%	0.0%		0.7%	0.2%
	Farnborough	0.0%	0.0%	0.0%	0.1%	0.8%	0.0%	0.0%	0.0%	0.0%	3.0%	1.3%		0.5%	0.1%
	Farnham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	4.4%	0.0%		0.6%	0.0%
	Fleet	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.6%	0.0%		1.3%	0.1%
	Hook	0.0%	0.0%	0.0%	0.0%	1.5%	0.4%	0.0%	0.0%	4.5%	32.3%	0.0%		4.4%	0.2%
	Newbury	0.0%	0.0%	0.0%	0.0%	3.4%	7.3%	1.9%	67.2%	0.0%	0.0%	1.3%		6.1%	7.7%
	Reading	1.1%	1.2%	0.0%	0.0%	8.1%	4.7%	0.0%	0.0%	7.4%	0.0%	0.0%		2.5%	1.6%
	Thatcham	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%		0.1%	0.1%
	Winchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	3.8%	0.0%	0.9%	0.0%	51.9%		3.1%	0.4%
	Wokingham	0.0%	0.0%	0.0%	0.0%	1.5%	1.2%	0.0%	0.0%	0.0%	0.2%	0.0%		0.3%	0.2%
	ALL OTHER CENTRES/STORES OUTSIDE BOROUGH	0.0%	0.0%	0.0%	0.0%	0.8%	2.1%	0.2%	0.2%	1.1%	12.9%	11.3%		2.6%	0.2%
OUTSIDE BOROUGH AREA SUB-TOTAL		1.7%	2.6%	0.0%	2.8%	16.7%	16.5%	24.5%	70.9%	64.0%	76.6%	92.5%		27.5%	13.7%
GRAND TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		100.0%	100.0%

TABLE 2: 2020 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area Zones 1-11	Core Zones 1,2,3,4,5,7,8
BASINGSTOKE TOWN CENTRE														
	Iceland, Festival Place	4.2	0.1	0.7	0.4	0.0	0.7	0.1	0.0	0.0	0.0	0.0	6.2	5.5
	Marks & Spencer, Festival Place	0.9	0.3	1.0	0.9	0.0	0.8	0.6	0.1	0.1	0.6	0.0	5.4	3.9
	Sainsbury's Superstore, Station Mall	5.7	0.4	1.7	1.3	0.7	0.6	0.6	1.2	0.0	1.3	0.0	13.7	11.7
	Tesco Metro, Festival Place	6.3	0.5	0.9	1.0	1.4	0.0	0.1	0.0	0.0	0.0	0.0	10.4	10.3
	Waitrose, Basing View	2.3	1.1	1.9	1.6	3.1	0.5	2.1	0.3	0.5	1.3	0.1	14.6	12.2
	Other Convenience Stores	0.6	0.0	0.6	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	1.5	1.5
	Subtotal	19.9	2.4	6.7	5.4	5.3	2.5	3.6	1.6	0.6	3.2	0.1	51.7	45.1
BRIGHTON HILL DISTRICT CENTRE														
	Asda, Brighton Hill	8.6	16.5	8.5	1.9	1.6	1.2	1.4	0.0	0.6	0.0	0.0	41.1	38.9
	Other Convenience Stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	Subtotal	8.6	16.5	8.5	1.9	1.6	1.2	1.4	0.0	0.6	0.0	0.0	41.1	38.9
CHINEHAM DISTRICT CENTRE														
	Iceland, Chineham SC	0.0	0.0	0.0	0.2	1.1	0.0	0.0	0.0	0.0	0.0	0.0	1.2	1.2
	Marks & Spencer, Chineham SC	0.1	0.0	0.0	1.1	1.7	0.5	0.1	0.0	0.0	0.3	0.0	3.8	3.0
	Tesco Superstore, Chineham SC	5.8	0.2	4.0	13.6	21.0	1.2	0.8	0.0	0.3	3.6	0.0	49.9	44.6
	Other Convenience Stores	0.0	0.0	0.0	0.0	0.9	0.1	0.0	0.0	0.0	0.0	0.0	0.9	0.9
	Subtotal	5.9	0.2	4.0	14.9	24.7	1.7	0.9	0.0	0.3	3.9	0.0	55.9	49.7
OVERTON DISTRICT CENTRE														
	Co-op, Winchester Street	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	1.6	1.5
	Other Convenience Stores	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2	0.2
	Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	1.8	1.8
TADLEY DISTRICT CENTRE														
	Sainsbury's, Mulfords Hill,	0.0	0.0	0.9	2.9	1.1	24.3	0.3	1.9	0.0	0.2	0.0	31.2	7.2
	Other Convenience Stores	0.0	0.0	0.0	0.0	0.5	5.1	0.0	0.3	0.0	0.0	0.0	5.8	0.8
	Subtotal	0.0	0.0	0.9	2.9	1.6	29.4	0.3	2.2	0.0	0.2	0.0	37.0	8.0
WHITCHURCH DISTRICT CENTRE														
	Co-op, Bell Street	0.0	0.0	0.0	0.0	0.0	0.0	3.1	0.2	0.0	0.0	0.1	3.4	3.3
	Tesco Express, Winchester Street	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.0	0.0	0.0	0.0	2.1	2.0
	Other Convenience Stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	5.2	0.2	0.0	0.0	0.2	5.5	5.3
KINGSCLERE LOCAL CENTRE														
	Other Convenience Stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0	0.0	0.0	0.0	3.0	3.0
	Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0	0.0	0.0	0.0	3.0	3.0
OTHER LOCAL SHOPS / PARADES		8.0	4.5	6.1	5.0	8.7	1.2	2.8	1.4	1.4	3.0	1.3	43.4	36.4
OUT-OF-CENTRE DESTINATIONS														
	Aldi, Winchester Road,	2.2	3.9	2.7	0.4	0.2	0.2	0.9	0.3	0.1	0.5	0.0	11.6	10.7
	Aldi, Winklebury Way	1.3	0.0	5.5	4.7	0.2	2.5	1.2	0.7	0.0	0.4	0.0	16.9	13.9
	Co-op, Winklebury Way	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
	Lidl, Gastons Wood	1.5	0.3	0.1	3.0	3.3	3.2	0.0	0.6	0.2	0.8	0.0	13.0	8.7
	Lidl, Worting Road	1.4	1.0	2.5	1.2	0.3	2.8	1.9	0.1	0.3	1.8	0.0	13.3	8.5
	Morrisons, Worting Road	13.2	3.8	12.2	3.8	3.1	1.2	5.8	0.7	0.7	0.7	0.0	45.7	42.9
	Sainsbury's Superstore, Wallop Drive	5.0	11.8	16.0	2.2	1.6	0.9	7.0	0.3	1.7	1.5	0.6	49.3	44.2
	Home Bargains, Winchester Road	0.1	0.1	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	1.1
	OUT-OF-CENTRE-OTHER	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	Subtotal	24.7	20.9	39.9	15.3	8.8	10.8	16.8	2.7	3.0	5.7	0.6	150.9	130.1
BOROUGH AREA SUB-TOTAL		67.2	44.5	66.0	45.4	50.7	46.9	32.8	11.0	5.8	16.0	2.1	390.4	318.4
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH														
	Aldershot	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.6	0.0	0.6	0.0
	Aldersford	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
	Alton	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	8.7	1.2	0.0	10.3	0.1
	Andover	0.0	0.0	0.0	1.1	0.0	0.0	8.0	1.2	0.0	0.0	7.4	17.6	10.2
	Bordon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0
	Camberley	0.1	0.6	0.0	0.0	0.0	0.0	0.1	0.0	0.2	2.8	0.0	3.8	0.8
	Farnborough	0.0	0.0	0.0	0.1	0.5	0.0	0.0	0.0	0.0	2.0	0.4	2.9	0.5
	Farnham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	3.0	0.0	3.1	0.0
	Fleet	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.6	0.0	6.8	0.4
	Hook	0.0	0.0	0.0	0.0	0.9	0.2	0.0	0.0	0.7	22.1	0.0	23.5	0.9
	Newbury	0.0	0.0	0.0	0.0	2.0	4.1	0.8	25.5	0.0	0.0	0.4	32.9	28.3
	Reading	0.7	0.6	0.0	0.0	4.9	2.6	0.0	0.0	0.0	5.1	0.0	13.5	5.9
	Thatcham	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.1	0.0	0.0	0.0	0.4	0.4
	Winchester	0.0	0.0	0.0	0.0	0.0	0.5	1.6	0.0	0.1	0.0	14.8	16.8	1.6
	Wokingham	0.0	0.0	0.0	0.0	0.9	0.7	0.0	0.0	0.0	0.2	0.0	1.7	0.9
	ALL OTHER CENTRES/STORES OUTSIDE BOROUGH	0.0	0.0	0.0	0.0	0.5	1.2	0.1	0.1	0.2	8.9	3.2	13.8	0.6
OUTSIDE BOROUGH AREA SUB-TOTAL		1.2	1.2	0.0	1.3	10.2	9.3	10.6	26.9	10.3	52.4	26.4	148.0	50.6
GRAND TOTAL		68.4	45.7	66.0	46.7	60.9	56.2	43.5	37.9	16.2	68.4	28.6	538.4	369.0

TABLE 3: 2025 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area Zones 1-11	Core Zones 1,2,3,4,5,7,8
BASINGSTOKE TOWN CENTRE														
	Iceland, Festival Place	4.3	0.1	0.7	0.4	0.0	0.7	0.1	0.0	0.0	0.0	0.0	6.4	5.7
	Marks & Spencer, Festival Place	0.9	0.4	1.0	1.0	0.0	0.8	0.6	0.1	0.1	0.7	0.0	5.6	4.0
	Sainsbury's Superstore, Station Mall	5.9	0.4	1.7	1.4	0.8	0.6	0.6	1.2	0.0	1.3	0.0	14.0	12.1
	Tesco Metro, Festival Place	6.4	0.6	0.9	1.1	1.5	0.0	0.1	0.0	0.0	0.0	0.0	10.7	10.6
	Waitrose, Basing View	2.3	1.1	1.9	1.6	3.2	0.5	2.1	0.3	0.5	1.3	0.1	14.9	12.6
	Other Convenience Stores	0.6	0.0	0.6	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	1.5	1.5
	Subtotal	20.5	2.5	6.8	5.5	5.5	2.6	3.7	1.6	0.6	3.3	0.1	53.1	46.4
BRIGHTON HILL DISTRICT CENTRE														
	Asda, Brighton Hill	8.8	17.0	8.7	2.0	1.7	1.2	1.5	0.0	0.6	0.0	0.0	42.2	40.0
	Other Convenience Stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	Subtotal	8.8	17.0	8.7	2.0	1.7	1.2	1.5	0.0	0.6	0.0	0.0	42.2	40.0
CHINEHAM DISTRICT CENTRE														
	Iceland, Chineham SC	0.0	0.0	0.0	0.2	1.1	0.0	0.0	0.0	0.0	0.0	0.0	1.2	1.2
	Marks & Spencer, Chineham SC	0.2	0.0	0.0	1.1	1.8	0.5	0.1	0.0	0.0	0.4	0.0	3.9	3.1
	Tesco Superstore, Chineham SC	5.9	0.2	4.1	14.0	21.6	1.2	0.8	0.0	0.3	3.6	0.0	51.3	45.9
	Other Convenience Stores	0.0	0.0	0.0	0.0	1.0	0.1	0.0	0.0	0.0	0.0	0.0	1.0	0.9
	Subtotal	6.1	0.2	4.1	15.3	25.5	1.8	0.9	0.0	0.3	4.0	0.0	57.4	51.1
OVERTON DISTRICT CENTRE														
	Co-op, Winchester Street	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	1.6	1.6
	Other Convenience Stores	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2	0.2
	Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.0	0.0	0.0	1.8	1.8
TADLEY DISTRICT CENTRE														
	Sainsbury's, Mulfords Hill,	0.0	0.0	1.0	3.0	1.1	24.8	0.3	1.9	0.0	0.2	0.0	32.0	7.4
	Other Convenience Stores	0.0	0.0	0.0	0.0	0.6	5.3	0.0	0.3	0.0	0.0	0.0	6.0	0.9
	Subtotal	0.0	0.0	1.0	3.0	1.7	30.1	0.3	2.2	0.0	0.2	0.0	38.0	8.2
WHITCHURCH DISTRICT CENTRE														
	Co-op, Bell Street	0.0	0.0	0.0	0.0	0.0	0.0	3.2	0.2	0.0	0.0	0.1	3.5	3.4
	Tesco Express, Winchester Street	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.0	2.2	2.1
	Other Convenience Stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	5.4	0.2	0.0	0.0	0.2	5.7	5.5
KINGSCLERE LOCAL CENTRE														
	Other Convenience Stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1	0.0	0.0	0.0	3.1	3.1
	Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1	0.0	0.0	0.0	3.1	3.1
OTHER LOCAL SHOPS / PARADES		8.2	4.7	6.2	5.2	8.9	1.2	2.8	1.4	1.4	3.0	1.3	44.5	37.4
OUT-OF-CENTRE DESTINATIONS														
	Aldi, Winchester Road,	2.3	4.0	2.8	0.4	0.2	0.2	0.9	0.3	0.1	0.5	0.0	11.9	11.0
	Aldi, Winklebury Way	1.3	0.0	5.7	4.9	0.2	2.6	1.2	0.7	0.0	0.4	0.0	17.3	14.3
	Co-op, Winklebury Way	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
	Lidl, Gastons Wood	1.5	0.3	0.1	3.1	3.4	3.3	0.0	0.7	0.2	0.8	0.0	13.3	9.0
	Lidl, Worting Road	1.5	1.1	2.5	1.3	0.3	2.8	1.9	0.1	0.3	1.8	0.0	13.6	8.7
	Morrisons, Worting Road	13.6	3.9	12.5	3.9	3.1	1.3	6.0	0.7	0.7	0.7	0.0	46.9	44.1
	Sainsbury's Superstore, Wallop Drive	5.1	12.2	16.4	2.2	1.7	0.9	7.2	0.3	1.7	1.6	0.6	50.6	45.4
	Home Bargains, Winchester Road	0.2	0.1	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	1.1
	OUT-OF-CENTRE-OTHER	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	Subtotal	25.4	21.6	40.9	15.8	9.0	11.1	17.2	2.7	3.1	5.8	0.6	154.9	133.8
BOROUGH AREA SUB-TOTAL		69.0	45.9	67.7	46.8	52.3	48.0	33.7	11.3	6.0	16.3	2.2	400.8	327.4
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH														
	Aldershot	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.6	0.0	0.6	0.0
	Aldersford	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
	Alton	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	8.9	1.3	0.0	10.5	0.1
	Andover	0.0	0.0	0.0	1.2	0.0	0.0	8.2	1.3	0.0	0.0	7.7	18.1	10.5
	Bordon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0
	Camberley	0.1	0.6	0.0	0.0	0.0	0.0	0.1	0.0	0.2	2.9	0.0	3.8	0.8
	Farnborough	0.0	0.0	0.0	0.1	0.5	0.0	0.0	0.0	0.0	2.1	0.4	2.9	0.5
	Farnham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	3.0	0.0	3.2	0.0
	Fleet	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.7	0.0	7.0	0.4
	Hook	0.0	0.0	0.0	0.0	1.0	0.2	0.0	0.0	0.7	22.5	0.0	24.1	0.9
	Newbury	0.0	0.0	0.0	0.0	2.1	4.2	0.8	26.1	0.0	0.0	0.4	33.8	29.1
	Reading	0.8	0.6	0.0	0.0	5.1	2.7	0.0	0.0	0.0	5.1	0.0	13.9	6.1
	Thattham	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.1	0.0	0.0	0.0	0.5	0.5
	Winchester	0.0	0.0	0.0	0.0	0.0	0.5	1.7	0.0	0.1	0.0	15.4	17.3	1.6
	Wokingham	0.0	0.0	0.0	0.0	0.9	0.7	0.0	0.0	0.0	0.2	0.0	1.7	0.9
	ALL OTHER CENTRES/STORES OUTSIDE BOROUGH	0.0	0.0	0.0	0.0	0.5	1.2	0.1	0.1	0.2	9.0	3.4	14.2	0.6
OUTSIDE BOROUGH AREA SUB-TOTAL		1.2	1.2	0.0	1.4	10.5	9.5	10.9	27.5	10.6	53.3	27.4	151.9	52.0
GRAND TOTAL		70.3	47.1	67.7	48.2	62.8	57.5	44.6	38.8	16.6	69.6	29.6	552.7	379.4

TABLE 4: 2020 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

Zones												Study Area Zones 1-11	Core Zones 1,2,3,4,5,7,8
Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11			
BASINGSTOKE TOWN CENTRE													
Iceland, Festival Place	4.4	0.1	0.7	0.4	0.0	0.7	0.1	0.0	0.0	0.0	0.0	6.5	5.8
Marks & Spencer, Festival Place	0.9	0.4	1.0	1.0	0.0	0.9	0.6	0.1	0.1	0.7	0.0	5.7	4.1
Sainsbury's Superstore, Station Mall	6.0	0.4	1.7	1.4	0.8	0.6	0.6	1.2	0.0	1.3	0.0	14.3	12.3
Tesco Metro, Festival Place	6.5	0.6	0.9	1.1	1.5	0.0	0.1	0.0	0.0	0.0	0.0	10.9	10.8
Waitrose, Basing View	2.4	1.2	2.0	1.7	3.3	0.5	2.2	0.3	0.5	1.3	0.1	15.2	12.8
Other Convenience Stores	0.6	0.0	0.6	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	1.5	1.5
Subtotal	20.8	2.5	7.0	5.7	5.6	2.6	3.8	1.6	0.6	3.3	0.1	54.1	47.3
BRIGHTON HILL DISTRICT CENTRE													
Asda, Brighton Hill	9.0	17.4	8.8	2.0	1.7	1.3	1.5	0.0	0.7	0.0	0.0	43.0	40.8
Other Convenience Stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Subtotal	9.0	17.4	8.8	2.0	1.7	1.3	1.5	0.0	0.7	0.0	0.0	43.0	40.8
CHINEHAM DISTRICT CENTRE													
Iceland, Chineham SC	0.0	0.0	0.0	0.2	1.1	0.0	0.0	0.0	0.0	0.0	0.0	1.2	1.2
Marks & Spencer, Chineham SC	0.2	0.0	0.0	1.2	1.8	0.5	0.1	0.0	0.0	0.4	0.0	4.0	3.1
Tesco Superstore, Chineham SC	6.0	0.2	4.2	14.3	22.1	1.3	0.9	0.0	0.3	3.7	0.0	52.2	46.8
Other Convenience Stores	0.0	0.0	0.0	0.0	1.0	0.1	0.0	0.0	0.0	0.0	0.0	1.0	0.9
Subtotal	6.2	0.2	4.2	15.7	26.1	1.8	1.0	0.0	0.3	4.0	0.0	58.4	52.1
OVERTON DISTRICT CENTRE													
Co-op, Winchester Street	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	1.6	1.6
Other Convenience Stores	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2	0.2
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.0	0.0	0.0	1.9	1.9
TADLEY DISTRICT CENTRE													
Sainsbury's, Mulford's Hill,	0.0	0.0	1.0	3.1	1.2	25.3	0.3	1.9	0.0	0.2	0.0	32.6	7.5
Other Convenience Stores	0.0	0.0	0.0	0.0	0.6	5.3	0.0	0.3	0.0	0.0	0.0	6.1	0.9
Subtotal	0.0	0.0	1.0	3.1	1.7	30.6	0.3	2.3	0.0	0.2	0.0	38.7	8.4
WHITCHURCH DISTRICT CENTRE													
Co-op, Bell Street	0.0	0.0	0.0	0.0	0.0	0.0	3.3	0.2	0.0	0.0	0.1	3.6	3.4
Tesco Express, Winchester Street	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.0	2.2	2.1
Other Convenience Stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	5.5	0.2	0.0	0.0	0.2	5.8	5.6
KINGSCLERE LOCAL CENTRE													
Other Convenience Stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1	0.0	0.0	0.0	3.2	3.2
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1	0.0	0.0	0.0	3.2	3.2
OTHER LOCAL SHOPS / PARADES													
	8.4	4.8	6.3	5.3	9.1	1.2	2.9	1.5	1.4	3.1	1.4	45.4	38.1
OUT-OF-CENTRE DESTINATIONS													
Aldi, Winchester Road,	2.3	4.1	2.9	0.4	0.2	0.2	0.9	0.3	0.1	0.5	0.0	12.1	11.2
Aldi, Winklebury Way	1.3	0.0	5.8	5.0	0.2	2.6	1.3	0.7	0.0	0.5	0.0	17.7	14.6
Co-op, Winklebury Way	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Lidl, Gastons Wood	1.5	0.3	0.1	3.1	3.5	3.3	0.0	0.7	0.2	0.8	0.0	13.6	9.2
Lidl, Worting Road	1.5	1.1	2.6	1.3	0.3	2.9	2.0	0.1	0.3	1.8	0.0	13.9	8.9
Morrisons, Worting Road	13.8	4.0	12.7	4.0	3.2	1.3	6.1	0.7	0.7	0.7	0.0	47.8	45.0
Sainsbury's Superstore, Wallop Drive	5.2	12.5	16.6	2.3	1.7	0.9	7.3	0.3	1.8	1.6	0.7	51.5	46.3
Home Bargains, Winchester Road	0.2	0.1	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	1.2
OUT-OF-CENTRE-OTHER	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Subtotal	25.8	22.1	41.6	16.1	9.2	11.3	17.5	2.8	3.1	5.9	0.7	157.9	136.4
BOROUGH AREA SUB-TOTAL													
	70.2	47.0	68.8	47.9	53.5	48.8	34.3	11.5	6.1	16.5	2.3	408.3	333.8
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH													
Aldershot	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.6	0.0	0.6	0.0
Alresford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.3	0.0
Alton	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	1.3	0.0	10.7	0.2
Andover	0.0	0.0	0.0	1.2	0.0	0.0	8.4	1.3	0.0	0.0	7.9	18.4	10.7
Bordon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0
Camberley	0.1	0.6	0.0	0.0	0.0	0.0	0.1	0.0	0.2	2.9	0.0	3.9	0.8
Farnborough	0.0	0.0	0.0	0.1	0.5	0.0	0.0	0.0	0.0	2.1	0.4	3.0	0.5
Farnham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	3.1	0.0	3.3	0.0
Fleet	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.7	0.0	7.1	0.4
Hook	0.0	0.0	0.0	0.0	1.0	0.3	0.0	0.0	0.8	22.7	0.0	24.6	0.9
Newbury	0.0	0.0	0.0	0.0	2.2	4.2	0.8	26.5	0.0	0.0	0.4	34.4	29.7
Reading	0.8	0.6	0.0	0.0	5.2	2.8	0.0	0.0	0.0	5.2	0.0	14.1	6.2
Thatcham	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.1	0.0	0.0	0.0	0.5	0.5
Winchester	0.0	0.0	0.0	0.0	0.0	0.5	1.7	0.0	0.1	0.0	15.8	17.6	1.7
Wokingham	0.0	0.0	0.0	0.0	1.0	0.7	0.0	0.0	0.0	0.2	0.0	1.7	0.9
ALL OTHER CENTRES/STORES OUTSIDE BOROUGH	0.0	0.0	0.0	0.0	0.5	1.2	0.1	0.1	0.2	9.1	3.5	14.4	0.6
OUTSIDE BOROUGH AREA SUB-TOTAL													
	1.2	1.2	0.0	1.4	10.7	9.7	11.1	28.0	10.8	53.9	28.2	154.8	53.1
GRAND TOTAL													
	71.4	48.2	68.8	49.3	64.2	58.4	45.5	39.5	16.9	70.4	30.5	563.1	386.9

TABLE 5: 2035 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

Excluding internet shopping and other Special Forms of Trading													
	Zones											Study Area Zones 1-11	Core Zones 1,2,3,4,5,7,8
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11		
BASINGSTOKE TOWN CENTRE													
Iceland, Festival Place	4.5	0.1	0.8	0.4	0.0	0.7	0.1	0.0	0.0	0.0	0.0	6.6	5.9
Marks & Spencer, Festival Place	1.0	0.4	1.0	1.0	0.0	0.9	0.7	0.1	0.1	0.7	0.0	5.8	4.2
Sainsbury's Superstore, Station Mall	6.1	0.4	1.8	1.4	0.8	0.6	0.6	1.3	0.0	1.4	0.0	14.6	12.5
Tesco Metro, Festival Place	6.6	0.6	0.9	1.1	1.5	0.0	0.1	0.0	0.0	0.0	0.0	11.1	11.0
Waitrose, Basing View	2.4	1.2	2.0	1.7	3.4	0.5	2.2	0.3	0.5	1.4	0.1	15.5	13.0
Other Convenience Stores	0.6	0.0	0.6	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	1.6	1.6
Subtotal	21.2	2.6	7.1	5.8	5.7	2.6	3.8	1.7	0.6	3.4	0.1	55.1	48.2
BRIGHTON HILL DISTRICT CENTRE													
Asda, Brighton Hill	9.1	17.8	9.0	2.1	1.8	1.3	1.5	0.0	0.7	0.0	0.0	43.7	41.6
Other Convenience Stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Subtotal	9.1	17.8	9.0	2.1	1.8	1.3	1.5	0.0	0.7	0.0	0.0	43.7	41.6
CHINEHAM DISTRICT CENTRE													
Iceland, Chineham SC	0.0	0.0	0.0	0.2	1.1	0.0	0.0	0.0	0.0	0.0	0.0	1.3	1.3
Marks & Spencer, Chineham SC	0.2	0.0	0.0	1.2	1.9	0.5	0.1	0.0	0.0	0.4	0.0	4.0	3.2
Tesco Superstore, Chineham SC	6.1	0.2	4.2	14.6	22.6	1.3	0.9	0.0	0.3	3.7	0.0	53.1	47.7
Other Convenience Stores	0.0	0.0	0.0	0.0	1.0	0.1	0.0	0.0	0.0	0.0	0.0	1.0	0.9
Subtotal	6.3	0.2	4.2	16.0	26.6	1.8	1.0	0.0	0.3	4.1	0.0	59.5	53.1
OVERTON DISTRICT CENTRE													
Co-op, Winchester Street	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	1.7	1.7
Other Convenience Stores	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.2	0.2
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0	1.9	1.9
TADLEY DISTRICT CENTRE													
Sainsbury's, Mulfords Hill,	0.0	0.0	1.0	3.1	1.2	25.6	0.3	2.0	0.0	0.2	0.0	33.2	7.7
Other Convenience Stores	0.0	0.0	0.0	0.0	0.6	5.4	0.0	0.3	0.0	0.0	0.0	6.2	0.9
Subtotal	0.0	0.0	1.0	3.1	1.8	31.0	0.3	2.3	0.0	0.2	0.0	39.4	8.5
WHITCHURCH DISTRICT CENTRE													
Co-op, Bell Street	0.0	0.0	0.0	0.0	0.0	0.0	3.3	0.2	0.0	0.0	0.1	3.7	3.5
Tesco Express, Winchester Street	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.1	2.2	2.2
Other Convenience Stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	5.6	0.2	0.0	0.0	0.2	5.9	5.7
KINGSCLERE LOCAL CENTRE													
Other Convenience Stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2	0.0	0.0	0.0	3.2	3.2
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2	0.0	0.0	0.0	3.2	3.2
OTHER LOCAL SHOPS / PARADES													
	8.5	4.9	6.4	5.4	9.3	1.3	2.9	1.5	1.5	3.1	1.4	46.2	38.9
OUT-OF-CENTRE DESTINATIONS													
Aldi, Winchester Road,	2.3	4.2	2.9	0.4	0.2	0.2	0.9	0.3	0.1	0.5	0.0	12.3	11.4
Aldi, Winklebury Way	1.3	0.0	5.9	5.1	0.2	2.6	1.3	0.7	0.0	0.5	0.0	18.0	14.9
Co-op, Winklebury Way	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Lidl, Gastons Wood	1.5	0.3	0.1	3.2	3.6	3.4	0.0	0.7	0.2	0.9	0.0	13.8	9.3
Lidl, Worting Road	1.5	1.1	2.6	1.3	0.3	2.9	2.0	0.1	0.3	1.8	0.0	14.2	8.1
Morrisons, Worting Road	14.0	4.1	12.9	4.1	3.3	1.3	6.2	0.7	0.7	0.7	0.0	48.7	45.8
Sainsbury's Superstore, Wallop Drive	5.3	12.8	16.9	2.3	1.8	1.0	7.4	0.3	1.8	1.6	0.7	52.4	47.2
Home Bargains, Winchester Road	0.2	0.1	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	1.2
OUT-OF-CENTRE-OTHER	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Subtotal	26.2	22.7	42.3	16.4	9.4	11.4	17.9	2.8	3.2	5.9	0.7	160.7	139.0
BOROUGH AREA SUB-TOTAL													
	71.3	48.2	70.0	48.8	54.5	49.5	35.0	11.7	6.2	16.7	2.3	415.5	340.1
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH													
Aldershot	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.6	0.0	0.6	0.0
Alresford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.3	0.0
Alton	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	9.2	1.3	0.0	10.9	0.2
Andover	0.0	0.0	0.0	1.2	0.0	0.0	8.5	1.3	0.0	0.0	8.1	18.7	10.9
Bordon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0
Camberley	0.1	0.7	0.0	0.0	0.0	0.0	0.1	0.0	0.2	3.0	0.0	4.0	0.8
Farnborough	0.0	0.0	0.0	0.1	0.5	0.0	0.0	0.0	0.0	2.1	0.4	3.1	0.5
Farnham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	3.1	0.0	3.3	0.0
Fleet	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.8	0.0	7.2	0.4
Hook	0.0	0.0	0.0	0.0	1.0	0.3	0.0	0.0	0.8	23.0	0.0	25.0	0.9
Newbury	0.0	0.0	0.0	0.0	2.2	4.3	2.9	27.0	0.0	0.0	0.4	35.0	30.3
Reading	0.8	0.6	0.0	0.0	5.3	2.8	0.0	0.0	0.0	5.3	0.0	14.4	6.3
Thatcham	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.1	0.0	0.0	0.0	0.5	0.5
Winchester	0.0	0.0	0.0	0.0	0.0	0.5	1.8	0.0	0.1	0.0	16.2	17.9	1.7
Wokingham	0.0	0.0	0.0	0.0	1.0	0.7	0.0	0.0	0.0	0.2	0.0	1.8	0.9
ALL OTHER CENTRES/STORES OUTSIDE BOROUGH	0.0	0.0	0.0	0.0	0.5	1.2	0.1	0.1	0.2	9.2	3.5	14.7	0.6
OUTSIDE BOROUGH AREA SUB-TOTAL													
	1.3	1.3	0.0	1.4	10.9	9.8	11.3	28.5	11.0	54.6	28.9	157.5	54.1
GRAND TOTAL													
	72.5	49.5	70.0	50.2	65.4	59.3	46.3	40.2	17.2	71.3	31.2	573.1	394.1

Appendix 6: Baseline: Convenience Goods Capacity

TABLE 1: TOTAL ALLOCATED CONVENIENCE GOODS EXPENDITURE BASED ON MARKET SHARE ANALYSIS (£m)
Excluding SFT & 'Inflow' from outside Study Area

	2020	2025	2030	2035	2038
BASINGSTOKE TOWN CENTRE	£51.7	£53.1	£54.1	£55.1	£55.6
BRIGHTON HILL DISTRICT CENTRE	£41.1	£42.2	£43.0	£43.7	£44.2
CHINEHAM DISTRICT CENTRE	£55.9	£57.4	£58.4	£59.5	£60.1
OVERTON DISTRICT CENTRE	£1.8	£1.8	£1.9	£1.9	£1.9
TADLEY DISTRICT CENTRE	£37.0	£38.0	£38.7	£39.4	£39.8
WHITCHURCH DISTRICT CENTRE	£5.5	£5.7	£5.8	£5.9	£6.0
KINGSCLERE LOCAL CENTRE	£3.0	£3.1	£3.2	£3.2	£3.3
OTHER LOCAL SHOPS / PARADES	£43.4	£44.5	£45.4	£46.2	£46.7
OUT OF CENTRE:					
Aldi, Winchester Road,	£11.6	£11.9	£12.1	£12.3	£12.5
Aldi, Winklebury Way	£16.9	£17.3	£17.7	£18.0	£18.2
Co-op, Winklebury Way	£0.1	£0.1	£0.1	£0.1	£0.1
Lidl, Gastons Wood	£13.0	£13.3	£13.6	£13.8	£13.9
Lidl, Worling Road	£13.3	£13.6	£13.9	£14.2	£14.3
Morrisons, Worling Road	£45.7	£46.9	£47.8	£48.7	£49.2
Sainsbury's Superstore, Wallop Drive	£49.3	£50.6	£51.5	£52.4	£53.0
Home Bargains, Winchester Road	£1.1	£1.1	£1.2	£1.2	£1.2
OUT-OF-CENTRE-OTHER	£0.0	£0.0	£0.0	£0.0	£0.0
Subtotal	£150.9	£154.9	£157.9	£160.7	£162.3
TOTAL CONVENIENCE TURNOVER OF BOROUGH STORES/CENTRES:	£390.4	£400.8	£408.3	£415.5	£419.8

TABLE 2: ALL CONVENIENCE GOODS - TOTAL TURNOVER ALLOWING FOR INFLOW
Including 'Inflow' from outside Study Area

	Estimated 'Inflow' from outside Study Area	2020	2025	2030	2035	2038
BASINGSTOKE TOWN CENTRE	3%	£53.3	£54.8	£55.8	£56.8	£57.4
BRIGHTON HILL DISTRICT CENTRE	0%	£41.1	£42.2	£43.0	£43.7	£44.2
CHINEHAM DISTRICT CENTRE	0%	£55.9	£57.4	£58.4	£59.5	£60.1
OVERTON DISTRICT CENTRE	0%	£1.8	£1.8	£1.9	£1.9	£1.9
TADLEY DISTRICT CENTRE	0%	£37.0	£38.0	£38.7	£39.4	£39.8
WHITCHURCH DISTRICT CENTRE	0%	£5.5	£5.7	£5.8	£5.9	£6.0
KINGSCLERE LOCAL CENTRE	0%	£3.0	£3.1	£3.2	£3.2	£3.3
OTHER LOCAL SHOPS / PARADES	0%	£43.4	£44.5	£45.4	£46.2	£46.7
OUT OF CENTRE:						
Aldi, Winchester Road,	1%	£11.7	£12.0	£12.2	£12.5	£12.6
Aldi, Winklebury Way	1%	£17.1	£17.5	£17.8	£18.2	£18.3
Co-op, Winklebury Way	1%	£0.1	£0.1	£0.1	£0.1	£0.1
Lidl, Gastons Wood	1%	£13.1	£13.4	£13.7	£13.9	£14.1
Lidl, Worling Road	1%	£13.4	£13.8	£14.0	£14.3	£14.4
Morrisons, Worling Road	1%	£46.2	£47.4	£48.3	£49.2	£49.7
Sainsbury's Superstore, Wallop Drive	1%	£49.8	£51.1	£52.0	£53.0	£53.5
Home Bargains, Winchester Road	0%	£1.1	£1.1	£1.2	£1.2	£1.2
OUT-OF-CENTRE-OTHER	0%	£0.0	£0.0	£0.0	£0.0	£0.0
Subtotal		£152.5	£156.5	£159.4	£162.3	£163.9
TOTAL CONVENIENCE TURNOVER OF BOROUGH STORES/CENTRES:		£393.5	£404.0	£411.6	£418.9	£423.2

TABLE 3: COMMITTED CONVENIENCE FLOORSPACE

	CENTRE	PLANNING REF	SCHEME	Gross Floorpace (sq m)	Net Floorpace (sq m)	Sales Density 2020	Turnover (£m)				
							2020	2025	2030	2035	2038
[1]	BASINGSTOKE	BDB/73174 and 16/00822/RES	MERTON RISE BASINGSTOKE RG24 9EX MIXED USE DEVELOPMENT INCLUDING RETAIL & EMPLOYMENT	372	260	10,000	£2.6	£2.7	£2.7	£2.8	£2.8
[2]	BASINGSTOKE	17/04197/OUT	PLOT K AND K1, BASING VIEW BASINGSTOKE RG21 4EJ	249	174	10,000	£1.7	£1.8	£1.8	£1.8	£1.9
[3]	BASINGSTOKE	19/03346/FUL	UNIT 1 AND 2 HATCH WARREN RETAIL PARK WALLOP DRIVE BASINGSTOKE HAMPSHIRE RG22 4TT	n/a	966	10,000	£9.7	£9.8	£10.0	£10.2	£10.4
[4]	DUMMER	15/04503/OUT	HOUNSOME FIELDS DUMMER RG23 7LU MIXED DEVELOPMENT INCLUDING LOCAL CENTRE RETAIL	400	280	10,000	£2.8	£2.9	£2.9	£3.0	£3.0
TOTAL				1,021	1,681		£16.8	£17.1	£17.5	£17.8	£18.0

Notes:

- [1] BDB/73174 and 16/00822/RES: Outline application for mixed use development including access, comprising up to 784 no. residential units (Use Class C3), up to 1500 sqm gross of local centre uses (Use Classes A1 - A5) including a foodstore of up to 500 sqm gross, community office space of up to 120sqm gross (Use Class B1), approximately 10 hectares of publicly accessible open space, allotments and associated car and cycle parking, landscaping and incidental open space
- [2] 17/04197/OUT: Hybrid planning application with detailed and outline elements for office redevelopment of plot K and K1. Detailed application: A five-storey B1a (office) building with roof level pavilion and terrace (Plot K1) with flexible A1 (retail) or A3 (restaurant) ground floor uses (west demise), and ancillary B1a (east demise) fronting Basing View (South) with landscaping to the principal frontage and the western boundary which flanks the public footpath. Car parking for 280 vehicles (serving both Plot K and K1 buildings) to the rear arranged over five levels, accessed directly from Basing View (north and south). Outline application A (B1a) office building up to five storeys tall with roof level pavilion and terrace (Plot K) fronting Basing View (North), reserving matters of layout, appearance, and landscaping
- [3] 19/03346/FUL: Amalgamation of existing Units 1 and 2; external alterations to the building and car park, and relaxation of current goods restriction to allow unrestricted Class A1 use (sale of convenience and comparison goods) to allow occupation by Lidl foodstore | Unit 1 And 2 Hatch Warren Retail Park Wallop Drive Basingstoke Hampshire RG22 4TT
- [4] 15/04503/OUT: Outline application to include access to be considered, for up to 750 residential units with a mix of units, land for up to two pitches to accommodate Gypsies and Travellers, and a neighbourhood centre including principal community centre, private children's nursery, local retail facilities, and three form entry primary school and ancillary development

TABLE 4: BASINGSTOKE & DEANE COUNCIL AREA - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2020	2025	2030	2035	2038
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£393.5	£404.0	£411.6	£418.9	£423.2
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£393.5	401.1	408.7	417.0	422.0
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£2.9	£2.8	£1.9	£1.2
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£17.1	£17.5	£17.8	£18.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£14.2	-£14.6	-£15.9	-£16.9
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,191	£10,386	£10,596	£10,724
	(ii) Net Floorspace Capacity (sq m):	-	-1,394	-1,408	-1,503	-1,572
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-1,992	-2,011	-2,147	-2,246

Notes:

- STEP 1: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).
STEP 2: It has been assumed for the purpose of this assessment that the LPA's convenience goods retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growth rates informed by the latest Experian Retail Planner Briefing Note 17 (February 2020) and other research evidence.
STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage.
STEP 4: The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2025.
STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).
STEP 6: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on an average sales performance for the 'top 6' grocers (i.e. Tesco, Asda, Sainsbury's, Waitrose, Morrisons and Marks & Spencer) and other supermarket and Limited Assortment Discount (LAD) operators (e.g. Aldi, Lidl, Netto, Co-op, Budgens, etc.).

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

		2020	2025	2030	2035	2038
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£53.3	£54.8	£55.8	£56.8	£57.4
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£53.3	54.4	55.4	56.5	57.2
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.4	£0.4	£0.3	£0.2
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.4	£0.4	£0.3	£0.2
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,191	£10,386	£10,596	£10,724
	(ii) Net Floorspace Capacity (sq m):	-	39	37	24	15
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		55	53	34	21

TABLE 6: BRIGHTON HILL DISTRICT CENTRE- CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2020	2025	2030	2035	2038
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£41.1	£42.2	£43.0	£43.7	£44.2
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£41.1	£41.9	£42.7	£43.5	£44.1
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.3	£0.3	£0.2	£0.1
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.3	£0.3	£0.2	£0.1
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,191	£10,386	£10,596	£10,724
	(ii) Net Floorspace Capacity (sq m):	-	30	28	19	11
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		43	41	27	16

TABLE 7: CHINEHAM DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2020	2025	2030	2035	2038
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£55.9	£57.4	£58.4	£59.5	£60.1
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£55.9	£56.9	£58.0	£59.2	£59.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.4	£0.4	£0.3	£0.2
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.4	£0.4	£0.3	£0.2
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,191	£10,386	£10,596	£10,724
	(ii) Net Floorspace Capacity (sq m):	-	41	39	25	15
	(iii) Assumed Net / Gross Floorspace Ratio:		58	55	36	22
	(iv) Gross Floorspace Capacity (sq m):					

TABLE 8: OVERTON DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2020	2025	2030	2035	2038
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£1.8	£1.8	£1.9	£1.9	£1.9
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£1.8	£1.8	£1.9	£1.9	£1.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.0	£0.0	£0.0
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.0	£0.0	£0.0	£0.0
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,191	£10,386	£10,596	£10,724
	(ii) Net Floorspace Capacity (sq m):	-	1	1	1	0
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		2	2	1	1

TABLE 9: TADLEY DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2020	2025	2030	2035	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£37.0	£38.0	£38.7	£39.4	£39.8
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£37.0	£37.7	£38.4	£39.2	£39.7
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.3	£0.3	£0.2	£0.1
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.3	£0.3	£0.2	£0.1
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,191	£10,386	£10,596	£10,724
(ii) Net Floorspace Capacity (sq m):	-	27	26	17	10
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		38	37	24	15

TABLE 10: WHITCHURCH DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2020	2025	2030	2035	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£5.5	£5.7	£5.8	£5.9	£6.0
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£5.5	£5.6	£5.8	£5.9	£5.9
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.0	£0.0	£0.0
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.0	£0.0	£0.0	£0.0
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,191	£10,386	£10,596	£10,724
(ii) Net Floorspace Capacity (sq m):	-	4	4	3	2
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		6	5	4	2

TABLE 11: KINGSCLERE LOCAL CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2020	2025	2030	2035	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£3.0	£3.1	£3.2	£3.2	£3.3
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£3.0	£3.1	£3.2	£3.2	£3.3
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.0	£0.0	£0.0
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.0	£0.0	£0.0	£0.0
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,191	£10,386	£10,596	£10,724
(ii) Net Floorspace Capacity (sq m):	-	2	2	1	1
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		3	3	2	1

TABLE 12: OTHER LOCAL SHOPS / PARADES - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2020	2025	2030	2035	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£43.4	£44.5	£45.4	£46.2	£46.7
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£43.4	£44.2	£45.1	£46.0	£46.5
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.3	£0.3	£0.2	£0.1
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.3	£0.3	£0.2	£0.1
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,191	£10,386	£10,596	£10,724
(ii) Net Floorspace Capacity (sq m):	-	32	30	20	12
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		45	43	28	17

TABLE 13: OUT OF CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2020	2025	2030	2035	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£152.5	£156.5	£159.4	£162.3	£163.9
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£152.5	£155.4	£158.3	£161.5	£163.5
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£1.1	£1.1	£0.7	£0.5
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£17.1	£17.5	£17.8	£18.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£16.0	-£16.4	-£17.1	-£17.6
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,191	£10,386	£10,596	£10,724
(ii) Net Floorspace Capacity (sq m):	-	-1,570	-1,575	-1,612	-1,639
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-2,243	-2,250	-2,303	-2,341

TABLE 14: SUMMARY TABLE - CONVENIENCE GOODS CAPACITY ASSESSMENT (NET SQ M)
Assuming Equilibrium at 2020 and Constant Market Shares

CENTRE TYPE	2025	2030	2035	2038
BASINGSTOKE TOWN CENTRE	39	37	24	15
BRIGHTON HILL DISTRICT CENTRE	30	28	19	11
CHINEHAM DISTRICT CENTRE	41	39	25	15
OVERTON DISTRICT CENTRE	1	1	1	0
TADLEY DISTRICT CENTRE	27	26	17	10
WHITCHURCH DISTRICT CENTRE	4	4	3	2
KINGSCLERE LOCAL CENTRE	2	2	1	1
OTHER LOCAL SHOPS / PARADES	32	30	20	12
OUT OF CENTRE	-1,570	-1,575	-1,612	-1,639
TOTAL CONVENIENCE GOODS CAPACITY	-1,394	-1,408	-1,503	-1,572

**Appendix 7: Baseline: Population and Expenditure:
Comparison Goods**

TABLE 1: EXPERIAN BUSINESS STRATEGIES - BASE YEAR (2020) POPULATION & PROJECTIONS (to 2038) GROWTH 2020 to 2038 (%)

ZONE:	2020	2025	2030	2035	2038	2020 - 2025	2020 - 2030	2030 - 2038	2020 - 2038
Zone 1	30,291	31,044	31,491	31,875	32,130	2.5%	4.0%	2.0%	6.1%
Zone 2	20,896	21,489	21,948	22,435	22,831	2.8%	5.0%	4.0%	9.3%
Zone 3	29,050	29,697	30,142	30,541	30,829	2.2%	3.8%	2.3%	6.1%
Zone 4	20,579	21,184	21,614	21,939	22,159	2.9%	5.0%	2.5%	7.7%
Zone 5	25,635	26,365	26,908	27,339	27,605	2.8%	5.0%	2.6%	7.7%
Zone 6	23,348	23,807	24,168	24,418	24,536	2.0%	3.5%	1.5%	5.1%
Zone 7	17,823	18,237	18,548	18,831	18,891	2.3%	4.1%	1.8%	6.0%
Zone 8	14,911	15,217	15,466	15,677	15,775	2.1%	3.7%	2.0%	5.8%
Zone 9	5,779	5,914	6,024	6,108	6,155	2.3%	4.2%	2.2%	6.5%
Zone 10	27,902	28,318	28,564	28,813	28,969	1.5%	2.4%	1.4%	3.8%
Zone 11	11,540	11,940	12,244	12,508	12,616	3.5%	6.1%	3.0%	9.3%
Study Area	227,754	233,212	237,117	240,484	242,496	2.4%	4.1%	2.3%	6.5%

Source: EXPERIAN BUSINESS STRATEGIES

Notes: The base year (2020) population figures have been sourced directly from Experian's 'Retail Area Planner' Reports for each study zone using LSH's (Experian-based) MMG3 Geographic Information System (GIS). The base year figures are based on ONS (mid-year) population figures. The projections for zones are derived from Experian's revised 'demographic component model'; these projections take into account mid-year age and gender estimates and project the population forward year-on-year based on Government population projections for local authority areas in England. The yearly components of population change that are taken into account are the birth rate (0-4 age band), ageing, net migration, death rates, etc.

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

	2020 (incl SFT)	2020	2025	2030	2035	2038
EXPERIAN - SPECIAL FORMS OF TRADING (%):		18.4%	22.0%	24.2%	25.4%	25.8%
REVISED SPECIAL FORMS OF TRADING (%):		17.7%	21.2%	23.3%	24.5%	24.9%
Zone 1	£4,301	£3,539	£3,967	£4,484	£5,120	£5,566
Zone 2	£4,605	£3,789	£4,248	£4,801	£5,482	£5,960
Zone 3	£4,250	£3,497	£3,921	£4,431	£5,060	£5,501
Zone 4	£4,557	£3,749	£4,203	£4,751	£5,424	£5,897
Zone 5	£5,433	£4,469	£5,011	£5,664	£6,467	£7,031
Zone 6	£5,147	£4,235	£4,748	£5,366	£6,127	£6,661
Zone 7	£5,214	£4,289	£4,809	£5,435	£6,206	£6,747
Zone 8	£5,452	£4,485	£5,029	£5,684	£6,490	£7,055
Zone 9	£6,331	£5,209	£5,840	£6,601	£7,537	£8,194
Zone 10	£5,518	£4,540	£5,090	£5,753	£6,569	£7,141
Zone 11	£5,448	£4,482	£5,025	£5,680	£6,485	£7,050
STUDY AREA AVERAGE:	£5,114	£4,207	£4,717	£5,332	£6,088	£6,618

Source: Average spend per capita estimates (2018 prices) are derived from Experian 'Retail Area Planner' Reports using the MMG3 GIS and the year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 17 published by Experian Business Strategies (February 2020).

Notes: An allowance has been made for the market share of retail expenditure per capita on non-store sales (SFT - including mail order and Internet shopping) at the base year informed by the household survey-derived market shares for SFT. Forecast growth in SFT is based on the year-on-year forecasts published by Experian Business Strategies in the most recent Retail Planner Briefing Note 17 (February 2020).

TABLE 3: TOTAL AVAILABLE COMPARISON GOODS EXPENDITURE, BASE YEAR (2020) TO 2038 (£m) GROWTH 2020 to 2038 (%)

	2020 (incl SFT)	2020	2025	2030	2035	2038	2020 - 2025	2020 - 2030	2030 - 2038	2020 - 2038
		EXCLUDING SPECIAL FORMS OF TRADING								
Zone 1	130.3	107.2	123.2	141.2	163.2	178.8	14.9%	31.7%	26.6%	66.9%
Zone 2	96.2	79.2	91.3	105.4	123.0	136.1	15.3%	33.1%	29.1%	71.9%
Zone 3	123.5	101.6	116.4	133.6	154.5	169.6	14.6%	31.5%	27.0%	66.9%
Zone 4	93.8	77.1	89.0	102.7	119.0	130.7	15.4%	33.1%	27.3%	69.4%
Zone 5	139.3	114.6	132.1	152.4	176.8	194.1	15.3%	33.0%	27.3%	69.4%
Zone 6	120.2	98.9	113.0	129.7	149.6	163.4	14.3%	31.2%	26.0%	65.3%
Zone 7	92.9	76.4	87.7	100.8	116.9	127.5	14.7%	31.9%	26.4%	66.7%
Zone 8	81.3	66.9	76.5	87.9	101.7	111.3	14.4%	31.4%	26.6%	66.4%
Zone 9	36.6	30.1	34.5	39.8	46.0	50.4	14.7%	32.1%	26.8%	67.5%
Zone 10	154.0	126.7	144.1	164.3	189.3	206.9	13.8%	29.7%	25.9%	63.3%
Zone 11	62.9	51.7	60.0	69.5	81.1	88.9	16.0%	34.5%	27.9%	72.0%
STUDY AREA:	1,130.9	930.3	1,068.0	1,227.3	1,421.2	1,557.7	14.8%	31.9%	26.9%	67.4%

**Appendix 8: Baseline: Comparison Goods Market
Shares (including SFT)**

TABLE 1: ALL COMPARISON GOODS - 2020 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area Zones 1-11	Core Zones 1,2,3,4,5,7,8
BASINGSTOKE TOWN CENTRE	48.6%	37.0%	39.9%	42.5%	29.5%	34.1%	33.3%	8.8%	18.7%	24.1%	8.8%	31.6%	35.3%
BRIGHTON HILL DISTRICT CENTRE	1.9%	7.4%	4.6%	1.9%	0.7%	0.2%	1.0%	0.1%	0.5%	0.0%	0.7%	1.8%	2.5%
CHINEHAM DISTRICT CENTRE	1.6%	0.8%	0.6%	5.7%	7.8%	0.4%	0.4%	0.0%	0.5%	2.2%	0.0%	2.1%	2.7%
OVERTON DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%
TADLEY DISTRICT CENTRE	0.0%	0.0%	0.1%	1.7%	0.8%	14.7%	0.4%	0.7%	0.2%	0.1%	0.0%	1.9%	0.5%
WHITCHURCH DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.1%	0.0%	0.0%	0.1%	0.2%	0.2%
KINGSCLERE LOCAL CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.2%	0.0%	0.1%	0.2%
OTHER LOCAL SHOPS / PARADES	0.8%	0.3%	1.9%	1.9%	0.2%	0.1%	2.4%	0.4%	0.7%	0.1%	0.0%	0.8%	1.1%
OUT-OF-CENTRE DESTINATIONS													
Sainsbury's / Argos, Wallop Drive	0.7%	4.0%	4.8%	1.3%	0.8%	0.0%	1.6%	0.0%	2.2%	0.2%	0.1%	1.4%	1.9%
Brighton Hill Retail Park (Bensons for Beds, Carpetright, Currys PC World, DFS, Harveys)	7.1%	10.3%	8.1%	9.8%	7.3%	6.1%	7.0%	1.1%	4.6%	1.4%	0.9%	6.0%	7.4%
Gastons Wood (Dunelm, The Range, Go Outdoors, Gastons Wood Industrial Estate)	0.8%	0.7%	0.0%	1.7%	1.5%	1.1%	0.1%	0.0%	1.4%	1.2%	0.0%	0.8%	0.7%
Hatch Warren Retail Park (Dreams, Pets at Home, Pound Stretcher)	1.7%	3.0%	1.4%	1.5%	1.3%	0.7%	0.4%	0.0%	1.5%	0.0%	0.0%	1.1%	1.4%
St Michael's Retail Park (Oak Furniture Land, Smyths Toys, Tasi Carpets)	1.7%	2.8%	1.4%	2.7%	0.9%	1.5%	0.0%	0.2%	1.7%	0.2%	0.0%	1.5%	1.9%
Thamescroft Industrial Estate (B&M, Screwfix)	0.3%	0.5%	0.3%	0.1%	0.0%	0.0%	0.2%	0.0%	0.7%	0.0%	0.0%	0.2%	0.2%
Winchester Road (Aldi, Halfords, Hobbycraft, Home Bargains, Homebase, Toolstation)	1.4%	3.1%	3.7%	2.4%	1.8%	1.5%	3.1%	0.4%	1.8%	1.0%	0.1%	1.9%	2.2%
All Other Out-of-Centre Locations	4.2%	4.2%	4.6%	3.3%	4.6%	3.6%	3.3%	1.3%	3.8%	3.0%	0.3%	3.5%	3.8%
Subtotal	18.0%	28.8%	24.3%	22.8%	18.0%	14.5%	17.2%	2.8%	16.2%	8.5%	1.7%	16.2%	19.2%
BOROUGH AREA SUB-TOTAL	70.9%	74.1%	74.3%	76.6%	57.2%	63.9%	58.3%	14.3%	36.8%	35.2%	11.3%	64.9%	61.9%
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH													
Aldershot	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%
Alresford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	1.0%	0.1%	0.0%
Alton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	18.6%	0.6%	0.0%	0.7%	0.0%
Andover	0.4%	0.0%	0.0%	0.2%	0.2%	0.0%	7.4%	1.5%	0.0%	0.0%	14.4%	1.6%	1.2%
Bordon	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cambley	0.5%	0.2%	0.0%	0.1%	0.1%	0.4%	0.1%	0.0%	1.2%	2.9%	0.0%	0.6%	0.2%
Eastleigh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.1%	0.0%
Farnborough	0.4%	0.0%	0.6%	0.3%	0.2%	0.2%	0.0%	0.7%	5.7%	0.2%	0.0%	1.0%	0.3%
Farnham	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	3.7%	2.4%	0.0%	0.5%	0.1%
Fleet	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	4.3%	0.0%	0.6%	0.0%
Hook	0.1%	0.2%	0.0%	0.0%	0.4%	0.3%	0.0%	0.0%	0.3%	5.6%	0.0%	0.9%	0.1%
Newbury	0.3%	0.5%	0.1%	0.6%	2.2%	2.5%	58.0%	0.0%	0.0%	0.4%	0.0%	5.1%	7.1%
Reading	1.2%	1.7%	1.1%	2.8%	7.9%	6.1%	1.3%	3.4%	2.0%	10.7%	0.2%	4.2%	2.9%
Southampton	0.4%	0.4%	0.6%	0.2%	0.0%	0.0%	1.9%	0.4%	1.8%	0.3%	14.9%	1.3%	0.5%
Thatcham	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Winchester	0.1%	0.0%	0.3%	0.1%	0.0%	0.2%	3.6%	0.5%	2.3%	0.0%	28.6%	2.1%	0.6%
Wokingham	0.0%	0.0%	0.0%	0.0%	0.3%	0.2%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%
All Other Centres/Stores Outside Borough	0.9%	0.8%	0.8%	1.5%	2.9%	1.6%	3.4%	2.5%	8.4%	6.8%	3.2%	2.8%	1.8%
OUTSIDE BOROUGH AREA SUB-TOTAL	4.3%	3.7%	3.8%	5.8%	14.7%	11.6%	20.7%	66.5%	40.9%	39.4%	64.2%	21.5%	14.9%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING:	24.8%	22.2%	24.9%	17.7%	28.1%	24.5%	21.1%	19.2%	22.3%	25.4%	24.4%	23.6%	23.2%
GRAND TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 2: CLOTHING & FOOTWEAR - 2019 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area Zones 1-11	Core Zones 1,2,3,4,5,7,8
BASINGSTOKE TOWN CENTRE	70.4%	64.3%	63.8%	78.5%	59.4%	62.8%	52.7%	15.5%	35.0%	45.6%	18.6%	55.8%	60.4%
BRIGHTON HILL DISTRICT CENTRE	1.9%	5.3%	6.5%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	2.0%	1.7%	2.3%
CHINEHAM DISTRICT CENTRE	0.0%	1.8%	0.8%	1.8%	0.8%	0.0%	0.9%	0.0%	0.0%	2.8%	0.0%	0.9%	0.8%
OVERTON DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
TADLEY DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	0.5%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.1%
WHITCHURCH DISTRICT CENTRE	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%
KINGSCLERE LOCAL CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.1%	0.0%
OTHER LOCAL SHOPS / PARADES	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OUT-OF-CENTRE DESTINATIONS													
Sainsbury's / Argos, Wallop Drive	0.0%	2.3%	2.1%	1.3%	0.0%	0.0%	2.4%	0.0%	0.7%	0.0%	0.0%	0.8%	1.1%
Brighton Hill Retail Park (Bensons for Beds, Carpetright, Currys PC World, DFS, Harveys)	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%
Gastons Wood (Dunelm, The Range, Go Outdoors, Gastons Wood Industrial Estate)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hatch Warren Retail Park (Dreams, Pets at Home, Pound Stretcher)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Michael's Retail Park (Oak Furniture Land, Smyths Toys, Tasi Carpets)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thamescroft Industrial Estate (B&M, Screwfix)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Winchester Road (Aldi, Halfords, Hobbycraft, Home Bargains, Homebase, Toolstation)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Out-of-Centre Locations	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
Subtotal	0.0%	4.0%	2.1%	1.3%	0.0%	2.3%	2.4%	0.0%	0.7%	0.0%	0.0%	1.2%	1.3%
BOROUGH AREA SUB-TOTAL	72.2%	75.4%	72.9%	81.5%	60.7%	67.9%	67.7%	15.5%	35.6%	49.4%	21.1%	60.1%	64.9%
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH													
Aldershot	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.1%	0.0%
Alresford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	1.2%	0.1%	0.0%
Alton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.7%	0.0%	0.0%	0.2%	0.0%
Andover	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	3.7%	0.4%	0.4%
Bordon	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
Cambley	0.8%	0.0%	0.0%	0.0%	0.5%	0.0%	0.6%	0.0%	2.9%	7.2%	0.0%	1.2%	0.3%
Eastleigh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Farnborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%
Farnham	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	10.2%	2.7%	0.0%	0.8%	0.2%
Fleet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.3%	0.0%
Hook	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newbury	0.5%	1.8%	0.5%	0.6%	2.7%	2.1%	3.9%	56.0%	0.0%	0.0%	0.6%	4.9%	6.7%
Reading	0.0%	3.8%	0.5%	1.9%	9.0%	5.8%	0.0%	2.1%	2.2%	6.8%	0.0%	3.4%	2.7%
Southampton	0.0%	1.1%	0.5%	0.0%	0.0%	0.0%	0.6%	0.0%	0.7%	0.0%	17.1%	1.1%	0.3%
Thatcham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Winchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	6.3%	1.3%	2.4%	0.0%	20.9%	1.9%	1.0%
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%
All Other Centres/Stores Outside Borough	0.5%	1.1%	0.5%	1.9%	5.4%	1.3%	2.7%	2.8%	14.5%	6.3%	2.9%	3.0%	2.1%
OUTSIDE BOROUGH AREA SUB-TOTAL	1.8%	7.7%	2.1%	4.9%	18.7%	9.2%	19.4%	62.2%	42.8%	26.2%	46.4%	17.4%	13.8%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING:	26.0%	16.9%	25.0%	13.6%	29.6%	22.9%	22.9%	22.3%	21.6%	24.7%	32.5%	22.5%	21.3%
GRAND TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 3: RECORDING MEDIA - 2020 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area Zones 1-11	Core Zones 1,2,3,4,5,7,8
BASINGSTOKE TOWN CENTRE	70.4%	64.3%	63.6%	78.5%	59.4%	62.8%	52.7%	15.5%	35.0%	45.6%	18.6%	54.8%	59.6%
BRIGHTON HILL DISTRICT CENTRE	1.9%	5.3%	6.5%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	2.0%	1.6%	2.2%
CHINEHAM DISTRICT CENTRE	0.0%	1.8%	0.6%	1.8%	0.8%	0.0%	0.9%	0.0%	0.0%	2.8%	0.0%	1.0%	0.8%
OVERTON DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
TADLEY DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	0.5%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.1%
WHITCHURCH DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%
KINGSLERE LOCAL CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.1%	0.0%
OTHER LOCAL SHOPS / PARADES	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OUT-OF-CENTRE DESTINATIONS													
Sainsbury's / Argos, Wallop Drive	0.0%	2.3%	2.1%	1.3%	0.0%	0.0%	2.4%	0.0%	0.7%	0.0%	0.0%	0.7%	1.1%
Brighton Hill Retail Park (Bensons for Beds, Carpetright, Currys PC World, DFS, Harveys)	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Gastons Wood (Dunelm, The Range, Go Outdoors, Gastons Wood Industrial Estate)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hatch Warren Retail Park (Dreams, Pets at Home, Pound Stretcher)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Michael's Retail Park (Oak Furniture Land, Smyths Toys, Tappi Carpets)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thornycroft Industrial Estate (B&M, Screwfix)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Winchester Road (Aldi, Halfords, Hobbycraft, Home Bargains, Homebase, Toolstation)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Out-of-Centre Locations	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
Subtotal	0.0%	4.0%	2.1%	1.3%	0.0%	2.3%	2.4%	0.0%	0.7%	0.0%	0.6%	1.1%	1.3%
BOROUGH AREA SUB-TOTAL	72.2%	75.4%	72.9%	81.5%	60.7%	67.9%	67.7%	15.5%	35.6%	49.1%	21.1%	59.0%	64.0%
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH													
Aldershot	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.1%	0.0%
Alresford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.1%	0.0%
Alton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.7%	0.0%	0.0%	0.2%	0.0%
Andover	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	3.7%	0.5%	0.4%
Bordon	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Camberley	0.8%	0.0%	0.0%	0.0%	0.5%	0.0%	0.6%	0.0%	2.9%	7.2%	0.0%	1.4%	0.3%
Eastleigh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Farnborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%
Farnham	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	10.2%	2.7%	0.0%	0.8%	0.2%
Fleet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.4%	0.0%
Hook	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newbury	0.5%	1.8%	0.5%	0.6%	2.7%	2.1%	3.9%	56.0%	0.0%	0.0%	0.6%	4.9%	7.0%
Reading	0.0%	3.8%	0.5%	1.9%	9.0%	5.6%	0.0%	2.1%	2.2%	6.8%	0.0%	3.5%	2.8%
Southampton	0.0%	1.1%	0.5%	0.0%	0.0%	0.0%	0.6%	0.0%	0.7%	0.0%	0.0%	1.2%	0.3%
Thatcham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Winchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.3%	1.3%	2.4%	0.0%	20.9%	2.0%	1.2%
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%
ALL OTHER CENTRES/STORES OUTSIDE BOROUGH	0.5%	1.1%	0.5%	1.9%	5.4%	1.3%	2.7%	2.8%	14.5%	6.3%	2.9%	3.1%	2.2%
OUTSIDE BOROUGH AREA SUB-TOTAL	1.8%	7.7%	2.1%	4.9%	18.7%	9.2%	19.4%	62.2%	42.8%	26.2%	46.4%	18.3%	14.6%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING:	26.0%	16.9%	25.0%	13.8%	20.6%	22.9%	22.9%	22.3%	21.0%	24.7%	32.5%	22.7%	21.4%
GRAND TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 4: AUDIO VISUAL, PHOTOGRAPHIC & COMPUTER ITEMS - 2020 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area Zones 1-11	Core Zones 1,2,3,4,5,7,8
BASINGSTOKE TOWN CENTRE	28.1%	13.7%	22.1%	13.0%	9.6%	12.3%	27.7%	3.5%	14.5%	9.2%	3.9%	14.6%	16.9%
BRIGHTON HILL DISTRICT CENTRE	3.4%	4.2%	0.0%	5.7%	2.3%	0.0%	0.6%	0.0%	0.7%	0.0%	0.0%	1.7%	2.4%
CHINEHAM DISTRICT CENTRE	0.6%	0.0%	0.0%	0.7%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%
OVERTON DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TADLEY DISTRICT CENTRE	0.0%	0.0%	0.6%	6.1%	0.5%	13.0%	0.6%	0.7%	0.0%	0.0%	0.0%	2.2%	1.2%
WHITCHURCH DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
KINGSLERE LOCAL CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OTHER LOCAL SHOPS / PARADES	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OUT-OF-CENTRE DESTINATIONS													
Sainsbury's / Argos, Wallop Drive	0.0%	1.7%	3.5%	1.1%	0.0%	0.0%	0.6%	0.0%	2.8%	0.0%	0.0%	0.7%	0.9%
Brighton Hill Retail Park (Bensons for Beds, Carpetright, Currys PC World, DFS, Harveys)	23.4%	37.8%	31.7%	43.2%	25.4%	21.8%	25.8%	5.5%	33.1%	8.8%	1.9%	23.6%	28.2%
Gastons Wood (Dunelm, The Range, Go Outdoors, Gastons Wood Industrial Estate)	1.3%	0.0%	0.0%	1.8%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.6%
Hatch Warren Retail Park (Dreams, Pets at Home, Pound Stretcher)	0.0%	1.8%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%
St Michael's Retail Park (Oak Furniture Land, Smyths Toys, Tappi Carpets)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thornycroft Industrial Estate (B&M, Screwfix)	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%
Winchester Road (Aldi, Halfords, Hobbycraft, Home Bargains, Homebase, Toolstation)	0.0%	1.1%	0.6%	0.0%	0.0%	1.2%	1.3%	0.0%	0.0%	0.0%	0.0%	0.4%	0.4%
All Other Out-of-Centre Locations	0.6%	3.0%	0.0%	0.7%	2.2%	0.9%	0.9%	0.0%	0.0%	0.0%	0.0%	0.9%	1.1%
Subtotal	26.0%	45.4%	35.8%	46.8%	28.2%	24.8%	30.0%	5.5%	35.9%	8.8%	1.9%	26.4%	31.7%
BOROUGH AREA SUB-TOTAL	56.1%	63.4%	58.5%	72.2%	41.5%	50.1%	59.0%	9.6%	51.1%	18.0%	5.8%	45.1%	52.6%
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH													
Aldershot	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Alton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.6%	0.0%	0.0%	0.2%	0.0%
Andover	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	11.4%	2.0%	0.0%	0.0%	13.5%	2.0%	2.0%
Bordon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Camberley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%
Eastleigh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Farnborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	13.0%	0.0%	1.8%	0.0%
Farnham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.2%	0.0%
Fleet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.6%	0.0%	0.0%	0.6%	0.0%
Hook	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newbury	0.0%	0.0%	0.0%	0.0%	3.7%	4.3%	2.8%	62.6%	0.0%	0.0%	0.0%	5.2%	7.0%
Reading	0.0%	0.0%	0.6%	4.0%	14.1%	6.4%	1.9%	3.0%	0.7%	19.5%	0.0%	6.1%	4.0%
Southampton	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	5.3%	0.0%	14.9%	0.0%	1.1%	0.2%
Thatcham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Winchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	1.0%	0.0%	24.4%	1.4%	0.1%
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%
ALL OTHER CENTRES/STORES OUTSIDE BOROUGH	0.6%	0.5%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.8%	1.5%	0.4%	0.4%	0.3%
OUTSIDE BOROUGH AREA SUB-TOTAL	2.8%	6.5%	1.8%	4.0%	17.8%	10.7%	18.3%	67.5%	15.6%	39.1%	54.3%	19.0%	13.6%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING:	41.1%	36.1%	39.7%	23.7%	40.7%	39.2%	22.6%	22.9%	33.4%	42.9%	39.9%	35.9%	33.8%
GRAND TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 5: BOOKS, STATIONERY & DRAWING MATERIALS - 2020 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area Zones 1-11	Core Zones 1,2,3,4,5,7,8
BASINGSTOKE TOWN CENTRE	56.7%	28.7%	48.8%	42.3%	36.8%	37.9%	40.5%	5.9%	18.7%	29.0%	2.9%	34.1%	38.4%
BRIGHTON HILL DISTRICT CENTRE	1.3%	12.2%	5.8%	4.0%	2.7%	0.0%	1.0%	0.0%	0.8%	0.6%	0.0%	2.6%	3.8%
CHINEHAM DISTRICT CENTRE	0.6%	0.0%	0.0%	7.2%	5.7%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	1.3%	2.0%
OVERTON DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
TADLEY DISTRICT CENTRE	0.0%	0.0%	0.0%	4.0%	0.0%	15.5%	2.9%	0.0%	0.0%	0.0%	0.0%	2.2%	0.8%
WHITCHURCH DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
KINGSLERE LOCAL CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.1%	0.1%
OTHER LOCAL SHOPS / PARADES	0.0%	0.0%	0.0%	1.5%	1.3%	0.0%	0.7%	0.0%	1.6%	0.0%	0.0%	0.4%	0.5%
OUT-OF-CENTRE DESTINATIONS													
Sainsbury's / Argos, Wallop Drive	0.9%	5.6%	0.9%	3.9%	0.0%	0.0%	1.6%	0.0%	2.0%	0.0%	0.0%	1.2%	1.7%
Brighton Hill Retail Park (Bensons for Beds, Carpetright, Currys PC World, DFS, Harveys)	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	1.0%	0.2%	0.2%
Gastons Wood (Dunelm, The Range, Go Outdoors, Gastons Wood Industrial Estate)	0.0%	0.0%	0.6%	0.0%	0.6%	0.7%	0.0%	0.0%	0.0%	2.6%	0.0%	0.5%	0.1%
Hatch Warren Retail Park (Dreams, Pets at Home, Pound Stretcher)	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%
St Michael's Retail Park (Oak Furniture Land, Smyths Toys, Tapu Carpets)	0.0%	0.9%	0.6%	0.8%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.7%	0.3%	0.4%
Thornycroft Industrial Estate (B&M, Screwfix)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Winchester Road (ASDA, Halfords, Hobbycraft, Home Bargains, Homebase, Toolstation)	0.9%	4.3%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.8%	1.1%
All Other Out-of-Centre Locations	0.6%	2.6%	0.6%	0.0%	0.0%	0.0%	1.0%	0.0%	0.8%	0.6%	0.0%	0.5%	0.7%
Subtotal	4.6%	14.3%	2.8%	8.0%	0.0%	0.7%	3.9%	0.0%	4.6%	3.2%	1.6%	3.7%	4.4%
BOROUGH AREA SUB-TOTAL	63.2%	55.2%	57.4%	67.0%	46.2%	54.1%	49.7%	6.7%	25.4%	32.8%	4.5%	44.4%	50.1%
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH													
Aldershot	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%
Alton	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	32.5%	0.0%	0.0%	1.2%	0.1%
Andover	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.2%	0.8%	0.0%	0.0%	14.7%	1.5%	0.9%
Bordon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cambley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	2.1%	0.0%	0.4%	0.0%
Eastleigh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Farnborough	0.0%	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	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	3.9%	0.0%	0.6%	0.0%
Fleet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.2%	0.0%	0.0%	1.0%	0.0%
Hook	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	3.2%	0.0%	0.6%	0.1%
Newbury	0.6%	0.0%	0.0%	0.0%	0.6%	2.6%	0.0%	41.6%	0.0%	0.0%	0.0%	3.6%	5.1%
Reading	0.0%	2.1%	1.0%	0.0%	3.3%	1.5%	0.0%	0.0%	0.8%	6.5%	0.0%	1.7%	0.9%
Southampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thatcham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Winchester	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	4.7%	0.0%	2.0%	0.0%	36.5%	2.9%	0.6%
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%
ALL OTHER CENTRES/STORES OUTSIDE BOROUGH	0.6%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	1.7%	0.9%	1.3%	0.4%	0.4%	0.2%
OUTSIDE BOROUGH AREA SUB-TOTAL	1.2%	2.7%	0.9%	0.0%	4.5%	5.7%	10.8%	42.4%	41.7%	23.6%	52.5%	13.9%	8.0%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING:	35.6%	42.0%	41.7%	33.0%	49.3%	40.2%	39.5%	50.9%	32.9%	43.6%	43.0%	41.7%	42.0%
GRAND TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 6: PET PRODUCTS, HOBBY ITEMS, SPORTSWEAR, CAMPING, CYCLING & MUSICAL INSTRUMENTS - 2020 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area Zones 1-11	Core Zones 1,2,3,4,5,7,8
BASINGSTOKE TOWN CENTRE	37.7%	29.1%	38.2%	21.9%	24.4%	25.2%	24.2%	8.0%	5.2%	15.9%	11.0%	24.0%	27.4%
BRIGHTON HILL DISTRICT CENTRE	2.3%	3.7%	1.7%	2.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	1.1%	1.6%
CHINEHAM DISTRICT CENTRE	1.8%	1.3%	0.0%	6.7%	2.5%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	1.3%	1.8%
OVERTON DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
TADLEY DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	19.5%	0.7%	0.9%	0.0%	0.0%	0.0%	2.2%	0.2%
WHITCHURCH DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
KINGSLERE LOCAL CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OTHER LOCAL SHOPS / PARADES	0.0%	0.0%	0.7%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%
OUT-OF-CENTRE DESTINATIONS													
Sainsbury's / Argos, Wallop Drive	0.0%	2.9%	4.0%	0.0%	4.8%	0.0%	0.0%	0.0%	3.5%	0.0%	0.0%	1.4%	1.8%
Brighton Hill Retail Park (Bensons for Beds, Carpetright, Currys PC World, DFS, Harveys)	4.0%	3.1%	1.7%	1.4%	1.7%	0.0%	5.1%	0.0%	0.0%	0.0%	0.0%	1.6%	2.4%
Gastons Wood (Dunelm, The Range, Go Outdoors, Gastons Wood Industrial Estate)	2.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	1.2%	0.0%	0.0%	0.5%	0.6%
Hatch Warren Retail Park (Dreams, Pets at Home, Pound Stretcher)	9.3%	15.7%	8.5%	8.7%	8.5%	2.0%	2.7%	0.0%	9.6%	0.0%	0.0%	5.9%	8.0%
St Michael's Retail Park (Oak Furniture Land, Smyths Toys, Tapu Carpets)	5.5%	8.9%	3.7%	15.0%	3.5%	5.6%	7.6%	0.0%	1.2%	9.2%	1.2%	6.1%	6.2%
Thornycroft Industrial Estate (B&M, Screwfix)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%
Winchester Road (ASDA, Halfords, Hobbycraft, Home Bargains, Homebase, Toolstation)	0.0%	4.8%	7.0%	5.1%	3.5%	2.0%	1.5%	0.9%	2.5%	1.6%	0.0%	2.8%	3.4%
All Other Out-of-Centre Locations	5.6%	0.6%	1.0%	1.4%	1.2%	0.0%	0.7%	0.0%	5.3%	0.0%	0.0%	1.3%	1.8%
Subtotal	26.9%	37.0%	25.9%	31.6%	23.0%	9.5%	18.6%	0.9%	24.4%	10.6%	1.2%	19.6%	24.1%
BOROUGH AREA SUB-TOTAL	68.8%	71.2%	66.5%	63.1%	49.9%	54.2%	46.1%	9.7%	29.6%	27.6%	12.2%	48.5%	55.4%
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH													
Aldershot	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Alresford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.1%	0.0%
Alton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.1%	2.0%	0.0%	1.0%	0.0%
Andover	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	5.3%	0.9%	0.0%	0.0%	16.4%	1.5%	0.9%
Bordon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cambley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.1%	0.0%
Eastleigh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.1%	0.0%
Farnborough	1.1%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	3.2%	0.9%	0.7%	0.4%
Farnham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	2.0%	0.0%	0.3%	0.0%
Fleet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.8%	0.0%	0.7%	0.0%
Hook	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	3.2%	0.0%	0.5%	0.1%
Newbury	0.0%	0.0%	0.0%	1.4%	0.8%	2.6%	0.0%	51.6%	0.0%	0.0%	0.0%	4.4%	6.1%
Reading	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.5%	0.0%	0.0%	1.2%	0.3%
Southampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	11.4%	0.8%	0.0%
Thatcham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.1%	0.1%
Winchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	0.0%	5.1%	0.0%	25.0%	1.9%	0.4%
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%
ALL OTHER CENTRES/STORES OUTSIDE BOROUGH	2.6%	0.0%	0.0%	0.0%	1.2%	0.7%	7.9%	0.9%	7.3%	7.4%	0.8%	2.4%	1.7%
OUTSIDE BOROUGH AREA SUB-TOTAL	6.8%	0.0%	0.0%	2.3%	3.1%	3.3%	16.8%	54.2%	33.9%	33.9%	57.9%	15.7%	9.9%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING:	25.3%	28.8%	33.5%	34.6%	47.0%	42.5%	37.1%	36.1%	36.5%	38.5%	29.9%	35.8%	34.6%
GRAND TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 7: FURNITURE, CARPETS, OTHER FLOOR COVERINGS AND HOUSEHOLD TEXTILES - 2020 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area Zones 1-11	Core Zones 1,2,3,4,5,7,8
BASINGSTOKE TOWN CENTRE	10.1%	13.5%	7.6%	9.4%	3.8%	14.9%	11.5%	6.5%	20.5%	8.3%	0.0%	9.1%	8.6%
BRIGHTON HILL DISTRICT CENTRE	1.7%	1.3%	5.8%	3.7%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	1.2%	1.8%
CHINEHAM DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.2%	0.2%
OVERTON DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
TADLEY DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	0.7%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.1%
WHITCHURCH DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%
KINGSLERE LOCAL CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OTHER LOCAL SHOPS / PARADES	0.0%	0.6%	3.5%	2.6%	0.7%	0.0%	7.1%	0.0%	1.0%	0.0%	0.0%	1.3%	2.0%
OUT-OF-CENTRE DESTINATIONS													
Sainsbury's / Argos, Wallop Drive	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Brighton Hill Retail Park (Bensons for Beds, Carpetright, Currys PC World, DFS, Harveys)	28.3%	32.3%	32.7%	29.6%	28.0%	22.9%	20.2%	3.0%	5.2%	2.1%	4.0%	19.4%	25.0%
Gaslons Wood (Dunelm, The Range, Go Outdoors, Gaslons Wood Industrial Estate)	0.8%	3.5%	0.0%	10.9%	8.7%	7.0%	0.0%	0.0%	7.0%	7.5%	0.0%	4.3%	3.3%
Hatch Warren Retail Park (Dreams, Pets at Home, Pound Stretcher)	2.0%	1.3%	0.0%	0.0%	0.7%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.6%
St Michael's Retail Park (Oak Furniture Land, Smyths Toys, Tapu Carpets)	7.0%	10.5%	3.7%	1.7%	1.1%	4.4%	2.0%	0.0%	0.0%	2.5%	0.0%	4.3%	3.7%
Thornycroft Industrial Estate (B&M, Screwfix)	0.0%	2.2%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.4%
Winchester Road (Aldi, Halfords, Hobbycraft, Home Bargains, Homebase, Toolstation)	1.6%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.4%
All Other Out-of-Centre Locations	0.0%	0.0%	6.2%	2.1%	3.9%	0.8%	6.3%	0.0%	2.4%	3.1%	0.0%	2.4%	2.8%
Subtotal	39.7%	51.1%	43.8%	45.4%	40.4%	37.5%	28.5%	3.0%	14.6%	15.2%	4.0%	30.7%	36.4%
BOROUGH AREA SUB-TOTAL	51.5%	66.6%	60.7%	61.1%	47.7%	64.3%	49.9%	9.6%	39.0%	23.5%	4.0%	43.2%	49.7%
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH													
Aldershot	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%
Alresford	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%
Alton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.3%	0.0%	0.0%	0.4%	0.0%
Andover	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	14.9%	1.3%	0.6%
Bordon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cambley	0.0%	1.3%	0.0%	0.8%	0.0%	2.8%	0.0%	0.0%	0.0%	4.3%	0.0%	1.1%	0.2%
Eastleigh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.4%	0.5%	0.0%
Farnborough	1.2%	0.0%	4.7%	2.6%	0.0%	1.7%	0.0%	0.0%	11.3%	0.8%	0.0%	2.7%	1.5%
Farnham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.5%	0.0%
Fleet	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	0.0%	0.7%	0.1%
Hook	0.0%	1.3%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	9.1%	0.0%	0.0%	1.6%	0.4%
Newbury	0.8%	0.0%	0.0%	0.8%	1.5%	2.0%	4.9%	53.9%	0.0%	0.0%	0.8%	5.3%	7.8%
Reading	8.1%	5.0%	7.5%	14.1%	14.4%	17.1%	8.1%	16.0%	5.1%	18.8%	1.1%	11.6%	10.4%
Southampton	3.5%	1.3%	2.9%	1.8%	0.0%	0.0%	11.0%	1.0%	6.0%	0.0%	34.5%	4.3%	3.0%
Thatcham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Winchester	0.8%	0.0%	0.8%	0.8%	0.0%	0.0%	1.7%	1.0%	3.3%	0.0%	15.8%	1.5%	0.7%
Wokingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.1%	0.0%
ALL OTHER CENTRES/STORES OUTSIDE BOROUGH	0.8%	0.0%	5.0%	0.0%	2.6%	2.0%	3.6%	6.6%	11.8%	8.0%	3.1%	3.8%	2.7%
OUTSIDE BOROUGH AREA SUB-TOTAL	15.3%	9.0%	21.9%	21.0%	19.5%	23.9%	33.8%	80.1%	37.9%	59.6%	79.9%	36.4%	27.5%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING:	33.2%	24.5%	17.4%	17.9%	32.8%	21.8%	16.3%	10.4%	23.1%	16.8%	16.0%	21.5%	22.9%
GRAND TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 8: DIY GOODS, DECORATING SUPPLIES AND GARDEN PRODUCTS - 2020 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area Zones 1-11	Core Zones 1,2,3,4,5,7,8
BASINGSTOKE TOWN CENTRE	9.5%	2.0%	8.8%	0.7%	3.6%	9.0%	0.7%	0.0%	0.9%	1.2%	0.0%	3.7%	3.9%
BRIGHTON HILL DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
CHINEHAM DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OVERTON DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
TADLEY DISTRICT CENTRE	0.0%	0.0%	0.0%	0.7%	2.7%	20.7%	0.7%	4.4%	0.0%	0.0%	0.0%	3.3%	1.3%
WHITCHURCH DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%
KINGSLERE LOCAL CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OTHER LOCAL SHOPS / PARADES	0.0%	0.0%	0.0%	0.0%	0.6%	0.7%	2.3%	0.0%	0.0%	0.0%	0.0%	0.4%	0.5%
OUT-OF-CENTRE DESTINATIONS													
Sainsbury's / Argos, Wallop Drive	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Brighton Hill Retail Park (Bensons for Beds, Carpetright, Currys PC World, DFS, Harveys)	0.7%	0.0%	0.0%	3.1%	3.1%	1.4%	0.7%	0.0%	1.9%	0.0%	1.4%	1.0%	1.1%
Gaslons Wood (Dunelm, The Range, Go Outdoors, Gaslons Wood Industrial Estate)	0.7%	0.0%	0.0%	3.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.8%
Hatch Warren Retail Park (Dreams, Pets at Home, Pound Stretcher)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Michael's Retail Park (Oak Furniture Land, Smyths Toys, Tapu Carpets)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thornycroft Industrial Estate (B&M, Screwfix)	5.2%	5.3%	4.4%	0.0%	0.0%	0.7%	0.0%	6.6%	0.0%	0.0%	0.0%	1.6%	2.2%
Winchester Road (Aldi, Halfords, Hobbycraft, Home Bargains, Homebase, Toolstation)	21.3%	30.4%	32.4%	29.6%	14.3%	11.9%	37.9%	3.5%	16.5%	11.1%	1.4%	18.6%	23.7%
All Other Out-of-Centre Locations	53.2%	55.6%	44.4%	56.9%	62.9%	36.0%	23.9%	16.0%	29.1%	28.2%	4.5%	36.7%	42.9%
Subtotal	81.1%	92.3%	81.2%	93.0%	72.1%	49.3%	62.7%	19.5%	54.1%	59.4%	7.3%	59.4%	70.7%
BOROUGH AREA SUB-TOTAL	90.6%	94.3%	90.0%	94.3%	79.1%	80.7%	69.3%	23.9%	54.9%	40.7%	7.3%	66.2%	76.8%
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH													
Aldershot	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Alton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	36.5%	0.0%	0.0%	0.0%	1.5%	0.0%
Andover	3.0%	0.0%	0.0%	0.0%	2.7%	0.0%	24.8%	5.9%	0.0%	0.0%	26.0%	5.1%	5.4%
Bordon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cambley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Eastleigh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.1%	0.0%
Farnborough	1.0%	0.0%	0.9%	0.0%	0.9%	2.3%	0.0%	0.0%	1.9%	26.8%	0.0%	4.7%	0.5%
Farnham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	1.2%	0.0%	0.2%	0.0%
Fleet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.8%	0.0%	0.0%	1.0%	0.0%
Hook	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	0.5%	0.0%
Newbury	0.0%	0.0%	0.0%	0.0%	4.0%	2.3%	0.0%	65.3%	0.0%	0.0%	0.0%	6.3%	9.3%
Reading	0.0%	0.0%	0.0%	0.0%	8.6%	10.0%	0.0%	1.0%	0.0%	15.3%	0.0%	4.6%	1.8%
Southampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.4%	0.3%	0.0%
Thatcham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Winchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	56.6%	3.9%	0.0%
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%
ALL OTHER CENTRES/STORES OUTSIDE BOROUGH	0.0%	2.5%	0.0%	0.0%	0.0%	1.9%	1.4%	1.0%	2.7%	0.6%	1.4%	0.9%	0.6%
OUTSIDE BOROUGH AREA SUB-TOTAL	4.0%	2.5%	0.9%	0.0%	16.2%	16.4%	26.2%	73.2%	43.3%	53.9%	69.7%	29.1%	18.1%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING:	5.4%	3.1%	9.0%	5.7%	4.7%	2.9%	4.5%	2.9%	1.8%	5.4%	3.0%	4.6%	5.2%
GRAND TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 9: PERSONAL CARE, NON-ELECTRIC APPLIANCES, COSMETICS - 2020 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area Zones 4-11	Core Zones 1,2,3,4,5,7,8
BASINGSTOKE TOWN CENTRE	69.0%	33.2%	31.7%	46.9%	15.9%	28.4%	30.7%	6.3%	9.6%	17.2%	2.1%	29.1%	34.7%
BRIGHTON HILL DISTRICT CENTRE	0.0%	31.1%	11.1%	2.1%	2.2%	0.8%	1.8%	0.7%	2.1%	0.0%	2.0%	4.8%	6.7%
CHINEHAM DISTRICT CENTRE	8.8%	0.5%	2.6%	27.1%	48.0%	2.9%	1.4%	0.0%	1.0%	10.3%	0.0%	11.2%	14.0%
OVERTON DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.8%	1.2%
TADLEY DISTRICT CENTRE	0.0%	0.0%	0.0%	4.8%	2.4%	48.3%	0.0%	1.4%	1.5%	1.1%	0.0%	6.1%	1.1%
WHITCHURCH DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.9%	1.3%
KINGSLERE LOCAL CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.6%	0.0%	0.0%	0.0%	0.9%	1.3%
OTHER LOCAL SHOPS / PARADES	5.6%	0.5%	9.4%	11.5%	0.5%	0.5%	9.4%	2.9%	3.8%	0.5%	0.0%	4.0%	5.6%
OUT-OF-CENTRE DESTINATIONS													
Sainsbury's / Argos, Wallop Drive	4.8%	13.3%	18.9%	3.4%	0.8%	0.0%	5.4%	0.0%	5.5%	0.8%	0.8%	5.0%	7.0%
Brighton Hill Retail Park (Bensons for Beds, Carpetright, Currys PC World, DFS, Harveys)	0.0%	3.6%	0.8%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.6%
Gastons Wood (Dunelm, The Range, Go Outdoors, Gastons Wood Industrial Estate)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hatch Warren Retail Park (Dreams, Pets at Home, Pound Stretcher)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Michael's Retail Park (Oak Furniture Land, Smyths Toys, Tapu Carpets)	0.0%	0.0%	2.3%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.8%
Thornycroft Industrial Estate (B&M, Screwfix)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Winchester Road (Aldi, Halfords, Hobbycraft, Home Bargains, Homebase, Toolstation)	1.2%	2.3%	4.2%	0.0%	1.6%	0.8%	0.6%	0.0%	0.0%	0.0%	0.0%	1.1%	1.6%
All Other Out-of-Centre Locations	3.2%	1.8%	6.9%	0.0%	3.6%	1.8%	3.8%	1.0%	2.2%	4.6%	0.0%	3.0%	3.2%
Subtotal	9.2%	21.0%	33.1%	3.4%	6.2%	4.4%	9.8%	1.0%	7.7%	5.4%	0.8%	19.3%	13.1%
BOROUGH AREA SUB-TOTAL	92.7%	86.3%	87.9%	95.9%	77.3%	85.3%	73.2%	25.4%	25.6%	34.6%	4.8%	68.0%	79.2%
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH													
Aldershot	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.1%	0.0%
Aldersford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.1%	0.0%
Alton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	41.5%	1.6%	0.0%	1.5%	0.0%
Andover	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.7%	3.4%	0.0%	0.0%	25.8%	2.7%	1.9%
Bordon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Camberley	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.8%	0.0%	0.3%	0.3%
Eastleigh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Farnborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.2%	0.0%
Farnham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.9%	3.4%	0.0%	0.6%	0.0%
Fleet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.3%	0.0%	0.7%	0.0%
Hook	0.0%	0.0%	0.0%	0.0%	2.2%	2.3%	0.0%	0.0%	0.7%	24.3%	0.0%	3.8%	0.4%
Newbury	0.0%	0.0%	0.0%	0.9%	2.7%	1.6%	1.4%	66.3%	0.0%	0.0%	0.0%	5.6%	7.9%
Reading	0.0%	0.0%	0.0%	0.6%	5.0%	2.9%	0.0%	0.0%	0.7%	2.9%	0.0%	1.4%	1.0%
Southampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	4.6%	0.3%	0.1%
Thatcham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Winchester	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	2.1%	0.0%	0.7%	0.0%	48.4%	2.9%	0.3%
Wokingham	0.0%	0.0%	0.0%	0.0%	2.2%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.4%
All Other Centres/Stores Outside Borough	0.0%	0.0%	0.0%	1.3%	0.0%	0.8%	0.0%	0.7%	11.7%	12.6%	7.1%	2.7%	0.2%
OUTSIDE BOROUGH AREA SUB-TOTAL	1.4%	0.0%	0.5%	2.8%	12.3%	9.3%	16.3%	72.0%	65.4%	52.6%	88.8%	23.3%	12.5%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING:	5.9%	13.7%	11.5%	1.2%	10.5%	5.4%	10.6%	2.6%	9.0%	12.0%	8.8%	8.7%	8.3%
GRAND TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 10: ALL OTHER GOODS (JEWELLERY, GLASSWARE, TABLEWARE, HOUSEHOLD UTENSILS) - 2020 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area Zones 4-11	Core Zones 1,2,3,4,5,7,8
BASINGSTOKE TOWN CENTRE	69.1%	58.2%	68.1%	69.5%	51.1%	54.6%	63.9%	13.0%	30.9%	47.5%	18.6%	52.6%	57.6%
BRIGHTON HILL DISTRICT CENTRE	3.9%	1.2%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	1.0%
CHINEHAM DISTRICT CENTRE	0.0%	0.0%	0.0%	2.9%	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	1.3%
OVERTON DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TADLEY DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
WHITCHURCH DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
KINGSLERE LOCAL CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OTHER LOCAL SHOPS / PARADES	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%
OUT-OF-CENTRE DESTINATIONS													
Sainsbury's / Argos, Wallop Drive	0.0%	7.8%	3.2%	2.0%	0.0%	0.0%	1.3%	0.0%	3.8%	1.2%	0.0%	1.6%	1.9%
Brighton Hill Retail Park (Bensons for Beds, Carpetright, Currys PC World, DFS, Harveys)	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%
Gastons Wood (Dunelm, The Range, Go Outdoors, Gastons Wood Industrial Estate)	0.9%	1.2%	0.0%	2.0%	1.9%	2.1%	0.0%	0.0%	2.6%	0.0%	0.0%	0.9%	0.9%
Hatch Warren Retail Park (Dreams, Pets at Home, Pound Stretcher)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Michael's Retail Park (Oak Furniture Land, Smyths Toys, Tapu Carpets)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thornycroft Industrial Estate (B&M, Screwfix)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Winchester Road (Aldi, Halfords, Hobbycraft, Home Bargains, Homebase, Toolstation)	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%
All Other Out-of-Centre Locations	2.2%	5.1%	1.2%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	1.4%
Subtotal	3.1%	16.9%	4.4%	4.9%	1.9%	3.1%	1.3%	0.0%	6.3%	1.2%	0.0%	3.8%	4.5%
BOROUGH AREA SUB-TOTAL	76.1%	78.2%	73.7%	77.4%	57.8%	62.0%	65.2%	13.0%	37.2%	48.7%	18.6%	58.7%	64.7%
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH													
Aldershot	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aldersford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	1.8%	0.1%	0.0%
Alton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.5%	0.0%	0.0%	0.7%	0.0%
Andover	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	12.7%	1.0%	0.4%
Bordon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Camberley	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	2.1%	0.0%	0.5%	0.2%
Eastleigh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Farnborough	0.0%	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	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.8%	0.0%	0.2%	0.0%
Fleet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	2.1%	0.0%	0.0%	0.3%	0.0%
Hook	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.4%	0.0%
Newbury	0.0%	0.0%	0.0%	0.0%	0.9%	3.9%	3.8%	63.4%	0.0%	0.0%	0.0%	5.4%	7.4%
Reading	0.0%	0.0%	0.0%	0.9%	4.4%	5.6%	0.0%	2.3%	5.3%	11.3%	0.0%	3.1%	1.2%
Southampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	1.6%	2.6%	1.8%	15.7%	1.6%	0.5%
Thatcham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Winchester	0.0%	0.0%	0.8%	0.0%	0.5%	1.5%	2.6%	0.0%	0.0%	0.0%	24.8%	1.8%	0.4%
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%
All Other Centres/Stores Outside Borough	1.3%	2.7%	0.8%	0.8%	10.1%	7.7%	8.4%	6.5%	12.9%	10.5%	7.2%	6.6%	5.4%
OUTSIDE BOROUGH AREA SUB-TOTAL	2.6%	2.7%	1.6%	9.4%	16.3%	18.6%	21.0%	73.7%	46.3%	31.4%	62.1%	21.7%	15.7%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING:	21.3%	19.1%	24.6%	13.2%	25.9%	19.3%	13.8%	13.4%	16.6%	20.2%	19.3%	19.5%	19.6%
GRAND TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Appendix 9: Baseline: Comparison Goods Turnover
(excluding SFT)**

TABLE 1: ALL COMPARISON GOODS - 2020 MARKET SHARE ANALYSIS (%)
Excluding Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area Zones 1-11	Core Zones 1,2,3,4,5,7,8
BASINGSTOKE TOWN CENTRE	64.6%	47.5%	53.2%	51.6%	41.1%	45.1%	42.2%	10.6%	24.1%	32.3%	11.6%	41.4%	45.9%
BRIGHTON HILL DISTRICT CENTRE	2.6%	9.5%	6.2%	2.4%	1.0%	0.2%	1.2%	0.1%	0.7%	0.0%	1.0%	2.3%	3.3%
CHINEHAM DISTRICT CENTRE	2.1%	1.0%	0.8%	6.9%	10.8%	0.5%	0.5%	0.0%	0.6%	3.0%	0.0%	2.8%	3.5%
OVERTON DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%
TADLEY DISTRICT CENTRE	0.0%	0.0%	0.1%	2.0%	1.1%	19.4%	0.5%	0.9%	0.2%	0.2%	0.0%	2.5%	0.6%
WHITCHURCH DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.1%	0.0%	0.0%	0.2%	0.2%	0.3%
KINGSCLERE LOCAL CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.3%	0.0%	0.2%	0.2%
OTHER LOCAL SHOPS / PARADES	1.0%	0.4%	2.5%	2.4%	0.3%	0.2%	3.1%	0.5%	0.9%	0.1%	0.0%	1.0%	1.4%
OUT-OF-CENTRE DESTINATIONS													
Sainsbury's / Argos, Wallop Drive	0.9%	5.2%	6.3%	1.6%	1.1%	0.0%	2.0%	0.0%	2.9%	0.3%	0.1%	1.8%	2.5%
Brighton Hill Retail Park (Bensons for Beds, Carpetright, Currys PC World, DFS, Harveys)	9.5%	13.2%	10.7%	11.9%	10.2%	8.0%	8.8%	1.3%	5.9%	1.9%	1.2%	7.8%	9.6%
Gastons Wood (Dunelm, The Range, Go Outdoors, Gastons Wood Industrial Estate)	1.0%	0.9%	0.0%	2.1%	2.1%	1.5%	0.1%	0.0%	1.8%	1.5%	0.0%	1.1%	0.9%
Hatch Warren Retail Park (Dreams, Pets at Home, Pound Stretcher)	2.3%	3.9%	1.9%	1.8%	1.8%	1.0%	0.5%	0.0%	2.0%	0.0%	0.0%	1.4%	1.8%
St Michael's Retail Park (Oak Furniture Land, Smyths Toys, Tapi Carpets)	2.3%	3.5%	1.9%	3.3%	1.3%	1.9%	1.9%	0.0%	0.2%	2.3%	0.3%	1.9%	2.0%
Thornycroft Industrial Estate (B&M, Screwfix)	0.4%	0.7%	0.3%	0.2%	0.0%	0.0%	0.3%	0.0%	0.9%	0.0%	0.0%	0.2%	0.3%
Winchester Road (Aldi, Halfords, Hobbyscraft, Home Bargains, Homebase, Toolstation)	1.9%	4.0%	5.0%	2.9%	2.2%	2.0%	3.9%	0.5%	2.3%	1.3%	0.1%	2.4%	2.9%
All Other Out-of-Centre Locations	5.5%	5.4%	6.1%	4.0%	6.4%	4.7%	4.2%	1.6%	4.9%	4.0%	0.5%	4.5%	4.9%
Subtotal	23.9%	36.8%	32.3%	27.7%	25.0%	19.2%	21.8%	3.4%	20.8%	11.4%	2.2%	21.2%	25.0%
BOROUGH AREA SUB-TOTAL	94.2%	95.2%	95.0%	92.9%	79.6%	64.6%	73.8%	17.8%	47.4%	47.2%	15.0%	71.9%	80.6%
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH													
Aldershot	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.3%	0.0%	0.0%	0.0%
Alresford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	1.3%	0.1%	0.0%
Alton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	23.9%	0.8%	0.0%	0.9%	0.0%
Andover	0.6%	0.0%	0.0%	0.2%	0.2%	0.0%	9.4%	1.9%	0.0%	0.0%	19.0%	2.1%	1.6%
Bordon	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Camberley	0.7%	0.2%	0.0%	0.1%	0.2%	0.5%	0.2%	0.0%	1.6%	3.8%	0.0%	0.8%	0.2%
Eastleigh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.1%	0.0%
Farnborough	0.5%	0.0%	0.8%	0.3%	0.3%	0.2%	0.3%	0.0%	0.8%	7.6%	0.3%	1.3%	0.3%
Farnham	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	4.8%	3.2%	0.0%	0.6%	0.1%
Fleet	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	5.8%	0.0%	0.8%	0.0%
Hook	0.2%	0.2%	0.0%	0.0%	0.6%	0.4%	0.0%	0.0%	0.4%	7.5%	0.0%	1.2%	0.2%
Newbury	0.4%	0.6%	0.2%	0.7%	3.1%	3.4%	3.2%	71.8%	0.0%	0.0%	0.5%	6.6%	9.3%
Reading	1.7%	2.2%	1.5%	3.3%	11.0%	8.1%	1.7%	4.2%	2.5%	14.4%	0.2%	5.4%	3.8%
Southampton	0.6%	0.6%	0.9%	0.2%	0.0%	0.0%	2.5%	0.5%	2.4%	0.4%	19.8%	1.7%	0.7%
Thatcham	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Winchester	0.1%	0.0%	0.3%	0.1%	0.0%	0.3%	4.6%	0.6%	2.9%	0.0%	37.8%	2.7%	0.7%
Wokingham	0.0%	0.0%	0.0%	0.0%	0.4%	0.3%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%
ALL OTHER CENTRES/STORES OUTSIDE BOROUGH	1.1%	1.0%	1.1%	1.8%	4.1%	2.2%	4.3%	3.1%	12.0%	8.9%	4.3%	3.6%	2.3%
OUTSIDE BOROUGH AREA SUB-TOTAL	5.8%	4.8%	5.0%	7.1%	20.4%	15.4%	26.2%	82.2%	52.6%	52.8%	85.0%	28.1%	19.4%
GRAND TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 2: 2020 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL COMPARISON GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area Zones 1-11	Core Zones 1,2,3,4,5,7,8
BASINGSTOKE TOWN CENTRE	69.2	37.6	54.0	39.8	47.1	44.6	32.2	7.1	7.2	40.9	6.0	385.8	287.1
BRIGHTON HILL DISTRICT CENTRE	2.8	7.5	6.3	1.8	1.2	0.2	0.9	0.1	0.2	0.0	0.5	21.5	20.5
CHINEHAM DISTRICT CENTRE	2.3	0.8	0.8	5.3	12.4	0.5	0.4	0.0	0.2	3.8	0.0	26.4	22.0
OVERTON DISTRICT CENTRE	0.0	0.0	0.0	0.0	0.2	0.0	1.6	0.0	0.0	0.0	0.0	1.8	1.8
TADLEY DISTRICT CENTRE	0.0	0.0	0.1	1.6	1.2	19.2	0.3	0.6	0.1	0.3	0.0	23.4	3.8
WHITCHURCH DISTRICT CENTRE	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.1	0.0	0.0	0.1	2.0	1.9
KINGSCLERE LOCAL CENTRE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.3	0.0	1.7	1.4
OTHER LOCAL SHOPS / PARADES	1.1	0.3	2.5	1.8	0.4	0.2	2.4	0.3	0.3	0.1	0.0	9.4	8.9
OUT-OF-CENTRE DESTINATIONS													
Sainsbury's / Argos, Wallop Drive	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brighton Hill Retail Park (Bensons for Beds, Carpetright, Currys PC World, DFS, Harveys)	1.0	4.1	6.4	1.2	1.2	0.0	1.5	0.0	0.9	0.4	0.1	16.8	15.5
Gastons Wood (Dunelm, The Range, Go Outdoors, Gastons Wood Industrial Estate)	10.2	10.5	10.9	9.2	11.7	7.9	6.8	0.9	1.8	2.4	0.6	72.8	60.1
Hatch Warren Retail Park (Dreams, Pets at Home, Pound Stretcher)	1.1	0.7	0.0	1.6	2.4	1.5	0.1	0.0	0.6	2.0	0.0	9.9	5.9
St Michael's Retail Park (Oak Furniture Land, Smyths Toys, Tapi Carpets)	2.5	3.1	1.9	1.4	2.1	1.0	0.4	0.0	0.6	0.0	0.0	12.9	11.3
Thornycroft Industrial Estate (B&M, Screwfix)	2.4	2.8	1.9	2.5	1.5	1.9	1.5	0.0	0.1	2.9	0.1	17.6	12.6
Winchester Road (Aldi, Halfords, Hobbyscraft, Home Bargains, Homebase, Toolstation)	0.5	0.5	0.3	0.1	0.0	0.0	0.2	0.0	0.3	0.0	0.0	2.0	1.7
Winchester Road (Aldi, Halfords, Hobbyscraft, Home Bargains, Homebase, Toolstation)	2.0	3.2	5.0	2.2	2.5	2.0	3.0	0.3	0.7	1.7	0.1	22.7	18.3
All Other Out-of-Centre Locations	5.9	4.3	6.2	3.1	7.3	4.7	3.2	1.1	1.5	5.1	0.2	42.6	31.1
Subtotal	25.6	29.1	32.8	21.3	28.7	18.9	16.7	2.3	6.3	14.4	1.1	197.3	156.5
BOROUGH AREA SUB-TOTAL	101.0	75.4	96.5	71.7	91.2	83.6	56.4	11.9	14.3	59.8	7.8	669.4	504.0
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH													
Aldershot	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.3	0.0	0.4	0.0
Alresford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.7	0.9	0.0
Alton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.2	1.1	0.0	8.3	0.0
Andover	0.6	0.0	0.0	0.1	0.3	0.0	7.2	1.2	0.0	0.0	9.8	19.3	9.4
Bordon	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Camberley	0.8	0.2	0.0	0.1	0.2	0.5	0.1	0.0	0.5	4.9	0.0	7.2	1.4
Eastleigh	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
Farnborough	0.5	0.0	0.9	0.3	0.4	0.2	0.2	0.0	0.3	9.6	0.2	12.5	2.2
Farnham	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	1.4	4.0	0.0	5.9	0.5
Fleet	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	7.3	0.0	7.5	0.1
Hook	0.2	0.2	0.0	0.0	0.7	0.4	0.0	0.0	0.1	9.5	0.0	11.0	1.1
Newbury	0.4	0.5	0.2	0.6	3.6	3.4	2.4	48.0	0.0	0.0	0.2	59.2	55.6
Reading	1.8	1.7	1.5	2.6	12.6	8.0	1.3	2.8	0.8	18.2	0.1	51.5	24.4
Southampton	0.6	0.4	0.9	0.2	0.0	0.0	1.9	0.4	0.7	0.5	10.2	15.8	4.3
Thatcham	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.3	0.3
Winchester	0.1	0.0	0.3	0.1	0.0	0.3	3.5	0.4	0.9	0.0	19.6	25.2	4.5
Wokingham	0.0	0.0	0.0	0.0	0.5	0.3	0.0	0.0	0.0	0.2	0.0	1.0	0.5
ALL OTHER CENTRES/STORES OUTSIDE BOROUGH	1.2	0.8	1.1	1.4	4.7	2.2	3.3	2.1	3.6	11.3	2.2	33.9	14.6
OUTSIDE BOROUGH AREA SUB-TOTAL	6.2	3.8	5.1	5.4	23.4	15.2	20.0	55.0	15.8	66.9	44.0	260.9	118.9
GRAND TOTAL	107.2	79.2	101.6	77.1	114.6	98.9	76.4	66.9	30.1	126.7	51.7	930.3	623.0

TABLE 3: 2025 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL COMPARISON GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area Zones 1-11	Core Zones 1,2,3,4,5,7,8
BASINGSTOKE TOWN CENTRE	79.6	43.4	61.9	46.0	54.3	51.0	37.0	8.1	8.3	46.5	7.0	442.1	328.7
BRIGHTON HILL DISTRICT CENTRE	3.2	8.7	7.2	2.1	1.3	0.3	1.1	0.1	0.2	0.0	0.6	24.8	23.6
CHINEHAM DISTRICT CENTRE	2.6	0.9	0.9	6.2	14.3	0.6	0.4	0.0	0.2	4.3	0.0	29.8	24.7
OVERTON DISTRICT CENTRE	0.0	0.0	0.0	0.0	0.3	0.0	1.9	0.0	0.0	0.0	0.0	2.2	2.2
TADLEY DISTRICT CENTRE	0.0	0.0	0.1	1.8	1.4	22.0	0.4	0.7	0.1	0.3	0.0	26.7	4.5
WHITCHURCH DISTRICT CENTRE	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.1	0.0	0.0	0.1	2.4	2.3
KINGSCLERE LOCAL CENTRE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.4	0.0	2.1	1.7
OTHER LOCAL SHOPS / PARADES	1.3	0.4	2.9	2.1	0.5	0.2	2.7	0.4	0.3	0.1	0.0	11.0	10.3
OUT-OF-CENTRE DESTINATIONS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's / Argos, Wallop Drive	1.2	4.7	7.4	1.4	1.4	0.0	1.7	0.0	1.0	0.4	0.1	19.3	17.8
Brighton Hill Retail Park (Bensons for Beds, Carpetright, Currys PC World, DFS, Harveys)	11.7	12.1	12.5	10.6	13.5	9.1	7.8	1.0	2.0	2.7	0.7	83.6	88.8
Gastons Wood (Dunelm, The Range, Go Outdoors, Gastons Wood Industrial Estate)	1.3	0.8	0.0	1.9	2.7	1.7	0.1	0.0	0.6	2.2	0.0	11.3	6.8
Hatch Warren Retail Park (Dreams, Pets at Home, Pound Stretcher)	2.8	3.5	2.2	1.6	2.4	1.1	0.5	0.0	0.7	0.0	0.0	14.8	12.9
St Michael's Retail Park (Oak Furniture Land, Smyths Toys, Tapi Carpets)	2.8	3.2	2.2	2.9	1.7	2.2	1.7	0.0	0.1	3.3	0.2	20.3	14.6
Thornycroft Industrial Estate (B&M, Screwfix)	0.5	0.6	0.4	0.1	0.0	0.0	0.2	0.0	0.3	0.0	0.0	2.3	1.9
Winchester Road (Aldi, Halfords, Hobbycraft, Home Bargains, Homebase, Toolstation)	2.3	3.6	5.8	2.5	2.9	2.3	3.4	0.4	0.8	1.9	0.1	26.1	21.0
All Other Out-of-Centre Locations	6.8	4.9	7.1	3.6	8.5	5.3	3.6	1.2	1.7	5.8	0.3	48.6	35.4
Subtotal	29.4	33.6	37.6	24.6	33.1	21.7	19.1	2.6	7.2	16.4	1.3	226.3	179.2
BOROUGH AREA SUB-TOTAL	116.1	86.9	110.6	82.8	105.1	95.6	64.7	13.6	16.4	68.0	9.0	767.4	577.1
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH													
Aldershot	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.4	0.0	0.5	0.0
Alresford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	1.1	0.0
Alton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.2	1.2	0.0	9.6	0.0
Andover	0.7	0.0	0.0	0.2	0.3	0.0	8.3	1.4	0.0	0.0	11.4	22.4	11.1
Bordon	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Camberley	0.9	0.2	0.0	0.1	0.3	0.5	0.2	0.0	0.6	5.5	0.0	8.1	1.5
Eastleigh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	1.1	0.0
Farnborough	0.6	0.0	1.0	0.3	0.4	0.2	0.3	0.0	0.3	11.0	0.2	14.1	2.5
Farnham	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	1.7	4.6	0.0	6.7	0.5
Fleet	0.0	0.0	0.2	0.0	0.0	0.0	0.1	8.3	0.0	0.0	0.0	8.4	0.2
Hook	0.2	0.2	0.0	0.0	0.8	0.5	0.0	0.0	0.1	10.8	0.0	12.4	1.2
Newbury	0.4	0.6	0.2	0.6	4.1	3.8	2.8	54.9	0.0	0.0	0.3	71.0	66.6
Reading	2.0	2.0	1.8	3.0	14.6	9.2	1.5	3.2	0.9	20.8	0.1	58.2	27.4
Southampton	0.7	0.5	1.0	0.2	0.0	0.0	2.2	0.4	0.8	0.6	11.9	18.1	5.1
Thatcham	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.3	0.3
Winchester	0.2	0.0	0.4	0.1	0.0	0.3	4.0	0.4	1.0	0.0	22.7	28.8	5.3
Wokingham	0.0	0.0	0.0	0.0	0.5	0.4	0.0	0.0	0.0	0.2	0.0	1.1	0.5
ALL OTHER CENTRES/STORES OUTSIDE BOROUGH	1.4	0.9	1.3	1.6	5.4	2.5	3.8	2.4	4.2	12.8	2.6	38.7	16.7
OUTSIDE BOROUGH AREA SUB-TOTAL	7.1	4.4	5.8	6.3	27.0	17.4	23.0	62.9	18.2	76.1	51.0	300.6	139.1
GRAND TOTAL	123.2	91.3	116.4	89.0	132.1	113.0	87.7	76.5	34.5	144.1	60.0	1068.0	716.3

TABLE 4: 2030 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL COMPARISON GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area Zones 1-11	Core Zones 1,2,3,4,5,7,8
BASINGSTOKE TOWN CENTRE	91.2	50.1	71.0	53.0	62.6	58.5	42.5	9.4	9.6	53.0	8.1	508.0	378.2
BRIGHTON HILL DISTRICT CENTRE	3.6	10.0	8.2	2.4	1.5	0.3	1.2	0.1	0.3	0.1	0.7	28.5	27.1
CHINEHAM DISTRICT CENTRE	3.0	1.0	1.0	7.1	16.5	0.7	0.5	0.0	0.2	4.9	0.0	34.3	28.4
OVERTON DISTRICT CENTRE	0.0	0.0	0.0	0.0	0.3	0.0	2.1	0.0	0.0	0.0	0.0	2.5	2.5
TADLEY DISTRICT CENTRE	0.0	0.0	0.1	2.1	1.6	25.2	0.5	0.8	0.1	0.3	0.0	30.7	5.2
WHITCHURCH DISTRICT CENTRE	0.0	0.0	0.0	0.0	0.0	0.0	2.4	0.1	0.0	0.0	0.1	2.7	2.6
KINGSCLERE LOCAL CENTRE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0	0.4	0.0	2.4	2.0
OTHER LOCAL SHOPS / PARADES	1.5	0.5	3.3	2.4	0.5	0.2	3.1	0.4	0.4	0.2	0.0	12.6	11.9
OUT-OF-CENTRE DESTINATIONS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's / Argos, Wallop Drive	1.3	5.5	8.5	1.6	1.6	0.0	2.0	0.0	1.1	0.5	0.1	22.2	20.4
Brighton Hill Retail Park (Bensons for Beds, Carpetright, Currys PC World, DFS, Harveys)	13.4	13.9	14.4	12.2	15.6	10.4	8.9	1.2	2.3	3.1	0.9	96.1	79.2
Gastons Wood (Dunelm, The Range, Go Outdoors, Gastons Wood Industrial Estate)	1.5	0.9	0.0	2.2	3.1	2.0	0.2	0.0	0.7	2.5	0.0	13.0	7.8
Hatch Warren Retail Park (Dreams, Pets at Home, Pound Stretcher)	3.3	4.1	2.5	1.8	2.8	1.3	0.5	0.0	0.8	0.0	0.0	17.0	14.9
St Michael's Retail Park (Oak Furniture Land, Smyths Toys, Tapi Carpets)	3.2	3.7	2.5	3.4	2.0	2.5	2.0	0.0	0.1	3.7	0.2	23.3	16.8
Thornycroft Industrial Estate (B&M, Screwfix)	0.6	0.7	0.5	0.2	0.0	0.0	0.3	0.0	0.4	0.0	0.0	2.6	2.2
Winchester Road (Aldi, Halfords, Hobbycraft, Home Bargains, Homebase, Toolstation)	2.7	4.2	6.6	2.9	3.3	2.6	4.0	0.4	0.9	2.2	0.1	30.0	24.1
All Other Out-of-Centre Locations	7.8	5.7	8.2	4.1	9.8	6.1	4.2	1.4	1.9	6.6	0.3	55.8	40.7
Subtotal	33.7	38.7	43.1	28.4	38.2	24.8	22.0	3.0	8.3	18.7	1.5	260.1	206.1
BOROUGH AREA SUB-TOTAL	133.1	100.3	126.9	95.4	121.3	109.7	74.4	15.6	18.8	77.5	10.4	881.9	663.9
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH													
Aldershot	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.4	0.0	0.5	0.0
Alresford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.9	1.2	0.0
Alton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.5	1.4	0.0	11.0	0.0
Andover	0.8	0.0	0.0	0.2	0.3	0.0	9.5	1.6	0.0	0.0	13.2	25.7	12.8
Bordon	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Camberley	1.0	0.2	0.0	0.1	0.3	0.8	0.2	0.0	0.6	6.3	0.0	9.3	1.8
Eastleigh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	1.3	0.0
Farnborough	0.7	0.0	1.1	0.3	0.5	0.3	0.3	0.0	0.3	12.5	0.2	16.2	2.9
Farnham	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	1.9	5.2	0.0	7.7	0.6
Fleet	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.1	9.5	0.0	9.7	0.2
Hook	0.2	0.2	0.1	0.0	0.9	0.5	0.0	0.0	0.2	12.3	0.0	14.2	1.3
Newbury	0.5	0.6	0.3	0.7	4.7	4.4	3.2	63.1	0.0	0.0	0.3	81.6	76.6
Reading	2.3	2.3	2.0	3.4	16.8	10.5	1.7	3.7	1.0	23.7	0.1	66.8	31.6
Southampton	0.8	0.6	1.1	0.2	0.0	0.0	2.5	0.5	0.9	0.7	13.7	20.8	5.8
Thatcham	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.3	0.3
Winchester	0.2	0.0	0.4	0.1	0.0	0.3	4.6	0.5	1.2	0.0	26.3	33.1	6.1
Wokingham	0.0	0.0	0.0	0.0	0.6	0.4	0.0	0.0	0.0	0.2	0.0	1.2	0.6
ALL OTHER CENTRES/STORES OUTSIDE BOROUGH	1.6	1.0	1.5	1.9	6.2	2.8	4.4	2.8	4.8	14.6	3.0	44.4	19.3
OUTSIDE BOROUGH AREA SUB-TOTAL	8.1	5.1	6.7	7.2	31.1	20.0	26.4	72.3	20.9	86.8	59.1	345.4	160.0
GRAND TOTAL	141.2	105.4	133.6	102.7	152.4	129.7	100.8	87.9	39.8	164.3	69.5	1227.3	824.0

TABLE 5: 2035 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL COMPARISON GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area Zones 1-11	Core Zones 1,2,3,4,5,7,8
BASINGSTOKE TOWN CENTRE	105.4	58.4	82.2	61.4	72.7	67.5	49.3	10.8	11.1	61.0	9.4	588.3	438.4
BRIGHTON HILL DISTRICT CENTRE	4.2	11.7	9.5	2.8	1.8	0.3	1.4	0.1	0.3	0.1	0.8	33.0	31.5
CHINEHAM DISTRICT CENTRE	3.5	1.2	1.2	8.2	19.1	0.8	0.6	0.0	0.3	5.6	0.0	39.7	33.0
OVERTON DISTRICT CENTRE	0.0	0.0	0.0	0.0	0.3	0.0	2.5	0.0	0.0	0.0	0.0	2.9	2.9
TADLEY DISTRICT CENTRE	0.0	0.0	0.1	2.4	1.9	29.1	0.5	0.9	0.1	0.4	0.0	35.5	6.0
WHITCHURCH DISTRICT CENTRE	0.0	0.0	0.0	0.0	0.0	0.0	2.8	0.1	0.0	0.0	0.1	3.2	3.0
KINGSCLERE LOCAL CENTRE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.0	0.5	0.0	2.8	2.3
OTHER LOCAL SHOPS / PARADES	1.7	0.5	3.8	2.8	0.6	0.2	3.6	0.5	0.4	0.2	0.0	14.6	13.8
OUT-OF-CENTRE DESTINATIONS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's / Argos, Wallop Drive	1.5	6.4	9.8	1.9	1.9	0.0	2.3	0.0	1.3	0.6	0.1	25.7	23.7
Brighton Hill Retail Park (Benisons for Beds, Carpetright, Currys PC World, DFS, Harveys)	15.5	16.3	16.6	14.1	18.1	12.0	10.3	1.3	2.7	3.6	1.0	111.3	91.8
Gastons Wood (Dunelm, The Range, Go Outdoors, Gasons Wood Industrial Estate)	1.7	1.1	0.0	2.5	3.6	2.3	0.2	0.0	0.8	2.9	0.0	15.1	9.0
Hatch Warren Retail Park (Dreams, Pets at Home, Pound Stretcher)	3.8	4.8	2.9	2.1	3.2	1.4	0.6	0.0	0.9	0.0	0.0	19.6	17.2
St Michael's Retail Park (Oak Furniture Land, Smyths Toys, Tapi Carpets)	3.7	4.3	2.9	3.9	2.3	2.9	2.3	0.0	0.1	4.3	0.2	27.0	19.4
Thornycroft Industrial Estate (B&M, Screwfix)	0.7	0.8	0.5	0.2	0.0	0.0	0.3	0.0	0.4	0.0	0.0	3.0	2.6
Winchester Road (Aldi, Halfords, Hobbycraft, Home Bargains, Homebase, Toolstation)	3.1	4.9	7.7	3.4	3.9	3.0	4.6	0.5	1.0	2.5	0.1	34.7	28.0
All Other Out-of-Centre Locations	9.0	6.6	9.5	4.8	11.3	7.1	4.9	1.6	2.2	7.6	0.4	64.7	47.2
Subtotal	39.0	45.2	49.9	32.9	44.3	28.7	25.5	3.5	9.6	21.5	1.8	301.2	238.9
BOROUGH AREA SUB-TOTAL	153.8	117.1	146.8	110.6	140.7	126.6	86.3	18.1	21.8	89.3	12.2	1021.2	769.6
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH													
Aldershot	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	0.0	0.6	0.0
Alresford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	1.4	0.0
Alton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.0	1.6	0.0	12.8	0.0
Andover	0.9	0.0	0.0	0.2	0.4	0.0	11.0	1.9	0.0	0.0	15.4	29.7	14.8
Bordon	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3
Camberley	1.2	0.2	0.0	0.1	0.3	0.7	0.2	0.0	0.7	7.3	0.0	10.8	2.1
Eastleigh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	1.5	0.0
Farnborough	0.8	0.0	1.3	0.4	0.5	0.3	0.3	0.0	0.4	14.4	0.3	18.7	3.3
Farnham	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	2.2	6.0	0.0	8.9	0.7
Fleet	0.0	0.0	0.2	0.0	0.0	0.0	0.1	10.9	0.0	0.0	0.0	11.2	0.2
Hook	0.2	0.2	0.1	0.0	1.1	0.6	0.0	0.0	0.2	14.1	0.0	16.5	1.5
Newbury	0.6	0.8	0.3	0.9	5.5	5.1	3.7	73.0	0.0	0.0	0.4	94.5	88.8
Reading	2.7	2.7	2.3	4.0	19.5	12.2	2.0	4.3	1.2	27.3	0.2	77.4	36.6
Southampton	0.9	0.7	1.3	0.3	0.0	0.0	2.9	0.5	1.1	0.8	16.0	24.1	6.8
Thatcham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.4	0.0
Winchester	0.2	0.0	0.5	0.1	0.0	0.4	5.4	0.6	1.3	0.0	30.7	38.4	7.0
Wokingham	0.0	0.0	0.0	0.0	0.7	0.5	0.0	0.0	0.0	0.3	0.0	1.4	0.7
ALL OTHER CENTRES/STORES OUTSIDE BOROUGH	1.9	1.2	1.7	2.2	7.2	3.3	5.1	3.2	5.5	16.9	3.4	51.4	22.3
OUTSIDE BOROUGH AREA SUB-TOTAL	9.4	5.9	7.7	8.4	36.1	23.0	30.6	83.7	24.2	100.0	68.9	400.0	185.5
GRAND TOTAL	163.2	123.0	154.5	119.0	176.8	149.6	116.9	101.7	46.0	189.3	81.1	1421.2	955.1

TABLE 6: 2038 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL COMPARISON GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area Zones 1-11	Core Zones 1,2,3,4,5,7,8
BASINGSTOKE TOWN CENTRE	115.5	64.6	90.2	67.5	79.8	73.7	53.8	11.8	12.1	66.7	10.3	644.8	481.0
BRIGHTON HILL DISTRICT CENTRE	4.6	13.0	10.5	3.1	2.0	0.4	1.5	0.1	0.3	0.1	0.9	36.2	34.5
CHINEHAM DISTRICT CENTRE	3.8	1.4	1.3	9.0	21.0	0.8	0.6	0.0	0.3	6.1	0.0	43.5	36.2
OVERTON DISTRICT CENTRE	0.0	0.0	0.0	0.0	0.4	0.0	2.7	0.0	0.0	0.0	0.0	3.2	3.2
TADLEY DISTRICT CENTRE	0.0	0.0	0.2	2.6	2.1	31.8	0.6	1.0	0.1	0.4	0.0	38.9	6.6
WHITCHURCH DISTRICT CENTRE	0.0	0.0	0.0	0.0	0.0	0.0	3.1	0.1	0.0	0.0	0.2	3.5	3.3
KINGSCLERE LOCAL CENTRE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	0.0	0.5	0.0	3.0	2.5
OTHER LOCAL SHOPS / PARADES	1.9	0.6	4.2	3.1	0.7	0.3	3.9	0.5	0.5	0.2	0.0	16.0	15.1
OUT-OF-CENTRE DESTINATIONS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's / Argos, Wallop Drive	1.7	7.1	10.8	2.1	2.1	0.0	2.5	0.0	1.4	0.6	0.1	28.2	26.0
Brighton Hill Retail Park (Benisons for Beds, Carpetright, Currys PC World, DFS, Harveys)	17.0	18.0	18.2	15.5	19.8	13.1	11.3	1.5	3.0	3.9	1.1	122.0	100.7
Gastons Wood (Dunelm, The Range, Go Outdoors, Gasons Wood Industrial Estate)	1.9	1.2	0.0	2.8	4.0	2.5	0.2	0.0	0.9	3.2	0.0	16.5	9.9
Hatch Warren Retail Park (Dreams, Pets at Home, Pound Stretcher)	4.1	5.3	3.2	2.3	3.6	1.6	0.7	0.0	1.0	0.0	0.0	21.5	18.9
St Michael's Retail Park (Oak Furniture Land, Smyths Toys, Tapi Carpets)	4.0	4.8	3.2	4.3	2.5	3.2	2.5	0.0	0.1	4.7	0.3	29.6	21.3
Thornycroft Industrial Estate (B&M, Screwfix)	0.8	0.9	0.6	0.2	0.0	0.0	0.4	0.0	0.5	0.0	0.0	3.3	2.8
Winchester Road (Aldi, Halfords, Hobbycraft, Home Bargains, Homebase, Toolstation)	3.4	5.4	8.4	3.7	4.2	3.3	5.0	0.6	1.1	2.7	0.1	38.0	30.7
All Other Out-of-Centre Locations	9.9	7.3	10.4	5.2	12.4	7.7	5.3	1.8	2.5	8.3	0.4	70.9	51.8
Subtotal	42.7	50.0	54.8	36.1	48.6	31.3	27.8	3.8	10.5	23.5	2.0	330.1	262.1
BOROUGH AREA SUB-TOTAL	168.5	129.5	161.1	121.5	154.4	138.3	94.1	19.8	23.9	97.6	13.3	1119.3	844.5
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH													
Aldershot	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.6	0.0	0.7	0.0
Alresford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	1.1	1.5	0.0
Alton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.0	1.7	0.0	14.0	0.0
Andover	1.0	0.0	0.0	0.2	0.4	0.0	12.0	2.1	0.0	0.0	16.9	32.6	16.3
Bordon	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3
Camberley	1.3	0.3	0.0	0.1	0.4	0.8	0.2	0.0	0.8	7.9	0.0	11.8	2.3
Eastleigh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	1.6	0.0
Farnborough	0.9	0.0	1.4	0.4	0.6	0.3	0.4	0.0	0.4	15.8	0.3	20.5	3.7
Farnham	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	2.4	6.6	0.0	9.8	0.7
Fleet	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.1	11.9	0.0	12.3	0.2
Hook	0.3	0.3	0.1	0.0	1.2	0.7	0.0	0.0	0.2	15.5	0.0	18.1	1.7
Newbury	0.6	0.8	0.3	0.9	6.0	5.6	4.0	79.9	0.0	0.0	0.4	103.6	97.4
Reading	3.0	3.0	2.6	4.4	21.4	13.3	2.2	4.7	1.3	29.8	0.2	84.8	40.2
Southampton	1.0	0.8	1.5	0.3	0.0	0.0	3.1	0.6	1.2	0.8	17.6	26.4	7.4
Thatcham	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.4	0.4
Winchester	0.2	0.0	0.6	0.1	0.0	0.4	5.9	0.6	1.5	0.0	33.7	42.1	7.7
Wokingham	0.0	0.0	0.0	0.0	0.8	0.5	0.0	0.0	0.0	0.3	0.0	1.5	0.7
ALL OTHER CENTRES/STORES OUTSIDE BOROUGH	2.1	1.3	1.9	2.4	7.9	3.6	5.5	3.5	6.1	18.4	3.8	56.4	24.5
OUTSIDE BOROUGH AREA SUB-TOTAL	10.3	6.5	8.5	9.2	39.7	25.2	33.4	91.5	26.6	109.3	75.6	438.4	203.5
GRAND TOTAL	178.8	136.1	169.6	130.7	194.1	163.4	127.5	111.3	50.4	206.9	88.9	1557.7	1048.0

Appendix 10: Baseline: Comparison Goods Capacity

TABLE 1: TOTAL ALLOCATED COMPARISON GOODS EXPENDITURE BASED ON MARKET SHARE ANALYSIS (£m)
Excluding SFT & 'Inflow' from outside Study Area

	2020	2025	2030	2035	2038
BASINGSTOKE TOWN CENTRE	£385.8	£442.1	£508.0	£588.3	£644.8
BRIGHTON HILL DISTRICT CENTRE	£21.5	£24.8	£28.5	£33.0	£36.2
CHINEHAM DISTRICT CENTRE	£26.4	£29.8	£34.3	£39.7	£43.5
OVERTON DISTRICT CENTRE	£1.8	£2.2	£2.5	£2.9	£3.2
TADLEY DISTRICT CENTRE	£23.4	£26.7	£30.7	£35.5	£38.9
WHITCHURCH DISTRICT CENTRE	£2.0	£2.4	£2.7	£3.2	£3.5
KINGSCLERE LOCAL CENTRE	£1.7	£2.1	£2.4	£2.8	£3.0
OTHER LOCAL SHOPS / PARADES	£9.4	£11.0	£12.6	£14.6	£16.0
OUT OF CENTRE:					
Sainsbury's / Argos, Wallop Drive	£16.8	£19.3	£22.2	£25.7	£28.2
Brighton Hill Retail Park (Bensons for Beds, Carpetright, Currys PC World, DFS, Harveys)	£72.8	£83.6	£96.1	£111.3	£122.0
Gastons Wood (Dunelm, The Range, Go Outdoors, Gassons Wood Industrial Estate)	£9.9	£11.3	£13.0	£15.1	£16.5
Hatch Warren Retail Park (Dreams, Pets at Home, Pound Stretcher)	£12.9	£14.8	£17.0	£19.6	£21.5
St Michael's Retail Park (Oak Furniture Land, Smyths Toys, Tapi Carpets)	£17.6	£20.3	£23.3	£27.0	£29.6
Thornycroft Industrial Estate (B&M, Screwfix)	£2.0	£2.3	£2.6	£3.0	£3.3
Winchester Road (Aldi, Halfords, Hobbycraft, Home Bargains, Homebase, Toolstation)	£22.7	£26.1	£30.0	£34.7	£38.0
All Other Out-of-Centre Locations	£42.6	£48.6	£55.9	£64.7	£70.9
Subtotal	£197.3	£226.3	£260.1	£301.2	£330.1
TOTAL COMPARISON TURNOVER OF BOROUGH STORES/CENTRES:	£669.4	£767.4	£881.9	£1,021.2	£1,119.3

TABLE 2: ALL COMPARISON GOODS - TOTAL TURNOVER ALLOWING FOR INFLOW
Including 'Inflow' from outside Study Area

	Estimated 'Inflow' from outside Study Area	2020	2025	2030	2035	2038
BASINGSTOKE TOWN CENTRE	5%	£406.2	£465.4	£534.8	£619.3	£678.8
BRIGHTON HILL DISTRICT CENTRE	0%	£21.5	£24.8	£28.5	£33.0	£36.2
CHINEHAM DISTRICT CENTRE	0%	£26.4	£29.8	£34.3	£39.7	£43.5
OVERTON DISTRICT CENTRE	0%	£1.8	£2.2	£2.5	£2.9	£3.2
TADLEY DISTRICT CENTRE	0%	£23.4	£26.7	£30.7	£35.5	£38.9
WHITCHURCH DISTRICT CENTRE	0%	£2.0	£2.4	£2.7	£3.2	£3.5
KINGSCLERE LOCAL CENTRE	0%	£1.7	£2.1	£2.4	£2.8	£3.0
OTHER LOCAL SHOPS / PARADES	0%	£9.4	£11.0	£12.6	£14.6	£16.0
OUT OF CENTRE:						
Sainsbury's / Argos, Wallop Drive	1%	£17.0	£19.5	£22.4	£26.0	£28.5
Brighton Hill Retail Park (Bensons for Beds, Carpetright, Currys PC World, DF	1%	£73.5	£84.5	£97.1	£112.4	£123.2
Gastons Wood (Dunelm, The Range, Go Outdoors, Gassons Wood Industrial E	1%	£10.0	£11.5	£13.2	£15.2	£16.7
Hatch Warren Retail Park (Dreams, Pets at Home, Pound Stretcher)	1%	£13.0	£14.8	£17.1	£19.8	£21.8
St Michael's Retail Park (Oak Furniture Land, Smyths Toys, Tapi Carpets)	1%	£17.8	£20.5	£23.6	£27.3	£29.9
Thornycroft Industrial Estate (B&M, Screwfix)	1%	£2.0	£2.3	£2.6	£3.0	£3.3
Winchester Road (Aldi, Halfords, Hobbycraft, Home Bargains, Homebase, Too	1%	£22.9	£26.3	£30.3	£35.0	£38.4
All Other Out-of-Centre Locations	0%	£42.6	£48.6	£55.9	£64.7	£70.9
Subtotal		£198.8	£228.1	£262.1	£303.5	£332.7
TOTAL COMPARISON TURNOVER OF BOROUGH STORES/CENTRES:		£691.3	£792.4	£910.7	£1,054.5	£1,155.8

TABLE 3: COMMITTED COMPARISON FLOORSPACE

	CENTRE	PLANNING REF	SCHEME	Gross Floorspace (sq m)	Net Floorspace (sq m)	Sales Density 2020	Turnover (£m)				
							2020	2025	2030	2035	2038
[1]	BASINGSTOKE	BDB/73174 and 16/008	MERTON RISE BASINGSTOKE RG24 9EX MIXED USE DEVELOPMENT INCLUDING RETAIL & EMPLOYMENT	360	252	5,000	£1.3	£1.4	£1.7	£2.0	£2.1
[2]	BASINGSTOKE	19/03346/FUL	UNIT 1 AND 2 HATCH WARREN RETAIL PARK WALLOP DRIVE BASINGSTOKE HAMPSHIRE RG22 4TT	n/a	242	5,000	£1.2	£1.4	£1.6	£1.9	£2.1
[3]	OLD BASING	17/02647/FUL	CONKERS GARDEN CENTRE OLD BASING RG24 7LJ	709	496	5,000	£2.5	£2.8	£3.3	£3.9	£4.2
[4]	BASINGSTOKE	17/00383/FUL	UNITS 1.3, 4, 5 & 5A BRIGHTON BASINGSTOKE RG22 4AN	5,300	3,710	5,000	£18.6	£21.3	£24.7	£28.8	£31.6
TOTAL				6,369	4,700		£23.5	£27.0	£31.3	£36.5	£40.0

Notes:

- [1] BDB/73174 and 16/00822/RES: Outline application for mixed use development including access, comprising up to 784 no. residential units (Use Class C3), up to 1500 sqm gross of local centre uses (Use Classes A1 - A5) including a foodstore of up to 500 sqm gross, community office space of up to 120sqm gross (Use Class B1), approximately 10 hectares of publicly accessible open space, allotments and associated car and cycle parking, landscaping and incidental open space
- [2] 19/03346/FUL: Amalgamation of existing Units 1 and 2; external alterations to the building and car park, and relaxation of current goods restriction to allow unrestricted Class A1 use (sale of convenience and comparison goods) to allow occupation by Lidl foodstore | Unit 1 And 2 Hatch Warren Retail Park Wallop Drive Basingstoke Hampshire RG22 4TT
- [3] 17/02647/FUL: Erection of single storey extension to existing garden centre shop and demolition of existing covered retail structure.
- [4] 17/00383/FUL: Installation of mezzanine floorspace at Units 1, 3, 4, 5 and 5a totalling 5,300sqm including provision of cycle parking

TABLE 4: BASINGSTOKE & DEANE COUNCIL AREA - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2020	2025	2030	2035	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£691.3	£792.4	£910.7	£1,054.5	£1,155.8
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽ⁱ⁾ :	£691.3	793.7	921.9	1073.9	1176.9
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£1.2	-£11.2	-£19.4	-£21.1
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£27.0	£31.3	£36.5	£40.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£28.2	-£42.5	-£55.9	-£61.1
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,314	£7,334	£8,544	£9,363
(ii) Net Floorspace Capacity (sq m):	-	-4,467	-5,799	-6,541	-6,523
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-6,362	-8,285	-9,344	-9,344	-9,319

Notes:

- STEP 1: The 'survey-derived' 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).
- STEP 2: It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growth rates informed by the latest Experian Retail Planner Briefing Note 17 (February 2020) and other research evidence.
- STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage.
- STEP 4: The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2025.
- STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).
- STEP 6: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on an average sales performance for the 'top 6' grocers (i.e. Tesco, Asda, Sainsbury's, Waitrose, Morrisons and Marks & Spencer) and other supermarket and Limited Assortment Discount (LAD) operators (e.g. Aldi, Lidl, Netto, Co-op, Budgens, etc.).

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

	2020	2025	2030	2035	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£406.2	£465.4	£534.8	£619.3	£678.8
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£406.2	466.3	541.6	630.9	691.4
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.9	-£6.8	-£11.7	-£12.7
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	-£0.9	-£6.8	-£11.7	-£12.7
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,314	£7,334	£8,544	£9,363
(ii) Net Floorspace Capacity (sq m):	-	-148	-931	-1,366	-1,358
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-212	-1,329	-1,951	-1,937

TABLE 6: BRIGHTON HILL DISTRICT CENTRE- COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2020	2025	2030	2035	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£21.5	£24.8	£28.5	£33.0	£36.2
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£21.5	£24.7	£28.7	£33.4	£36.6
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.1	-£0.2	-£0.4	-£0.4
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	£0.1	-£0.2	-£0.4	-£0.4
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,314	£7,334	£8,544	£9,363
(ii) Net Floorspace Capacity (sq m):	-	18	-24	-47	-46
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	26	-34	-67	-66

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

	2020	2025	2030	2035	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£26.4	£29.8	£34.3	£39.7	£43.5
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£26.4	£30.3	£35.2	£41.0	£45.0
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.5	-£0.9	-£1.3	-£1.4
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	-£0.5	-£0.9	-£1.3	-£1.4
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,314	£7,334	£8,544	£9,363
(ii) Net Floorspace Capacity (sq m):	-	-76	-127	-154	-154
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-109	-181	-221	-220

TABLE 8: OVERTON DISTRICT CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2020	2025	2030	2035	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£1.8	£2.2	£2.5	£2.9	£3.2
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£1.8	£2.1	£2.5	£2.9	£3.1
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.0	£0.0	£0.0
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	£0.0	£0.0	£0.0	£0.0
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,314	£7,334	£8,544	£9,363
(ii) Net Floorspace Capacity (sq m):	-	8	4	3	2
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	11	6	3	3

TABLE 9: TADLEY DISTRICT CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2020	2025	2030	2035	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£23.4	£26.7	£30.7	£35.5	£38.9
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£23.4	£26.8	£31.2	£36.3	£39.8
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.1	-£0.5	-£0.8	-£0.9
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	-£0.1	-£0.5	-£0.8	-£0.9
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,314	£7,334	£8,544	£9,363
(ii) Net Floorspace Capacity (sq m):	-	-23	-68	-93	-92
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-33	-97	-132	-131

TABLE 10: WHITCHURCH DISTRICT CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2020	2025	2030	2035	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£2.0	£2.4	£2.7	£3.2	£3.5
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£2.0	£2.3	£2.7	£3.1	£3.4
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.1	£0.1	£0.0	£0.1
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	£0.1	£0.1	£0.0	£0.1
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,314	£7,334	£8,544	£9,363
(ii) Net Floorspace Capacity (sq m):	-	12	8	6	6
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	17	11	8	8

TABLE 11: KINGSCLERE LOCAL CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2020	2025	2030	2035	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£1.7	£2.1	£2.4	£2.8	£3.0
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£1.7	£2.0	£2.3	£2.7	£2.9
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.1	£0.1	£0.1	£0.1
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	£0.1	£0.1	£0.1	£0.1
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,314	£7,334	£8,544	£9,363
(ii) Net Floorspace Capacity (sq m):	-	13	10	8	8
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	19	14	11	12

TABLE 12: OTHER LOCAL SHOPS / PARADES - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2020	2025	2030	2035	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£9.4	£11.0	£12.6	£14.6	£16.0
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£9.4	£10.8	£12.6	£14.6	£16.0
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.2	£0.1	£0.0	£0.0
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.2	£0.1	£0.0	£0.0
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,314	£7,334	£8,544	£9,363
(ii) Net Floorspace Capacity (sq m):	-	30	11	1	1
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		43	16	2	2

TABLE 13: OUT OF CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2020	2025	2030	2035	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£198.8	£228.1	£262.1	£303.5	£332.7
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£198.8	£228.3	£265.2	£308.9	£338.5
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.2	£3.0	£5.3	£5.8
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£27.0	£31.3	£36.5	£40.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£27.2	£34.4	£41.8	£45.8
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,314	£7,334	£8,544	£9,363
(ii) Net Floorspace Capacity (sq m):	-	-4,301	-4,684	-4,898	-4,893
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-6,144	-6,692	-6,997	-6,990

TABLE 14: SUMMARY TABLE - COMPARISON GOODS CAPACITY ASSESSMENT (NET SQ M)
Assuming Equilibrium at 2020 and Constant Market Shares

CENTRE TYPE	2025	2030	2035	2038
BASINGSTOKE TOWN CENTRE	-148	-931	-1,366	-1,356
BRIGHTON HILL DISTRICT CENTRE	18	-24	-47	-46
CHINEHAM DISTRICT CENTRE	-76	-127	-154	-154
OVERTON DISTRICT CENTRE	8	4	2	2
TADLEY DISTRICT CENTRE	-23	-68	-93	-92
WHITCHURCH DISTRICT CENTRE	12	8	6	6
KINGSCLERE LOCAL CENTRE	13	10	8	8
OTHER LOCAL SHOPS / PARADES	30	11	1	1
OUT OF CENTRE	-4,301	-4,684	-4,898	-4,893
TOTAL COMPARISON GOODS CAPACITY	-4,467	-5,799	-6,541	-6,523

**Appendix 11: Sensitivity Test: Population and
Expenditure: Convenience Goods**

TABLE 1: EXPERIAN BUSINESS STRATEGIES - BASE YEAR (2020) POPULATION & PROJECTIONS (to 2038) **GROWTH 2020 to 2038 (%)**

ZONE:	2020	2025	2030	2035	2038	2020 - 2025	2020 - 2030	2030 - 2038	2020 - 2038
Zone 1	30,291	31,044	31,491	31,875	32,130	2.5%	4.0%	2.0%	6.1%
Zone 2	20,896	21,489	21,948	22,435	22,831	2.8%	5.0%	4.0%	9.3%
Zone 3	29,050	29,697	30,142	30,541	30,829	2.2%	3.8%	2.3%	6.1%
Zone 4	20,579	21,184	21,614	21,939	22,159	2.9%	5.0%	2.5%	7.7%
Zone 5	25,635	26,365	26,908	27,339	27,605	2.8%	5.0%	2.6%	7.7%
Zone 6	23,348	23,807	24,168	24,418	24,536	2.0%	3.5%	1.5%	5.1%
Zone 7	17,823	18,237	18,548	18,831	18,891	2.3%	4.1%	1.8%	6.0%
Zone 8	14,911	15,217	15,466	15,677	15,775	2.1%	3.7%	2.0%	5.8%
Zone 9	5,779	5,914	6,024	6,108	6,155	2.3%	4.2%	2.2%	6.5%
Zone 10	27,902	28,318	28,564	28,813	28,969	1.5%	2.4%	1.4%	3.8%
Zone 11	11,540	11,940	12,244	12,508	12,616	3.5%	6.1%	3.0%	9.3%
Study Area	227,754	233,212	237,117	240,484	242,496	2.4%	4.1%	2.3%	6.5%

Source: EXPERIAN BUSINESS STRATEGIES

Notes: The base year (2020) population figures have been sourced directly from Experian's 'Retail Area Planner' Reports for each study zone using LSH's (Experian-based) MMG3 Geographic Information System (GIS). The base year figures are based on ONS (mid-year) population figures. The projections for zones are derived from Experian's revised 'demographic component model'; these projections take into account mid-year age and gender estimates and project the population forward year-on-year based on Government population projections for local authority areas in England. The yearly components of population change that are taken into account are the birth rate (0-4 age band), ageing, net migration, death rates, etc.

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

	2020 (incl SFT)	2020	2025	2030	2035	2038
		EXCLUDING SPECIAL FORMS OF TRADING				
EXPERIAN - SPECIAL FORMS OF TRADING (%):		4.5%	5.8%	6.4%	6.7%	6.9%
REVISED SPECIAL FORMS OF TRADING (%):		2.9%	3.7%	4.1%	4.3%	4.5%
Zone 1	£2,307	£2,240	£2,240	£2,243	£2,249	£2,253
Zone 2	£2,236	£2,171	£2,172	£2,174	£2,180	£2,184
Zone 3	£2,323	£2,255	£2,256	£2,258	£2,265	£2,269
Zone 4	£2,319	£2,251	£2,252	£2,254	£2,261	£2,265
Zone 5	£2,426	£2,356	£2,357	£2,359	£2,366	£2,370
Zone 6	£2,460	£2,389	£2,389	£2,392	£2,399	£2,403
Zone 7	£2,493	£2,421	£2,421	£2,424	£2,431	£2,435
Zone 8	£2,598	£2,522	£2,523	£2,525	£2,533	£2,537
Zone 9	£2,858	£2,775	£2,775	£2,778	£2,786	£2,791
Zone 10	£2,507	£2,434	£2,435	£2,437	£2,445	£2,449
Zone 11	£2,530	£2,456	£2,457	£2,460	£2,467	£2,471
STUDY AREA AVERAGE:	£2,460	£2,388	£2,389	£2,391	£2,398	£2,402

Source: Average spend per capita estimates (2018 prices) are derived from Experian 'Retail Area Planner' Reports using the MMG3 GIS and the year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 17 published by Experian Business Strategies (February 2020).

Notes: An allowance has been made for the market share of retail expenditure per capita on non-store sales (SFT - including mail order and Internet shopping) at the base year informed by the household survey-derived market shares for SFT. Forecast growth in SFT is based on the year-on-year forecasts published by Experian Business Strategies in the most recent Retail Planner Briefing Note 17 (February 2020).

TABLE 3: TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE, BASE YEAR (2020) TO 2038 (£m) **GROWTH 2020 to 2038 (%)**

	2020 (incl SFT)	2020	2025	2030	2035	2038	2020 - 2025	2020 - 2030	2030 - 2038	2020 - 2038
		EXCLUDING SPECIAL FORMS OF TRADING								
Zone 1	69.9	67.8	69.6	70.6	71.7	72.4	2.5%	4.1%	2.5%	6.7%
Zone 2	46.7	45.4	46.7	47.7	48.9	49.9	2.9%	5.2%	4.5%	9.9%
Zone 3	67.5	65.5	67.0	68.1	69.2	69.9	2.3%	3.9%	2.8%	6.8%
Zone 4	47.7	46.3	47.7	48.7	49.6	50.2	3.0%	5.2%	3.0%	8.3%
Zone 5	62.2	60.4	62.1	63.5	64.7	65.4	2.9%	5.1%	3.1%	8.3%
Zone 6	57.4	55.8	56.9	57.8	58.6	59.0	2.0%	3.6%	2.0%	5.7%
Zone 7	44.4	43.1	44.2	45.0	45.8	46.0	2.4%	4.2%	2.3%	6.6%
Zone 8	38.7	37.6	38.4	39.1	39.7	40.0	2.1%	3.9%	2.5%	6.4%
Zone 9	16.5	16.0	16.4	16.7	17.0	17.2	2.4%	4.4%	2.6%	7.1%
Zone 10	69.9	67.9	69.0	69.6	70.4	70.9	1.5%	2.5%	1.9%	4.4%
Zone 11	29.2	28.3	29.3	30.1	30.9	31.2	3.5%	6.2%	3.5%	10.0%
STUDY AREA:	550.2	534.3	547.2	556.9	566.4	572.0	2.4%	4.2%	2.7%	7.1%

**Appendix 12: Sensitivity Test: Convenience Goods
Market Shares (including SFT)**

TABLE 1: ALL CONVENIENCE GOODS - 2020 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area Zones 1-11	Core Zones 1,2,3,4,5,7,8
BASINGSTOKE TOWN CENTRE													
Iceland, Festival Place	5.9%	0.1%	1.0%	0.7%	0.0%	1.1%	0.1%	0.0%	0.0%	0.0%	0.0%	1.1%	1.4%
Marks & Spencer, Festival Place	1.3%	0.7%	1.4%	2.0%	0.0%	1.3%	1.3%	0.2%	0.5%	0.9%	0.0%	0.9%	1.0%
Sainsbury's Superstore, Station Mall	8.0%	0.7%	2.4%	2.8%	1.0%	0.9%	1.2%	2.9%	0.2%	1.7%	0.0%	2.4%	3.0%
Tesco Metro, Festival Place	8.7%	1.1%	1.3%	2.2%	2.1%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	1.8%	2.6%
Waitrose, Basing View	3.1%	2.3%	2.7%	3.3%	4.5%	0.7%	4.3%	0.8%	2.7%	1.7%	0.2%	2.5%	3.1%
Other Convenience Stores	0.8%	0.0%	0.8%	0.2%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.3%	0.4%
Subtotal	27.8%	5.0%	9.7%	11.1%	7.6%	4.1%	7.5%	3.9%	3.3%	4.3%	0.2%	8.8%	11.4%
BRIGHTON HILL DISTRICT CENTRE													
Asda, Brighton Hill	12.0%	34.0%	12.3%	4.0%	2.4%	2.0%	3.0%	0.0%	3.7%	0.0%	0.0%	7.1%	9.9%
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	12.0%	34.0%	12.3%	4.0%	2.4%	2.0%	3.0%	0.0%	3.7%	0.0%	0.0%	7.1%	9.9%
CHINEHAM DISTRICT CENTRE													
Iceland, Chineham SC	0.0%	0.0%	0.0%	0.4%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%
Marks & Spencer, Chineham SC	0.2%	0.0%	0.0%	2.3%	2.5%	0.7%	0.2%	0.0%	0.0%	0.5%	0.0%	0.7%	0.8%
Tesco Superstore, Chineham SC	8.0%	0.5%	5.8%	28.2%	3.0%	2.0%	1.7%	0.0%	1.5%	4.7%	0.0%	8.6%	11.3%
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	1.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%
Subtotal	8.2%	0.5%	5.8%	30.8%	6.4%	2.8%	1.9%	0.0%	1.6%	5.2%	0.0%	9.6%	12.6%
OVERTON DISTRICT CENTRE													
Co-op, Winchester Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.3%	0.4%
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.3%	0.5%
TADLEY DISTRICT CENTRE													
Sainsbury's, Mulfords Hill	0.0%	0.0%	1.4%	6.1%	1.6%	39.2%	0.6%	4.6%	0.0%	0.3%	0.0%	5.4%	1.8%
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.8%	8.3%	0.0%	0.8%	0.0%	0.0%	0.0%	1.0%	0.2%
Subtotal	0.0%	0.0%	1.4%	6.1%	2.4%	47.5%	0.6%	5.4%	0.0%	0.3%	0.0%	6.4%	2.0%
WHITCHURCH DISTRICT CENTRE													
Co-op, Bell Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	0.5%	0.0%	0.0%	0.4%	0.6%	0.8%
Tesco Express, Winchester Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.4%	0.0%	0.0%	0.0%	0.1%	0.4%	0.5%
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.0%	0.5%	0.0%	0.0%	0.5%	1.0%	1.3%
KINGSCLERE LOCAL CENTRE													
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.4%	0.0%	0.0%	0.0%	0.5%	0.8%
Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.4%	0.0%	0.0%	0.0%	0.5%	0.8%
OTHER LOCAL SHOPS / PARADES													
	11.2%	9.4%	8.8%	10.5%	12.4%	1.9%	5.8%	3.5%	8.0%	3.9%	4.1%	7.5%	9.2%
OUT-OF-CENTRE DESTINATIONS													
Aldi, Winchester Road	3.1%	7.9%	4.0%	0.9%	0.3%	0.4%	1.8%	0.7%	0.6%	0.6%	0.0%	2.0%	2.7%
Aldi, Winklebury Way	1.8%	0.0%	8.1%	9.8%	0.3%	4.0%	2.5%	1.7%	0.0%	0.8%	0.0%	2.3%	3.6%
Co-op, Winklebury Way	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Gastons Wood	2.0%	0.7%	0.1%	6.2%	4.8%	5.2%	0.0%	1.6%	1.3%	1.1%	0.0%	2.2%	2.2%
Lidl, Worthing Road	2.0%	2.1%	3.6%	2.5%	0.4%	4.5%	4.0%	0.2%	1.8%	2.3%	0.0%	2.3%	2.2%
Morrisons, Worthing Road	18.5%	7.8%	17.7%	7.8%	4.4%	2.0%	12.2%	1.7%	3.9%	0.9%	0.0%	7.9%	10.9%
Sainsbury's Superstore, Wallop Drive	8.9%	24.4%	23.2%	4.5%	2.4%	1.5%	14.6%	0.8%	9.9%	2.1%	2.0%	8.5%	11.2%
Home Bargains, Winchester Road	0.2%	0.3%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%
OUT-OF-CENTRE-OTHER	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	34.4%	43.2%	58.0%	31.7%	12.5%	17.5%	35.0%	6.6%	17.6%	7.6%	2.0%	26.0%	33.0%
BOROUGH AREA SUB-TOTAL	93.6%	91.9%	96.0%	94.2%	45.6%	75.7%	68.6%	27.4%	34.2%	21.3%	6.8%	67.3%	80.7%
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH													
Aldershot	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.7%	0.0%	0.1%	0.0%
Alresford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%
Alton	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	51.1%	1.7%	0.0%	1.8%	0.0%
Andover	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	16.7%	3.1%	0.2%	0.0%	23.8%	3.0%	2.6%
Bordon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%
Cambley	0.1%	1.2%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	1.0%	3.8%	0.0%	0.6%	0.2%
Farnborough	0.0%	0.0%	0.0%	0.1%	0.7%	0.0%	0.0%	0.0%	0.0%	2.7%	1.2%	0.5%	0.1%
Farnham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	4.0%	0.0%	0.5%	0.0%
Fleet	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.7%	0.0%	1.2%	0.1%
Hook	0.0%	0.0%	0.0%	0.0%	1.3%	0.4%	0.0%	0.0%	4.3%	29.4%	0.0%	4.1%	0.2%
Newbury	0.0%	0.0%	0.0%	0.0%	2.9%	6.6%	1.7%	63.3%	0.0%	0.0%	1.2%	5.7%	7.2%
Reading	1.0%	1.2%	0.0%	0.0%	7.1%	4.3%	0.0%	0.0%	0.0%	6.7%	0.0%	2.3%	1.5%
Thatcham	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.1%	0.1%
Winchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	3.4%	0.0%	0.8%	0.0%	47.5%	2.9%	0.4%
Wokingham	0.0%	0.0%	0.0%	0.0%	1.3%	1.1%	0.0%	0.0%	0.0%	0.2%	0.0%	0.3%	0.2%
ALL OTHER CENTRES/STORES OUTSIDE BOROUGH	0.0%	0.0%	0.0%	0.0%	0.7%	1.9%	0.2%	0.2%	1.1%	11.8%	10.4%	2.4%	0.2%
OUTSIDE BOROUGH AREA SUB-TOTAL	1.7%	2.4%	0.0%	2.7%	14.0%	15.0%	22.2%	66.8%	60.9%	69.6%	84.0%	25.5%	12.8%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING:	4.7%	5.6%	4.0%	3.1%	12.8%	9.3%	9.2%	5.8%	4.9%	9.1%	8.5%	7.2%	6.5%
GRAND TOTAL	100.0%	100.0%	100.0%	100.0%	72.9%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 2: MAIN FOOD PURCHASES - 2020 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area Zones 1-11	Core Zones 1,2,3,4,5,7,8
BASINGSTOKE TOWN CENTRE													
Iceland, Festival Place	5.7%	0.0%	0.8%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	1.2%
Marks & Spencer, Festival Place	1.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.4%
Sainsbury's Superstore, Station Mall	7.8%	0.0%	0.0%	1.2%	1.7%	0.0%	1.1%	3.6%	0.0%	2.2%	0.0%	2.0%	2.5%
Tesco Metro, Festival Place	6.8%	0.0%	0.0%	2.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	1.8%
Waitrose, Basing View	1.0%	1.7%	1.3%	4.3%	0.5%	0.0%	4.3%	1.4%	2.1%	1.1%	0.0%	1.5%	1.9%
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	22.1%	1.7%	2.6%	9.5%	4.0%	1.8%	5.4%	4.9%	2.1%	3.2%	0.0%	6.0%	7.8%
BRIGHTON HILL DISTRICT CENTRE													
Asda, Brighton Hill	16.0%	33.8%	11.8%	4.3%	3.4%	2.5%	3.2%	0.0%	4.2%	0.0%	0.0%	7.8%	10.8%
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	16.0%	33.8%	11.8%	4.3%	3.4%	2.5%	3.2%	0.0%	4.2%	0.0%	0.0%	7.8%	10.8%
CHINEHAM DISTRICT CENTRE													
Iceland, Chineham SC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marks & Spencer, Chineham SC	0.0%	0.0%	0.0%	1.4%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%
Tesco Superstore, Chineham SC	10.0%	0.5%	8.1%	37.4%	40.7%	2.4%	2.0%	0.0%	0.7%	3.4%	0.0%	11.0%	15.0%
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	10.0%	0.5%	8.1%	38.8%	40.7%	3.1%	2.0%	0.0%	0.7%	3.4%	0.0%	11.2%	15.2%
OVERTON DISTRICT CENTRE													
Co-op, Winchester Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
TADLEY DISTRICT CENTRE													
Sainsbury's, Mulford Hill,	0.0%	0.0%	2.3%	5.7%	1.2%	41.5%	0.0%	6.1%	0.0%	0.0%	0.0%	5.7%	2.0%
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	0.0%	0.0%	2.3%	5.7%	1.2%	41.5%	0.0%	6.1%	0.0%	0.0%	0.0%	5.7%	2.0%
WHITCHURCH DISTRICT CENTRE													
Co-op, Bell Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	0.3%	0.4%
Tesco Express, Winchester Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	0.3%	0.4%
KINGSCLERE LOCAL CENTRE													
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.2%	0.3%
Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.2%	0.3%
OTHER LOCAL SHOPS / PARADES													
	0.7%	1.2%	2.3%	1.4%	0.7%	2.2%	0.8%	0.9%	0.0%	4.9%	1.7%	1.8%	1.2%
OUT-OF-CENTRE DESTINATIONS													
Aldi, Winchester Road,	2.0%	12.5%	3.8%	1.4%	0.0%	0.0%	2.0%	0.9%	0.0%	0.0%	0.0%	2.1%	3.1%
Aldi, Winklebury Way	2.2%	0.0%	9.2%	12.0%	0.5%	5.3%	3.9%	2.8%	0.0%	0.7%	0.0%	3.7%	4.4%
Co-op, Winklebury Way	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Gastons Wood	2.2%	0.5%	0.0%	6.5%	2.6%	6.6%	0.0%	1.6%	2.1%	0.7%	0.0%	2.1%	1.9%
Lidl, Worthing Road	2.0%	2.0%	2.3%	2.0%	0.7%	5.1%	4.3%	0.0%	2.5%	2.2%	0.0%	2.2%	1.9%
Morrisons, Worthing Road	23.6%	8.5%	19.8%	6.9%	5.3%	1.1%	14.4%	2.0%	6.4%	0.7%	0.0%	9.1%	12.7%
Sainsbury's Superstore, Wallop Drive	10.0%	27.4%	31.3%	5.0%	3.2%	1.8%	18.7%	1.3%	13.8%	2.5%	3.0%	10.9%	14.3%
Home Bargains, Winchester Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OUT-OF-CENTRE-OTHER	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	41.8%	51.9%	66.3%	33.8%	12.3%	19.9%	43.3%	8.6%	24.8%	6.9%	3.0%	30.1%	38.3%
BOROUGH AREA SUB-TOTAL	90.7%	88.9%	93.3%	93.6%	62.4%	71.1%	58.5%	23.3%	31.9%	18.4%	4.7%	63.0%	75.9%
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH													
Aldershot	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.1%	0.0%
Alresford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Alton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	58.0%	1.5%	0.0%	1.9%	0.0%
Andover	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	21.0%	4.2%	0.0%	0.0%	26.1%	3.5%	3.2%
Bordon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Camberley	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	5.0%	0.0%	0.8%	0.2%
Farnborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	2.0%	0.6%	0.0%
Farnham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	0.3%	0.0%
Fleet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.0%	0.0%	1.3%	0.0%
Hook	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	3.1%	29.9%	0.0%	3.9%	0.1%
Newbury	0.0%	0.0%	0.0%	0.0%	4.0%	5.8%	2.8%	64.8%	0.0%	0.0%	2.0%	6.0%	7.6%
Reading	1.7%	0.0%	0.0%	0.0%	10.1%	4.3%	0.0%	0.0%	0.0%	9.3%	0.0%	3.0%	2.0%
Thatcham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Winchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	0.0%	0.0%	0.0%	51.8%	3.1%	0.5%
Wokingham	0.0%	0.0%	0.0%	0.0%	2.2%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.4%
ALL OTHER CENTRES/STORES OUTSIDE BOROUGH	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	6.4%	1.8%	1.2%	0.0%
OUTSIDE BOROUGH AREA SUB-TOTAL	1.7%	1.7%	0.0%	2.0%	16.9%	14.5%	27.8%	69.0%	62.5%	68.9%	83.6%	26.1%	13.9%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING:													
	7.6%	9.4%	6.7%	4.4%	20.8%	14.4%	13.7%	7.8%	5.6%	12.7%	11.6%	10.9%	10.2%
GRAND TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 3: OTHER ('SECONDARY') MAIN FOOD PURCHASES - 2020 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area Zone 1-11	Core Zones 1,2,3,4,5,7,8
BASINGSTOKE TOWN CENTRE													
Iceland, Festival Place	4.1%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.9%
Marks & Spencer, Festival Place	1.9%	3.5%	5.8%	0.9%	0.0%	1.0%	2.6%	0.0%	3.4%	0.9%	0.0%	1.8%	2.2%
Sainsbury's Superstore, Station Mall	2.8%	1.9%	2.2%	5.2%	0.0%	3.5%	0.8%	0.0%	1.1%	0.0%	0.0%	1.7%	1.9%
Tesco Metro, Festival Place	11.3%	0.8%	4.0%	0.9%	3.9%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	2.6%	3.8%
Waitrose, Basine View	5.2%	8.4%	5.3%	4.7%	16.5%	5.0%	2.5%	0.0%	8.2%	1.3%	1.1%	5.5%	8.6%
Other Convenience Stores	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%
Subtotal	27.1%	15.4%	17.2%	11.7%	20.4%	9.5%	6.9%	0.0%	13.7%	2.2%	1.1%	12.5%	15.7%
BRIGHTON HILL DISTRICT CENTRE													
Asda, Brighton Hill	2.8%	35.6%	23.3%	5.7%	1.9%	3.0%	6.3%	0.0%	5.3%	0.0%	0.0%	7.9%	10.9%
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	2.8%	35.6%	23.3%	5.7%	1.9%	3.0%	6.3%	0.0%	5.3%	0.0%	0.0%	7.9%	10.9%
CHINEHAM DISTRICT CENTRE													
Iceland, Chineham SC	0.0%	0.0%	0.0%	1.9%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	1.5%
Marks & Spencer, Chineham SC	1.4%	0.0%	0.0%	6.6%	8.0%	0.0%	1.2%	0.0%	0.0%	3.1%	0.0%	2.1%	2.6%
Tesco Superstore, Chineham SC	11.4%	1.1%	5.4%	22.9%	11.2%	0.0%	0.0%	0.0%	4.4%	11.4%	0.0%	7.0%	8.0%
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	12.7%	1.1%	5.4%	31.4%	27.0%	0.0%	1.2%	0.0%	4.4%	14.4%	0.0%	10.2%	12.0%
OVERTON DISTRICT CENTRE													
Co-op, Winchester Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
TADLEY DISTRICT CENTRE													
Sainsbury's, Mulford Hill, Other Convenience Stores	0.0%	0.0%	0.0%	9.3%	0.9%	23.4%	0.0%	3.2%	0.0%	0.0%	0.0%	3.6%	1.7%
Subtotal	0.0%	0.0%	0.0%	9.3%	0.9%	28.9%	0.0%	3.2%	0.0%	0.0%	0.0%	4.1%	1.7%
WHITCHURCH DISTRICT CENTRE													
Co-op, Bell Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%
Tesco Express, Winchester Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%
KINGSCLERE LOCAL CENTRE													
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.4%	0.0%	0.0%	0.0%	0.3%	0.5%
Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.4%	0.0%	0.0%	0.0%	0.3%	0.5%
OTHER LOCAL SHOPS / PARADES													
	10.3%	7.8%	9.2%	0.9%	3.6%	1.5%	1.2%	0.0%	2.2%	3.9%	3.5%	4.6%	5.4%
OUT-OF-CENTRE DESTINATIONS													
Aldi, Winchester Road,	11.8%	0.0%	9.3%	0.0%	1.9%	2.5%	2.9%	1.0%	3.4%	1.9%	0.0%	3.8%	4.6%
Aldi, Winklebury Way	0.0%	0.0%	2.2%	2.8%	0.0%	5.8%	1.2%	0.0%	0.0%	0.0%	0.0%	1.2%	0.9%
Co-op, Winklebury Way	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Gastons Wood	4.1%	0.0%	0.9%	6.1%	15.5%	7.9%	0.0%	2.1%	0.0%	4.4%	0.0%	4.4%	4.5%
Lidl, Worthing Road	3.7%	5.0%	7.0%	3.3%	0.0%	9.4%	3.4%	0.0%	0.0%	3.1%	0.0%	3.7%	3.4%
Morrisons, Worthing Road	17.8%	9.3%	13.3%	15.7%	7.3%	5.5%	17.4%	3.2%	0.0%	1.9%	0.0%	9.3%	12.4%
Sainsbury's Superstore, Wallop Drive	3.2%	18.7%	10.9%	9.1%	0.9%	1.5%	18.2%	0.0%	9.4%	3.8%	1.1%	6.7%	8.3%
Home Bargains, Winchester Road	1.4%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.5%
OUT-OF-CENTRE-OTHER	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	42.0%	33.1%	44.8%	37.0%	25.6%	32.3%	43.2%	6.3%	12.7%	15.0%	1.1%	29.4%	34.5%
BOROUGH AREA SUB-TOTAL	94.9%	93.0%	100.0%	96.1%	79.4%	75.1%	62.7%	13.9%	38.3%	35.5%	5.8%	69.4%	81.1%
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH													
Aldershot	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.1%	0.0%
Alresford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Alton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	38.4%	5.2%	0.0%	1.8%	0.0%
Andover	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	27.0%	2.5%	0.0%	0.0%	25.7%	3.7%	3.4%
Bordon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cambridge	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	4.4%	0.0%	0.9%	0.4%
Farnborough	0.0%	0.0%	0.0%	0.9%	3.1%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.7%	0.6%
Farnham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.1%	11.1%	0.0%	1.6%	0.0%
Fleet	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.6%	0.6%
Hook	0.0%	0.0%	0.0%	0.0%	5.3%	0.0%	0.0%	0.0%	3.9%	23.1%	0.0%	3.6%	0.9%
Newbury	0.0%	0.0%	0.0%	0.0%	2.8%	11.5%	0.0%	76.1%	0.0%	0.0%	0.0%	6.9%	8.3%
Reading	0.0%	5.4%	0.0%	0.0%	5.8%	8.5%	0.0%	0.0%	0.0%	1.3%	0.0%	2.2%	1.6%
Thatcham	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%
Winchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	0.0%	5.4%	0.0%	57.3%	3.5%	0.4%
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%
ALL OTHER CENTRES/STORES OUTSIDE BOROUGH	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	8.3%	2.3%	1.3%	0.0%
OUTSIDE BOROUGH AREA SUB-TOTAL	4.1%	7.0%	0.0%	0.9%	18.4%	21.4%	30.7%	78.7%	57.2%	57.4%	85.2%	27.1%	16.5%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING:	0.9%	0.0%	0.0%	3.0%	2.2%	3.5%	6.6%	7.4%	4.5%	7.1%	9.0%	3.6%	2.5%
GRAND TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 4: TOP UP FOOD PURCHASES - 2020 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area Zones 1-11	Core Zones 1,2,3,4,5,7,8
BASINGSTOKE TOWN CENTRE													
Iceland, Festival Place	7.2%	0.0%	2.3%	4.9%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	1.7%	2.5%
Marks & Spencer, Festival Place	1.4%	0.0%	1.3%	2.8%	0.0%	2.4%	3.1%	1.1%	0.0%	2.0%	0.0%	1.4%	1.3%
Sainsbury's Superstore, Station Mall	7.1%	3.1%	5.9%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	3.1%
Tesco Metro, Festival Place	14.7%	2.4%	2.0%	2.8%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	4.2%
Waitrose, Basins View	3.9%	0.0%	3.3%	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	1.7%	1.9%
Other Convenience Stores	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.4%
Subtotal	36.4%	5.5%	14.8%	13.4%	6.7%	2.4%	3.9%	1.1%	0.0%	4.7%	0.0%	10.1%	13.4%
BRIGHTON HILL DISTRICT CENTRE													
Asda, Brighton Hill	6.8%	39.2%	8.8%	3.6%	0.0%	0.0%	0.8%	0.0%	2.6%	0.0%	0.0%	5.7%	8.2%
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	6.8%	39.2%	8.8%	3.6%	0.0%	0.0%	0.8%	0.0%	2.6%	0.0%	0.0%	5.7%	8.2%
CHINEHAM DISTRICT CENTRE													
Iceland, Chineham SC	0.0%	0.0%	0.0%	0.8%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.5%
Marks & Spencer, Chineham SC	0.0%	0.0%	0.0%	2.8%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	1.0%
Tesco Superstore, Chineham SC	2.4%	0.0%	1.0%	7.6%	20.0%	0.0%	2.6%	0.0%	0.0%	6.6%	0.0%	4.4%	5.2%
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	5.7%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.9%
Subtotal	2.4%	0.0%	1.0%	11.2%	31.9%	0.8%	2.6%	0.0%	0.0%	6.6%	0.0%	6.1%	7.6%
OVERTON DISTRICT CENTRE													
Co-op, Winchester Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	15.4%	0.0%	0.0%	0.0%	0.0%	1.2%	1.8%
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%
Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	17.7%	0.0%	0.0%	0.0%	0.0%	1.4%	2.1%
TADLEY DISTRICT CENTRE													
Sainsbury's, Mulford Hill,	0.0%	0.0%	0.0%	6.9%	4.7%	51.9%	0.0%	3.4%	0.0%	0.0%	0.0%	6.8%	2.0%
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	1.9%	33.4%	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	0.3%
Subtotal	0.0%	0.0%	0.0%	6.9%	6.6%	85.4%	0.0%	3.4%	0.0%	0.0%	0.0%	10.5%	2.3%
WHITCHURCH DISTRICT CENTRE													
Co-op, Bell Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	23.4%	0.0%	0.0%	0.0%	2.9%	2.0%	2.8%
Tesco Express, Winchester Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.5%	0.0%	0.0%	0.0%	1.0%	1.0%	1.0%
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	34.8%	0.0%	0.0%	0.0%	3.9%	3.0%	4.1%
KINGSCLERE LOCAL CENTRE													
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	27.9%	0.0%	0.0%	0.0%	2.0%	2.9%
Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	27.9%	0.0%	0.0%	0.0%	2.0%	2.9%
OTHER LOCAL SHOPS / PARADES													
	43.6%	27.7%	26.5%	47.3%	46.4%	2.4%	24.3%	6.0%	39.0%	1.6%	10.5%	25.0%	33.4%
OUT-OF-CENTRE DESTINATIONS													
Aldi, Winchester Road,	0.7%	3.1%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	1.0%	1.0%
Aldi, Winklebury Way	3.0%	0.0%	11.5%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	2.1%	2.9%
Co-op, Winklebury Way	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Lidl, Gastons Wood	0.7%	2.4%	0.0%	5.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.9%	1.3%
Lidl, Worthing Road	0.0%	0.0%	5.6%	0.0%	0.0%	0.0%	3.9%	1.1%	0.0%	0.0%	0.0%	1.1%	1.6%
Morrisons, Worthing Road	3.4%	2.2%	12.3%	7.2%	0.7%	3.4%	4.9%	0.0%	0.0%	1.0%	0.0%	3.7%	4.7%
Sainsbury's Superstore, Wallop Drive	3.1%	17.5%	9.1%	0.8%	0.0%	1.1%	4.1%	0.0%	1.0%	0.0%	0.0%	3.6%	5.0%
Home Bargains, Winchester Road	0.0%	0.0%	6.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	1.2%
OUT-OF-CENTRE-OTHER	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	10.8%	25.2%	48.9%	14.7%	0.7%	4.5%	12.9%	3.4%	1.0%	4.1%	0.0%	13.2%	17.7%
BOROUGH AREA SUB-TOTAL	100.0%	97.6%	100.0%	97.2%	92.2%	95.4%	97.0%	41.7%	42.7%	17.1%	14.4%	77.0%	91.7%
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH													
Aldershot	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.4%	0.0%
Alresford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.3%	0.2%	0.0%
Alton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	38.2%	0.0%	0.0%	1.1%	0.0%
Andover	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.8%	1.1%	1.5%	0.0%	17.9%	1.4%	0.6%
Bordon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.7%	0.0%	0.0%	0.1%	0.0%
Cambley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.2%	0.1%
Farnborough	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.3%	0.2%
Farnham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	2.7%	0.0%	0.4%	0.0%
Fleet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.7%	0.0%	0.7%	0.0%
Hook	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	2.2%	36.4%	0.0%	4.9%	0.3%
Newbury	0.0%	0.0%	0.0%	0.0%	0.7%	1.1%	0.0%	54.5%	0.0%	0.0%	0.0%	4.0%	5.7%
Reading	0.0%	2.4%	0.0%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%	4.2%	0.0%	1.0%	0.3%
Thatcham	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.3%	0.4%
Winchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	30.1%	1.6%	0.0%
Wokingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.2%	0.0%
ALL OTHER CENTRES/STORES OUTSIDE BOROUGH	0.0%	0.0%	0.0%	0.0%	2.8%	0.8%	1.1%	1.1%	5.5%	27.2%	33.3%	6.0%	0.7%
OUTSIDE BOROUGH AREA SUB-TOTAL	0.0%	2.4%	0.0%	2.8%	7.8%	4.6%	3.0%	58.3%	53.1%	82.0%	85.6%	22.7%	8.3%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.3%	1.0%	0.0%	0.2%	0.0%
GRAND TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 5: OTHER TOP UP FOOD PURCHASES - 2020 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area Zones 1-11	Core Zones 1,2,3,4,5,7,8
BASINGSTOKE TOWN CENTRE													
Iceland, Festival Place	7.8%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	1.8%
Marks & Spencer, Festival Place	1.7%	1.9%	3.3%	2.0%	0.0%	8.1%	4.2%	0.0%	0.0%	4.2%	0.0%	2.7%	1.9%
Sainsbury's Superstore, Station Mall	18.4%	0.0%	9.0%	8.6%	0.0%	3.9%	4.2%	8.1%	0.0%	4.2%	0.0%	6.0%	7.4%
Tesco Metro, Festival Place	8.6%	6.5%	3.8%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	3.0%
Waitrose, Basing View	11.9%	0.0%	6.7%	0.0%	11.1%	0.0%	13.0%	0.0%	0.0%	4.9%	0.0%	5.3%	6.8%
Other Convenience Stores	1.7%	0.0%	8.3%	2.0%	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	1.9%	2.6%
Subtotal	50.1%	8.3%	33.5%	16.6%	11.1%	12.0%	26.2%	8.1%	0.0%	13.2%	0.0%	19.5%	24.2%
BRIGHTON HILL DISTRICT CENTRE													
Asda, Brighton Hill	9.3%	24.9%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	5.5%
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	9.3%	24.9%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	5.5%
CHINEHAM DISTRICT CENTRE													
Iceland, Chineham SC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marks & Spencer, Chineham SC	0.0%	0.0%	0.0%	0.0%	7.3%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	1.2%
Tesco Superstore, Chineham SC	0.0%	0.0%	0.0%	11.6%	9.8%	5.4%	1.4%	0.0%	5.1%	0.0%	0.0%	2.9%	3.2%
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.8%
Subtotal	0.0%	0.0%	0.0%	11.6%	21.9%	8.1%	1.4%	0.0%	5.1%	0.0%	0.0%	4.6%	5.2%
OVERTON DISTRICT CENTRE													
Co-op, Winchester Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.5%	0.7%
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.8%
TADLEY DISTRICT CENTRE													
Sainsbury's, Mulford's Hill,	0.0%	0.0%	0.0%	2.0%	0.0%	29.7%	5.9%	0.0%	0.0%	2.9%	0.0%	4.1%	0.9%
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	4.8%	24.5%	0.0%	8.1%	0.0%	0.0%	0.0%	3.7%	1.6%
Subtotal	0.0%	0.0%	0.0%	2.0%	4.8%	54.2%	5.9%	8.1%	0.0%	2.9%	0.0%	7.8%	2.6%
WHITCHURCH DISTRICT CENTRE													
Co-op, Bell Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.9%	5.5%	0.0%	0.0%	0.0%	0.9%	1.4%
Tesco Express, Winchester Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	26.8%	0.0%	0.0%	0.0%	0.0%	2.2%	3.2%
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.7%	5.5%	0.0%	0.0%	0.0%	3.1%	4.5%
KINGSCLERE LOCAL CENTRE													
Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.3%	0.0%	0.0%	0.0%	0.7%	1.0%
Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.3%	0.0%	0.0%	0.0%	0.7%	1.0%
OTHER LOCAL SHOPS / PARADES													
	26.5%	33.4%	21.1%	23.7%	44.7%	0.0%	14.4%	20.5%	18.5%	2.0%	9.5%	19.8%	27.0%
OUT-OF-CENTRE DESTINATIONS													
Aldi, Winchester Road,	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	2.4%	0.0%	0.0%	0.2%	0.2%
Aldi, Winklebury Way	0.0%	0.0%	4.7%	19.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	3.3%
Co-op, Winklebury Way	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Gastons Wood	0.0%	0.0%	0.0%	5.8%	9.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	2.2%
Lidl, Worthing Road	2.6%	1.9%	3.1%	8.4%	0.0%	0.0%	2.7%	0.0%	3.5%	5.8%	0.0%	2.7%	2.6%
Morrisons, Worthing Road	11.5%	3.8%	20.0%	2.9%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	4.6%	6.8%
Sainsbury's Superstore, Wallop Drive	0.0%	25.0%	13.9%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.1%	6.0%
Home Bargains, Winchester Road	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%
OUT-OF-CENTRE-OTHER	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	14.0%	33.4%	41.6%	36.4%	12.0%	0.0%	6.7%	0.0%	5.9%	5.8%	0.0%	15.7%	21.6%
BOROUGH AREA SUB-TOTAL													
	100.0%	100.0%	100.0%	90.2%	94.5%	74.3%	95.3%	51.4%	29.5%	24.0%	9.5%	75.5%	92.3%
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH													
Aldershot	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.1%	0.0%
Alton	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	48.1%	0.0%	0.0%	1.7%	0.4%
Andover	0.0%	0.0%	0.0%	6.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	15.9%	1.4%	0.9%
Bordon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Camberley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Farnborough	0.0%	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	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.4%	0.0%
Fleet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.2%	0.0%	2.1%	0.0%
Hook	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%	0.0%	0.0%	15.2%	25.2%	0.0%	4.1%	0.0%
Newbury	0.0%	0.0%	0.0%	0.0%	0.0%	11.9%	0.0%	48.6%	0.0%	0.0%	0.0%	4.7%	5.0%
Reading	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.5%	0.2%
Thatcham	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%
Winchester	0.0%	0.0%	0.0%	0.0%	0.0%	8.0%	4.7%	0.0%	0.0%	0.0%	32.8%	3.0%	0.6%
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%
ALL OTHER CENTRES/STORES OUTSIDE BOROUGH	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	2.4%	25.9%	39.6%	5.8%	0.5%
OUTSIDE BOROUGH AREA SUB-TOTAL													
	0.0%	0.0%	0.0%	9.8%	5.5%	23.8%	4.7%	48.6%	68.2%	73.1%	88.4%	23.8%	7.7%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING:													
	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	2.4%	2.9%	2.1%	0.7%	0.0%
GRAND TOTAL													
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.1%	100.0%	100.0%	100.0%	100.0%

**Appendix 13: Sensitivity Test: Convenience Goods
Turnover (excluding SFT)**

TABLE 1: ALL CONVENIENCE GOODS - 2020 MARKET SHARE ANALYSIS (%)
Excluding Internet Shopping and other Special Forms of Trading

		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zones					Zone 10	Zone 11	Study Area Zones 1-11	Core Zones 1,2,3,4,5,7,8
							Zone 6	Zone 7	Zone 8	Zone 9					
BASINGSTOKE TOWN CENTRE															
	Iceland, Festival Place	6.2%	0.1%	1.1%	0.8%	0.0%	1.2%	0.1%	0.0%	0.0%	0.0%	0.0%		1.2%	1.5%
	Marks & Spencer, Festival Place	1.3%	0.8%	1.5%	2.0%	0.0%	1.5%	1.4%	0.2%	0.5%	0.9%	0.0%		1.0%	1.1%
	Sainsbury's Superstore, Station Mall	8.4%	0.8%	2.5%	2.9%	1.2%	1.0%	1.4%	3.1%	0.2%	1.9%	0.0%		2.5%	3.2%
	Tesco Metro, Festival Place	9.2%	1.2%	1.3%	2.2%	2.4%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%		1.9%	2.8%
	Waitrose, Basing View	3.3%	2.4%	2.8%	3.4%	1.5%	0.8%	4.8%	0.9%	2.8%	1.9%	0.2%		2.7%	3.3%
	Other Convenience Stores	0.8%	0.0%	0.9%	0.2%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%		0.3%	0.4%
	Subtotal	29.2%	5.3%	10.1%	11.5%	8.7%	4.5%	8.3%	4.2%	3.5%	4.7%	0.2%		9.6%	12.2%
BRIGHTON HILL DISTRICT CENTRE															
	Asda, Brighton Hill	12.6%	36.0%	12.8%	4.1%	2.7%	2.2%	3.3%	0.0%	3.9%	0.0%	0.0%		7.6%	10.6%
	Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%
	Subtotal	12.6%	36.0%	12.8%	4.1%	2.7%	2.2%	3.3%	0.0%	3.9%	0.0%	0.0%		7.6%	10.6%
CHINEHAM DISTRICT CENTRE															
	Iceland, Chineham SC	0.0%	0.0%	0.0%	0.4%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.2%	0.3%
	Marks & Spencer, Chineham SC	0.2%	0.0%	0.0%	2.3%	2.9%	0.8%	0.2%	0.0%	0.0%	0.5%	0.0%		0.7%	0.8%
	Tesco Superstore, Chineham SC	8.4%	0.5%	6.1%	29.0%	34.5%	2.2%	1.9%	0.0%	1.7%	5.2%	0.0%		9.3%	12.1%
	Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	1.5%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%		0.2%	0.2%
	Subtotal	8.7%	0.5%	6.1%	31.8%	40.6%	3.1%	2.1%	0.0%	1.7%	5.7%	0.0%		10.4%	13.5%
OVERTON DISTRICT CENTRE															
	Co-op, Winchester Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	0.0%	0.0%	0.0%	0.0%		0.3%	0.4%
	Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%		0.0%	0.1%
	Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%		0.3%	0.5%
TADLEY DISTRICT CENTRE															
	Sainsbury's, Mulfords Hill,	0.0%	0.0%	1.4%	6.3%	1.8%	43.2%	0.7%	4.9%	0.0%	0.3%	0.0%		5.8%	1.9%
	Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.9%	9.1%	0.0%	0.9%	0.0%	0.0%	0.0%		1.1%	0.2%
	Subtotal	0.0%	0.0%	1.4%	6.3%	2.7%	52.4%	0.7%	5.7%	0.0%	0.3%	0.0%		6.9%	2.2%
WHITCHURCH DISTRICT CENTRE															
	Co-op, Bell Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.2%	0.6%	0.0%	0.0%	0.5%		0.6%	0.9%
	Tesco Express, Winchester Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	0.0%	0.0%	0.0%	0.2%		0.4%	0.6%
	Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%
	Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.1%	0.6%	0.0%	0.0%	0.6%		1.0%	1.4%
KINGSCLERE LOCAL CENTRE															
	Other Convenience Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.9%	0.0%	0.0%	0.0%		0.6%	0.8%
	Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.9%	0.0%	0.0%	0.0%		0.6%	0.8%
OTHER LOCAL SHOPS / PARADES		11.7%	9.9%	9.2%	10.8%	14.2%	2.1%	6.4%	3.7%	8.4%	4.3%	4.5%		8.1%	9.9%
OUT-OF-CENTRE DESTINATIONS															
	Aldi, Winchester Road,	3.2%	8.4%	4.2%	0.9%	0.3%	0.4%	2.0%	0.8%	0.8%	0.7%	0.0%		2.2%	2.9%
	Aldi, Winklebury Way	1.5%	0.0%	8.4%	10.1%	0.3%	4.4%	2.8%	1.8%	0.0%	0.6%	0.0%		3.1%	3.8%
	Co-op, Winklebury Way	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%
	Lidl, Gastons Wood	2.1%	0.7%	0.1%	6.4%	5.5%	5.7%	0.0%	1.7%	1.4%	1.2%	0.0%		2.4%	2.4%
	Lidl, Worting Road	2.1%	2.3%	3.7%	2.6%	0.5%	4.9%	4.4%	0.2%	1.9%	2.6%	0.0%		2.5%	2.3%
	Morrisons, Worting Road	19.4%	8.3%	18.4%	8.1%	5.0%	2.2%	13.4%	1.8%	4.1%	1.0%	0.0%		8.5%	11.6%
	Sainsbury's Superstore, Wallop Drive	7.3%	25.8%	24.2%	4.7%	2.7%	1.6%	16.0%	0.8%	10.4%	2.3%	2.2%		9.2%	12.0%
	Home Bargains, Winchester Road	0.2%	0.3%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.2%	0.3%
	OUT-OF-CENTRE-OTHER	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%
	Subtotal	36.1%	45.8%	60.4%	32.7%	14.4%	19.3%	38.6%	7.0%	18.5%	8.3%	2.2%		28.0%	35.3%
BOROUGH AREA SUB-TOTAL		98.3%	97.4%	100.0%	97.2%	83.3%	83.5%	75.5%	29.1%	36.0%	23.4%	7.5%		72.5%	86.3%
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH															
	Aldershot	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.8%	0.0%		0.1%	0.0%
	Alresford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.7%		0.0%	0.0%
	Alton	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	53.7%	1.8%	0.0%		1.9%	0.0%
	Andover	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	18.4%	3.3%	0.2%	0.0%	26.0%		3.3%	2.8%
	Bordon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%		0.0%	0.0%
	Camberley	0.1%	1.3%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	1.1%	4.1%	0.0%		0.7%	0.2%
	Farnborough	0.0%	0.0%	0.0%	0.1%	0.8%	0.0%	0.0%	0.0%	0.0%	3.0%	1.3%		0.5%	0.1%
	Farnham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	4.4%	0.0%		0.6%	0.0%
	Fleet	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.6%	0.0%		1.3%	0.1%
	Hook	0.0%	0.0%	0.0%	0.0%	1.5%	0.4%	0.0%	0.0%	4.5%	32.3%	0.0%		4.4%	0.2%
	Newbury	0.0%	0.0%	0.0%	0.0%	3.4%	7.3%	1.9%	67.2%	0.0%	0.0%	1.3%		6.1%	7.7%
	Reading	1.1%	1.2%	0.0%	0.0%	8.1%	4.7%	0.0%	0.0%	7.4%	0.0%	0.0%		2.5%	1.6%
	Thatcham	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%		0.1%	0.1%
	Winchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	3.8%	0.0%	0.9%	0.0%	51.9%		3.1%	0.4%
	Wokingham	0.0%	0.0%	0.0%	0.0%	1.5%	1.2%	0.0%	0.0%	0.0%	0.2%	0.0%		0.3%	0.2%
	ALL OTHER CENTRES/STORES OUTSIDE BOROUGH	0.0%	0.0%	0.0%	0.0%	0.8%	2.1%	0.2%	0.2%	1.1%	12.9%	11.3%		2.6%	0.2%
OUTSIDE BOROUGH AREA SUB-TOTAL		1.7%	2.6%	0.0%	2.8%	16.7%	16.5%	24.5%	70.9%	64.0%	76.6%	92.5%		27.5%	13.7%
GRAND TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		100.0%	100.0%

TABLE 2: 2020 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area Zones 1-11	Core Zones 1,2,3,4,5,7,8
BASINGSTOKE TOWN CENTRE														
	Iceland, Festival Place	4.2	0.1	0.7	0.4	0.0	0.7	0.1	0.0	0.0	0.0	0.0	6.2	5.5
	Marks & Spencer, Festival Place	0.9	0.3	1.0	0.9	0.0	0.8	0.6	0.1	0.1	0.6	0.0	5.4	3.9
	Sainsbury's Superstore, Station Mall	5.7	0.4	1.7	1.3	0.7	0.6	0.6	1.2	0.0	1.3	0.0	13.6	11.7
	Tesco Metro, Festival Place	6.2	0.5	0.9	1.0	1.4	0.0	0.1	0.0	0.0	0.0	0.0	10.3	10.2
	Waitrose, Basing View	2.2	1.1	1.9	1.6	3.1	0.5	2.1	0.3	0.5	1.3	0.1	14.4	12.1
	Other Convenience Stores	0.6	0.0	0.6	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	1.5	1.4
	Subtotal	19.8	2.4	6.6	5.3	5.2	2.5	3.6	1.6	0.6	3.2	0.1	51.3	44.8
BRIGHTON HILL DISTRICT CENTRE														
	Asda, Brighton Hill	8.5	16.3	8.4	1.9	1.6	1.2	1.4	0.0	0.6	0.0	0.0	40.8	38.6
	Other Convenience Stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	Subtotal	8.5	16.3	8.4	1.9	1.6	1.2	1.4	0.0	0.6	0.0	0.0	40.8	38.6
CHINEHAM DISTRICT CENTRE														
	Iceland, Chineham SC	0.0	0.0	0.0	0.2	1.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	1.2
	Marks & Spencer, Chineham SC	0.1	0.0	0.0	1.1	1.7	0.4	0.1	0.0	0.0	0.3	0.0	3.8	3.0
	Tesco Superstore, Chineham SC	5.7	0.2	4.0	13.5	20.8	1.2	0.8	0.0	0.3	3.5	0.0	49.5	44.3
	Other Convenience Stores	0.0	0.0	0.0	0.0	0.9	0.1	0.0	0.0	0.0	0.0	0.0	0.9	0.9
	Subtotal	5.9	0.2	4.0	14.7	24.5	1.7	0.9	0.0	0.3	3.9	0.0	55.4	49.3
OVERTON DISTRICT CENTRE														
	Co-op, Winchester Street	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	1.5	1.5
	Other Convenience Stores	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2	0.2
	Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	1.8	1.8
TADLEY DISTRICT CENTRE														
	Sainsbury's, Mulfords Hill,	0.0	0.0	0.9	2.9	1.1	24.1	0.3	1.8	0.0	0.2	0.0	30.9	7.1
	Other Convenience Stores	0.0	0.0	0.0	0.0	0.5	5.1	0.0	0.3	0.0	0.0	0.0	5.8	0.8
	Subtotal	0.0	0.0	0.9	2.9	1.6	29.2	0.3	2.2	0.0	0.2	0.0	36.7	7.9
WHITCHURCH DISTRICT CENTRE														
	Co-op, Bell Street	0.0	0.0	0.0	0.0	0.0	0.0	3.1	0.2	0.0	0.0	0.1	3.4	3.2
	Tesco Express, Winchester Street	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.0	0.0	0.0	0.0	2.1	2.0
	Other Convenience Stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	5.2	0.2	0.0	0.0	0.2	5.5	5.3
KINGSCLERE LOCAL CENTRE														
	Other Convenience Stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0	0.0	0.0	0.0	3.0	3.0
	Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0	0.0	0.0	0.0	3.0	3.0
OTHER LOCAL SHOPS / PARADES		8.0	4.5	6.0	5.0	8.6	1.2	2.7	1.4	1.4	2.9	1.3	43.1	36.1
OUT-OF-CENTRE DESTINATIONS														
	Aldi, Winchester Road,	2.2	3.8	2.7	0.4	0.2	0.2	0.9	0.3	0.1	0.5	0.0	11.5	10.6
	Aldi, Winklebury Way	1.3	0.0	5.5	4.7	0.2	2.5	1.2	0.7	0.0	0.4	0.0	16.8	13.8
	Co-op, Winklebury Way	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
	Lidl, Gastons Wood	1.4	0.3	0.1	2.9	3.3	3.2	0.0	0.6	0.2	0.8	0.0	12.9	8.7
	Lidl, Worting Road	1.4	1.0	2.4	1.2	0.3	2.7	1.9	0.1	0.3	1.8	0.0	13.2	8.4
	Morrisons, Worting Road	13.1	3.8	12.1	3.8	3.0	1.2	5.8	0.7	0.7	0.6	0.0	45.4	42.6
	Sainsbury's Superstore, Wallop Drive	4.9	11.7	15.8	2.2	1.6	0.9	6.9	0.3	1.7	1.5	0.6	48.9	43.9
	Home Bargains, Winchester Road	0.1	0.1	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	1.1
	OUT-OF-CENTRE-OTHER	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	Subtotal	24.5	20.8	39.6	15.2	8.7	10.7	16.7	2.6	3.0	5.7	0.6	149.8	129.1
BOROUGH AREA SUB-TOTAL		66.7	44.2	65.5	45.0	50.3	46.6	32.6	11.0	5.8	15.9	2.1	387.4	316.0
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH														
	Aldershot	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	0.0	0.6	0.0
	Aldersford	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
	Alton	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	8.6	1.2	0.0	10.2	0.1
	Andover	0.0	0.0	0.0	1.1	0.0	0.0	8.0	1.2	0.0	0.0	7.4	17.5	10.1
	Bordon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0
	Camberley	0.1	0.6	0.0	0.0	0.0	0.0	0.1	0.0	0.2	2.8	0.0	3.7	0.8
	Farnborough	0.0	0.0	0.0	0.1	0.5	0.0	0.0	0.0	0.0	2.0	0.4	2.8	0.5
	Farnham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	3.0	0.0	3.1	0.0
	Fleet	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.5	0.0	6.7	0.3
	Hook	0.0	0.0	0.0	0.0	0.9	0.2	0.0	0.0	0.7	21.9	0.0	23.3	0.9
	Newbury	0.0	0.0	0.0	0.0	2.0	4.0	0.8	25.3	0.0	0.0	0.4	32.7	28.1
	Reading	0.7	0.6	0.0	0.0	4.9	2.6	0.0	0.0	0.0	5.0	0.0	13.4	5.9
	Thatcham	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.1	0.0	0.0	0.0	0.4	0.4
	Winchester	0.0	0.0	0.0	0.0	0.0	0.5	1.6	0.0	0.1	0.0	14.7	16.7	1.6
	Wokingham	0.0	0.0	0.0	0.0	0.9	0.7	0.0	0.0	0.0	0.2	0.0	1.6	0.9
	ALL OTHER CENTRES/STORES OUTSIDE BOROUGH	0.0	0.0	0.0	0.0	0.5	1.1	0.1	0.1	0.2	8.8	3.2	13.7	0.6
OUTSIDE BOROUGH AREA SUB-TOTAL		1.2	1.2	0.0	1.3	10.1	9.2	10.6	26.7	10.3	52.0	26.2	146.9	50.2
GRAND TOTAL		67.8	45.4	65.5	46.3	60.4	55.8	43.1	37.6	16.0	67.9	28.3	534.3	366.2

TABLE 3: 2025 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area Zones 1-11	Core Zones 1,2,3,4,5,7,8
BASINGSTOKE TOWN CENTRE														
	Iceland, Festival Place	4.3	0.1	0.7	0.4	0.0	0.7	0.1	0.0	0.0	0.0	0.0	6.3	5.6
	Marks & Spencer, Festival Place	0.9	0.4	1.0	1.0	0.0	0.8	0.6	0.1	0.1	0.6	0.0	5.5	4.0
	Sainsbury's Superstore, Station Mall	5.8	0.4	1.7	1.4	0.7	0.6	0.6	1.2	0.0	1.3	0.0	13.9	12.0
	Tesco Metro, Festival Place	6.4	0.6	0.9	1.1	1.5	0.0	0.1	0.0	0.0	0.0	0.0	10.6	10.5
	Waitrose, Basing View	2.3	1.1	1.9	1.6	3.2	0.5	2.1	0.3	0.5	1.3	0.1	14.8	12.4
	Other Convenience Stores	0.6	0.0	0.6	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	1.5	1.5
	Subtotal	20.3	2.5	6.8	5.5	5.4	2.5	3.7	1.6	0.6	3.3	0.1	52.6	45.9
BRIGHTON HILL DISTRICT CENTRE														
	Asda, Brighton Hill	8.8	16.8	8.6	1.9	1.7	1.2	1.4	0.0	0.6	0.0	0.0	41.7	39.6
	Other Convenience Stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	Subtotal	8.8	16.8	8.6	1.9	1.7	1.2	1.4	0.0	0.6	0.0	0.0	41.7	39.6
CHINEHAM DISTRICT CENTRE														
	Iceland, Chineham SC	0.0	0.0	0.0	0.2	1.1	0.0	0.0	0.0	0.0	0.0	0.0	1.2	1.2
	Marks & Spencer, Chineham SC	0.1	0.0	0.0	1.1	1.8	0.5	0.1	0.0	0.0	0.3	0.0	3.9	3.1
	Tesco Superstore, Chineham SC	5.9	0.2	4.1	13.9	21.4	1.2	0.8	0.0	0.3	3.6	0.0	50.7	45.4
	Other Convenience Stores	0.0	0.0	0.0	0.0	1.0	0.1	0.0	0.0	0.0	0.0	0.0	1.0	0.9
	Subtotal	6.0	0.2	4.1	15.2	25.2	1.8	0.9	0.0	0.3	3.9	0.0	56.8	50.6
OVERTON DISTRICT CENTRE														
	Co-op, Winchester Street	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	1.6	1.6
	Other Convenience Stores	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2	0.2
	Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.0	0.0	0.0	1.8	1.8
TADLEY DISTRICT CENTRE														
	Sainsbury's, Mulfords Hill,	0.0	0.0	0.9	3.0	1.1	24.6	0.3	1.9	0.0	0.2	0.0	31.7	7.3
	Other Convenience Stores	0.0	0.0	0.0	0.0	0.5	5.2	0.0	0.3	0.0	0.0	0.0	5.9	0.8
	Subtotal	0.0	0.0	0.9	3.0	1.7	29.8	0.3	2.2	0.0	0.2	0.0	37.6	8.1
WHITCHURCH DISTRICT CENTRE														
	Co-op, Bell Street	0.0	0.0	0.0	0.0	0.0	0.0	3.2	0.2	0.0	0.0	0.1	3.5	3.3
	Tesco Express, Winchester Street	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.0	0.0	0.0	0.0	2.1	2.1
	Other Convenience Stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	5.3	0.2	0.0	0.0	0.2	5.6	5.4
KINGSCLERE LOCAL CENTRE														
	Other Convenience Stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0	0.0	0.0	0.0	3.1	3.1
	Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0	0.0	0.0	0.0	3.1	3.1
OTHER LOCAL SHOPS / PARADES		8.2	4.6	6.2	5.2	8.8	1.2	2.8	1.4	1.4	3.0	1.3	44.1	37.0
OUT-OF-CENTRE DESTINATIONS														
	Aldi, Winchester Road,	2.2	3.9	2.8	0.4	0.2	0.2	0.9	0.3	0.1	0.5	0.0	11.8	10.9
	Aldi, Winklebury Way	1.3	0.0	5.6	4.8	0.2	2.5	1.2	0.7	0.0	0.4	0.0	17.2	14.2
	Co-op, Winklebury Way	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
	Lidl, Gastons Wood	1.5	0.3	0.1	3.0	3.4	3.2	0.0	0.7	0.2	0.8	0.0	13.2	8.9
	Lidl, Worting Road	1.5	1.1	2.5	1.2	0.3	2.8	1.9	0.1	0.3	1.8	0.0	13.5	8.6
	Morrisons, Worting Road	13.5	3.9	12.4	3.9	3.1	1.2	5.9	0.7	0.7	0.7	0.0	46.5	43.7
	Sainsbury's Superstore, Wallop Drive	5.1	12.1	16.2	2.2	1.7	0.9	7.1	0.3	1.7	1.6	0.6	50.1	45.0
	Home Bargains, Winchester Road	0.1	0.1	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	1.1
	OUT-OF-CENTRE-OTHER	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	Subtotal	25.1	21.4	40.5	15.6	8.9	11.0	17.0	2.7	3.0	5.7	0.6	153.4	132.5
BOROUGH AREA SUB-TOTAL		68.3	45.5	67.0	46.4	51.8	47.5	33.4	11.2	5.9	16.2	2.2	396.8	324.1
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH														
	Aldershot	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.6	0.0	0.6	0.0
	Aldersford	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
	Alton	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	8.8	1.3	0.0	10.4	0.1
	Andover	0.0	0.0	0.0	1.1	0.0	0.0	8.1	1.2	0.0	0.0	7.6	17.9	10.4
	Bordon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0
	Camberley	0.1	0.6	0.0	0.0	0.0	0.0	0.1	0.0	0.2	2.9	0.0	3.8	0.8
	Farnborough	0.0	0.0	0.0	0.1	0.5	0.0	0.0	0.0	0.0	2.0	0.4	2.9	0.5
	Farnham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	3.0	0.0	3.2	0.0
	Fleet	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.6	0.0	6.9	0.4
	Hook	0.0	0.0	0.0	0.0	1.0	0.2	0.0	0.0	0.7	22.3	0.0	23.9	0.9
	Newbury	0.0	0.0	0.0	0.0	2.1	4.1	0.8	25.8	0.0	0.0	0.4	33.4	28.8
	Reading	0.8	0.6	0.0	0.0	5.0	2.7	0.0	0.0	0.0	5.1	0.0	13.7	6.0
	Thatcham	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.1	0.0	0.0	0.0	0.5	0.4
	Winchester	0.0	0.0	0.0	0.0	0.0	0.5	1.7	0.0	0.1	0.0	15.2	17.1	1.6
	Wokingham	0.0	0.0	0.0	0.0	0.9	0.7	0.0	0.0	0.0	0.2	0.0	1.7	0.9
	ALL OTHER CENTRES/STORES OUTSIDE BOROUGH	0.0	0.0	0.0	0.0	0.5	1.2	0.1	0.1	0.2	8.9	3.3	14.0	0.6
OUTSIDE BOROUGH AREA SUB-TOTAL		1.2	1.2	0.0	1.4	10.4	9.4	10.8	27.2	10.5	52.8	27.2	150.4	51.5
GRAND TOTAL		69.6	46.7	67.0	47.7	62.1	56.9	44.2	38.4	16.4	69.0	29.3	547.2	375.6

TABLE 4: 2020 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area Zones 1-11	Core Zones 1,2,3,4,5,7,8
BASINGSTOKE TOWN CENTRE														
	Iceland, Festival Place	4.4	0.1	0.7	0.4	0.0	0.7	0.1	0.0	0.0	0.0	0.0	6.4	5.7
	Marks & Spencer, Festival Place	0.9	0.4	1.0	1.0	0.0	0.8	0.6	0.1	0.1	0.7	0.0	5.6	4.0
	Sainsbury's Superstore, Station Mall	5.9	0.4	1.7	1.4	0.8	0.6	0.6	1.2	0.0	1.3	0.0	14.2	12.2
	Tesco Metro, Festival Place	6.5	0.6	0.9	1.1	1.5	0.0	0.1	0.0	0.0	0.0	0.0	10.7	10.7
	Waitrose, Basing View	2.3	1.1	1.9	1.7	3.3	0.5	2.1	0.3	0.5	1.3	0.1	15.1	12.7
	Other Convenience Stores	0.6	0.0	0.6	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	1.5	1.5
	Subtotal	20.6	2.5	6.9	5.6	5.5	2.6	3.7	1.6	0.6	3.3	0.1	53.5	46.8
BRIGHTON HILL DISTRICT CENTRE														
	Asda, Brighton Hill	8.9	17.2	8.7	2.0	1.7	1.3	1.5	0.0	0.7	0.0	0.0	42.5	40.4
	Other Convenience Stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	Subtotal	8.9	17.2	8.7	2.0	1.7	1.3	1.5	0.0	0.7	0.0	0.0	42.5	40.4
CHINEHAM DISTRICT CENTRE														
	Iceland, Chineham SC	0.0	0.0	0.0	0.2	1.1	0.0	0.0	0.0	0.0	0.0	0.0	1.2	1.2
	Marks & Spencer, Chineham SC	0.2	0.0	0.0	1.1	1.8	0.5	0.1	0.0	0.0	0.4	0.0	3.9	3.1
	Tesco Superstore, Chineham SC	6.0	0.2	4.1	14.2	21.9	1.3	0.9	0.0	0.3	3.6	0.0	51.6	46.3
	Other Convenience Stores	0.0	0.0	0.0	0.0	1.0	0.1	0.0	0.0	0.0	0.0	0.0	1.0	0.9
	Subtotal	6.1	0.2	4.1	15.5	25.8	1.8	0.9	0.0	0.3	4.0	0.0	57.8	51.5
OVERTON DISTRICT CENTRE														
	Co-op, Winchester Street	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	1.6	1.6
	Other Convenience Stores	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2	0.2
	Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.0	0.0	0.0	1.9	1.8
TADLEY DISTRICT CENTRE														
	Sainsbury's, Mulfords Hill,	0.0	0.0	1.0	3.0	1.2	25.0	0.3	1.9	0.0	0.2	0.0	32.2	7.4
	Other Convenience Stores	0.0	0.0	0.0	0.0	0.6	5.3	0.0	0.3	0.0	0.0	0.0	6.0	0.9
	Subtotal	0.0	0.0	1.0	3.0	1.7	30.3	0.3	2.2	0.0	0.2	0.0	38.3	8.3
WHITCHURCH DISTRICT CENTRE														
	Co-op, Bell Street	0.0	0.0	0.0	0.0	0.0	0.0	3.2	0.2	0.0	0.0	0.1	3.5	3.4
	Tesco Express, Winchester Street	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.0	2.2	2.1
	Other Convenience Stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	5.4	0.2	0.0	0.0	0.2	5.7	5.5
KINGSCLERE LOCAL CENTRE														
	Other Convenience Stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1	0.0	0.0	0.0	3.1	3.1
	Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1	0.0	0.0	0.0	3.1	3.1
OTHER LOCAL SHOPS / PARADES		8.3	4.7	6.3	5.3	9.0	1.2	2.9	1.5	1.4	3.0	1.3	44.9	37.7
OUT-OF-CENTRE DESTINATIONS														
	Aldi, Winchester Road,	2.3	4.0	2.8	0.4	0.2	0.2	0.9	0.3	0.1	0.5	0.0	12.0	11.1
	Aldi, Winklebury Way	1.3	0.0	5.7	4.9	0.2	2.6	1.3	0.7	0.0	0.4	0.0	17.5	14.4
	Co-op, Winklebury Way	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
	Lidl, Gastons Wood	1.5	0.3	0.1	3.1	3.5	3.3	0.0	0.7	0.2	0.8	0.0	13.4	9.1
	Lidl, Worting Road	1.5	1.1	2.5	1.3	0.3	2.8	2.0	0.1	0.3	1.8	0.0	13.8	8.8
	Morrisons, Worting Road	13.7	4.0	12.6	3.9	3.2	1.3	6.0	0.7	0.7	0.7	0.0	47.3	44.5
	Sainsbury's Superstore, Wallop Drive	5.1	12.3	16.4	2.3	1.7	0.9	7.2	0.3	1.7	1.6	0.6	51.0	45.8
	Home Bargains, Winchester Road	0.2	0.1	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	1.2
	OUT-OF-CENTRE-OTHER	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	Subtotal	25.5	21.8	41.1	15.9	9.1	11.1	17.4	2.7	3.1	5.8	0.6	156.1	134.9
BOROUGH AREA SUB-TOTAL		69.4	46.5	68.1	47.3	52.9	48.3	34.0	11.4	6.0	16.3	2.2	403.8	330.1
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH														
	Aldershot	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.6	0.0	0.6	0.0
	Alresford	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
	Alton	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	1.3	0.0	10.6	0.2
	Andover	0.0	0.0	0.0	1.2	0.0	0.0	8.3	1.3	0.0	0.0	7.8	18.2	10.6
	Bordon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0
	Camberley	0.1	0.6	0.0	0.0	0.0	0.0	0.1	0.0	0.2	2.9	0.0	3.9	0.8
	Farnborough	0.0	0.0	0.0	0.1	0.5	0.0	0.0	0.0	0.0	2.1	0.4	3.0	0.5
	Farnham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	3.0	0.0	3.2	0.0
	Fleet	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.7	0.0	7.0	0.4
	Hook	0.0	0.0	0.0	0.0	1.0	0.2	0.0	0.0	0.8	22.5	0.0	24.3	0.9
	Newbury	0.0	0.0	0.0	0.0	2.1	4.2	0.8	26.2	0.0	0.0	0.4	34.0	29.4
	Reading	0.8	0.6	0.0	0.0	5.1	2.7	0.0	0.0	0.0	5.1	0.0	14.0	6.1
	Thatcham	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.1	0.0	0.0	0.0	0.5	0.5
	Winchester	0.0	0.0	0.0	0.0	0.0	0.5	1.7	0.0	0.1	0.0	15.6	17.4	1.7
	Wokingham	0.0	0.0	0.0	0.0	1.0	0.7	0.0	0.0	0.0	0.2	0.0	1.7	0.9
	ALL OTHER CENTRES/STORES OUTSIDE BOROUGH	0.0	0.0	0.0	0.0	0.5	1.2	0.1	0.1	0.2	9.0	3.4	14.3	0.6
OUTSIDE BOROUGH AREA SUB-TOTAL		1.2	1.2	0.0	1.4	10.6	9.5	11.0	27.7	10.7	53.3	27.9	153.1	52.5
GRAND TOTAL		70.6	47.7	68.1	48.7	63.5	57.8	45.0	39.1	16.7	69.6	30.1	556.9	382.6

TABLE 5: 2035 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area Zones 1-11	Core Zones 1,2,3,4,5,7,8
BASINGSTOKE TOWN CENTRE														
	Iceland, Festival Place	4.4	0.1	0.7	0.4	0.0	0.7	0.1	0.0	0.0	0.0	0.0	6.5	5.8
	Marks & Spencer, Festival Place	0.9	0.4	1.0	1.0	0.0	0.9	0.6	0.1	0.1	0.7	0.0	5.7	4.1
	Sainsbury's Superstore, Station Mall	6.0	0.4	1.8	1.4	0.8	0.6	0.6	1.2	0.0	1.3	0.0	14.4	12.4
	Tesco Metro, Festival Place	6.6	0.6	0.9	1.1	1.5	0.0	0.1	0.0	0.0	0.0	0.0	10.9	10.9
	Waitrose, Basing View	2.4	1.2	2.0	1.7	3.3	0.5	2.2	0.3	0.5	1.3	0.1	15.3	12.9
	Other Convenience Stores	0.6	0.0	0.6	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	1.5	1.5
	Subtotal	20.9	2.6	7.0	5.7	5.6	2.6	3.8	1.6	0.6	3.3	0.1	54.4	47.7
BRIGHTON HILL DISTRICT CENTRE														
	Asda, Brighton Hill	9.0	17.6	8.9	2.0	1.7	1.3	1.5	0.0	0.7	0.0	0.0	43.2	41.1
	Other Convenience Stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	Subtotal	9.0	17.6	8.9	2.0	1.7	1.3	1.5	0.0	0.7	0.0	0.0	43.2	41.1
CHINEHAM DISTRICT CENTRE														
	Iceland, Chineham SC	0.0	0.0	0.0	0.2	1.1	0.0	0.0	0.0	0.0	0.0	0.0	1.3	1.2
	Marks & Spencer, Chineham SC	0.2	0.0	0.0	1.2	1.9	0.5	0.1	0.0	0.0	0.4	0.0	4.0	3.2
	Tesco Superstore, Chineham SC	6.1	0.2	4.2	14.4	22.3	1.3	0.9	0.0	0.3	3.7	0.0	52.5	47.1
	Other Convenience Stores	0.0	0.0	0.0	0.0	1.0	0.1	0.0	0.0	0.0	0.0	0.0	1.0	0.9
	Subtotal	6.2	0.2	4.2	15.8	26.3	1.8	1.0	0.0	0.3	4.0	0.0	58.8	52.5
OVERTON DISTRICT CENTRE														
	Co-op, Winchester Street	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	1.6	1.6
	Other Convenience Stores	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2	0.2
	Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.0	0.0	0.0	1.9	1.9
TADLEY DISTRICT CENTRE														
	Sainsbury's, Mulfords Hill,	0.0	0.0	1.0	3.1	1.2	25.3	0.3	1.9	0.0	0.2	0.0	32.8	7.6
	Other Convenience Stores	0.0	0.0	0.0	0.0	0.6	5.4	0.0	0.3	0.0	0.0	0.0	6.2	0.9
	Subtotal	0.0	0.0	1.0	3.1	1.7	30.7	0.3	2.3	0.0	0.2	0.0	38.9	8.4
WHITCHURCH DISTRICT CENTRE														
	Co-op, Bell Street	0.0	0.0	0.0	0.0	0.0	0.0	3.3	0.2	0.0	0.0	0.1	3.6	3.5
	Tesco Express, Winchester Street	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.1	2.2	2.2
	Other Convenience Stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	5.5	0.2	0.0	0.0	0.2	5.8	5.6
KINGSCLERE LOCAL CENTRE														
	Other Convenience Stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1	0.0	0.0	0.0	3.2	3.2
	Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1	0.0	0.0	0.0	3.2	3.2
OTHER LOCAL SHOPS / PARADES		8.4	4.9	6.4	5.4	9.2	1.2	2.9	1.5	1.4	3.1	1.4	45.6	38.4
OUT-OF-CENTRE DESTINATIONS														
	Aldi, Winchester Road,	2.3	4.1	2.9	0.4	0.2	0.2	0.9	0.3	0.1	0.5	0.0	12.2	11.3
	Aldi, Winklebury Way	1.3	0.0	5.8	5.0	0.2	2.6	1.3	0.7	0.0	0.5	0.0	17.8	14.7
	Co-op, Winklebury Way	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
	Lidl, Gastons Wood	1.5	0.3	0.1	3.2	3.5	3.3	0.0	0.7	0.2	0.8	0.0	13.6	9.2
	Lidl, Worting Road	1.5	1.1	2.6	1.3	0.3	2.9	2.0	0.1	0.3	1.8	0.0	14.0	9.0
	Morrisons, Worting Road	13.9	4.1	12.8	4.0	3.2	1.3	6.1	0.7	0.7	0.7	0.0	48.1	45.3
	Sainsbury's Superstore, Wallop Drive	5.2	12.6	16.7	2.3	1.7	0.9	7.3	0.3	1.8	1.6	0.7	51.8	46.7
	Home Bargains, Winchester Road	0.2	0.1	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	1.2
	OUT-OF-CENTRE-OTHER	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	Subtotal	25.9	22.4	41.8	16.2	9.3	11.3	17.7	2.8	3.1	5.9	0.7	158.8	137.4
BOROUGH AREA SUB-TOTAL		70.4	47.7	69.2	48.2	53.9	48.9	34.6	11.6	6.1	16.5	2.3	410.7	336.1
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH														
	Aldershot	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.6	0.0	0.6	0.0
	Aldersford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.3	0.0
	Alton	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	9.1	1.3	0.0	10.8	0.2
	Andover	0.0	0.0	0.0	1.2	0.0	0.0	8.4	1.3	0.0	0.0	8.0	18.5	10.7
	Bordon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0
	Camberley	0.1	0.6	0.0	0.0	0.0	0.0	0.1	0.0	0.2	2.9	0.0	3.9	0.8
	Farnborough	0.0	0.0	0.0	0.1	0.5	0.0	0.0	0.0	0.0	2.1	0.4	3.0	0.5
	Farnham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	3.1	0.0	3.3	0.0
	Fleet	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.7	0.0	7.1	0.4
	Hook	0.0	0.0	0.0	0.0	1.0	0.3	0.0	0.0	0.8	22.8	0.0	24.7	0.9
	Newbury	0.0	0.0	0.0	0.0	2.2	4.3	0.9	26.7	0.0	0.0	0.4	34.6	29.9
	Reading	0.8	0.6	0.0	0.0	5.2	2.8	0.0	0.0	0.0	5.2	0.0	14.2	6.3
	Thatcham	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.1	0.0	0.0	0.0	0.5	0.5
	Winchester	0.0	0.0	0.0	0.0	0.0	0.5	1.7	0.0	0.1	0.0	16.0	17.7	1.7
	Wokingham	0.0	0.0	0.0	0.0	1.0	0.7	0.0	0.0	0.0	0.2	0.0	1.7	0.9
	ALL OTHER CENTRES/STORES OUTSIDE BOROUGH	0.0	0.0	0.0	0.0	0.5	1.2	0.1	0.1	0.2	9.1	3.5	14.5	0.6
OUTSIDE BOROUGH AREA SUB-TOTAL		1.2	1.3	0.0	1.4	10.8	9.7	11.2	28.1	10.9	53.9	28.6	155.7	53.4
GRAND TOTAL		71.7	48.9	69.2	49.6	64.7	58.6	45.8	39.7	17.0	70.4	30.9	566.4	389.6

Appendix 14: Sensitivity Test: Convenience Goods Capacity

TABLE 1: TOTAL ALLOCATED CONVENIENCE GOODS EXPENDITURE BASED ON MARKET SHARE ANALYSIS (£m)
Excluding SFT & 'inflow' from outside Study Area

	2020	2025	2030	2035	2038
BASINGSTOKE TOWN CENTRE	£51.3	£52.6	£53.5	£54.4	£55.0
BRIGHTON HILL DISTRICT CENTRE	£40.8	£41.7	£42.5	£43.2	£43.6
CHINEHAM DISTRICT CENTRE	£55.4	£56.8	£57.8	£58.8	£59.4
OVERTON DISTRICT CENTRE	£1.8	£1.8	£1.9	£1.9	£1.9
TADLEY DISTRICT CENTRE	£36.7	£37.6	£38.3	£38.9	£39.3
WHITCHURCH DISTRICT CENTRE	£5.5	£5.6	£5.7	£5.8	£5.9
KINGSCLERE LOCAL CENTRE	£3.0	£3.1	£3.1	£3.2	£3.2
OTHER LOCAL SHOPS / PARADES	£43.1	£44.1	£44.9	£45.6	£46.1
OUT OF CENTRE:					
Aldi, Winchester Road	£11.5	£11.8	£12.0	£12.2	£12.3
Aldi, Winklebury Way	£16.8	£17.2	£17.5	£17.8	£17.9
Co-op, Winklebury Way	£0.1	£0.1	£0.1	£0.1	£0.1
Lidl, Gastons Wood	£12.9	£13.2	£13.4	£13.6	£13.8
Lidl, Worting Road	£13.2	£13.5	£13.8	£14.0	£14.1
Morrisons, Worting Road	£45.4	£46.5	£47.3	£48.1	£48.6
Sainsbury's Superstore, Wallop Drive	£48.9	£50.1	£51.0	£51.8	£52.3
Home Bargains, Winchester Road	£1.1	£1.1	£1.2	£1.2	£1.2
OUT-OF-CENTRE-OTHER	£0.0	£0.0	£0.0	£0.0	£0.0
Subtotal	£149.8	£153.4	£156.1	£158.8	£160.4
TOTAL CONVENIENCE TURNOVER OF BOROUGH STORES/CENTRES:	£387.4	£396.8	£403.8	£410.7	£414.8

TABLE 2: ALL CONVENIENCE GOODS - TOTAL TURNOVER ALLOWING FOR INFLOW
Including 'inflow' from outside Study Area

	Estimated 'inflow' from outside Study Area	2020	2025	2030	2035	2038
BASINGSTOKE TOWN CENTRE	3%	£52.9	£54.2	£55.2	£56.1	£56.7
BRIGHTON HILL DISTRICT CENTRE	0%	£40.8	£41.7	£42.5	£43.2	£43.6
CHINEHAM DISTRICT CENTRE	0%	£55.4	£56.8	£57.8	£58.8	£59.4
OVERTON DISTRICT CENTRE	0%	£1.8	£1.8	£1.9	£1.9	£1.9
TADLEY DISTRICT CENTRE	0%	£36.7	£37.6	£38.3	£38.9	£39.3
WHITCHURCH DISTRICT CENTRE	0%	£5.5	£5.6	£5.7	£5.8	£5.9
KINGSCLERE LOCAL CENTRE	0%	£3.0	£3.1	£3.1	£3.2	£3.2
OTHER LOCAL SHOPS / PARADES	0%	£43.1	£44.1	£44.9	£45.6	£46.1
OUT OF CENTRE:						
Aldi, Winchester Road	1%	£11.6	£11.9	£12.1	£12.3	£12.4
Aldi, Winklebury Way	1%	£16.9	£17.3	£17.6	£17.9	£18.1
Co-op, Winklebury Way	1%	£0.1	£0.1	£0.1	£0.1	£0.1
Lidl, Gastons Wood	1%	£13.0	£13.3	£13.5	£13.8	£13.9
Lidl, Worting Road	1%	£13.3	£13.6	£13.9	£14.1	£14.3
Morrisons, Worting Road	1%	£45.8	£46.9	£47.8	£48.6	£49.1
Sainsbury's Superstore, Wallop Drive	1%	£49.4	£50.6	£51.5	£52.4	£52.9
Home Bargains, Winchester Road	0%	£1.1	£1.1	£1.2	£1.2	£1.2
OUT-OF-CENTRE-OTHER	0%	£0.0	£0.0	£0.0	£0.0	£0.0
Subtotal		£151.3	£154.9	£157.7	£160.4	£162.0
TOTAL CONVENIENCE TURNOVER OF BOROUGH STORES/CENTRES:		£390.5	£399.9	£407.0	£414.0	£418.1

TABLE 3: COMMITTED CONVENIENCE FLOORSPEACE

	CENTRE	PLANNING REF	SCHEME	Gross Floorspace (sq m)	Net Floorspace (sq m)	Sales Density 2020	Turnover (£m)				
							2020	2025	2030	2035	2038
[1]	BASINGSTOKE	BDB/73174 and 16/00822/RES	MERTON RISE BASINGSTOKE RG24 9EX MIXED USE DEVELOPMENT INCLUDING RETAIL & EMPLOYMENT	372	260	10,000	£2.6	£2.7	£2.7	£2.8	£2.8
[2]	BASINGSTOKE	17/04197/OUT	PLOT K AND K1, BASING VIEW BASINGSTOKE RG21 4EJ	249	174	10,000	£1.7	£1.8	£1.8	£1.8	£1.9
[3]	BASINGSTOKE	19/03346/FUL	UNIT 1 AND 2 HATCH WARREN RETAIL PARK WALLOP DRIVE BASINGSTOKE HAMPSHIRE RG22 4TT	n/a	966	10,000	£9.7	£9.8	£10.0	£10.2	£10.4
[4]	DUMMER	15/04503/OUT	HOUNSOME FIELDS DUMMER RG23 7LU MIXED DEVELOPMENT INCLUDING LOCAL CENTRE RETAIL	400	280	10,000	£2.8	£2.9	£2.9	£3.0	£3.0
	TOTAL			1,021	1,681		£16.8	£17.1	£17.5	£17.8	£18.0

Notes:

- [1] BDB/73174 and 16/00822/RES: Outline application for mixed use development including access, comprising up to 784 no. residential units (Use Class C3), up to 1500 sqm gross of local centre uses (Use Classes A1 - A5) including a foodstore of up to 500 sqm gross, community office space of up to 120sqm gross (Use Class B1), approximately 10 hectares of publicly accessible open space, allotments and associated car and cycle parking, landscaping and incidental open space
- [2] 17/04197/OUT: Hybrid planning application with detailed and outline elements for office redevelopment of plot K and K1. Detailed application: A five-storey B1a (office) building with roof level pavilion and terrace (Plot K1) with flexible A1 (retail) or A3 (restaurant) ground floor uses (west demise), and ancillary B1a (east demise) fronting Basing View (South) with landscaping to the principal frontage and the western boundary which flanks the public footpath. Car parking for 280 vehicles (serving both Plot K and K1 buildings) to the rear arranged over five levels, accessed directly from Basing View (north and south). Outline application A (B1a) office building up to five storeys tall with roof level pavilion and terrace (Plot K) fronting Basing View (North), reserving matters of layout, appearance, and landscaping
- [3] 19/03346/FUL: Amalgamation of existing Units 1 and 2; external alterations to the building and car park, and relaxation of current goods restriction to allow unrestricted Class A1 use (sale of convenience and comparison goods) to allow occupation by Lidl foodstore | Unit 1 And 2 Hatch Warren Retail Park Wallop Drive Basingstoke Hampshire RG22 4TT
- [4] 15/04503/OUT: Outline application to include access to be considered, for up to 750 residential units with a mix of units, land for up to two pitches to accommodate Gypsies and Travellers, and a neighbourhood centre including principal community centre, private children's nursery, local retail facilities, and three form entry primary school and ancillary development

TABLE 4: BASINGSTOKE & DEANE COUNCIL AREA - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2020	2025	2030	2035	2038
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£390.5	£399.9	£407.0	£414.0	£418.1
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£390.5	398.0	405.6	413.8	418.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£2.0	£1.4	£0.2	-£0.6
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£17.1	£17.5	£17.8	£18.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£15.2	-£16.0	-£17.6	-£18.7
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,191	£10,386	£10,596	£10,724
	(ii) Net Floorspace Capacity (sq m):	-	-1,487	-1,543	-1,658	-1,740
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-2,124	-2,204	-2,368	-2,486

Notes:

STEP 1: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).
STEP 2: It has been assumed for the purpose of this assessment that the LPA's convenience goods retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growth rates informed by the latest Experian Retail Planner Briefing Note 17 (February 2020) and other research evidence.
STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage.
STEP 4: The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2025.
STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).
STEP 6: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on an average sales performance for the 'top 6' grocers (i.e. Tesco, Asda, Sainsbury's, Waitrose, Morrisons and Marks & Spencer) and other supermarket and Limited Assortment Discount (LAD) operators (e.g. Aldi, Lidl, Netto, Co-op, Budgens, etc.).

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

		2020	2025	2030	2035	2038
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£52.9	£54.2	£55.2	£56.1	£56.7
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£52.9	54.0	55.0	56.1	56.8
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.3	£0.2	£0.0	-£0.1
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.3	£0.2	£0.0	-£0.1
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,191	£10,386	£10,596	£10,724
	(ii) Net Floorspace Capacity (sq m):	-	26	19	3	-8
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		37	27	4	-12

TABLE 6: BRIGHTON HILL DISTRICT CENTRE- CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2020	2025	2030	2035	2038
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£40.8	£41.7	£42.5	£43.2	£43.6
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£40.8	£41.5	£42.3	£43.2	£43.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.2	£0.1	£0.0	-£0.1
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.2	£0.1	£0.0	-£0.1
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,191	£10,386	£10,596	£10,724
	(ii) Net Floorspace Capacity (sq m):	-	20	14	2	-6
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		29	21	3	-9

TABLE 7: CHINEHAM DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2020	2025	2030	2035	2038
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£55.4	£56.8	£57.8	£58.8	£59.4
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£55.4	£56.5	£57.6	£58.7	£59.5
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.3	£0.2	£0.0	-£0.1
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.3	£0.2	£0.0	-£0.1
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,191	£10,386	£10,596	£10,724
	(ii) Net Floorspace Capacity (sq m):	-	27	20	3	-8
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		39	28	5	-12

TABLE 8: OVERTON DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2020	2025	2030	2035	2038
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£1.8	£1.8	£1.9	£1.9	£1.9
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£1.8	£1.8	£1.8	£1.9	£1.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.0	£0.0	£0.0
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.0	£0.0	£0.0	£0.0
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,191	£10,386	£10,596	£10,724
	(ii) Net Floorspace Capacity (sq m):	-	1	1	0	0
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		1	1	0	0

TABLE 9: TADLEY DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2020	2025	2030	2035	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£36.7	£37.6	£38.3	£38.9	£39.3
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£36.7	£37.4	£38.1	£38.9	£39.4
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.2	£0.1	£0.0	-£0.1
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.2	£0.1	£0.0	-£0.1
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,191	£10,386	£10,596	£10,724
(ii) Net Floorspace Capacity (sq m):	-	18	13	2	-6
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		26	19	3	-8

TABLE 10: WHITCHURCH DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2020	2025	2030	2035	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£5.5	£5.6	£5.7	£5.8	£5.9
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£5.5	£5.6	£5.7	£5.8	£5.9
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.0	£0.0	£0.0
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.0	£0.0	£0.0	£0.0
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,191	£10,386	£10,596	£10,724
(ii) Net Floorspace Capacity (sq m):	-	3	2	0	-1
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		4	3	0	-1

TABLE 11: KINGSCLERE LOCAL CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2020	2025	2030	2035	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£3.0	£3.1	£3.1	£3.2	£3.2
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£3.0	£3.1	£3.1	£3.2	£3.2
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.0	£0.0	£0.0
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.0	£0.0	£0.0	£0.0
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,191	£10,386	£10,596	£10,724
(ii) Net Floorspace Capacity (sq m):	-	1	1	0	0
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		2	2	0	-1

TABLE 12: OTHER LOCAL SHOPS / PARADES - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2020	2025	2030	2035	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£43.1	£44.1	£44.9	£45.6	£46.1
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£43.1	£43.9	£44.7	£45.6	£46.2
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.2	£0.2	£0.0	-£0.1
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.2	£0.2	£0.0	-£0.1
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,191	£10,386	£10,596	£10,724
(ii) Net Floorspace Capacity (sq m):	-	21	15	3	-7
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		30	22	4	-9

TABLE 13: OUT OF CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2020	2025	2030	2035	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£151.3	£154.9	£157.7	£160.4	£162.0
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£151.3	£154.2	£157.1	£160.3	£162.2
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.8	£0.6	£0.1	-£0.2
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£17.1	£17.5	£17.8	£18.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£16.4	-£16.9	-£17.7	-£18.3
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,191	£10,386	£10,596	£10,724
(ii) Net Floorspace Capacity (sq m):	-	-1,606	-1,627	-1,672	-1,704
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-2,294	-2,325	-2,388	-2,434

TABLE 14: SUMMARY TABLE - CONVENIENCE GOODS CAPACITY ASSESSMENT (NET SQ M)
Assuming Equilibrium at 2020 and Constant Market Shares

CENTRE TYPE	2025	2030	2035	2038
BASINGSTOKE TOWN CENTRE	26	19	3	-8
BRIGHTON HILL DISTRICT CENTRE	20	14	2	-6
CHINEHAM DISTRICT CENTRE	27	20	3	-8
OVERTON DISTRICT CENTRE	1	1	0	0
TADLEY DISTRICT CENTRE	18	13	2	-6
WHITCHURCH DISTRICT CENTRE	3	2	0	-1
KINGSCLERE LOCAL CENTRE	1	1	0	0
OTHER LOCAL SHOPS / PARADES	21	15	3	-7
OUT OF CENTRE	-1,606	-1,627	-1,672	-1,704
TOTAL CONVENIENCE GOODS CAPACITY	-1,487	-1,543	-1,658	-1,740

**Appendix 15: Sensitivity Test: Population and
Expenditure: Comparison Goods**

TABLE 1: EXPERIAN BUSINESS STRATEGIES - BASE YEAR (2020) POPULATION & PROJECTIONS (to 2038) **GROWTH 2020 to 2038 (%)**

ZONE:	2020	2025	2030	2035	2038	2020 - 2025	2020 - 2030	2030 - 2038	2020 - 2038
Zone 1	30,291	31,044	31,491	31,875	32,130	2.5%	4.0%	2.0%	6.1%
Zone 2	20,896	21,489	21,948	22,435	22,831	2.8%	5.0%	4.0%	9.3%
Zone 3	29,050	29,697	30,142	30,541	30,829	2.2%	3.8%	2.3%	6.1%
Zone 4	20,579	21,184	21,614	21,939	22,159	2.9%	5.0%	2.5%	7.7%
Zone 5	25,635	26,365	26,908	27,339	27,605	2.8%	5.0%	2.6%	7.7%
Zone 6	23,348	23,807	24,168	24,418	24,536	2.0%	3.5%	1.5%	5.1%
Zone 7	17,823	18,237	18,548	18,831	18,891	2.3%	4.1%	1.8%	6.0%
Zone 8	14,911	15,217	15,466	15,677	15,775	2.1%	3.7%	2.0%	5.8%
Zone 9	5,779	5,914	6,024	6,108	6,155	2.3%	4.2%	2.2%	6.5%
Zone 10	27,902	28,318	28,564	28,813	28,969	1.5%	2.4%	1.4%	3.8%
Zone 11	11,540	11,940	12,244	12,508	12,616	3.5%	6.1%	3.0%	9.3%
Study Area	227,754	233,212	237,117	240,484	242,496	2.4%	4.1%	2.3%	6.5%

Source: EXPERIAN BUSINESS STRATEGIES

Notes: The base year (2020) population figures have been sourced directly from Experian's 'Retail Area Planner' Reports for each study zone using LSH's (Experian-based) MMG3 Geographic Information System (GIS). The base year figures are based on ONS (mid-year) population figures. The projections for zones are derived from Experian's revised 'demographic component model'; these projections take into account mid-year age and gender estimates and project the population forward year-on-year based on Government population projections for local authority areas in England. The yearly components of population change that are taken into account are the birth rate (0-4 age band), ageing, net migration, death rates, etc.

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

	2020 (incl SFT)	2020	2025	2030	2035	2038
EXPERIAN - SPECIAL FORMS OF TRADING (%):		18.4%	22.0%	24.2%	25.4%	25.8%
REVISED SPECIAL FORMS OF TRADING (%):		23.9%	28.6%	31.5%	33.0%	33.6%
Zone 1	£4,301	£3,272	£3,594	£4,007	£4,539	£4,922
Zone 2	£4,605	£3,503	£3,848	£4,290	£4,860	£5,269
Zone 3	£4,250	£3,233	£3,551	£3,960	£4,486	£4,863
Zone 4	£4,557	£3,466	£3,807	£4,245	£4,809	£5,214
Zone 5	£5,433	£4,132	£4,539	£5,061	£5,733	£6,216
Zone 6	£5,147	£3,915	£4,301	£4,795	£5,432	£5,890
Zone 7	£5,214	£3,965	£4,356	£4,857	£5,502	£5,965
Zone 8	£5,452	£4,147	£4,555	£5,079	£5,754	£6,238
Zone 9	£6,331	£4,816	£5,290	£5,898	£6,682	£7,245
Zone 10	£5,518	£4,197	£4,611	£5,141	£5,824	£6,314
Zone 11	£5,448	£4,144	£4,552	£5,075	£5,749	£6,234
STUDY AREA AVERAGE:	£5,114	£3,890	£4,273	£4,764	£5,397	£5,852

Source: Average spend per capita estimates (2018 prices) are derived from Experian 'Retail Area Planner' Reports using the MMG3 GIS and the year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 17 published by Experian Business Strategies (February 2020).

Notes: An allowance has been made for the market share of retail expenditure per capita on non-store sales (SFT - including mail order and Internet shopping) at the base year informed by the household survey-derived market shares for SFT. Forecast growth in SFT is based on the year-on-year forecasts published by Experian Business Strategies in the most recent Retail Planner Briefing Note 17 (February 2020).

TABLE 3: TOTAL AVAILABLE COMPARISON GOODS EXPENDITURE, BASE YEAR (2020) TO 2038 (£m) **GROWTH 2020 to 2038 (%)**

	2020 (incl SFT)	2020	2025	2030	2035	2038	2020 - 2025	2020 - 2030	2030 - 2038	2020 - 2038
		EXCLUDING SPECIAL FORMS OF TRADING								
Zone 1	130.3	99.1	111.6	126.2	144.7	158.1	12.6%	27.3%	25.3%	59.6%
Zone 2	96.2	73.2	82.7	94.2	109.0	120.3	13.0%	28.6%	27.8%	64.4%
Zone 3	123.5	93.9	105.5	119.3	137.0	149.9	12.3%	27.1%	25.6%	59.6%
Zone 4	93.8	71.3	80.7	91.8	105.5	115.5	13.1%	28.6%	25.9%	62.0%
Zone 5	139.3	105.9	119.7	136.2	156.7	171.6	13.0%	28.6%	26.0%	62.0%
Zone 6	120.2	91.4	102.4	115.9	132.6	144.5	12.0%	26.8%	24.7%	58.1%
Zone 7	92.9	70.7	79.4	90.1	103.6	112.7	12.4%	27.5%	25.1%	59.4%
Zone 8	81.3	61.8	69.3	78.5	90.2	98.4	12.1%	27.0%	25.3%	59.2%
Zone 9	36.6	27.8	31.3	35.5	40.8	44.6	12.4%	27.7%	25.5%	60.2%
Zone 10	154.0	117.1	130.6	146.8	167.8	182.9	11.5%	25.4%	24.6%	56.2%
Zone 11	62.9	47.8	54.3	62.1	71.9	78.6	13.7%	29.9%	26.6%	64.5%
STUDY AREA:	1,130.9	860.1	967.4	1,096.6	1,259.9	1,377.3	12.5%	27.5%	25.6%	60.1%

**Appendix 16: Sensitivity Test: Comparison Goods
Market Shares (including SFT)**

TABLE 1: ALL COMPARISON GOODS - 2020 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area Zones 1-11	Core Zones 1,2,3,4,5,7,8
BASINGSTOKE TOWN CENTRE	48.6%	37.0%	39.9%	42.5%	29.5%	34.1%	33.3%	8.8%	18.7%	24.1%	8.8%	31.6%	35.3%
BRIGHTON HILL DISTRICT CENTRE	1.9%	7.4%	4.6%	1.9%	0.7%	0.2%	1.0%	0.1%	0.5%	0.0%	0.7%	1.8%	2.5%
CHINEHAM DISTRICT CENTRE	1.6%	0.8%	0.6%	5.7%	7.8%	0.4%	0.4%	0.0%	0.5%	2.2%	0.0%	2.1%	2.7%
OVERTON DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%
TADLEY DISTRICT CENTRE	0.0%	0.0%	0.1%	1.7%	0.8%	14.7%	0.4%	0.7%	0.2%	0.1%	0.0%	1.9%	0.5%
WHITCHURCH DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.1%	0.0%	0.0%	0.1%	0.2%	0.2%
KINGSCLERE LOCAL CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.2%	0.0%	0.1%	0.2%
OTHER LOCAL SHOPS / PARADES	0.8%	0.3%	1.9%	1.9%	0.2%	0.1%	2.4%	0.4%	0.7%	0.1%	0.0%	0.8%	1.1%
OUT-OF-CENTRE DESTINATIONS													
Sainsbury's / Argos, Wallop Drive	0.7%	4.0%	4.8%	1.3%	0.8%	0.0%	1.6%	0.0%	2.2%	0.2%	0.1%	1.4%	1.9%
Brighton Hill Retail Park (Bensons for Beds, Carpetright, Currys PC World, DFS, Harveys)	7.1%	10.3%	8.1%	9.8%	7.3%	6.1%	7.0%	1.1%	4.6%	1.4%	0.9%	6.0%	7.4%
Gastons Wood (Dunelm, The Range, Go Outdoors, Gastons Wood Industrial Estate)	0.8%	0.7%	0.0%	1.7%	1.5%	1.1%	0.1%	0.0%	1.4%	1.2%	0.0%	0.8%	0.7%
Hatch Warren Retail Park (Dreams, Pets at Home, Pound Stretcher)	1.7%	3.0%	1.4%	1.5%	1.3%	0.7%	0.4%	0.0%	1.5%	0.0%	0.0%	1.1%	1.4%
St Michael's Retail Park (Oak Furniture Land, Smyths Toys, Tasi Carpets)	1.7%	2.8%	1.4%	2.7%	0.9%	1.5%	0.0%	0.2%	1.7%	0.2%	0.0%	1.5%	1.9%
Thamescroft Industrial Estate (B&M, Screwfix)	0.3%	0.5%	0.3%	0.1%	0.0%	0.0%	0.2%	0.0%	0.7%	0.0%	0.0%	0.2%	0.2%
Winchester Road (Aldi, Halfords, Hobbycraft, Home Bargains, Homebase, Toolstation)	1.4%	3.1%	3.7%	2.4%	1.8%	1.5%	3.1%	0.4%	1.8%	1.0%	0.1%	1.9%	2.2%
All Other Out-of-Centre Locations	4.2%	4.2%	4.6%	3.3%	4.6%	3.6%	3.3%	1.3%	3.8%	3.0%	0.3%	3.5%	3.8%
Subtotal	18.0%	28.8%	24.3%	22.8%	18.0%	14.5%	17.2%	2.8%	16.2%	8.5%	1.7%	16.2%	19.2%
BOROUGH AREA SUB-TOTAL	70.9%	74.1%	74.3%	76.6%	57.2%	63.9%	58.3%	14.3%	36.8%	35.2%	11.3%	64.9%	61.9%
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH													
Aldershot	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%
Alresford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	1.0%	0.1%	0.0%
Alton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	18.6%	0.6%	0.0%	0.7%	0.0%
Andover	0.4%	0.0%	0.0%	0.2%	0.2%	0.0%	7.4%	1.5%	0.0%	0.0%	14.4%	1.6%	1.2%
Bordon	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cambley	0.5%	0.2%	0.0%	0.1%	0.1%	0.4%	0.1%	0.0%	1.2%	2.9%	0.0%	0.6%	0.2%
Eastleigh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.1%	0.0%
Farnborough	0.4%	0.0%	0.6%	0.3%	0.2%	0.2%	0.0%	0.7%	5.7%	0.2%	0.0%	1.0%	0.3%
Farnham	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	3.7%	2.4%	0.0%	0.5%	0.1%
Fleet	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	4.3%	0.0%	0.6%	0.0%
Hook	0.1%	0.2%	0.0%	0.0%	0.4%	0.3%	0.0%	0.0%	0.3%	5.6%	0.0%	0.9%	0.1%
Newbury	0.3%	0.5%	0.1%	0.6%	2.2%	2.5%	58.0%	0.0%	0.0%	0.4%	0.0%	5.1%	7.1%
Reading	1.2%	1.7%	1.1%	2.8%	7.9%	6.1%	1.3%	3.4%	2.0%	10.7%	0.2%	4.2%	2.9%
Southampton	0.4%	0.4%	0.6%	0.2%	0.0%	0.0%	1.9%	0.4%	1.8%	0.3%	14.9%	1.3%	0.5%
Thatcham	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Winchester	0.1%	0.0%	0.3%	0.1%	0.0%	0.2%	3.6%	0.5%	2.3%	0.0%	28.6%	2.1%	0.6%
Wokingham	0.0%	0.0%	0.0%	0.0%	0.3%	0.2%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%
All Other Centres/Stores Outside Borough	0.9%	0.8%	0.8%	1.5%	2.9%	1.6%	3.4%	2.5%	8.4%	6.8%	3.2%	2.8%	1.8%
OUTSIDE BOROUGH AREA SUB-TOTAL	4.3%	3.7%	3.8%	5.8%	14.7%	11.6%	20.7%	66.5%	40.9%	39.4%	64.2%	21.5%	14.9%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING:	24.8%	22.2%	24.9%	17.7%	28.1%	24.5%	21.1%	19.2%	22.3%	25.4%	24.4%	23.6%	23.2%
GRAND TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 2: CLOTHING & FOOTWEAR - 2019 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area Zones 1-11	Core Zones 1,2,3,4,5,7,8
BASINGSTOKE TOWN CENTRE	70.4%	64.3%	63.8%	78.5%	59.4%	62.8%	52.7%	15.5%	35.0%	45.6%	18.6%	55.8%	60.4%
BRIGHTON HILL DISTRICT CENTRE	1.9%	5.3%	6.5%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	2.0%	1.7%	2.3%
CHINEHAM DISTRICT CENTRE	0.0%	1.8%	0.8%	1.8%	0.8%	0.0%	0.9%	0.0%	0.0%	2.8%	0.0%	0.9%	0.8%
OVERTON DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
TADLEY DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	0.5%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.1%
WHITCHURCH DISTRICT CENTRE	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%
KINGSCLERE LOCAL CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.1%	0.0%
OTHER LOCAL SHOPS / PARADES	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OUT-OF-CENTRE DESTINATIONS													
Sainsbury's / Argos, Wallop Drive	0.0%	2.3%	2.1%	1.3%	0.0%	0.0%	2.4%	0.0%	0.7%	0.0%	0.0%	0.8%	1.1%
Brighton Hill Retail Park (Bensons for Beds, Carpetright, Currys PC World, DFS, Harveys)	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%
Gastons Wood (Dunelm, The Range, Go Outdoors, Gastons Wood Industrial Estate)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hatch Warren Retail Park (Dreams, Pets at Home, Pound Stretcher)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Michael's Retail Park (Oak Furniture Land, Smyths Toys, Tasi Carpets)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thamescroft Industrial Estate (B&M, Screwfix)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Winchester Road (Aldi, Halfords, Hobbycraft, Home Bargains, Homebase, Toolstation)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Out-of-Centre Locations	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
Subtotal	0.0%	4.0%	2.1%	1.3%	0.0%	2.3%	2.4%	0.0%	0.7%	0.0%	0.0%	1.2%	1.3%
BOROUGH AREA SUB-TOTAL	72.2%	75.4%	72.9%	81.5%	60.7%	67.9%	67.7%	15.5%	35.6%	49.4%	21.1%	60.1%	64.9%
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH													
Aldershot	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.1%	0.0%
Alresford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	1.2%	0.1%	0.0%
Alton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.7%	0.0%	0.0%	0.2%	0.0%
Andover	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	3.7%	0.4%	0.4%
Bordon	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
Cambley	0.8%	0.0%	0.0%	0.0%	0.5%	0.0%	0.6%	0.0%	2.9%	7.2%	0.0%	1.2%	0.3%
Eastleigh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Farnborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%
Farnham	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	10.2%	2.7%	0.0%	0.8%	0.2%
Fleet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.3%	0.0%
Hook	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newbury	0.5%	1.8%	0.5%	0.6%	2.7%	2.1%	3.9%	56.0%	0.0%	0.0%	0.6%	4.9%	6.7%
Reading	0.0%	3.8%	0.5%	1.9%	9.0%	5.8%	0.0%	2.1%	2.2%	6.8%	0.0%	3.4%	2.7%
Southampton	0.0%	1.1%	0.5%	0.0%	0.0%	0.0%	0.6%	0.0%	0.7%	0.0%	17.1%	1.1%	0.3%
Thatcham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Winchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	6.3%	1.3%	2.4%	0.0%	20.9%	1.9%	1.0%
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%
All Other Centres/Stores Outside Borough	0.5%	1.1%	0.5%	1.9%	5.4%	1.3%	2.7%	2.8%	14.5%	6.3%	2.9%	3.0%	2.1%
OUTSIDE BOROUGH AREA SUB-TOTAL	1.8%	7.7%	2.1%	4.9%	18.7%	9.2%	19.4%	62.2%	42.8%	26.2%	46.4%	17.4%	13.8%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING:	26.0%	16.9%	25.0%	13.6%	29.6%	22.9%	22.9%	22.3%	21.6%	24.7%	32.5%	22.5%	21.3%
GRAND TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 3: RECORDING MEDIA - 2020 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area Zones 1-11	Core Zones 1,2,3,4,5,7,8
BASINGSTOKE TOWN CENTRE	70.4%	64.3%	63.6%	78.5%	59.4%	62.8%	52.7%	15.5%	35.0%	45.6%	18.6%	54.8%	59.6%
BRIGHTON HILL DISTRICT CENTRE	1.9%	5.3%	6.5%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	2.0%	1.6%	2.2%
CHINEHAM DISTRICT CENTRE	0.0%	1.8%	0.6%	1.8%	0.8%	0.0%	0.9%	0.0%	0.0%	2.8%	0.0%	1.0%	0.8%
OVERTON DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
TADLEY DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	0.5%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.1%
WHITCHURCH DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%
KINGSLERE LOCAL CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.1%	0.0%
OTHER LOCAL SHOPS / PARADES	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OUT-OF-CENTRE DESTINATIONS													
Sainsbury's / Argos, Wallop Drive	0.0%	2.3%	2.1%	1.3%	0.0%	0.0%	2.4%	0.0%	0.7%	0.0%	0.0%	0.7%	1.1%
Brighton Hill Retail Park (Bensons for Beds, Carpetright, Currys PC World, DFS, Harveys)	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Gasons Wood (Dunelm, The Range, Go Outdoors, Gasons Wood Industrial Estate)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hatch Warren Retail Park (Dreams, Pets at Home, Pound Stretcher)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Michael's Retail Park (Oak Furniture Land, Smyths Toys, Tasi Carpets)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thornycroft Industrial Estate (B&M, Screwfix)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Winchester Road (Aldi, Halfords, Hobbycraft, Home Bargains, Homebase, Toolstation)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Out-of-Centre Locations	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
Subtotal	0.0%	4.0%	2.1%	1.3%	0.0%	2.3%	2.4%	0.0%	0.7%	0.0%	0.0%	1.1%	1.3%
BOROUGH AREA SUB-TOTAL	72.2%	75.4%	72.9%	81.5%	60.7%	67.9%	67.7%	15.5%	35.6%	49.1%	21.1%	59.0%	64.0%
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH													
Aldershot	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.1%	0.0%
Alresford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.1%	0.0%
Alton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.7%	0.0%	0.0%	0.2%	0.0%
Andover	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	3.7%	0.5%	0.4%
Bordon	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Camberley	0.8%	0.0%	0.0%	0.0%	0.5%	0.0%	0.6%	0.0%	2.9%	7.2%	0.0%	1.4%	0.3%
Eastleigh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Farnborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%
Farnham	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	10.2%	2.7%	0.0%	0.8%	0.2%
Fleet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.4%	0.0%
Hook	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newbury	0.5%	1.8%	0.5%	0.6%	2.7%	2.1%	3.9%	56.0%	0.0%	0.0%	0.6%	4.9%	7.0%
Reading	0.0%	3.8%	0.5%	1.9%	9.0%	5.6%	0.0%	2.1%	2.2%	6.8%	0.0%	3.5%	2.8%
Southampton	0.0%	1.1%	0.5%	0.0%	0.0%	0.6%	0.0%	0.7%	0.0%	17.1%	0.0%	1.2%	0.3%
Thatcham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Winchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.3%	1.3%	2.4%	0.0%	20.9%	2.0%	1.2%
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%
ALL OTHER CENTRES/STORES OUTSIDE BOROUGH	0.5%	1.1%	0.5%	1.9%	5.4%	1.3%	2.7%	2.8%	14.5%	6.3%	2.9%	3.1%	2.2%
OUTSIDE BOROUGH AREA SUB-TOTAL	1.8%	7.7%	2.1%	4.9%	18.7%	9.2%	19.4%	62.2%	42.8%	26.2%	46.4%	18.3%	14.6%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING:	26.0%	16.9%	25.0%	13.6%	20.6%	22.9%	22.9%	22.3%	21.0%	24.7%	32.5%	22.7%	21.4%
GRAND TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 4: AUDIO VISUAL, PHOTOGRAPHIC & COMPUTER ITEMS - 2020 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area Zones 1-11	Core Zones 1,2,3,4,5,7,8
BASINGSTOKE TOWN CENTRE	28.1%	13.7%	22.1%	13.0%	9.6%	12.3%	27.7%	3.5%	14.5%	9.2%	3.9%	14.6%	16.5%
BRIGHTON HILL DISTRICT CENTRE	3.4%	4.2%	0.0%	5.7%	2.3%	0.0%	0.6%	0.0%	0.7%	0.0%	0.0%	1.7%	2.4%
CHINEHAM DISTRICT CENTRE	0.6%	0.0%	0.0%	0.7%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%
OVERTON DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TADLEY DISTRICT CENTRE	0.0%	0.0%	0.6%	6.1%	0.5%	13.0%	0.6%	0.7%	0.0%	0.0%	0.0%	2.2%	1.2%
WHITCHURCH DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
KINGSLERE LOCAL CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OTHER LOCAL SHOPS / PARADES	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OUT-OF-CENTRE DESTINATIONS													
Sainsbury's / Argos, Wallop Drive	0.0%	1.7%	3.5%	1.1%	0.0%	0.0%	0.6%	0.0%	2.8%	0.0%	0.0%	0.7%	0.9%
Brighton Hill Retail Park (Bensons for Beds, Carpetright, Currys PC World, DFS, Harveys)	23.4%	37.8%	31.7%	43.2%	25.4%	21.8%	25.8%	5.5%	33.1%	8.8%	1.9%	23.6%	28.2%
Gasons Wood (Dunelm, The Range, Go Outdoors, Gasons Wood Industrial Estate)	1.3%	0.0%	0.0%	1.8%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.6%
Hatch Warren Retail Park (Dreams, Pets at Home, Pound Stretcher)	0.0%	1.8%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%
St Michael's Retail Park (Oak Furniture Land, Smyths Toys, Tasi Carpets)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thornycroft Industrial Estate (B&M, Screwfix)	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%
Winchester Road (Aldi, Halfords, Hobbycraft, Home Bargains, Homebase, Toolstation)	0.0%	1.1%	0.6%	0.0%	0.0%	1.2%	1.3%	0.0%	0.0%	0.0%	0.0%	0.4%	0.4%
All Other Out-of-Centre Locations	0.6%	3.0%	0.0%	0.7%	2.2%	0.9%	0.9%	0.0%	0.0%	0.0%	0.0%	0.9%	1.1%
Subtotal	26.0%	45.4%	35.8%	46.8%	28.2%	24.8%	30.0%	5.5%	35.9%	8.8%	1.9%	26.4%	31.7%
BOROUGH AREA SUB-TOTAL	56.1%	63.4%	58.5%	72.2%	41.5%	60.1%	69.0%	9.6%	51.1%	18.0%	5.8%	45.1%	52.6%
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH													
Aldershot	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Alton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.6%	0.0%	0.0%	0.2%	0.0%
Andover	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	11.4%	2.0%	0.0%	0.0%	13.5%	2.0%	2.0%
Bordon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Camberley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%
Eastleigh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Farnborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	13.0%	0.0%	1.8%	0.0%
Farnham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.2%	0.0%
Fleet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.6%	0.0%	0.0%	0.6%	0.0%
Hook	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newbury	0.0%	0.0%	0.0%	0.0%	3.7%	4.3%	2.8%	62.6%	0.0%	0.0%	0.0%	5.2%	7.0%
Reading	0.0%	0.0%	0.6%	4.0%	14.1%	6.4%	1.9%	3.0%	0.7%	19.5%	0.0%	6.1%	4.0%
Southampton	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	5.3%	0.0%	14.9%	0.0%	1.1%	0.2%
Thatcham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Winchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	1.0%	0.0%	24.4%	1.4%	0.1%
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%
ALL OTHER CENTRES/STORES OUTSIDE BOROUGH	0.6%	0.5%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.8%	1.5%	0.4%	0.4%	0.3%
OUTSIDE BOROUGH AREA SUB-TOTAL	2.8%	6.5%	1.8%	4.0%	17.8%	10.7%	18.3%	67.5%	15.6%	39.1%	54.3%	19.0%	13.6%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING:	41.1%	36.1%	39.7%	23.7%	40.7%	39.2%	22.6%	22.9%	33.4%	42.9%	39.9%	35.9%	33.8%
GRAND TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 5: BOOKS, STATIONERY & DRAWING MATERIALS - 2020 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area Zones 1-11	Core Zones 1,2,3,4,5,7,8
BASINGSTOKE TOWN CENTRE	56.7%	28.7%	48.8%	42.3%	36.8%	37.9%	40.5%	5.9%	18.7%	29.0%	2.9%	34.1%	38.4%
BRIGHTON HILL DISTRICT CENTRE	1.3%	12.2%	5.8%	4.0%	2.7%	0.0%	1.0%	0.0%	0.8%	0.6%	0.0%	2.6%	3.8%
CHINEHAM DISTRICT CENTRE	0.6%	0.0%	0.0%	7.2%	5.7%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	1.3%	2.0%
OVERTON DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
TADLEY DISTRICT CENTRE	0.0%	0.0%	0.0%	4.0%	0.0%	15.5%	2.9%	0.0%	0.0%	0.0%	0.0%	2.2%	0.8%
WHITCHURCH DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
KINGSCLEERE LOCAL CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.1%	0.1%
OTHER LOCAL SHOPS / PARADES	0.0%	0.0%	0.0%	1.5%	1.3%	0.0%	0.7%	0.0%	1.6%	0.0%	0.0%	0.4%	0.5%
OUT-OF-CENTRE DESTINATIONS													
Sainsbury's / Argos, Wallop Drive	0.9%	5.6%	0.9%	3.9%	0.0%	0.0%	1.6%	0.0%	2.0%	0.0%	0.0%	1.2%	1.7%
Brighton Hill Retail Park (Bensons for Beds, Carpetright, Currys PC World, DFS, Harveys)	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	1.0%	0.2%	0.2%
Gastons Wood (Dunelm, The Range, Go Outdoors, Gastons Wood Industrial Estate)	0.0%	0.0%	0.6%	0.0%	0.6%	0.7%	0.0%	0.0%	0.0%	2.6%	0.0%	0.5%	0.1%
Hatch Warren Retail Park (Dreams, Pets at Home, Pound Stretcher)	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%
St Michael's Retail Park (Oak Furniture Land, Smyths Toys, Tapu Carpets)	0.0%	0.9%	0.6%	0.8%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.7%	0.3%	0.4%
Thornycroft Industrial Estate (B&M, Screwfix)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Winchester Road (ASDA, Halfords, Hobbycraft, Home Bargains, Homebase, Toolstation)	0.9%	4.3%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.8%	1.1%
All Other Out-of-Centre Locations	0.6%	2.6%	0.6%	0.0%	0.0%	0.0%	1.0%	0.0%	0.8%	0.6%	0.0%	0.5%	0.7%
Subtotal	4.6%	14.3%	2.8%	8.0%	0.0%	0.7%	3.9%	0.0%	4.6%	3.2%	1.6%	3.7%	4.4%
BOROUGH AREA SUB-TOTAL	63.2%	55.2%	57.4%	67.0%	46.2%	54.1%	49.7%	6.7%	25.4%	32.8%	4.5%	44.4%	50.1%
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH													
Aldershot	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%
Alton	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	32.5%	0.0%	0.0%	1.2%	0.1%
Andover	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.2%	0.8%	0.0%	0.0%	14.7%	1.5%	0.9%
Bordon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cambley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	2.1%	0.0%	0.4%	0.0%
Eastleigh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Farnborough	0.0%	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	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	3.9%	0.0%	0.6%	0.0%
Fleet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.2%	0.0%	0.0%	1.0%	0.0%
Hook	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	3.2%	0.0%	0.6%	0.1%
Newbury	0.6%	0.0%	0.0%	0.0%	0.6%	2.6%	0.0%	41.6%	0.0%	0.0%	0.0%	3.6%	5.1%
Reading	0.0%	2.1%	1.0%	0.0%	3.3%	1.5%	0.0%	0.0%	0.8%	6.5%	0.0%	1.7%	0.9%
Southampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thatcham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Winchester	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	4.7%	0.0%	2.0%	0.0%	36.5%	2.9%	0.6%
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%
ALL OTHER CENTRES/STORES OUTSIDE BOROUGH	0.6%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	1.7%	0.9%	1.3%	0.4%	0.4%	0.2%
OUTSIDE BOROUGH AREA SUB-TOTAL	1.2%	2.7%	0.9%	0.0%	4.5%	5.7%	10.8%	42.4%	41.7%	23.6%	52.5%	13.9%	8.0%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING:	35.6%	42.0%	41.7%	33.0%	49.3%	40.2%	39.5%	50.9%	32.9%	43.6%	43.0%	41.7%	42.0%
GRAND TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 6: PET PRODUCTS, HOBBY ITEMS, SPORTSWEAR, CAMPING, CYCLING & MUSICAL INSTRUMENTS - 2020 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area Zones 1-11	Core Zones 1,2,3,4,5,7,8
BASINGSTOKE TOWN CENTRE	37.7%	29.1%	38.2%	21.9%	24.4%	25.2%	24.2%	8.0%	5.2%	15.9%	11.0%	24.0%	27.4%
BRIGHTON HILL DISTRICT CENTRE	2.3%	3.7%	1.7%	2.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	1.1%	1.6%
CHINEHAM DISTRICT CENTRE	1.8%	1.3%	0.0%	6.7%	2.5%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	1.3%	1.8%
OVERTON DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
TADLEY DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	19.5%	0.7%	0.9%	0.0%	0.0%	0.0%	2.2%	0.2%
WHITCHURCH DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
KINGSCLEERE LOCAL CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OTHER LOCAL SHOPS / PARADES	0.0%	0.0%	0.7%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%
OUT-OF-CENTRE DESTINATIONS													
Sainsbury's / Argos, Wallop Drive	0.0%	2.9%	4.0%	0.0%	4.8%	0.0%	0.0%	0.0%	3.5%	0.0%	0.0%	1.4%	1.8%
Brighton Hill Retail Park (Bensons for Beds, Carpetright, Currys PC World, DFS, Harveys)	4.0%	3.1%	1.7%	1.4%	1.7%	0.0%	5.1%	0.0%	0.0%	0.0%	0.0%	1.6%	2.4%
Gastons Wood (Dunelm, The Range, Go Outdoors, Gastons Wood Industrial Estate)	2.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	1.2%	0.0%	0.0%	0.5%	0.6%
Hatch Warren Retail Park (Dreams, Pets at Home, Pound Stretcher)	9.3%	15.7%	8.5%	8.7%	8.5%	2.0%	2.7%	0.0%	9.6%	0.0%	0.0%	5.9%	8.0%
St Michael's Retail Park (Oak Furniture Land, Smyths Toys, Tapu Carpets)	5.5%	8.9%	3.7%	15.0%	3.5%	5.6%	7.6%	0.0%	1.2%	9.2%	1.2%	6.1%	6.2%
Thornycroft Industrial Estate (B&M, Screwfix)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%
Winchester Road (ASDA, Halfords, Hobbycraft, Home Bargains, Homebase, Toolstation)	0.0%	4.8%	7.0%	5.1%	3.5%	2.0%	1.5%	0.9%	2.5%	1.6%	0.0%	2.8%	3.4%
All Other Out-of-Centre Locations	5.6%	0.6%	1.0%	1.4%	1.2%	0.0%	0.7%	0.0%	5.3%	0.0%	0.0%	1.3%	1.8%
Subtotal	26.9%	37.0%	25.9%	31.6%	23.0%	9.5%	18.6%	0.9%	24.4%	10.6%	1.2%	19.6%	24.1%
BOROUGH AREA SUB-TOTAL	68.8%	71.2%	66.5%	63.1%	49.9%	54.2%	46.1%	9.7%	29.6%	27.6%	12.2%	48.5%	55.4%
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH													
Aldershot	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Alresford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.1%	0.0%
Alton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.1%	2.0%	0.0%	1.0%	0.0%
Andover	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	5.3%	0.9%	0.0%	0.0%	16.4%	1.5%	0.9%
Bordon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cambley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.1%	0.0%
Eastleigh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.1%	0.0%
Farnborough	1.1%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	3.2%	0.9%	0.7%	0.4%
Farnham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	2.0%	0.0%	0.3%	0.0%
Fleet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.8%	0.0%	0.7%	0.0%
Hook	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	3.2%	0.0%	0.5%	0.1%
Newbury	0.0%	0.0%	0.0%	1.4%	0.8%	2.6%	0.0%	51.6%	0.0%	0.0%	0.0%	4.4%	6.1%
Reading	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.5%	0.0%	0.0%	1.2%	0.3%
Southampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	11.4%	0.8%	0.0%
Thatcham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.1%	0.1%
Winchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	0.0%	5.1%	0.0%	25.0%	1.9%	0.4%
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%
ALL OTHER CENTRES/STORES OUTSIDE BOROUGH	2.6%	0.0%	0.0%	0.0%	1.2%	0.7%	7.9%	0.9%	7.3%	7.4%	0.8%	2.4%	1.7%
OUTSIDE BOROUGH AREA SUB-TOTAL	6.8%	0.0%	0.0%	2.3%	3.1%	3.3%	16.8%	54.2%	33.9%	33.9%	57.9%	15.7%	9.9%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING:	25.3%	28.8%	33.5%	34.6%	47.0%	42.5%	37.1%	36.1%	36.5%	38.5%	29.9%	35.8%	34.6%
GRAND TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 7: FURNITURE, CARPETS, OTHER FLOOR COVERINGS AND HOUSEHOLD TEXTILES - 2020 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area Zones 1-11	Core Zones 1,2,3,4,5,7,8
BASINGSTOKE TOWN CENTRE	10.1%	13.5%	7.6%	9.4%	3.8%	14.9%	11.5%	6.5%	20.5%	8.3%	0.0%	9.1%	8.6%
BRIGHTON HILL DISTRICT CENTRE	1.7%	1.3%	5.8%	3.7%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	1.2%	1.8%
CHINEHAM DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.2%	0.2%
OVERTON DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
TADLEY DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	0.7%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.1%
WHITCHURCH DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%
KINGSLERE LOCAL CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OTHER LOCAL SHOPS / PARADES	0.0%	0.6%	3.5%	2.6%	0.7%	0.0%	7.1%	0.0%	1.0%	0.0%	0.0%	1.3%	2.0%
OUT-OF-CENTRE DESTINATIONS													
Sainsbury's / Argos, Wallop Drive	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Brighton Hill Retail Park (Bensons for Beds, Carpetright, Currys PC World, DFS, Harveys)	28.3%	32.3%	32.7%	29.6%	28.0%	22.9%	20.2%	3.0%	5.2%	2.1%	4.0%	19.4%	25.0%
Gaslons Wood (Dunelm, The Range, Go Outdoors, Gaslons Wood Industrial Estate)	0.8%	3.5%	0.0%	10.9%	8.7%	7.0%	0.0%	0.0%	7.0%	7.5%	0.0%	4.3%	3.3%
Hatch Warren Retail Park (Dreams, Pets at Home, Pound Stretcher)	2.0%	1.3%	0.0%	0.0%	0.7%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.6%
St Michael's Retail Park (Oak Furniture Land, Smyths Toys, Tapu Carpets)	7.0%	10.5%	3.7%	1.7%	1.1%	4.4%	2.0%	0.0%	0.0%	2.5%	0.0%	4.3%	3.7%
Thornycroft Industrial Estate (B&M, Screwfix)	0.0%	2.2%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.4%
Winchester Road (Aldi, Halfords, Hobbycraft, Home Bargains, Homebase, Toolstation)	1.6%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.4%
All Other Out-of-Centre Locations	0.0%	0.0%	6.2%	2.1%	3.9%	0.8%	6.3%	0.0%	2.4%	3.1%	0.0%	2.4%	2.8%
Subtotal	39.7%	51.1%	43.8%	45.4%	40.4%	37.5%	28.5%	3.0%	14.6%	15.2%	4.0%	30.7%	36.4%
BOROUGH AREA SUB-TOTAL	51.5%	66.6%	60.7%	61.1%	47.7%	54.3%	49.9%	9.6%	39.0%	23.5%	4.0%	43.2%	49.7%
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH													
Aldershot	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%
Alresford	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%
Alton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.3%	0.0%	0.0%	0.4%	0.0%
Andover	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	14.9%	1.3%	0.6%
Bordon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Camberley	0.0%	1.3%	0.0%	0.8%	0.0%	2.8%	0.0%	0.0%	0.0%	4.3%	0.0%	1.1%	0.2%
Eastleigh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.4%	0.5%	0.0%
Farnborough	1.2%	0.0%	4.7%	2.6%	0.0%	1.7%	0.0%	0.0%	11.3%	0.8%	0.0%	2.7%	1.5%
Farnham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.5%	0.0%
Fleet	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	0.0%	0.7%	0.1%
Hook	0.0%	1.3%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	9.1%	0.0%	0.0%	1.6%	0.4%
Newbury	0.8%	0.0%	0.0%	0.8%	1.5%	2.0%	4.9%	53.9%	0.0%	0.0%	0.8%	5.3%	7.8%
Reading	8.1%	5.0%	7.5%	14.1%	14.4%	17.1%	8.1%	16.0%	5.1%	18.8%	1.1%	11.6%	10.4%
Southampton	3.5%	1.3%	2.9%	1.8%	0.0%	0.0%	11.0%	1.0%	6.0%	0.0%	34.5%	4.3%	3.0%
Thatcham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Winchester	0.8%	0.0%	0.8%	0.8%	0.0%	0.0%	1.7%	1.0%	3.3%	0.0%	15.8%	1.5%	0.7%
Wokingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.1%	0.0%
ALL OTHER CENTRES/STORES OUTSIDE BOROUGH	0.8%	0.0%	5.0%	0.0%	2.6%	2.0%	3.6%	6.6%	11.8%	8.0%	3.1%	3.8%	2.7%
OUTSIDE BOROUGH AREA SUB-TOTAL	15.3%	9.0%	21.9%	21.0%	19.5%	23.9%	33.8%	80.1%	37.9%	59.6%	79.9%	36.4%	27.5%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING:	33.2%	24.5%	17.4%	17.9%	32.8%	21.8%	16.3%	10.4%	23.1%	16.8%	16.0%	21.5%	22.9%
GRAND TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 8: DIY GOODS, DECORATING SUPPLIES AND GARDEN PRODUCTS - 2020 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area Zones 1-11	Core Zones 1,2,3,4,5,7,8
BASINGSTOKE TOWN CENTRE	9.5%	2.0%	8.8%	0.7%	3.6%	9.0%	0.7%	0.0%	0.9%	1.2%	0.0%	3.7%	3.9%
BRIGHTON HILL DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
CHINEHAM DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OVERTON DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
TADLEY DISTRICT CENTRE	0.0%	0.0%	0.0%	0.7%	2.7%	20.7%	0.7%	4.4%	0.0%	0.0%	0.0%	3.3%	1.3%
WHITCHURCH DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%
KINGSLERE LOCAL CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OTHER LOCAL SHOPS / PARADES	0.0%	0.0%	0.0%	0.0%	0.6%	0.7%	2.3%	0.0%	0.0%	0.0%	0.0%	0.4%	0.5%
OUT-OF-CENTRE DESTINATIONS													
Sainsbury's / Argos, Wallop Drive	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Brighton Hill Retail Park (Bensons for Beds, Carpetright, Currys PC World, DFS, Harveys)	0.7%	0.0%	0.0%	3.1%	3.1%	1.4%	0.7%	0.0%	1.9%	0.0%	1.4%	1.0%	1.1%
Gaslons Wood (Dunelm, The Range, Go Outdoors, Gaslons Wood Industrial Estate)	0.7%	0.0%	0.0%	3.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.8%
Hatch Warren Retail Park (Dreams, Pets at Home, Pound Stretcher)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Michael's Retail Park (Oak Furniture Land, Smyths Toys, Tapu Carpets)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thornycroft Industrial Estate (B&M, Screwfix)	5.2%	5.3%	4.4%	0.0%	0.0%	0.7%	0.0%	6.6%	0.0%	0.0%	0.0%	1.6%	2.2%
Winchester Road (Aldi, Halfords, Hobbycraft, Home Bargains, Homebase, Toolstation)	21.3%	30.4%	32.4%	29.6%	14.3%	11.9%	37.9%	3.5%	16.5%	11.1%	1.4%	18.6%	23.7%
All Other Out-of-Centre Locations	53.2%	55.6%	44.4%	56.9%	62.9%	56.0%	23.9%	16.0%	29.1%	28.2%	4.5%	36.7%	42.9%
Subtotal	81.1%	92.3%	81.2%	93.0%	72.1%	49.3%	62.7%	19.5%	54.1%	39.4%	7.3%	59.4%	70.7%
BOROUGH AREA SUB-TOTAL	90.6%	94.3%	90.0%	94.3%	79.1%	80.7%	69.3%	23.9%	54.9%	40.7%	7.3%	66.2%	76.8%
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH													
Aldershot	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Alton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	36.5%	0.0%	0.0%	1.5%	0.0%
Andover	3.0%	0.0%	0.0%	0.0%	2.7%	0.0%	24.8%	5.9%	0.0%	0.0%	26.0%	5.1%	5.4%
Bordon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Camberley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Eastleigh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.1%	0.0%
Farnborough	1.0%	0.0%	0.9%	0.0%	0.9%	2.3%	0.0%	0.0%	1.9%	26.8%	0.0%	4.7%	0.5%
Farnham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	1.2%	0.0%	0.2%	0.0%
Fleet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.8%	0.0%	0.0%	1.0%	0.0%
Hook	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	0.5%	0.0%
Newbury	0.0%	0.0%	0.0%	0.0%	4.0%	2.3%	0.0%	65.3%	0.0%	0.0%	0.0%	6.3%	9.3%
Reading	0.0%	0.0%	0.0%	0.0%	8.6%	10.0%	0.0%	1.0%	0.0%	15.3%	0.0%	4.6%	1.8%
Southampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.4%	0.3%	0.0%
Thatcham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Winchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	56.6%	3.9%	0.0%
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%
ALL OTHER CENTRES/STORES OUTSIDE BOROUGH	0.0%	2.5%	0.0%	0.0%	1.9%	1.4%	1.0%	2.7%	0.6%	1.4%	0.0%	0.9%	0.6%
OUTSIDE BOROUGH AREA SUB-TOTAL	4.0%	2.5%	0.9%	0.0%	16.2%	16.4%	26.2%	73.2%	43.3%	53.9%	69.7%	29.1%	18.1%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING:	5.4%	3.1%	9.0%	5.7%	4.7%	2.9%	4.5%	2.9%	1.8%	5.4%	3.0%	4.6%	5.2%
GRAND TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 9: PERSONAL CARE, NON-ELECTRIC APPLIANCES, COSMETICS - 2020 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area Zones 4-11	Core Zones 1,2,3,4,5,7,8
BASINGSTOKE TOWN CENTRE	69.0%	33.2%	31.7%	46.9%	15.9%	28.4%	30.7%	6.3%	9.6%	17.2%	2.1%	29.1%	34.7%
BRIGHTON HILL DISTRICT CENTRE	0.0%	31.1%	11.1%	2.1%	2.2%	0.8%	1.8%	0.7%	2.1%	0.0%	2.0%	4.8%	6.7%
CHINEHAM DISTRICT CENTRE	8.8%	0.5%	2.6%	27.1%	48.0%	2.9%	1.4%	0.0%	1.0%	10.3%	0.0%	11.2%	14.0%
OVERTON DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.8%	1.2%
TADLEY DISTRICT CENTRE	0.0%	0.0%	0.0%	4.8%	2.4%	48.3%	0.0%	1.4%	1.5%	1.1%	0.0%	6.1%	1.1%
WHITCHURCH DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.9%	1.3%
KINGSLERE LOCAL CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.6%	0.0%	0.0%	0.0%	0.9%	1.3%
OTHER LOCAL SHOPS / PARADES	5.6%	0.5%	9.4%	11.5%	0.5%	0.5%	9.4%	2.9%	3.8%	0.5%	0.0%	4.0%	5.6%
OUT-OF-CENTRE DESTINATIONS													
Sainsbury's / Argos, Wallop Drive	4.8%	13.3%	18.9%	3.4%	0.8%	0.0%	5.4%	0.0%	5.5%	0.8%	0.8%	5.0%	7.0%
Brighton Hill Retail Park (Benson's for Beds, Carpetright, Currys PC World, DFS, Harveys)	0.0%	3.8%	0.8%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.6%
Gastons Wood (Dunelm, The Range, Go Outdoors, Gastons Wood Industrial Estate)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hatch Warren Retail Park (Dreams, Pets at Home, Pound Stretcher)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Michael's Retail Park (Oak Furniture Land, Smyths Toys, Tapu Carpets)	0.0%	0.0%	2.3%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.8%
Thornycroft Industrial Estate (B&M, Screwfix)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Winchester Road (Aldi, Halfords, Hobbycraft, Home Bargains, Homebase, Toolstation)	1.2%	2.3%	4.2%	0.0%	1.6%	0.8%	0.6%	0.0%	0.0%	0.0%	0.0%	1.1%	1.6%
All Other Out-of-Centre Locations	3.2%	1.8%	6.9%	0.0%	3.6%	1.8%	3.8%	1.0%	2.2%	4.6%	0.0%	3.0%	3.2%
Subtotal	9.2%	21.0%	33.1%	3.4%	6.2%	4.4%	9.8%	1.0%	7.7%	5.4%	0.8%	19.3%	13.1%
BOROUGH AREA SUB-TOTAL	92.7%	86.3%	87.9%	95.9%	77.3%	85.3%	73.2%	25.4%	25.6%	34.6%	4.8%	68.0%	79.2%
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH													
Aldershot	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.1%	0.0%
Aldersford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.1%	0.0%
Alton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	41.5%	1.6%	0.0%	1.5%	0.0%
Andover	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.7%	3.4%	0.0%	0.0%	25.8%	2.7%	1.9%
Bordon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Camberley	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.8%	0.0%	0.3%	0.3%
Eastleigh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Farnborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.2%	0.0%
Farnham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.9%	3.4%	0.0%	0.6%	0.0%
Fleet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.3%	0.0%	0.7%	0.0%
Hook	0.0%	0.0%	0.0%	0.0%	2.2%	2.3%	0.0%	0.0%	0.7%	24.3%	0.0%	3.8%	0.4%
Newbury	0.0%	0.0%	0.0%	0.9%	2.7%	1.6%	1.4%	66.3%	0.0%	0.0%	0.0%	5.6%	7.9%
Reading	0.0%	0.0%	0.0%	0.6%	5.0%	2.9%	0.0%	0.0%	0.7%	2.9%	0.0%	1.4%	1.0%
Southampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	4.6%	0.3%	0.1%
Thatcham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Winchester	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	2.1%	0.0%	0.7%	0.0%	48.4%	2.9%	0.3%
Wokingham	0.0%	0.0%	0.0%	0.0%	2.2%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.4%
All Other Centres/Stores Outside Borough	0.0%	0.0%	0.0%	1.3%	0.0%	0.8%	0.0%	0.7%	11.7%	12.6%	7.1%	2.7%	0.2%
OUTSIDE BOROUGH AREA SUB-TOTAL	1.4%	0.0%	0.5%	2.8%	12.3%	9.3%	16.3%	72.0%	65.4%	52.6%	88.8%	23.3%	12.5%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING:	5.9%	13.7%	11.5%	1.2%	10.5%	5.4%	10.6%	2.6%	9.0%	12.0%	8.8%	8.7%	8.3%
GRAND TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 10: ALL OTHER GOODS (JEWELLERY, GLASSWARE, TABLEWARE, HOUSEHOLD UTENSILS) - 2020 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area Zones 4-11	Core Zones 1,2,3,4,5,7,8
BASINGSTOKE TOWN CENTRE	69.1%	58.2%	68.1%	69.5%	51.1%	54.6%	63.9%	13.0%	30.9%	47.5%	18.6%	52.6%	57.6%
BRIGHTON HILL DISTRICT CENTRE	3.9%	1.2%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	1.0%
CHINEHAM DISTRICT CENTRE	0.0%	0.0%	0.0%	2.9%	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	1.3%
OVERTON DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TADLEY DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
WHITCHURCH DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
KINGSLERE LOCAL CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OTHER LOCAL SHOPS / PARADES	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%
OUT-OF-CENTRE DESTINATIONS													
Sainsbury's / Argos, Wallop Drive	0.0%	7.8%	3.2%	2.0%	0.0%	0.0%	1.3%	0.0%	3.8%	1.2%	0.0%	1.6%	1.9%
Brighton Hill Retail Park (Benson's for Beds, Carpetright, Currys PC World, DFS, Harveys)	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%
Gastons Wood (Dunelm, The Range, Go Outdoors, Gastons Wood Industrial Estate)	0.9%	1.2%	0.0%	2.0%	1.9%	2.1%	0.0%	0.0%	2.6%	0.0%	0.0%	0.9%	0.9%
Hatch Warren Retail Park (Dreams, Pets at Home, Pound Stretcher)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Michael's Retail Park (Oak Furniture Land, Smyths Toys, Tapu Carpets)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thornycroft Industrial Estate (B&M, Screwfix)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Winchester Road (Aldi, Halfords, Hobbycraft, Home Bargains, Homebase, Toolstation)	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%
All Other Out-of-Centre Locations	2.2%	5.1%	1.2%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	1.4%
Subtotal	3.1%	16.9%	4.4%	4.9%	1.9%	3.1%	1.3%	0.0%	6.3%	1.2%	0.0%	3.8%	4.5%
BOROUGH AREA SUB-TOTAL	76.1%	78.2%	73.7%	77.4%	57.8%	62.0%	65.2%	13.0%	37.2%	48.7%	18.6%	58.7%	64.7%
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH													
Aldershot	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aldersford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	1.8%	0.1%	0.0%
Alton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.5%	0.0%	0.0%	0.7%	0.0%
Andover	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	12.7%	1.0%	0.4%
Bordon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Camberley	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	2.1%	0.0%	0.5%	0.2%
Eastleigh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Farnborough	0.0%	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	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.8%	0.0%	0.2%	0.0%
Fleet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	2.1%	0.0%	0.3%	0.0%
Hook	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.4%	0.0%
Newbury	0.0%	0.0%	0.0%	0.0%	0.9%	3.9%	3.8%	63.4%	0.0%	0.0%	0.0%	5.4%	7.4%
Reading	0.0%	0.0%	0.0%	0.9%	4.4%	5.6%	0.0%	2.3%	5.3%	11.3%	0.0%	3.1%	1.2%
Southampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	1.6%	2.6%	1.8%	15.7%	1.6%	0.5%
Thatcham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Winchester	0.0%	0.0%	0.8%	0.0%	0.0%	1.5%	2.6%	0.0%	0.0%	0.0%	24.8%	1.8%	0.4%
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%
All Other Centres/Stores Outside Borough	1.3%	2.7%	0.8%	0.8%	10.1%	7.7%	8.4%	6.5%	12.9%	10.5%	7.2%	6.6%	5.4%
OUTSIDE BOROUGH AREA SUB-TOTAL	2.6%	2.7%	1.6%	9.4%	16.3%	18.6%	21.0%	73.7%	46.3%	31.4%	62.1%	21.7%	15.7%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING:	21.3%	19.1%	24.6%	13.2%	25.9%	19.3%	13.8%	13.4%	16.6%	20.2%	19.3%	19.5%	19.6%
GRAND TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Appendix 17: Sensitivity Test: Comparison Goods
Turnover (excluding SFT)**

TABLE 1: ALL COMPARISON GOODS - 2020 MARKET SHARE ANALYSIS (%)
Excluding Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area Zones 1-11	Core Zones 1,2,3,4,5,7,8
BASINGSTOKE TOWN CENTRE	64.6%	47.5%	53.2%	51.6%	41.1%	45.1%	42.2%	10.6%	24.1%	32.3%	11.6%	41.4%	45.9%
BRIGHTON HILL DISTRICT CENTRE	2.6%	9.5%	6.2%	2.4%	1.0%	0.2%	1.2%	0.1%	0.7%	0.0%	1.0%	2.3%	3.3%
CHINEHAM DISTRICT CENTRE	2.1%	1.0%	0.8%	6.9%	10.8%	0.5%	0.5%	0.0%	0.6%	3.0%	0.0%	2.8%	3.5%
OVERTON DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%
TADLEY DISTRICT CENTRE	0.0%	0.0%	0.1%	2.0%	1.1%	19.4%	0.5%	0.9%	0.2%	0.2%	0.0%	2.5%	0.6%
WHITCHURCH DISTRICT CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.1%	0.0%	0.0%	0.2%	0.2%	0.3%
KINGSCLERE LOCAL CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.3%	0.0%	0.2%	0.2%
OTHER LOCAL SHOPS / PARADES	1.0%	0.4%	2.5%	2.4%	0.3%	0.2%	3.1%	0.5%	0.9%	0.1%	0.0%	1.0%	1.4%
OUT-OF-CENTRE DESTINATIONS													
Sainsbury's / Argos, Wallop Drive	0.9%	5.2%	6.3%	1.6%	1.1%	0.0%	2.0%	0.0%	2.9%	0.3%	0.1%	1.8%	2.5%
Brighton Hill Retail Park (Bensons for Beds, Carpetright, Currys PC World, DFS, Harveys)	9.5%	13.2%	10.7%	11.9%	10.2%	8.0%	8.8%	1.3%	5.9%	1.9%	1.2%	7.8%	9.6%
Gastons Wood (Dunelm, The Range, Go Outdoors, Gasons Wood Industrial Estate)	1.0%	0.9%	0.0%	2.1%	2.1%	1.5%	0.1%	0.0%	1.8%	1.5%	0.0%	1.1%	0.9%
Hatch Warren Retail Park (Dreams, Pets at Home, Pound Stretcher)	2.3%	3.9%	1.9%	1.8%	1.8%	1.0%	0.5%	0.0%	2.0%	0.0%	0.0%	1.4%	1.8%
St Michael's Retail Park (Oak Furniture Land, Smyths Toys, Tapi Carpets)	2.3%	3.5%	1.9%	3.3%	1.3%	1.9%	1.9%	0.0%	0.2%	2.3%	0.3%	1.9%	2.0%
Thornycroft Industrial Estate (B&M, Screwfix)	0.4%	0.7%	0.3%	0.2%	0.0%	0.0%	0.3%	0.0%	0.9%	0.0%	0.0%	0.2%	0.3%
Winchester Road (Aldi, Halfords, Hobbycraft, Home Bargains, Homebase, Toolstation)	1.9%	4.0%	5.0%	2.9%	2.2%	2.0%	3.9%	0.5%	2.3%	1.3%	0.1%	2.4%	2.9%
All Other Out-of-Centre Locations	5.5%	5.4%	6.1%	4.0%	6.4%	4.7%	4.2%	1.6%	4.9%	4.0%	0.5%	4.5%	4.9%
Subtotal	23.9%	36.8%	32.3%	27.7%	25.0%	19.2%	21.8%	3.4%	20.8%	11.4%	2.2%	21.2%	25.0%
BOROUGH AREA SUB-TOTAL	94.2%	95.2%	95.0%	92.9%	79.6%	64.6%	73.8%	17.8%	47.4%	47.2%	15.0%	71.9%	80.6%
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH													
Aldershot	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.3%	0.0%	0.0%	0.0%
Alresford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	1.3%	0.1%	0.0%
Alton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	23.9%	0.8%	0.0%	0.9%	0.0%
Andover	0.6%	0.0%	0.0%	0.2%	0.2%	0.0%	9.4%	1.9%	0.0%	0.0%	19.0%	2.1%	1.6%
Bordon	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Camberley	0.7%	0.2%	0.0%	0.1%	0.2%	0.5%	0.2%	0.0%	1.6%	3.8%	0.0%	0.8%	0.2%
Eastleigh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.1%	0.0%
Farnborough	0.5%	0.0%	0.8%	0.3%	0.3%	0.2%	0.3%	0.0%	0.8%	7.6%	0.3%	1.3%	0.3%
Farnham	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	4.8%	3.2%	0.0%	0.6%	0.1%
Fleet	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	5.8%	0.0%	0.8%	0.0%
Hook	0.2%	0.2%	0.0%	0.0%	0.6%	0.4%	0.0%	0.0%	0.4%	7.5%	0.0%	1.2%	0.2%
Newbury	0.4%	0.6%	0.2%	0.7%	3.1%	3.4%	3.2%	71.8%	0.0%	0.0%	0.5%	6.6%	9.3%
Reading	1.7%	2.2%	1.5%	3.3%	11.0%	8.1%	1.7%	4.2%	2.5%	14.4%	0.2%	5.4%	3.8%
Southampton	0.6%	0.6%	0.9%	0.2%	0.0%	0.0%	2.5%	0.5%	2.4%	0.4%	19.8%	1.7%	0.7%
Thatcham	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Winchester	0.1%	0.0%	0.3%	0.1%	0.0%	0.3%	4.6%	0.6%	2.9%	0.0%	37.8%	2.7%	0.7%
Wokingham	0.0%	0.0%	0.0%	0.0%	0.4%	0.3%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%
ALL OTHER CENTRES/STORES OUTSIDE BOROUGH	1.1%	1.0%	1.1%	1.8%	4.1%	2.2%	4.3%	3.1%	12.0%	8.9%	4.3%	3.6%	2.3%
OUTSIDE BOROUGH AREA SUB-TOTAL	5.8%	4.8%	5.0%	7.1%	20.4%	15.4%	26.2%	82.2%	52.6%	52.8%	85.0%	28.1%	19.4%
GRAND TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 2: 2020 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL COMPARISON GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area Zones 1-11	Core Zones 1,2,3,4,5,7,8
BASINGSTOKE TOWN CENTRE	64.0	34.8	49.9	36.8	43.5	41.2	29.8	6.6	6.7	37.8	5.6	356.7	265.5
BRIGHTON HILL DISTRICT CENTRE	2.6	7.0	5.8	1.7	1.1	0.2	0.9	0.1	0.2	0.0	0.5	19.9	19.0
CHINEHAM DISTRICT CENTRE	2.1	0.7	0.7	4.9	11.5	0.5	0.4	0.0	0.2	3.5	0.0	24.4	20.3
OVERTON DISTRICT CENTRE	0.0	0.0	0.0	0.0	0.2	0.0	1.5	0.0	0.0	0.0	0.0	1.7	1.7
TADLEY DISTRICT CENTRE	0.0	0.0	0.1	1.4	1.1	17.8	0.3	0.6	0.1	0.2	0.0	21.6	3.6
WHITCHURCH DISTRICT CENTRE	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.1	0.0	0.0	0.1	1.9	1.8
KINGSCLERE LOCAL CENTRE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.3	0.0	1.6	1.3
OTHER LOCAL SHOPS / PARADES	1.0	0.3	2.3	1.7	0.4	0.1	2.2	0.3	0.2	0.1	0.0	8.7	8.2
OUT-OF-CENTRE DESTINATIONS													
Sainsbury's / Argos, Wallop Drive	0.9	3.8	6.0	1.1	1.1	0.0	1.4	0.0	0.8	0.3	0.0	15.5	14.4
Brighton Hill Retail Park (Bensons for Beds, Carpetright, Currys PC World, DFS, Harveys)	9.4	9.7	10.1	8.5	10.8	7.3	6.3	0.8	1.6	2.2	0.6	67.3	55.5
Gastons Wood (Dunelm, The Range, Go Outdoors, Gasons Wood Industrial Estate)	1.0	0.6	0.0	1.5	2.2	1.4	0.1	0.0	0.5	1.8	0.0	9.2	5.5
Hatch Warren Retail Park (Dreams, Pets at Home, Pound Stretcher)	2.3	2.8	1.8	1.3	1.9	0.9	0.4	0.0	0.6	0.0	0.0	11.9	10.5
St Michael's Retail Park (Oak Furniture Land, Smyths Toys, Tapi Carpets)	2.2	2.6	1.8	2.3	1.4	1.8	1.4	0.0	0.1	2.7	0.1	16.3	11.7
Thornycroft Industrial Estate (B&M, Screwfix)	0.4	0.5	0.3	0.1	0.0	0.0	0.2	0.0	0.3	0.0	0.0	1.8	1.6
Winchester Road (Aldi, Halfords, Hobbycraft, Home Bargains, Homebase, Toolstation)	1.9	2.9	4.7	2.0	2.3	1.8	2.8	0.3	0.6	1.6	0.1	21.0	16.9
All Other Out-of-Centre Locations	5.5	3.9	5.8	2.9	6.8	4.3	2.9	1.0	1.4	4.7	0.2	39.4	28.8
Subtotal	23.7	26.9	30.3	19.7	26.5	17.5	15.4	2.1	5.8	13.3	1.1	182.4	144.7
BOROUGH AREA SUB-TOTAL	93.4	69.7	89.2	66.3	84.3	77.3	52.2	11.0	13.2	55.2	7.2	618.9	466.0
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH													
Aldershot	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.3	0.0	0.4	0.0
Alresford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.6	0.9	0.0
Alton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.6	1.0	0.0	7.8	0.0
Andover	0.5	0.0	0.0	0.1	0.2	0.0	6.7	1.1	0.0	0.0	9.1	17.8	8.7
Bordon	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Camberley	0.7	0.1	0.0	0.1	0.2	0.4	0.1	0.0	0.4	4.5	0.0	6.6	1.3
Eastleigh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.9	0.0
Farnborough	0.5	0.0	0.8	0.2	0.3	0.2	0.2	0.0	0.2	8.9	0.1	11.5	2.0
Farnham	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	1.3	3.7	0.0	5.5	0.4
Fleet	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	6.8	0.0	6.9	0.1
Hook	0.1	0.1	0.0	0.0	0.6	0.4	0.0	0.0	0.1	8.8	0.0	10.2	1.0
Newbury	0.3	0.4	0.2	0.5	3.3	3.1	2.2	44.4	0.0	0.0	0.2	54.7	51.4
Reading	1.6	1.6	1.4	2.4	11.7	7.4	1.2	2.6	0.7	16.9	0.1	47.6	22.5
Southampton	0.6	0.4	0.8	0.2	0.0	0.0	1.7	0.3	0.7	0.5	9.4	14.6	4.0
Thatcham	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.2	0.2
Winchester	0.1	0.0	0.3	0.1	0.0	0.2	3.3	0.4	0.8	0.0	18.1	23.3	4.1
Wokingham	0.0	0.0	0.0	0.0	0.4	0.3	0.0	0.0	0.0	0.2	0.0	0.9	0.4
ALL OTHER CENTRES/STORES OUTSIDE BOROUGH	1.1	0.7	1.0	1.3	4.3	2.0	3.1	1.9	3.4	10.4	2.0	31.3	13.5
OUTSIDE BOROUGH AREA SUB-TOTAL	5.7	3.5	4.7	5.0	21.6	14.1	18.5	50.9	14.7	61.9	40.6	241.2	110.0
GRAND TOTAL	99.1	73.2	93.9	71.3	105.9	91.4	70.7	61.8	27.8	117.1	47.8	860.1	576.0

TABLE 3: 2025 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL COMPARISON GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area Zones 1-11	Core Zones 1,2,3,4,5,7,8
BASINGSTOKE TOWN CENTRE	72.1	39.3	56.1	41.6	49.2	46.2	33.5	7.4	7.5	42.1	6.3	400.5	297.8
BRIGHTON HILL DISTRICT CENTRE	2.9	7.9	6.5	1.9	1.2	0.2	1.0	0.1	0.2	0.0	0.5	22.5	21.4
CHINEHAM DISTRICT CENTRE	2.4	0.8	0.8	5.6	12.9	0.5	0.4	0.0	0.2	3.9	0.0	27.0	22.4
OVERTON DISTRICT CENTRE	0.0	0.0	0.0	0.0	0.2	0.0	1.7	0.0	0.0	0.0	0.0	2.0	2.0
TADLEY DISTRICT CENTRE	0.0	0.0	0.1	1.6	1.3	19.9	0.4	0.6	0.1	0.3	0.0	24.2	4.1
WHITCHURCH DISTRICT CENTRE	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.1	0.0	0.0	0.1	2.2	2.1
KINGSCLERE LOCAL CENTRE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.3	0.0	1.9	1.5
OTHER LOCAL SHOPS / PARADES	1.2	0.4	2.6	1.9	0.4	0.2	2.5	0.3	0.3	0.1	0.0	10.0	9.4
OUT-OF-CENTRE DESTINATIONS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's / Argos, Wallop Drive	1.0	4.3	6.7	1.3	1.3	0.0	1.6	0.0	0.9	0.4	0.1	17.5	16.1
Brighton Hill Retail Park (Bensons for Beds, Carpetright, Currys PC World, DFS, Harveys)	10.6	10.9	11.3	9.6	12.2	8.2	7.0	0.9	1.8	2.5	0.7	75.8	62.3
Gastons Wood (Dunelm, The Range, Go Outdoors, Gastons Wood Industrial Estate)	1.2	0.7	0.0	1.7	2.5	1.5	0.1	0.0	0.6	2.0	0.0	10.3	6.1
Hatch Warren Retail Park (Dreams, Pets at Home, Pound Stretcher)	2.6	3.2	2.0	1.4	2.2	1.0	0.4	0.0	0.6	0.0	0.0	13.4	11.7
St Michael's Retail Park (Oak Furniture Land, Smyths Toys, Tapi Carpets)	2.5	2.9	2.0	2.7	1.5	2.0	1.5	0.0	0.1	3.0	0.2	18.4	13.2
Thornycroft Industrial Estate (B&M, Screwfix)	0.5	0.6	0.4	0.1	0.0	0.0	0.2	0.0	0.3	0.0	0.0	2.1	1.8
Winchester Road (Aldi, Halfords, Hobbycraft, Home Bargains, Homebase, Toolstation)	2.1	3.3	5.2	2.3	2.6	2.0	3.1	0.3	0.7	1.7	0.1	23.6	19.0
All Other Out-of-Centre Locations	6.2	4.4	6.5	3.2	7.7	4.8	3.3	1.1	1.5	5.3	0.2	44.0	32.1
Subtotal	26.6	30.4	34.1	22.3	30.0	19.6	17.3	2.4	6.5	14.8	1.2	205.0	162.3
BOROUGH AREA SUB-TOTAL	105.1	78.7	100.2	75.0	95.2	86.6	58.6	12.3	14.8	61.6	8.2	695.1	522.8
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH													
Aldershot	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.4	0.0	0.4	0.0
Alresford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.7	1.0	0.0
Alton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.5	1.1	0.0	8.7	0.0
Andover	0.6	0.0	0.0	0.2	0.3	0.0	7.5	1.3	0.0	0.0	10.3	20.2	10.1
Bordon	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Camberley	0.8	0.2	0.0	0.1	0.2	0.5	0.1	0.0	0.5	5.0	0.0	7.3	1.4
Eastleigh	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
Farnborough	0.5	0.0	0.9	0.3	0.4	0.2	0.2	0.0	0.3	9.9	0.2	12.7	2.3
Farnham	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	1.5	4.1	0.0	6.1	0.4
Fleet	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	7.5	0.0	0.0	7.6	0.1
Hook	0.2	0.2	0.0	0.0	0.7	0.4	0.0	0.0	0.1	9.8	0.0	11.2	1.0
Newbury	0.4	0.5	0.2	0.6	3.7	3.5	2.5	49.7	0.0	0.0	0.3	64.3	60.3
Reading	1.8	1.8	1.6	2.7	13.2	8.3	1.4	2.9	0.8	18.8	0.1	52.7	24.9
Southampton	0.6	0.5	0.9	0.2	0.0	0.0	2.0	0.4	0.7	0.5	10.7	16.4	4.6
Thatcham	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.3	0.3
Winchester	0.1	0.0	0.4	0.1	0.0	0.3	3.7	0.4	0.9	0.0	20.6	26.1	4.8
Wokingham	0.0	0.0	0.0	0.0	0.5	0.3	0.0	0.0	0.0	0.2	0.0	1.0	0.5
ALL OTHER CENTRES/STORES OUTSIDE BOROUGH	1.3	0.8	1.2	1.5	4.9	2.2	3.5	2.2	3.8	11.6	2.3	35.0	15.2
OUTSIDE BOROUGH AREA SUB-TOTAL	6.4	4.0	5.3	5.7	24.5	15.8	20.8	57.0	16.5	69.0	46.2	272.3	126.0
GRAND TOTAL	111.6	82.7	105.5	80.7	119.7	102.4	79.4	69.3	31.3	130.6	54.3	967.4	648.8

TABLE 4: 2030 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL COMPARISON GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area Zones 1-11	Core Zones 1,2,3,4,5,7,8
BASINGSTOKE TOWN CENTRE	81.5	44.7	63.5	47.4	56.0	52.3	38.0	8.4	8.6	47.4	7.2	454.0	337.9
BRIGHTON HILL DISTRICT CENTRE	3.3	9.0	7.4	2.2	1.4	0.3	1.1	0.1	0.2	0.0	0.6	25.5	24.3
CHINEHAM DISTRICT CENTRE	2.7	0.9	0.9	6.3	14.7	0.6	0.5	0.0	0.2	4.4	0.0	30.6	25.4
OVERTON DISTRICT CENTRE	0.0	0.0	0.0	0.0	0.3	0.0	1.9	0.0	0.0	0.0	0.0	2.2	2.2
TADLEY DISTRICT CENTRE	0.0	0.0	0.1	1.9	1.5	22.5	0.4	0.7	0.1	0.3	0.0	27.4	4.6
WHITCHURCH DISTRICT CENTRE	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.1	0.0	0.0	0.1	2.4	2.3
KINGSCLERE LOCAL CENTRE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.4	0.0	2.1	1.7
OTHER LOCAL SHOPS / PARADES	1.3	0.4	3.0	2.2	0.5	0.2	2.8	0.4	0.3	0.1	0.0	11.3	10.6
OUT-OF-CENTRE DESTINATIONS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's / Argos, Wallop Drive	1.2	4.9	7.6	1.5	1.4	0.0	1.8	0.0	1.0	0.4	0.1	19.9	18.3
Brighton Hill Retail Park (Bensons for Beds, Carpetright, Currys PC World, DFS, Harveys)	12.0	12.5	12.8	10.9	13.9	9.3	8.0	1.0	2.1	2.8	0.8	85.9	70.7
Gastons Wood (Dunelm, The Range, Go Outdoors, Gastons Wood Industrial Estate)	1.3	0.8	0.0	1.9	2.8	1.8	0.1	0.0	0.7	2.3	0.0	11.6	7.0
Hatch Warren Retail Park (Dreams, Pets at Home, Pound Stretcher)	2.9	3.7	2.2	1.6	2.5	1.1	0.5	0.0	0.7	0.0	0.0	15.2	13.3
St Michael's Retail Park (Oak Furniture Land, Smyths Toys, Tapi Carpets)	2.8	3.3	2.2	3.0	1.8	2.2	1.8	0.0	0.1	3.3	0.2	20.9	15.0
Thornycroft Industrial Estate (B&M, Screwfix)	0.5	0.6	0.4	0.1	0.0	0.0	0.3	0.0	0.3	0.0	0.0	2.3	2.0
Winchester Road (Aldi, Halfords, Hobbycraft, Home Bargains, Homebase, Toolstation)	2.4	3.8	5.9	2.6	3.0	2.3	3.5	0.4	0.8	1.9	0.1	26.8	21.6
All Other Out-of-Centre Locations	7.0	5.1	7.3	3.7	8.7	5.5	3.7	1.3	1.7	5.9	0.3	49.9	36.4
Subtotal	30.1	34.6	38.5	25.4	34.1	22.2	19.7	2.7	7.4	16.7	1.4	232.4	184.2
BOROUGH AREA SUB-TOTAL	118.9	89.6	113.4	85.3	108.4	98.0	66.5	13.9	16.8	69.3	9.3	788.0	593.3
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH													
Aldershot	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.4	0.0	0.5	0.0
Alresford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.8	1.1	0.0
Alton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.5	1.2	0.0	9.9	0.0
Andover	0.7	0.0	0.0	0.2	0.3	0.0	8.5	1.5	0.0	0.0	11.8	23.0	11.4
Bordon	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Camberley	0.9	0.2	0.0	0.1	0.3	0.6	0.2	0.0	0.6	5.6	0.0	8.3	1.6
Eastleigh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	1.1	0.0
Farnborough	0.6	0.0	1.0	0.3	0.4	0.2	0.3	0.0	0.3	11.2	0.2	14.4	2.6
Farnham	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	1.7	4.7	0.0	6.9	0.5
Fleet	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.1	8.5	0.0	8.6	0.2
Hook	0.2	0.2	0.1	0.0	0.8	0.5	0.0	0.0	0.1	11.0	0.0	12.7	1.2
Newbury	0.4	0.6	0.2	0.7	4.2	3.9	2.9	56.4	0.0	0.0	0.3	72.9	68.5
Reading	2.1	2.1	1.8	3.1	15.0	9.4	1.5	3.3	0.9	21.1	0.1	59.7	28.2
Southampton	0.7	0.5	1.0	0.2	0.0	0.0	2.2	0.4	0.8	0.6	12.3	18.6	5.2
Thatcham	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.3	0.3
Winchester	0.2	0.0	0.4	0.1	0.0	0.3	4.2	0.4	1.0	0.0	23.5	29.6	5.4
Wokingham	0.0	0.0	0.0	0.0	0.6	0.4	0.0	0.0	0.0	0.2	0.0	1.1	0.5
ALL OTHER CENTRES/STORES OUTSIDE BOROUGH	1.4	0.9	1.3	1.7	5.5	2.5	3.9	2.5	4.3	13.1	2.6	39.7	17.2
OUTSIDE BOROUGH AREA SUB-TOTAL	7.3	4.5	6.0	6.5	27.8	17.8	23.6	64.6	18.7	77.6	52.8	308.7	143.0
GRAND TOTAL	126.2	94.2	119.3	91.8	136.2	115.9	90.1	78.5	35.5	146.8	62.1	1096.6	736.3

TABLE 5: 2035 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL COMPARISON GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area Zones 1-11	Core Zones 1,2,3,4,5,7,8
BASINGSTOKE TOWN CENTRE	93.5	51.8	72.9	54.5	64.4	59.8	43.7	9.6	9.8	54.1	8.4	521.6	388.6
BRIGHTON HILL DISTRICT CENTRE	3.7	10.4	8.4	2.5	1.6	0.3	1.3	0.1	0.3	0.1	0.7	29.3	27.9
CHINEHAM DISTRICT CENTRE	3.1	1.1	1.1	7.3	16.9	0.7	0.5	0.0	0.3	5.0	0.0	35.2	29.2
OVERTON DISTRICT CENTRE	0.0	0.0	0.0	0.0	0.3	0.0	2.2	0.0	0.0	0.0	0.0	2.6	2.5
TADLEY DISTRICT CENTRE	0.0	0.0	0.1	2.1	1.7	25.8	0.5	0.8	0.1	0.3	0.0	31.5	5.3
WHITCHURCH DISTRICT CENTRE	0.0	0.0	0.0	0.0	0.0	0.0	2.5	0.1	0.0	0.0	0.1	2.8	2.7
KINGSCLERE LOCAL CENTRE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.4	0.0	2.4	2.0
OTHER LOCAL SHOPS / PARADES	1.5	0.5	3.4	2.5	0.5	0.2	3.2	0.4	0.4	0.2	0.0	13.0	12.2
OUT-OF-CENTRE DESTINATIONS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's / Argos, Wallop Drive	1.4	5.7	8.7	1.7	1.7	0.0	2.1	0.0	1.2	0.5	0.1	22.8	21.0
Brighton Hill Retail Park (Bensons for Beds, Carpetright, Currys PC World, DFS, Harveys)	13.7	14.4	14.7	12.5	16.0	10.6	9.2	1.2	2.4	3.2	0.9	98.7	81.3
Gastons Wood (Dunelm, The Range, Go Outdoors, Gasons Wood Industrial Estate)	1.5	1.0	0.0	2.2	3.2	2.0	0.2	0.0	0.7	2.6	0.0	13.4	8.0
Hatch Warren Retail Park (Dreams, Pets at Home, Pound Stretcher)	3.3	4.2	2.6	1.9	2.9	1.3	0.6	0.0	0.8	0.0	0.0	17.4	15.3
St Michael's Retail Park (Oak Furniture Land, Smyths Toys, Tapi Carpets)	3.3	3.9	2.6	3.5	2.0	2.6	2.0	0.0	0.1	3.8	0.2	24.0	17.2
Thornycroft Industrial Estate (B&M, Screwfix)	0.6	0.7	0.5	0.2	0.0	0.0	0.3	0.0	0.4	0.0	0.0	2.7	2.3
Winchester Road (Aldi, Halfords, Hobbycraft, Home Bargains, Homebase, Toolstation)	2.7	4.4	6.8	3.0	3.4	2.7	4.1	0.5	0.9	2.2	0.1	30.8	24.8
All Other Out-of-Centre Locations	8.0	5.9	8.4	4.2	10.0	6.3	4.3	1.5	2.0	6.8	0.3	57.3	41.9
Subtotal	34.6	40.1	44.2	29.2	39.3	25.4	22.6	3.1	8.5	19.1	1.6	267.0	211.8
BOROUGH AREA SUB-TOTAL	136.3	103.8	130.1	98.1	124.7	112.2	76.5	16.0	19.3	79.2	10.8	905.3	682.3
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH													
Aldershot	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	0.0	0.6	0.0
Alresford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.9	1.2	0.0
Alton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.7	1.4	0.0	11.3	0.0
Andover	0.9	0.0	0.0	0.2	0.4	0.0	9.8	1.7	0.0	0.0	13.7	26.4	13.2
Bordon	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Camberley	1.0	0.2	0.0	0.1	0.3	0.6	0.2	0.0	0.7	6.4	0.0	9.6	1.8
Eastleigh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	1.3	0.0
Farnborough	0.7	0.0	1.2	0.4	0.5	0.3	0.3	0.0	0.3	12.8	0.2	16.6	3.0
Farnham	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	2.0	5.3	0.0	7.9	0.6
Fleet	0.0	0.0	0.2	0.0	0.0	0.0	0.1	9.7	0.0	0.0	0.0	9.9	0.0
Hook	0.2	0.2	0.1	0.0	0.9	0.5	0.0	0.0	0.2	12.5	0.0	14.6	1.4
Newbury	0.5	0.7	0.3	0.8	4.9	4.5	3.3	64.7	0.0	0.0	0.3	83.8	78.7
Reading	2.4	2.4	2.1	3.5	17.3	10.8	1.8	3.8	1.0	24.2	0.2	68.6	32.4
Southampton	0.8	0.6	1.2	0.2	0.0	0.0	2.5	0.5	1.0	0.7	14.2	21.4	6.0
Thatcham	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.4	0.3
Winchester	0.2	0.0	0.5	0.1	0.0	0.4	4.8	0.5	1.2	0.0	27.2	34.0	6.2
Wokingham	0.0	0.0	0.0	0.0	0.6	0.4	0.0	0.0	0.0	0.2	0.0	1.3	0.6
ALL OTHER CENTRES/STORES OUTSIDE BOROUGH	1.7	1.1	1.5	1.9	6.4	2.9	4.5	2.8	4.9	14.9	3.1	45.6	19.8
OUTSIDE BOROUGH AREA SUB-TOTAL	8.3	5.2	6.9	7.4	32.0	20.4	27.1	74.2	21.5	88.6	61.1	354.6	164.5
GRAND TOTAL	144.7	109.0	137.0	105.5	156.7	132.6	103.6	90.2	40.8	167.8	71.9	1259.9	846.8

TABLE 6: 2038 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL COMPARISON GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Study Area Zones 1-11	Core Zones 1,2,3,4,5,7,8
BASINGSTOKE TOWN CENTRE	102.1	57.1	79.7	59.7	70.5	65.2	47.5	10.5	10.7	59.0	9.1	570.1	425.3
BRIGHTON HILL DISTRICT CENTRE	4.1	11.5	9.2	2.7	1.7	0.3	1.4	0.1	0.3	0.1	0.8	32.0	30.5
CHINEHAM DISTRICT CENTRE	3.4	1.2	1.2	8.0	18.6	0.7	0.6	0.0	0.3	5.4	0.0	38.5	32.0
OVERTON DISTRICT CENTRE	0.0	0.0	0.0	0.0	0.3	0.0	2.4	0.0	0.0	0.0	0.0	2.8	2.8
TADLEY DISTRICT CENTRE	0.0	0.0	0.1	2.3	1.9	28.1	0.5	0.9	0.1	0.4	0.0	34.4	5.8
WHITCHURCH DISTRICT CENTRE	0.0	0.0	0.0	0.0	0.0	0.0	2.7	0.1	0.0	0.0	0.1	3.1	2.9
KINGSCLERE LOCAL CENTRE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.0	0.5	0.0	2.7	2.2
OTHER LOCAL SHOPS / PARADES	1.6	0.5	3.7	2.7	0.6	0.2	3.5	0.5	0.4	0.2	0.0	14.2	13.4
OUT-OF-CENTRE DESTINATIONS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's / Argos, Wallop Drive	1.5	6.3	9.5	1.8	1.8	0.0	2.2	0.0	1.3	0.5	0.1	24.9	23.0
Brighton Hill Retail Park (Bensons for Beds, Carpetright, Currys PC World, DFS, Harveys)	15.0	15.9	16.1	13.7	17.5	11.6	10.0	1.3	2.6	3.5	1.0	107.9	89.0
Gastons Wood (Dunelm, The Range, Go Outdoors, Gasons Wood Industrial Estate)	1.6	1.0	0.0	2.4	3.5	2.2	0.2	0.0	0.8	2.8	0.0	14.6	8.8
Hatch Warren Retail Park (Dreams, Pets at Home, Pound Stretcher)	3.7	4.7	2.8	2.0	3.1	1.4	0.6	0.0	0.9	0.0	0.0	19.0	16.7
St Michael's Retail Park (Oak Furniture Land, Smyths Toys, Tapi Carpets)	3.6	4.3	2.8	3.8	2.2	2.8	2.2	0.0	0.1	4.1	0.2	26.2	18.9
Thornycroft Industrial Estate (B&M, Screwfix)	0.7	0.8	0.5	0.2	0.0	0.0	0.3	0.0	0.4	0.0	0.0	2.9	2.5
Winchester Road (Aldi, Halfords, Hobbycraft, Home Bargains, Homebase, Toolstation)	3.0	4.8	7.4	3.3	3.7	2.9	4.4	0.5	1.0	2.4	0.1	33.6	27.1
All Other Out-of-Centre Locations	8.8	6.5	9.2	4.6	11.0	6.8	4.7	1.6	2.2	7.4	0.4	62.7	45.8
Subtotal	37.8	44.2	48.4	32.0	43.0	27.7	24.6	3.4	9.3	20.8	1.7	291.9	231.8
BOROUGH AREA SUB-TOTAL	149.0	114.5	142.4	107.4	136.5	122.3	83.2	17.5	21.1	86.3	11.8	989.6	746.6
OTHER CENTRES AND STORES OUTSIDE THE BOROUGH													
Aldershot	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	0.0	0.6	0.0
Alresford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	1.0	1.4	0.0
Alton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	10.6	1.5	0.0	12.4	0.0
Andover	0.9	0.0	0.0	0.2	0.4	0.0	10.6	1.8	0.0	0.0	14.9	28.8	14.4
Bordon	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Camberley	1.1	0.2	0.0	0.1	0.3	0.7	0.2	0.0	0.7	7.0	0.0	10.5	2.0
Eastleigh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	1.4	0.0
Farnborough	0.8	0.0	1.3	0.4	0.5	0.3	0.3	0.0	0.4	13.9	0.2	18.1	3.2
Farnham	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	2.1	5.8	0.0	8.6	0.6
Fleet	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.1	10.6	0.0	10.9	0.2
Hook	0.2	0.2	0.1	0.0	1.0	0.6	0.0	0.0	0.2	13.7	0.0	16.0	1.5
Newbury	0.6	0.7	0.3	0.8	5.3	4.9	3.6	70.6	0.0	0.0	0.4	91.6	86.2
Reading	2.6	2.6	2.3	3.9	18.9	11.7	1.9	4.1	1.1	26.3	0.2	75.0	35.5
Southampton	0.9	0.7	1.3	0.3	0.0	0.0	2.8	0.5	1.1	0.8	15.5	23.4	6.6
Thatcham	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.4	0.4
Winchester	0.2	0.0	0.5	0.1	0.0	0.4	5.2	0.6	1.3	0.0	29.8	37.2	6.8
Wokingham	0.0	0.0	0.0	0.0	0.7	0.5	0.0	0.0	0.0	0.2	0.0	1.4	0.6
ALL OTHER CENTRES/STORES OUTSIDE BOROUGH	1.8	1.2	1.7	2.1	7.0	3.2	4.9	3.1	5.4	16.3	3.3	49.9	21.7
OUTSIDE BOROUGH AREA SUB-TOTAL	9.1	5.8	7.5	8.2	35.1	22.3	29.5	80.9	23.5	96.6	66.8	387.6	180.0
GRAND TOTAL	158.1	120.3	149.9	115.5	171.6	144.5	112.7	98.4	44.6	182.9	78.6	1377.3	926.6

Appendix 18: Sensitivity Test: Comparison Goods Capacity

TABLE 1: TOTAL ALLOCATED COMPARISON GOODS EXPENDITURE BASED ON MARKET SHARE ANALYSIS (£m)
Excluding SFT & 'inflow' from outside Study Area

	2020	2025	2030	2035	2038
BASINGSTOKE TOWN CENTRE	£356.7	£400.5	£454.0	£521.6	£570.1
BRIGHTON HILL DISTRICT CENTRE	£19.9	£22.5	£25.5	£29.3	£32.0
CHINEHAM DISTRICT CENTRE	£24.4	£27.0	£30.6	£35.2	£38.5
OVERTON DISTRICT CENTRE	£1.7	£2.0	£2.2	£2.6	£2.8
TADLEY DISTRICT CENTRE	£21.6	£24.2	£27.4	£31.5	£34.4
WHITCHURCH DISTRICT CENTRE	£1.9	£2.2	£2.4	£2.8	£3.1
KINGSCLERE LOCAL CENTRE	£1.6	£1.9	£2.1	£2.4	£2.7
OTHER LOCAL SHOPS / PARADES	£8.7	£10.0	£11.3	£13.0	£14.2
OUT OF CENTRE:					
Sainsbury's / Argos, Wallop Drive	£15.5	£17.5	£19.9	£22.8	£24.9
Brighton Hill Retail Park (Bensons for Beds, Carpetright, Currys PC World, DFS, Harveys)	£87.3	£75.8	£85.9	£98.7	£107.9
Gastons Wood (Dunelm, The Range, Go Outdoors, Gastons Wood Industrial Estate)	£9.2	£10.3	£11.6	£13.4	£14.6
Hatch Warren Retail Park (Dreams, Pets at Home, Pound Stretcher)	£11.9	£13.4	£15.2	£17.4	£19.0
St Michael's Retail Park (Oak Furniture Land, Smyths Toys, Tapi Carpets)	£16.3	£18.4	£20.9	£24.0	£26.2
Thornycroft Industrial Estate (B&M, Screwfix)	£1.8	£2.1	£2.3	£2.7	£2.9
Winchester Road (Aldi, Halfords, Hobbycraft, Home Bargains, Homebase, Toolstation)	£21.0	£23.6	£26.8	£30.8	£33.6
All Other Out-of-Centre Locations	£39.4	£44.0	£49.9	£57.3	£62.7
Subtotal	£182.4	£205.0	£232.4	£267.0	£291.9
TOTAL COMPARISON TURNOVER OF BOROUGH STORES/CENTRES:	£619.9	£695.1	£788.0	£905.3	£989.6

TABLE 2: ALL COMPARISON GOODS - TOTAL TURNOVER ALLOWING FOR INFLOW
Including 'inflow' from outside Study Area

	Estimated 'inflow' from outside Study Area	2020	2025	2030	2035	2038
BASINGSTOKE TOWN CENTRE	5%	£375.5	£421.5	£477.9	£549.0	£600.1
BRIGHTON HILL DISTRICT CENTRE	0%	£19.9	£22.5	£25.5	£29.3	£32.0
CHINEHAM DISTRICT CENTRE	0%	£24.4	£27.0	£30.6	£35.2	£38.5
OVERTON DISTRICT CENTRE	0%	£1.7	£2.0	£2.2	£2.6	£2.8
TADLEY DISTRICT CENTRE	0%	£21.6	£24.2	£27.4	£31.5	£34.4
WHITCHURCH DISTRICT CENTRE	0%	£1.9	£2.2	£2.4	£2.8	£3.1
KINGSCLERE LOCAL CENTRE	0%	£1.6	£1.9	£2.1	£2.4	£2.7
OTHER LOCAL SHOPS / PARADES	0%	£8.7	£10.0	£11.3	£13.0	£14.2
OUT OF CENTRE:						
Sainsbury's / Argos, Wallop Drive	1%	£15.7	£17.7	£20.1	£23.0	£25.2
Brighton Hill Retail Park (Bensons for Beds, Carpetright, Currys PC World, DFS, Harveys)	1%	£88.0	£76.5	£86.7	£99.7	£108.9
Gastons Wood (Dunelm, The Range, Go Outdoors, Gastons Wood Industrial Estate)	1%	£9.3	£10.4	£11.8	£13.5	£14.8
Hatch Warren Retail Park (Dreams, Pets at Home, Pound Stretcher)	1%	£12.0	£13.5	£15.3	£17.6	£19.2
St Michael's Retail Park (Oak Furniture Land, Smyths Toys, Tapi Carpets)	1%	£16.5	£18.6	£21.1	£24.2	£26.5
Thornycroft Industrial Estate (B&M, Screwfix)	1%	£1.8	£2.1	£2.4	£2.7	£3.0
Winchester Road (Aldi, Halfords, Hobbycraft, Home Bargains, Homebase, Toolstation)	1%	£21.2	£23.9	£27.0	£31.1	£34.0
All Other Out-of-Centre Locations	0%	£38.4	£44.0	£49.9	£57.3	£62.7
Subtotal		£183.8	£206.6	£234.2	£269.1	£294.2
TOTAL COMPARISON TURNOVER OF BOROUGH STORES/CENTRES:		£639.2	£717.8	£813.7	£934.9	£1,022.0

TABLE 3: COMMITTED COMPARISON FLOORSPACE

	CENTRE	PLANNING REF	SCHEME	Gross Floorspace (sq m)	Net Floorspace (sq m)	Sales Density 2020	Turnover (£m)				
							2020	2025	2030	2035	2038
[1]	BASINGSTOKE	BDB/73174 and 16/008	MERTON RISE BASINGSTOKE RG24 9EX MIXED USE DEVELOPMENT INCLUDING RETAIL & EMPLOYMENT	360	252	5,000	£1.3	£1.4	£1.7	£2.0	£2.1
[2]	BASINGSTOKE	19/03346/FUL	UNIT 1 AND 2 HATCH WARREN RETAIL PARK WALLOP DRIVE BASINGSTOKE HAMPSHIRE RG22 4TT	n/a	242	5,000	£1.2	£1.4	£1.6	£1.9	£2.1
[3]	OLD BASING	17/02647/FUL	CONKERS GARDEN CENTRE OLD BASING RG24 7LJ	709	496	5,000	£2.5	£2.8	£3.3	£3.9	£4.2
[4]	BASINGSTOKE	17/00383/FUL	UNITS 1, 3, 4, 5 & 5A BRIGHTON BASINGSTOKE RG22 4AN	5,300	3,710	5,000	£18.6	£21.3	£24.7	£28.8	£31.6
TOTAL							£23.5	£27.0	£31.3	£36.5	£40.0

Notes:

- [1] BDB/73174 and 16/00822/RES: Outline application for mixed use development including access, comprising up to 784 no. residential units (Use Class C3), up to 1500 sqm gross of local centre uses (Use Classes A1 - A5) including a foodstore of up to 500 sqm gross, community office space of up to 120sqm gross (Use Class B1), approximately 10 hectares of publicly accessible open space, allotments and associated car and cycle parking, landscaping and incidental open space
- [2] 19/03346/FUL: Amalgamation of existing Units 1 and 2; external alterations to the building and car park, and relaxation of current goods restriction to allow unrestricted Class A1 use (sale of convenience and comparison goods) to allow occupation by Lidl foodstore | Unit 1 And 2 Hatch Warren Retail Park Wallop Drive Basingstoke Hampshire RG22 4TT
- [3] 17/02647/FUL: Erection of single storey extension to existing garden centre shop and demolition of existing covered retail structure.
- [4] 17/00383/FUL: Installation of mezzanine floorspace at Units 1, 3, 4, 5 and 5a totalling 5,300sqm including provision of cycle parking

TABLE 4: BASINGSTOKE & DEANE COUNCIL AREA - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2020	2025	2030	2035	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£639.2	£717.8	£813.7	£934.9	£1,022.0
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽ⁱ⁾ :	£639.2	733.8	852.3	992.9	1088.1
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£16.0	-£38.6	-£58.0	-£66.2
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£27.0	£31.3	£36.5	£40.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£43.0	-£69.9	-£94.5	-£106.2
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,314	£7,334	£8,544	£9,363
(ii) Net Floorspace Capacity (sq m):	-	-6,804	-9,535	-11,060	-11,338
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-9,719	-13,622	-15,800	-16,198

Notes:

- STEP 1: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).
- STEP 2: It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growth rates informed by the latest Experian Retail Planner Briefing Note 17 (February 2020) and other research evidence.
- STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage.
- STEP 4: The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2025.
- STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).
- STEP 6: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on an average sales performance for the Top 6' grocers (i.e. Tesco, Asda, Sainsbury's, Waitrose, Morrisons and Marks & Spencer) and other supermarket and Limited Assortment Discount (LAD) operators (e.g. Aldi, Lidl, Netto, Co-op, Budgets, etc.).

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

		2020	2025	2030	2035	2038
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£375.5	£421.5	£477.9	£549.0	£600.1
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£375.5	431.1	500.8	583.3	639.3
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£9.6	-£22.9	-£34.3	-£39.1
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£9.6	-£22.9	-£34.3	-£39.1
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,314	£7,334	£8,544	£9,363
	(ii) Net Floorspace Capacity (sq m):	-	-1,518	-3,122	-4,017	-4,181
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-2,168	-4,460	-5,739	-5,972

TABLE 6: BRIGHTON HILL DISTRICT CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2020	2025	2030	2035	2038
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£19.9	£22.5	£25.5	£29.3	£32.0
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£19.9	£22.8	£26.5	£30.9	£33.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.4	-£1.0	-£1.6	-£1.9
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£0.4	-£1.0	-£1.6	-£1.9
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,314	£7,334	£8,544	£9,363
	(ii) Net Floorspace Capacity (sq m):	-	-87	-142	-190	-199
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-81	-203	-272	-284

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

		2020	2025	2030	2035	2038
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£24.4	£27.0	£30.6	£35.2	£38.5
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£24.4	£28.0	£32.6	£37.9	£41.6
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£1.0	-£1.9	-£2.7	-£3.1
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£1.0	-£1.9	-£2.7	-£3.1
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,314	£7,334	£8,544	£9,363
	(ii) Net Floorspace Capacity (sq m):	-	-159	-262	-319	-330
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-227	-374	-456	-471

TABLE 8: OVERTON DISTRICT CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2020	2025	2030	2035	2038
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£1.7	£2.0	£2.2	£2.6	£2.8
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£1.7	£2.0	£2.3	£2.7	£2.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	-£0.1	-£0.1	-£0.1
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.0	-£0.1	-£0.1	-£0.1
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,314	£7,334	£8,544	£9,363
	(ii) Net Floorspace Capacity (sq m):	-	1	-1	-11	-12
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		1	-10	-16	-17

TABLE 9: TADLEY DISTRICT CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2020	2025	2030	2035	2038
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£21.6	£24.2	£27.4	£31.5	£34.4
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£21.6	£24.8	£28.8	£33.6	£36.8
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.6	-£1.4	-£2.1	-£2.4
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£0.6	-£1.4	-£2.1	-£2.4
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,314	£7,334	£8,544	£9,363
	(ii) Net Floorspace Capacity (sq m):	-	-100	-192	-244	-253
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-143	-275	-348	-361

TABLE 10: WHITCHURCH DISTRICT CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2020	2025	2030	2035	2038
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£1.9	£2.2	£2.4	£2.8	£3.1
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£1.9	£2.1	£2.5	£2.9	£3.2
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.0	-£0.1	-£0.1
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.0	£0.0	-£0.1	-£0.1
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,314	£7,334	£8,544	£9,363
	(ii) Net Floorspace Capacity (sq m):	-	4	-4	-9	-10
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		6	-6	-13	-14

TABLE 11: KINGSLERE LOCAL CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2020	2025	2030	2035	2038
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£1.6	£1.9	£2.1	£2.4	£2.7
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£1.6	£1.8	£2.1	£2.5	£2.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.0	£0.0	-£0.1
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.0	£0.0	£0.0	-£0.1
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,314	£7,334	£8,544	£9,363
	(ii) Net Floorspace Capacity (sq m):	-	6	-1	-5	-6
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		9	-1	-7	-9

TABLE 12: OTHER LOCAL SHOPS / PARADES - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2020	2025	2030	2035	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£8.7	£10.0	£11.3	£13.0	£14.2
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽ⁱ⁾ :	£8.7	£10.0	£11.6	£13.5	£14.8
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	-£0.3	-£0.5	-£0.6
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.0	-£0.3	-£0.5	-£0.6
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,314	£7,334	£8,544	£9,363
(ii) Net Floorspace Capacity (sq m):	-	-5	-43	-64	-68
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-7	-61	-91	-97

TABLE 13: OUT OF CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Market Shares

	2020	2025	2030	2035	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£183.8	£206.6	£234.2	£269.1	£294.2
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽ⁱ⁾ :	£183.8	£211.1	£245.2	£285.6	£313.0
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£4.4	-£10.9	-£16.5	-£18.8
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£27.0	£31.3	£36.5	£40.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£31.4	-£42.3	-£53.0	-£58.8
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,314	£7,334	£8,544	£9,363
(ii) Net Floorspace Capacity (sq m):	-	-4,976	-5,762	-6,201	-6,281
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-7,108	-8,231	-8,858	-8,973

TABLE 14: SUMMARY TABLE - COMPARISON GOODS CAPACITY ASSESSMENT (NET SQ M)
Assuming Equilibrium at 2020 and Constant Market Shares

CENTRE TYPE	2025	2030	2035	2038
BASINGSTOKE TOWN CENTRE	-1,518	-3,122	-4,017	-4,181
BRIGHTON HILL DISTRICT CENTRE	-57	-142	-190	-199
CHINEHAM DISTRICT CENTRE	-159	-262	-319	-330
OVERTON DISTRICT CENTRE	1	-7	-11	-12
TADLEY DISTRICT CENTRE	-100	-192	-244	-253
WHITCHURCH DISTRICT CENTRE	4	-4	-9	-10
KINGSCLERE LOCAL CENTRE	6	-1	-5	-6
OTHER LOCAL SHOPS / PARADES	-5	-43	-64	-68
OUT OF CENTRE	-4,976	-5,762	-6,201	-6,281
TOTAL COMPARISON GOODS CAPACITY	-6,804	-9,535	-11,060	-11,338

**Appendix 19: Household Telephone Interview
Survey: Methodology & Outputs**



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**Basingstoke & Deane
Household Survey
for
Lambert Smith Hampton**

January 2020

Job Ref: 081219

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Introduction

1.1 Research Background & Objectives

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

1.2 Research Methodology

A total of 1,103 telephone interviews were conducted between Monday 6th January 2020 and Thursday 30th January 2020. 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 11 zones, defined by wards. The zone details were:

Zone	Wards	Number of Interviews
1	Brookvale & Kings Furlong, Eastrop, Grove, Norden	101
2	Brighton Hill North, Brighton Hill South, Hatch Warren & Beggarwood	100
3	Buckskin, Kempshott, South Ham, Winklebury	100
4	Popley East, Popley West, Rooksdown, Sherborne St. John	100
5	Basing, Bramley & Sherfield, Chineham, Aldermaston	100
6	Baughurst & Tadley North, Pamber & Silchester, Tadley Central, Tadley South	101
7	Oakley & North Waltham, Overton Laverstoke & Steventon, Whitchurch	101
8	Burghclere Highclere & St. Mary Bourne, Kingsclere, East Woodhay	100
9	Bentworth & Froyle, Upton Grey & The Candovers	100
10	Hartley Wintney, Hook, Odiham	100
11	Harewood, Wonston & Micheldever	100
Total		1,103

1.3.2 Telephone Numbers

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

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

1.3.3 Sample Profile

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

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

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

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

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

1.3.4 Time of Interviewing

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

1.3.5 Monitoring of Calls

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

1.4 Weightings

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

Age	Main Shopper Profile (%)	Interviews Achieved	Age Weightings
18-34	20.2%	118	0.9076
35-44	19.2%	89	1.8907
45-54	19.2%	263	2.3829
55-64	18.8%	179	0.8057
65+	22.6%	454	1.1574
(Refused)	n/a	0	0.5478
Total		1,103	

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

Zone	Population *	Interviews Achieved	Interviews Achieved (Weighted by Age)	Zone Weightings
1	30,152	101	109	1.3255
2	21,175	100	114	0.8934
3	29,525	100	105	1.3486
4	20,574	100	94	1.0486
5	25,797	100	109	1.1422
6	23,745	101	106	1.0754
7	17,736	101	96	0.8903
8	15,121	100	86	0.8486
9	5,814	100	79	0.3516
10	28,130	100	109	1.2367
11	11,717	100	95	0.5906
Total	229,486	1,103		

* Source: Client's 2019 projection

1.5 Statistical Accuracy

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

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

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

For example, if 50% of a sample of 1,103 answers “Yes” to a question, we can be 95% sure that between 47.0% and 53.0% of the population holds the same opinion (i.e. +/- 3.0%). The following is a guide showing confidence intervals attached to various sample sizes from the study:

%ge Response	95% confidence interval
10%	±1.8%
20%	±2.4%
30%	±2.7%
40%	±2.9%
50%	±3.0%

1.6 Data Tables

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

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

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

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

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

Appendix 1:

Data Tabulations

By Zone

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q01 Where do you NORMALLY shop for all your household's main food and grocery shopping needs (i.e. primarily bulk trolley purchases)?													
Aldi, Alton Retail Park, Alton	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Basingstoke Road, Reading	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Aldi, Bath Road, Reading	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Aldi, Burnett Close, Winchester	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, London Road, Blackwater	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, London Road, Newbury	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Winchester Road, Basingstoke	1.5%	16	3.0%	3	7.0%	7	2.0%	2	2.0%	2	0.0%	0	1.0%
Aldi, Winklebury Way, Basingstoke	2.3%	25	1.0%	1	0.0%	0	7.0%	7	7.0%	7	1.0%	1	4.0%
Asda, Anton Mill Road, Andover	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Asda, Bournemouth Road, Eastleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Asda, Brighton Hill District Centre, Basingstoke	6.8%	75	12.9%	13	33.0%	33	11.0%	11	4.0%	4	3.0%	3	2.0%
Asda, Chalfont Way, Lower Earley, Reading	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%
Asda, Honey End Lane, Tilehurst, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Asda, Princess Mead Shopping Centre, (Westmead), Farnborough	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Bell Street, Whitchurch	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%
Co-op, High Street, Odiham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Park Prewett Road, Rooksdown	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Co-op, Winchester Street, Overton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Iceland, Festival Place, Basingstoke Town Centre	0.5%	6	4.0%	4	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%
Lidl, Basingstoke Road, Reading	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Lidl, Gastons Wood, Basingstoke	2.2%	24	1.0%	1	1.0%	1	0.0%	0	9.0%	9	3.0%	3	5.0%
Lidl, London Road, Newbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Lidl, Western Avenue, Andover	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.0%

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Lidl, Worting Road, Basingstoke	2.2%	24	3.0%	3	3.0%	3	3.0%	3	1.0%	1	1.0%	1	4.0%	4	5.9%	6	0.0%	0	2.0%	2	1.0%	1	0.0%	0
Marks & Spencer, Broad Street, Reading 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	0.0%	0
Marks & Spencer, Chineham District Centre, Basingstoke	0.3%	3	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	0.0%	0	0.0%	0
Marks & Spencer, Festival Place, Basingstoke Town Centre	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	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	0.0%	0	1.0%	1	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	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Meadows (Shopping Centre), 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	0.0%	0	1.0%	1	0.0%	0
Morrisons, Elvetham Heath, (The Key), Fleet	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	13	0.0%	0
Morrisons, Rose Kiln Lane, off Basingstoke Road, Reading	0.3%	3	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	2.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	8.8%	97	25.7%	26	10.0%	10	20.0%	20	8.0%	8	8.0%	8	1.0%	1	14.9%	15	2.0%	2	6.0%	6	1.0%	1	0.0%	0
Sainsbury's Superstore, Badger Farm Road, Badger Farm, Winchester	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	9
Sainsbury's Superstore, Bath Road, Calcot, Reading	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Blackwater Valley Road, Watchmoor Park, Camberley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Sainsbury's Superstore, Bridge St, Andover	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Sainsbury's Superstore, Draymans Way, Alton	2.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.0%	28	0.0%	0	0.0%	0
Sainsbury's Superstore, Farnham Trading Estate, Water Lane, 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	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Sainsbury's Superstore, 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	0.0%	0	1.0%	1	0.0%	0
Sainsbury's Superstore,	1.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	17.0%	17	0.0%	0	0.0%	0	0.0%	0

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for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Hector's Way, Newbury																								
Sainsbury's Superstore, Kings Street Lane, Winnersh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Sainsbury's Superstore, Middlebrook Street, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sainsbury's Superstore, Mulfords Hill, Tadley	5.7%	63	0.0%	0	0.0%	0	1.0%	1	6.0%	6	2.0%	2	48.5%	49	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Shepherds Spring Lane, Andover	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Sainsbury's Superstore, Station Mall, Basingstoke Town Centre (The Malls)	1.5%	16	6.9%	7	0.0%	0	1.0%	1	2.0%	2	1.0%	1	0.0%	0	2.0%	2	2.0%	2	0.0%	0	1.0%	1	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	12.8%	141	13.9%	14	32.0%	32	37.0%	37	4.0%	4	3.0%	3	1.0%	1	24.8%	25	2.0%	2	18.0%	18	2.0%	2	3.0%	3
Tesco Express, Compton Square, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Oakridge 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	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Extra, Newbury Retail Park, Pinchington Lane, Newbury	4.4%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	6.9%	7	4.0%	4	37.0%	37	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, River Way, Andover	1.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	10	2.0%	2	0.0%	0	0.0%	0	7.0%	7
Tesco Extra, The Meadows Shopping Centre, Sandhurst	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	3	0.0%	0
Tesco Extra, Winnall, Winchester	1.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	14.0%	14
Tesco Metro, Festival Place, Basingstoke Town Centre	0.6%	7	5.0%	5	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
Tesco Superstore, District Shopping Centre, Chineham, Basingstoke	10.8%	119	11.9%	12	1.0%	1	7.0%	7	41.0%	41	48.0%	48	3.0%	3	3.0%	3	0.0%	0	1.0%	1	3.0%	3	0.0%	0
Tesco Superstore, Finchampstead Road, Wokingham	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	0.0%	0
Tesco Superstore, London Road, Newbury	0.3%	3	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	0.0%	0	1.0%	1
Tesco Superstore, Station Road, Hook	3.3%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	4	31.0%	31	0.0%	0
Tesco Superstore, Wellington Avenue,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Aldershot																								
Waitrose, Basing View, Basingstoke	1.6%	18	2.0%	2	1.0%	1	2.0%	2	3.0%	3	1.0%	1	0.0%	0	5.0%	5	1.0%	1	2.0%	2	1.0%	1	0.0%	0
Waitrose, 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	0.0%	0	1.0%	1	0.0%	0
Waitrose, Oxford Road, Newbury	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Chantry Centre, Andover	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.0%	2	0.0%	0	0.0%	0	7.0%	7
Waitrose, Tresham Crescent, Yateley	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Local stores, Kingsclere	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	0.0%	0
Local stores, St Mary Bourne	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	0.0%	0
Internet / delivery	8.9%	98	5.9%	6	9.0%	9	7.0%	7	6.0%	6	13.0%	13	12.9%	13	7.9%	8	7.0%	7	6.0%	6	13.0%	13	10.0%	10
Aldi, St Michaels Retail Park, The Harroway	1.0%	11	1.0%	1	2.0%	2	1.0%	1	1.0%	1	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	2.0%	2	1.0%	1
Aldi, Weyhill 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	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Co-op, High Street, Stockbridge	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	0.0%	0	2.0%	2
Dever Stores, Oxford Road, Sutton Scotney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Iceland, High Street, Alton	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	0.0%	0
Lidl, Bath Road, Calcot	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	0.0%	0
Lidl, Walworth Business 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	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	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Marks & Spencer, High Street, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Marks & Spencer, Tollbar Way, Hedge End, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Waitrose, Station Road, Alton	1.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	14	1.0%	1	0.0%	0
Waitrose, Stockbridge Road, Winchester	1.6%	18	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	17.0%	17
Waitrose, The Hart, 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	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Base:	1103		101		100		100		100		100		101		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		Zone 11	
Q01A Which retailer do you purchase your main food internet / home delivery shopping from?																							
<i>Those who do said 'Internet / delivery' at Q01</i>																							
Amazon Pantry	1.0%	1	16.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Abel & Cole	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda	8.2%	8	16.7%	1	11.1%	1	0.0%	0	16.7%	1	0.0%	0	7.7%	1	12.5%	1	0.0%	0	16.7%	1	15.4%	2	0.0%
Iceland	1.0%	1	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons	3.1%	3	0.0%	0	0.0%	0	28.6%	2	16.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ocado	17.3%	17	0.0%	0	22.2%	2	14.3%	1	16.7%	1	15.4%	2	7.7%	1	12.5%	1	14.3%	1	33.3%	2	23.1%	3	30.0%
Sainsbury's	21.4%	21	0.0%	0	55.6%	5	0.0%	0	0.0%	0	7.7%	1	38.5%	5	50.0%	4	14.3%	1	33.3%	2	7.7%	1	20.0%
Tesco	42.9%	42	33.3%	2	11.1%	1	42.9%	3	50.0%	3	76.9%	10	46.2%	6	25.0%	2	57.1%	4	16.7%	1	46.2%	6	40.0%
Waitrose	5.1%	5	33.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0	7.7%	1	10.0%
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	0.0%
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:		98		6		9		7		6		13		13		8		7		6		13	
Q01B Whenever you do a main food shop at (LOCATION MENTIONED AT Q01) do you ever combine it with a visit to other shops or another activity in other centres / locations at the same time?																							
<i>Not those who do said 'Internet / delivery' at Q01</i>																							
Yes	32.6%	328	18.9%	18	18.7%	17	31.2%	29	29.8%	28	43.7%	38	22.7%	20	37.6%	35	45.2%	42	44.7%	42	32.2%	28	34.4%
No	67.4%	677	81.1%	77	81.3%	74	68.8%	64	70.2%	66	56.3%	49	77.3%	68	62.4%	58	54.8%	51	55.3%	52	67.8%	59	65.6%
Base:		1005		95		91		93		94		87		88		93		93		94		87	

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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	Zone 11
Q02 In addition to (LOCATION MENTIONED AT Q01), is there anywhere else you regularly use for your main-food shopping?													
Aldi, Alton Retail Park, Alton	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Bath Road, Reading	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Aldi, Burnett Close, Winchester	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Aldi, London Road, Blackwater	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Aldi, London Road, Newbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%
Aldi, Winchester Road, Basingstoke	1.7%	19	5.9%	6	0.0%	0	5.0%	5	0.0%	0	1.0%	1	2.0%
Aldi, Winklebury Way, Basingstoke	0.7%	8	0.0%	0	0.0%	0	2.0%	2	3.0%	3	0.0%	0	2.0%
Asda, Anton Mill Road, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Asda, Brighton Hill District Centre, Basingstoke	4.6%	51	3.0%	3	19.0%	19	12.0%	12	4.0%	4	1.0%	1	2.0%
Asda, Chalfont Way, Lower Earley, Reading	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%
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%
Co-op, Bell Street, Whitchurch	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%
Co-op, Broadmere Road, Beggarwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Franklin Avenue, Tadley	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%
Co-op, High Street, Odiham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Kings Road, South Ham, Basingstoke	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Linden Avenue, Old Basing	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Co-op, Winchester Street, Overton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Iceland, Chineham District Centre, Basingstoke	0.5%	6	0.0%	0	0.0%	0	0.0%	0	2.0%	2	4.0%	4	0.0%
Iceland, Festival Place, Basingstoke Town Centre	0.3%	3	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Fleet Road, Fleet	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
John Burton Foodmarket, Winklebury Centre, Basingstoke	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
Lidl, Basingstoke Road, Reading	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	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		Zone 11		
Lidl, Gastons Wood, Basingstoke	2.4%	26	2.0%	2	0.0%	0	1.0%	1	5.0%	5	11.0%	11	4.0%	4	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0
Lidl, London Road, Newbury	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Lidl, Western Avenue, Andover	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Lidl, Worting Road, Basingstoke	2.0%	22	3.0%	3	2.0%	2	4.0%	4	3.0%	3	0.0%	0	5.0%	5	4.0%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Marks & Spencer, Chineham District Centre, Basingstoke	1.3%	14	1.0%	1	0.0%	0	0.0%	0	4.0%	4	7.0%	7	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Marks & Spencer, Festival Place, Basingstoke Town Centre	1.4%	15	2.0%	2	2.0%	2	4.0%	4	1.0%	1	0.0%	0	1.0%	1	2.0%	2	0.0%	0	2.0%	2	1.0%	1	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	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Marks & Spencer, Newbury Retail Park, Newbury	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Northbrook Street, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Meadows (Shopping Centre), Sandhurst	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Elvetham Heath, (The Key), 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	0.0%	0	2.0%	2	0.0%	0
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	5.9%	65	10.9%	11	7.0%	7	9.0%	9	11.0%	11	4.0%	4	4.0%	4	15.8%	16	2.0%	2	0.0%	0	1.0%	1	0.0%	0
Sainsbury's Superstore, Badger Farm Road, Badger Farm, Winchester	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8
Sainsbury's Superstore, Bath Road, 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	0.0%	0
Sainsbury's Superstore, Bridge St, Andover	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cambridge Walk, Camberley	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	0.0%	0
Sainsbury's Superstore, Draymans Way, Alton	0.9%	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	9.0%	9	1.0%	1	0.0%	0
Sainsbury's Superstore, Farnham Trading Estate, Water Lane, Farnham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Sainsbury's Superstore, Hector's Way, Newbury	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	13	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore,	1.6%	18	0.0%	0	0.0%	0	0.0%	0	4.0%	4	1.0%	1	10.9%	11	0.0%	0	2.0%	2	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		Zone 11	
Mulfords Hill, Tadley																								
Sainsbury's Superstore, Shepherds Spring Lane, Andover	0.3%	3	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	2.0%	2
Sainsbury's Superstore, Station Mall, Basingstoke Town Centre (The Malls)	1.2%	13	3.0%	3	2.0%	2	2.0%	2	3.0%	3	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, The Meads Shopping Centre, 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	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	4.4%	48	3.0%	3	13.0%	13	5.0%	5	4.0%	4	1.0%	1	1.0%	1	12.9%	13	0.0%	0	6.0%	6	1.0%	1	1.0%	1
Tesco Express, Heath End Road, Baughurst, Tadley	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	0.0%	0
Tesco Express, off Great Binfields Road, Lychpit	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	0.0%	0
Tesco Extra, Newbury Retail Park, Pinchington Lane, Newbury	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	11.0%	11	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Portman Road, 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	0.0%	0
Tesco Extra, River Way, Andover	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	6	1.0%	1	0.0%	0	0.0%	0	3.0%	3
Tesco Extra, The Meadows Shopping Centre, 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	0.0%	0	2.0%	2	0.0%	0
Tesco Extra, Winnall, Winchester	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	6.0%	6
Tesco Metro, Festival Place, Basingstoke Town Centre	1.0%	11	5.0%	5	1.0%	1	2.0%	2	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, District Shopping Centre, Chineham, Basingstoke	3.4%	37	4.0%	4	1.0%	1	4.0%	4	13.0%	13	7.0%	7	0.0%	0	0.0%	0	0.0%	0	3.0%	3	5.0%	5	0.0%	0
Tesco Superstore, London Road, Newbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Station Road, Hook	1.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	15.0%	15	0.0%	0
Tesco Superstore, Wellington Avenue, Aldershot	0.1%	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	0.0%	0
Waitrose, Basing View, Basingstoke	3.4%	37	2.0%	2	5.0%	5	3.0%	3	2.0%	2	9.0%	9	4.0%	4	3.0%	3	0.0%	0	7.0%	7	1.0%	1	1.0%	1
Waitrose, Broadway, 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	0.0%	0
Waitrose, Oxford Road,	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	11	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Newbury																								
Waitrose, The Chantry Centre, Andover	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3		
Waitrose, Tresham Crescent, Yateley	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Local stores, Basingstoke Town Centre: Festival Place 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	0.0%	0	0.0%	0
Local stores, Kingsclere	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	0.0%	0
Internet / delivery	2.0%	22	1.0%	1	0.0%	0	0.0%	0	2.0%	2	2.0%	2	1.0%	1	2.0%	2	3.0%	3	2.0%	2	5.0%	5	4.0%	4
Aldi, St Michaels Retail Park, The Harroway	1.6%	18	3.0%	3	5.0%	5	5.0%	5	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Aldi, The Hundred, Romsey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Aldi, Weyhill Road, Andover	0.3%	3	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	2.0%	2
Asda, Portland Road, Waterlooville	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	0.0%	0
Costco, South Oak Way, Reading	0.5%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Costco, Templer Avenue, Farnborough	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	0.0%	0
Home Bargains, Winchester Road, Basingstoke	0.2%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, 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	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Iceland, Middle Brook Street, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Lidl, Walworth Business 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	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Local stores, Stockbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Marks & Spencer, High Street, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Marks & Spencer, Kensington High Street, Kensington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Express, Priors Dean Road, Harestock, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
The Shop, Reading Road, 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	0.0%	0
Totland Supermarket, Mayfield Road, 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	0.0%	0	1.0%	1	0.0%	0
Waitrose, Station Road, 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	0.0%	0	5.0%	5	0.0%	0	0.0%	0
Waitrose, Stockbridge Road, Winchester	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	10
Waitrose, The Hart, Farnham	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	5.0%	5	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
(Don't know / varies)	1.0%	11	1.0%	1	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	3.0%	3	1.0%	1	0.0%	0	3.0%	3	0.0%	0
(Nowhere else)	39.0%	430	43.6%	44	39.0%	39	39.0%	39	35.0%	35	36.0%	36	47.5%	48	27.7%	28	38.0%	38	38.0%	38	38.0%	38	47.0%	47
Base:	1103		101		100		100		100		100		101		101		100		100		100		100	
Q02AWhich retailer do you purchase your main food internet / home delivery shopping from?																								
<i>Those who do said 'Internet / delivery' at Q02</i>																								
Amazon Pantry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abel & Cole	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda	13.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1	100.0%	1	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0
Iceland	4.5%	1	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	22.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1	33.3%	1	0.0%	0	40.0%	2	25.0%	1
Sainsbury's	27.3%	6	100.0%	1	0.0%	0	0.0%	0	50.0%	1	50.0%	1	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	50.0%	2
Tesco	18.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1	60.0%	3	0.0%	0
Waitrose	9.1%	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	50.0%	1	0.0%	0	25.0%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilson & Sons The Greengrocer	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	22		1		0		0		2		2		1		2		3		2		5		4	

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q03 In addition to your main food shopping, where do you normally do most of your household's small scale top-up food shopping (i.e. the store you visit regularly (2+ times a week) to buy bread, milk, etc., on a day-to-day basis)?													
Aldi, Alton Retail Park, Alton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Basingstoke Road, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Burnett Close, Winchester	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%
Aldi, Winchester Road, Basingstoke	0.4%	4	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%
Aldi, Winklebury Way, Basingstoke	1.0%	11	1.0%	1	0.0%	0	8.0%	8	1.0%	1	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	1.0%
Asda, Brighton Hill District Centre, Basingstoke	4.2%	46	6.9%	7	29.0%	29	6.0%	6	1.0%	1	0.0%	0	0.0%
Asda, Chalfont Way, Lower Earley, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Budgens, Newbury Road, Kingsclere	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%
Buttress Stores (Mace), Winchester Road, Kings Furlong	0.2%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Bell Street, Whitchurch	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	10	0.0%
Co-op, Broadmere Road, Beggarwood	0.5%	5	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	1.0%
Co-op, Franklin Avenue, Tadley	1.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	14	0.0%
Co-op, Grove Road, Basingstoke	1.0%	11	6.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%
Co-op, High Street, Odiham	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Co-op, Kings Road, Fleet	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%
Co-op, Kings Road, South Ham, Basingstoke	0.2%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%
Co-op, Limes Park, Rooksdown, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Co-op, Linden Avenue, Old Basing	1.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	20	0.0%
Co-op, Park Prewett Road, Rooksdown	0.5%	5	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%
Co-op, Swan Street, Kingsclere, Newbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%
Co-op, West Street, Alresford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Winchester Road,	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11											
Alton																								
Co-op, Winchester Street, Overton	1.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Winklebury Way, 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	0.0%	0
Eastrop Stores, Eastrop Way, Eastrop	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	0.0%	0
Iceland, Chineham District Centre, Basingstoke	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Festival Place, Basingstoke Town Centre	0.8%	9	4.0%	4	0.0%	0	1.0%	1	3.0%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Burton Foodmarket, Winklebury Centre, 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	0.0%	0
Lidl, Gastons Wood, Basingstoke	0.6%	7	1.0%	1	1.0%	1	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, The Forest Shopping Centre, Bordon	0.1%	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	0.0%	0
Lidl, Western Avenue, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Lidl, Worthing Road, Basingstoke	0.8%	9	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	4.0%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Londis, Crown Heights, Alencon Link, 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	0.0%	0
Londis, Reading Road, 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	0.0%	0
Marks & Spencer (BP), Grove Road, Cranbourne	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Marks & Spencer, Chineham District Centre, Basingstoke	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Festival Place, Basingstoke Town Centre	1.2%	13	2.0%	2	0.0%	0	2.0%	2	1.0%	1	0.0%	0	2.0%	2	3.0%	3	1.0%	1	0.0%	0	2.0%	2	0.0%	0
Marks & Spencer, 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	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Marks & Spencer, Newbury Retail Park, Newbury	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Northbrook Street, 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	0.0%	0
McColl's, Buckland Avenue, South Ham, 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	0.0%	0
Morrisons, Elvetham Heath, (The Key), 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	0.0%	0	1.0%	1	0.0%	0
Morrisons, Rose Kiln Lane,	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
off Basingstoke Road, Reading																								
Morrisons, Summit Avenue, Southwood, Farnborough	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	1.0%	1	0.0%	0
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	1.8%	20	2.0%	2	2.0%	2	9.0%	9	2.0%	2	1.0%	1	1.0%	1	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Nisa Local, Cranbourne Lane, Basingstoke	0.6%	7	5.9%	6	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
One Stop, Guinea Court, Chineham	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	0.0%	0
One Stop, High Street, Hartley Wintney	1.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	14	0.0%	0
One Stop, Longfellow Parade, Basingstoke	0.2%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Oakley Lane, Oakley	1.7%	19	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	16.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Sark Way, Popley	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	0.0%	0
One Stop, Shakespeare Road, Popley	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	0.0%	0
One Stop, Sherborne Road, South View	0.4%	4	2.0%	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	0.0%	0	0.0%	0
One Stop, St Michael's Road, Buckskin	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	0.0%	0
One Stop, Stanford Road, Brighton Hill	0.7%	8	1.0%	1	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Premier, Abbey Road, Popley	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	0.0%	0
Sainsbury's Superstore, Draymans Way, Alton	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	9	0.0%	0	0.0%	0
Sainsbury's Superstore, Hector's Way, Newbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Middlebrook Street, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sainsbury's Superstore, Mulfords Hill, Tadley	4.0%	44	0.0%	0	0.0%	0	0.0%	0	3.0%	3	4.0%	4	34.7%	35	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Shepherds Spring Lane, 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	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sainsbury's Superstore, Station Mall, Basingstoke Town Centre (The Malls)	1.1%	12	3.0%	3	1.0%	1	5.0%	5	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	2.7%	30	4.0%	4	14.0%	14	6.0%	6	1.0%	1	0.0%	0	1.0%	1	3.0%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0

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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	0.0%	0
Tesco Express, Anstey Lane, 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	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Express, Buckingham Parade, Kempshott	1.4%	15	0.0%	0	3.0%	3	10.0%	10	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Carpenters Down, Popley	1.8%	20	0.0%	0	0.0%	0	0.0%	0	19.0%	19	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Charlton Road, 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	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Express, Compton Square, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Heath End Road, Baughurst, Tadley	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	5.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Oakridge Road, Basingstoke	0.9%	10	5.0%	5	0.0%	0	3.0%	3	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, off Great Binfields Road, Lychpit	1.0%	11	1.0%	1	0.0%	0	1.0%	1	0.0%	0	9.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Weyhill Road, 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	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Express, Winchester Street, Whitchurch	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	7	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Extra, Newbury Retail Park, Pinchington Lane, Newbury	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	8.0%	8	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, River Way, 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	0.0%	0	0.0%	0	0.0%	0	1.0%	1
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	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, 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	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Metro, Festival Place, Basingstoke Town Centre	1.1%	12	6.9%	7	1.0%	1	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, District Shopping Centre, Chineham, Basingstoke	2.3%	25	1.0%	1	0.0%	0	1.0%	1	6.0%	6	13.0%	13	0.0%	0	1.0%	1	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Tesco Superstore, Finchampstead Road, Wokingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Superstore, High Street, Bordon	0.1%	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	0.0%	0
Tesco Superstore, Station Road, Hook	2.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	24.0%	24	0.0%	0
Tesco Superstore, Wellington Avenue, Aldershot	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Today's Extra (Oakridge Stores), Oakridge 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	0.0%	0
Waitrose, Basing View, Basingstoke	1.0%	11	4.0%	4	0.0%	0	2.0%	2	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Waitrose, Broadway, Thatcham	0.3%	3	0.0%	0	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	0.0%	0
Waitrose, Oxford Road, Newbury	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Chantry Centre, Andover	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	0.0%	0	0.0%	0	2.0%	2
Waitrose, Tresham Crescent, Yateley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Local stores, Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old 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	0.0%	0
Local stores, 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	0.0%	0	0.0%	0
Local stores, 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	0.0%	0	1.0%	1	0.0%	0
Local stores, 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	0.0%	0	1.0%	1	0.0%	0
Local stores, Kingsclere	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8	0.0%	0	0.0%	0	0.0%	0
Local stores, Old Basing	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	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	0.0%	0
Local stores, Sherfield on Loddon	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	0.0%	0
Local stores, South Ham	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	0.0%	0
Local stores, St Mary Bourne	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	0.0%	0
Local stores, Tadley	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	0.0%	0
Local stores, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Internet / delivery	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	3.0%	3	1.0%	1	0.0%	0
Aldi, St Michaels Retail Park, The Harroway	0.6%	7	1.0%	1	0.0%	0	3.0%	3	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Aldi, Weyhill Road, 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	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Ashland Stores, The Square, Bishops Green, Newbury	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	0.0%	0
Barton Stacey Post Office & Stores, The Street, Barton Stacey	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	0.0%	0	2.0%	2
Bentley Village Stores, London Road, Bentley	0.1%	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	0.0%	0
Best One Store, Kingsfurlong 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	0.0%	0

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Budgens, London 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	0.0%	0	2.0%	2	0.0%	0
Candover Valley Store, Alresford Road, Preston Candover	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8	0.0%	0	0.0%	0
Chilbolton Stores, Village Street, Chilbolton	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6
Co-op, Belle Vue, Road, Southbourne	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	0.0%	0
Co-op, Monument Close, Essex Street, Newbury	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	0.0%	0
Co-op, Pound Street, Newbury	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	0.0%	0
Co-op, Wokingham Road, Earley	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	0.0%	0
Dever Stores, Oxford Road, Sutton Scotney	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Hen & Chicken Filling Station, Upper Froyle, 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	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Home Bargains, Winchester Road, Basingstoke	0.3%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bridge Street, 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	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Lidl, High Street North, East Ham, London	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	0.0%	0
Lidl, London Road, Blackwater	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Local stores, Barton Stacey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Local stores, Crondall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Local stores, 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	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Local stores, Giles Road, Tadley	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	0.0%	0
Local stores, Headley	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	0.0%	0
Local stores, Kings Worthy	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Local stores, Longparish	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	0.0%	0	2.0%	2
Local stores, Mortimer West End	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	0.0%	0
Local stores, North Waltham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Nutley	0.1%	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	0.0%	0
Local stores, Padworth Common	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	0.0%	0
Local stores, Preston Candover	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	0.0%	0
Local stores, Romsey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Local stores, South Wonston	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	0.0%	0	0.0%	0	4.0%	4
Local stores, Sparsholt	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	0.0%	0	2.0%	2

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Local stores, Upton Grey	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	0.0%	0
Local stores, Wash Common, Newbury	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	0.0%	0
Local stores, Woolton Hill	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	0.0%	0
Local stores, 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	0.0%	0
Manydown Farm Shop, 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	0.0%	0
Marks & Spencer (BP), Mill Lane, A287, 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	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Marks & Spencer (BP), Popham Services, Micheldever	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
McColl's, Giles Road, Tadley	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	0.0%	0
NW Read Butchers, Lymington Bottom Road, 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	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Old Barn Stores, North Waltham, 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	0.0%	0
One Stop, Sherfield Road, Bramley, 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	0.0%	0
Post Office, Anstey Close, Basingstoke	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Petrol Station, Andover Road, Newbury	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8	0.0%	0	0.0%	0	0.0%	0
Spar, Swan Street, Kingsclere	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	0.0%	0
Swan Street Stores, Swan Street, Kingsclere	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	0.0%	0
Tesco Express, Priors Dean Road, Harestock, Winchester	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Tesco Express, Springvale Road, Kings Worthy	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	0.0%	0	0.0%	0	4.0%	4
The Shop, Church Street, Upton Grey	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	0.0%	0
The Shop, Reading Road, Sherfield on Loddon	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	0.0%	0
Waitrose, Station Road, Alton	0.6%	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	0.0%	0
Waitrose, Stockbridge Road, Winchester	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6
Waitrose, The Hart, 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	0.0%	0	0.0%	0	1.0%	1	0.0%	0
(Don't know / varies)	1.5%	16	1.0%	1	1.0%	1	4.0%	4	0.0%	0	2.0%	2	2.0%	2	0.0%	0	1.0%	1	1.0%	1	3.0%	3	1.0%	1
(Don't do this type of	30.4%	335	30.7%	31	32.0%	32	18.0%	18	36.0%	36	23.0%	23	30.7%	31	27.7%	28	37.0%	37	36.0%	36	21.0%	21	42.0%	42

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
shopping)												
Base:	1103	101	100	100	100	100	101	101	100	100	100	100

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q04 In addition to (LOCATION MENTIONED AT Q03), is there anywhere else you regularly use for your household's small scale top-up food shopping?																								
<i>Not those who said '(Don't know / varies)' or '(Don't do this type of shopping)' at Q03</i>																								
Aldi, Alton Retail Park, Alton	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0
Aldi, Burnett Close, Winchester	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3
Aldi, Winchester Road, Basingstoke	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Aldi, Winklebury Way, Basingstoke	0.8%	6	0.0%	0	0.0%	0	3.8%	3	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brighton Hill District Centre, Basingstoke	1.2%	9	2.9%	2	7.5%	5	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Aldermaston Road, Tadley	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Newbury Road, Kingsclere	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Bell Street, Whitchurch	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Broadmere Road, Beggarwood	0.5%	4	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Co-op, Franklin Avenue, Tadley	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Grove Road, Basingstoke	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Harts Hill Road, Dunston Park, Thatcham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, 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	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Co-op, High Street, 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	0.0%	0	1.3%	1	0.0%	0
Co-op, Limes Park, Rooksdown, Basingstoke	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Linden Avenue, Old Basing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, West Street, Alresford	0.1%	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	1.6%	1	0.0%	0	0.0%	0
Co-op, Winchester Road, 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	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Co-op, Winchester Street, Overton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Festival Place, Basingstoke Town Centre	0.4%	3	2.9%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Burton Foodmarket, Winklebury Centre, Basingstoke	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Gastons Wood, Basingstoke	0.7%	5	0.0%	0	0.0%	0	0.0%	0	3.1%	2	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Western Avenue,	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Andover																								
Lidl, Worting Road, Basingstoke	1.5%	11	1.4%	1	1.5%	1	2.6%	2	3.1%	2	0.0%	0	0.0%	0	2.7%	2	0.0%	0	1.6%	1	2.6%	2	0.0%	0
Londis, Reading Road, Sherfield on Loddon	0.1%	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	1.6%	1	0.0%	0	0.0%	0
Marks & Spencer (BP), Grove Road, Cranbourne	0.8%	6	5.8%	4	1.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Broad Street, Reading Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Marks & Spencer, Chineham District Centre, Basingstoke	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	4	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Festival Place, Basingstoke Town Centre	1.3%	10	1.4%	1	1.5%	1	1.3%	1	1.6%	1	0.0%	0	4.4%	3	2.7%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Marks & Spencer, High Street, Alton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0
Marks & Spencer, Newbury Retail Park, Newbury	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	4	0.0%	0	0.0%	0	0.0%	0
McColl's, Elmwood Way, Winklebury	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Elvetham Heath, (The Key), Fleet	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	2.1%	16	7.2%	5	3.0%	2	9.0%	7	1.6%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa Local, Amport Road, Sherfield Park	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Guinea Court, Chineham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Oakley Lane, Oakley	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Shakespeare Road, Popley	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Sherborne Road, South View	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Stanford Road, Brighton Hill	0.5%	4	0.0%	0	4.5%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Abbey Road, Popley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Pack Lane, Kempshott	0.3%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, 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	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Sainsbury's Superstore,	0.1%	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	1.6%	1	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Draymans Way, Alton																								
Sainsbury's Superstore, Farnham Trading Estate, Water Lane, 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	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Sainsbury's Superstore, Fleet Road, Fleet	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Sainsbury's Superstore, Hector's Way, Newbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mulfords Hill, Tadley	1.6%	12	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	13.2%	9	1.4%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Sainsbury's Superstore, Station Mall, Basingstoke Town Centre (The Malls)	1.9%	14	7.2%	5	0.0%	0	2.6%	2	1.6%	1	0.0%	0	1.5%	1	2.7%	2	3.2%	2	0.0%	0	1.3%	1	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	1.6%	12	0.0%	0	10.4%	7	5.1%	4	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Linden Avenue, Old Basing	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Upper Bucklebury, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Anstey Lane, 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	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Tesco Express, Buckingham Parade, Kempshott	0.3%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Carpenters Down, Popley	0.5%	4	0.0%	0	0.0%	0	0.0%	0	6.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Charlton Road, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Heath End Road, Baughurst, Tadley	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.5%	1	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Oakridge Road, Basingstoke	0.5%	4	1.4%	1	0.0%	0	1.3%	1	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, off Great Binfields Road, Lychpit	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Winchester Road, Four Marks, Alton	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	4	0.0%	0	0.0%	0
Tesco Express, Winchester Street, Whitchurch	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Newbury Retail Park, Pinchington Lane, Newbury	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, River Way, 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	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Tesco Extra, Winnall, Winchester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Tesco Metro, Festival Place,	0.9%	7	2.9%	2	1.5%	1	2.6%	2	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Basingstoke Town 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
Tesco Superstore, District Shopping Centre, Chineham, Basingstoke	1.3%	10	0.0%	0	0.0%	0	0.0%	0	3.1%	2	5.3%	4
Tesco Superstore, Station Road, Hook	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Waitrose, Basing View, Basingstoke	2.0%	15	4.3%	3	0.0%	0	1.3%	1	0.0%	0	5.3%	4
Waitrose, Hart Centre, Fleet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Oxford Road, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Waitrose, Tresham Crescent, Yateley	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Basingstoke Town Centre: Festival Place Shopping Centre	0.5%	4	1.4%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Local stores, Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	0.3%	2	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0
Local stores, Hartley Wintney	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Hook	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Kingsclere	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Local stores, Oakley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Local stores, Old Basing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Local stores, Overton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Local stores, South Ham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Local stores, Tadley	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Internet / delivery	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Aldermaston Stores, Fisherman's Lane, Aldermaston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Aldi, St Michaels Retail Park, The Harroway	1.3%	10	2.9%	2	6.0%	4	1.3%	1	0.0%	0	2.7%	2
Avenue Nurseries, Avenue Road, Lasham, Alton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barton Stacey Post Office & Stores, The Street, Barton Stacey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Village Stores, London Road, Bentley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Budgens, London Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11									
Hook																						
Cobbs Farm Shop, Springvale Road, Headbourne Worthy	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1								
Co-op, Byfleet Avenue, Old Basing, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0								
Co-op, High Street, Stockbridge	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2								
Co-op, Pound Street, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0						
Co-op, Reading Road, Yateley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0				
Good Taste Bakery, Hartley Witney, Hook	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0				
Home Bargains, Winchester Road, Basingstoke	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Local stores, Buckskin Centre, Basingstoke	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Local stores, North Waltham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	1.6%	1	0.0%	0		
Local stores, Preston Candover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0		
Local stores, Sherfield Park, Sherfield on Loddon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Local stores, South Wonston	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3
Local stores, Stockbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Local stores, Upton Grey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Local stores, Woolton Hill	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0
Manydown Farm Shop, Worting Road, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Buck Garage, Micheldever Road, Longparish	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Marks & Spencer, Tollbar Way, Hedge End, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
One Stop, Sherfield Road, Bramley, Tadley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office, Anstey Close, Basingstoke	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Petrol Station, Andover Road, Newbury	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0
Spar, Hook Road, 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	1.3%	1	0.0%	0
Spar, Stoney Lane, Weeke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Tesco Express, Priors Dean Road, Harestock,	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Winchester																								
Tesco Express, Springvale Road, Kings Worthy	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2
Waitrose, Stockbridge Road, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Winchester Farmers Market, High Street, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Woolton Hill Post Office, The Stores, Woolton Hill	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.5%	19	5.8%	4	1.5%	1	1.3%	1	4.7%	3	1.3%	1	1.5%	1	1.4%	1	1.6%	1	6.3%	4	2.6%	2	0.0%	0
(Nowhere else)	51.5%	387	47.8%	33	55.2%	37	52.6%	41	53.1%	34	49.3%	37	52.9%	36	41.1%	30	56.5%	35	49.2%	31	56.6%	43	52.6%	30
Base:		752		69		67		78		64		75		68		73		62		63		76		57

Meanscore: [%]

Q05 Of all the money you spend on your main and top-up food shopping, what percentage on average goes on your main food shopping?

Not those who said '(Don't do this type of shopping)' at Q03

None	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
1 - 10%	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
11 - 20%	1.6%	12	1.4%	1	1.5%	1	1.2%	1	1.6%	1	2.6%	2	2.9%	2	1.4%	1	3.2%	2	0.0%	0	0.0%	0	1.7%	1
21 - 30%	2.9%	22	0.0%	0	4.4%	3	2.4%	2	1.6%	1	2.6%	2	5.7%	4	1.4%	1	1.6%	1	9.4%	6	2.5%	2	0.0%	0
31 - 40%	2.1%	16	4.3%	3	2.9%	2	1.2%	1	1.6%	1	1.3%	1	1.4%	1	2.7%	2	1.6%	1	1.6%	1	1.3%	1	3.4%	2
41 - 50%	8.6%	66	14.3%	10	4.4%	3	8.5%	7	6.3%	4	9.1%	7	1.4%	1	11.0%	8	12.7%	8	14.1%	9	8.9%	7	3.4%	2
51 - 60%	8.1%	62	7.1%	5	5.9%	4	11.0%	9	7.8%	5	9.1%	7	11.4%	8	2.7%	2	4.8%	3	14.1%	9	11.4%	9	1.7%	1
61 - 70%	8.7%	67	14.3%	10	7.4%	5	11.0%	9	3.1%	2	10.4%	8	10.0%	7	6.8%	5	4.8%	3	7.8%	5	7.6%	6	12.1%	7
71 - 80%	29.6%	227	24.3%	17	30.9%	21	20.7%	17	40.6%	26	29.9%	23	27.1%	19	41.1%	30	27.0%	17	31.3%	20	24.1%	19	31.0%	18
81 - 90%	22.8%	175	21.4%	15	23.5%	16	19.5%	16	25.0%	16	26.0%	20	20.0%	14	21.9%	16	22.2%	14	12.5%	8	26.6%	21	32.8%	19
91 - 99%	8.2%	63	5.7%	4	7.4%	5	12.2%	10	4.7%	3	9.1%	7	8.6%	6	4.1%	3	12.7%	8	6.3%	4	10.1%	8	8.6%	5
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	0.0%	0
(Don't know / varies)	7.2%	55	5.7%	4	11.8%	8	12.2%	10	7.8%	5	0.0%	0	10.0%	7	6.8%	5	7.9%	5	3.1%	2	7.6%	6	5.2%	3
(Refused)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Mean:		74.03		71.32		74.83		74.46		75.85		74.26		73.06		74.31		74.49		67.65		75.68		78.80
Base:		768		70		68		82		64		77		70		73		63		64		79		58

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Meanscore: [%]																							
Q05XOf all the money you spend on your main and top-up food shopping, what percentage on average goes on your main food shopping? (All respondents)																							
None	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
1 - 10%	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	0.0%
11 - 20%	1.1%	12	1.0%	1	1.0%	1	1.0%	1	1.0%	1	2.0%	2	2.0%	2	1.0%	1	2.0%	2	0.0%	0	0.0%	0	1.0%
21 - 30%	2.0%	22	0.0%	0	3.0%	3	2.0%	2	1.0%	1	2.0%	2	4.0%	4	1.0%	1	1.0%	1	6.0%	6	2.0%	2	0.0%
31 - 40%	1.5%	16	3.0%	3	2.0%	2	1.0%	1	1.0%	1	1.0%	1	1.0%	1	2.0%	2	1.0%	1	1.0%	1	1.0%	1	2.0%
41 - 50%	6.0%	66	9.9%	10	3.0%	3	7.0%	7	4.0%	4	7.0%	7	1.0%	1	7.9%	8	8.0%	8	9.0%	9	7.0%	7	2.0%
51 - 60%	5.6%	62	5.0%	5	4.0%	4	9.0%	9	5.0%	5	7.0%	7	7.9%	8	2.0%	2	3.0%	3	9.0%	9	9.0%	9	1.0%
61 - 70%	6.1%	67	9.9%	10	5.0%	5	9.0%	9	2.0%	2	8.0%	8	6.9%	7	5.0%	5	3.0%	3	5.0%	5	6.0%	6	7.0%
71 - 80%	20.6%	227	16.8%	17	21.0%	21	17.0%	17	26.0%	26	23.0%	23	18.8%	19	29.7%	30	17.0%	17	20.0%	20	19.0%	19	18.0%
81 - 90%	15.9%	175	14.9%	15	16.0%	16	16.0%	16	16.0%	16	20.0%	20	13.9%	14	15.8%	16	14.0%	14	8.0%	8	21.0%	21	19.0%
91 - 99%	5.7%	63	4.0%	4	5.0%	5	10.0%	10	3.0%	3	7.0%	7	5.9%	6	3.0%	3	8.0%	8	4.0%	4	8.0%	8	5.0%
100%	30.4%	335	30.7%	31	32.0%	32	18.0%	18	36.0%	36	23.0%	23	30.7%	31	27.7%	28	37.0%	37	36.0%	36	21.0%	21	42.0%
(Don't know / varies)	5.0%	55	4.0%	4	8.0%	8	10.0%	10	5.0%	5	0.0%	0	6.9%	7	5.0%	5	5.0%	5	2.0%	2	6.0%	6	3.0%
(Refused)	0.2%	2	0.0%	0	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	0.0%
Mean:	82.35		80.48		83.59		79.57		85.00		80.18		82.04		81.80		84.53		79.53		81.12		87.98
Base:	1103		101		100		100		100		100		101		101		100		100		100		100
Q06AWhenever you do main or top-up food shopping at Asda, Brighton Hill District Centre, Basingstoke do you ever combine it with a visit to other shops or another activity in Brighton Hill District Centre at the same time?																							
Yes	18.9%	209	29.7%	30	47.0%	47	32.0%	32	24.0%	24	8.0%	8	17.8%	18	20.8%	21	2.0%	2	16.0%	16	9.0%	9	2.0%
No	22.3%	246	33.7%	34	37.0%	37	32.0%	32	28.0%	28	20.0%	20	13.9%	14	28.7%	29	3.0%	3	16.0%	16	17.0%	17	16.0%
Never do main or top-up food shopping at Asda, Brighton Hill District Centre, Basingstoke	58.7%	648	36.6%	37	16.0%	16	36.0%	36	48.0%	48	72.0%	72	68.3%	69	50.5%	51	95.0%	95	68.0%	68	74.0%	74	82.0%
Base:	1103		101		100		100		100		100		101		101		100		100		100		100
Q06BWhenever you do main or top-up food shopping at Sainsbury's Superstore, Mulfords Hill, Tadley do you ever combine it with a visit to other shops or another activity in Tadley District Centre at the same time?																							
Yes	8.2%	90	4.0%	4	3.0%	3	1.0%	1	11.0%	11	7.0%	7	43.6%	44	3.0%	3	12.0%	12	1.0%	1	1.0%	1	3.0%
No	21.4%	236	32.7%	33	26.0%	26	16.0%	16	27.0%	27	18.0%	18	46.5%	47	16.8%	17	16.0%	16	7.0%	7	13.0%	13	16.0%
Never do main or top-up food shopping at Sainsbury's Superstore, Mulfords Hill, Tadley	70.4%	777	63.4%	64	71.0%	71	83.0%	83	62.0%	62	75.0%	75	9.9%	10	80.2%	81	72.0%	72	92.0%	92	86.0%	86	81.0%
Base:	1103		101		100		100		100		100		101		101		100		100		100		100

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q06C Whenever you do main or top-up food shopping at Tesco Superstore, District Shopping Centre, Chineham do you ever combine it with a visit to other shops or another activity in Chineham District Centre at the same time?																								
Yes	27.1%	299	39.6%	40	29.0%	29	27.0%	27	49.0%	49	51.0%	51	21.8%	22	27.7%	28	4.0%	4	18.0%	18	28.0%	28	3.0%	3
No	19.8%	218	20.8%	21	22.0%	22	21.0%	21	34.0%	34	30.0%	30	14.9%	15	17.8%	18	6.0%	6	12.0%	12	23.0%	23	16.0%	16
Never do main or top-up food shopping at Tesco Superstore, District Shopping Centre, Chineham	53.1%	586	39.6%	40	49.0%	49	52.0%	52	17.0%	17	19.0%	19	63.4%	64	54.5%	55	90.0%	90	70.0%	70	49.0%	49	81.0%	81
Base:	1103		101		100		100		100		100		101		101		100		100		100		100	
Q06D Whenever you do main or top-up food shopping at Waitrose, Basing View, Basingstoke do you ever combine it with a visit to other shops or another activity in Basingstoke Town Centre at the same time?																								
Yes	24.5%	270	37.6%	38	30.0%	30	30.0%	30	23.0%	23	32.0%	32	13.9%	14	32.7%	33	6.0%	6	21.0%	21	31.0%	31	12.0%	12
No	17.8%	196	27.7%	28	22.0%	22	18.0%	18	25.0%	25	15.0%	15	9.9%	10	20.8%	21	9.0%	9	14.0%	14	18.0%	18	16.0%	16
Never do main or top-up food shopping at Waitrose, Basing View, Basingstoke	57.8%	637	34.7%	35	48.0%	48	52.0%	52	52.0%	52	53.0%	53	76.2%	77	46.5%	47	85.0%	85	65.0%	65	51.0%	51	72.0%	72
Base:	1103		101		100		100		100		100		101		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		Zone 11	
Q07 Whenever you carry out linked trips as part of your main or top-up food shopping trip - what do you do? [MR]																								
Shopping for: Clothing / footwear	16.9%	186	10.9%	11	22.0%	22	25.0%	25	20.0%	20	14.0%	14	12.9%	13	19.8%	20	12.0%	12	13.0%	13	27.0%	27	9.0%	9
Shopping for: DIY and decorating goods	2.7%	30	0.0%	0	1.0%	1	2.0%	2	1.0%	1	0.0%	0	9.9%	10	0.0%	0	6.0%	6	6.0%	6	1.0%	1	3.0%	3
Shopping for: Domestic electrical appliances such as fridges, kettles, washing machines	1.4%	15	0.0%	0	0.0%	0	3.0%	3	1.0%	1	1.0%	1	2.0%	2	1.0%	1	2.0%	2	2.0%	2	1.0%	1	2.0%	2
Shopping for: Furniture / floorcoverings / household textiles	2.8%	31	0.0%	0	6.0%	6	5.0%	5	3.0%	3	4.0%	4	2.0%	2	2.0%	2	1.0%	1	4.0%	4	2.0%	2	2.0%	2
Shopping for: Mobile phones & accessories	0.3%	3	0.0%	0	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	0.0%	0
Shopping for: Personal / luxury goods such as books, jewellery, china, glass & cosmetics	6.4%	71	5.0%	5	1.0%	1	12.0%	12	10.0%	10	3.0%	3	5.0%	5	8.9%	9	5.0%	5	11.0%	11	9.0%	9	1.0%	1
Shopping for: TV, Hi-Fi, radio, photographic & computer equipment	0.5%	5	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Shopping for: Chemist goods / toiletries	7.6%	84	4.0%	4	9.0%	9	7.0%	7	10.0%	10	15.0%	15	5.0%	5	5.9%	6	8.0%	8	11.0%	11	5.0%	5	4.0%	4
Other FOOD shopping	9.6%	106	10.9%	11	8.0%	8	10.0%	10	12.0%	12	21.0%	21	7.9%	8	8.9%	9	6.0%	6	5.0%	5	12.0%	12	4.0%	4
Meeting family / friends	4.7%	52	5.0%	5	3.0%	3	6.0%	6	5.0%	5	1.0%	1	4.0%	4	10.9%	11	6.0%	6	2.0%	2	4.0%	4	5.0%	5
Visit advice centre / CAB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit cafes - daytime eating / drinking	5.3%	58	5.9%	6	6.0%	6	6.0%	6	4.0%	4	10.0%	10	2.0%	2	8.9%	9	3.0%	3	1.0%	1	7.0%	7	4.0%	4
Visit church	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit gym	1.0%	11	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	3	3.0%	3	2.0%	2	1.0%	1	0.0%	0
Visit library	1.6%	18	1.0%	1	1.0%	1	1.0%	1	1.0%	1	3.0%	3	4.0%	4	1.0%	1	0.0%	0	4.0%	4	1.0%	1	1.0%	1
Visit museum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit nail bar / beauticians	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit restaurants / bars	2.7%	30	3.0%	3	2.0%	2	3.0%	3	9.0%	9	1.0%	1	1.0%	1	3.0%	3	2.0%	2	1.0%	1	3.0%	3	2.0%	2
Visit solicitors / estate agent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit swimming pool	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Visit the bank	4.0%	44	4.0%	4	2.0%	2	1.0%	1	6.0%	6	3.0%	3	5.0%	5	5.0%	5	5.0%	5	2.0%	2	7.0%	7	4.0%	4
Visit the building society	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	0.0%	0
Visit the dry cleaners / laundrette	0.7%	8	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	1.0%	1	0.0%	0	2.0%	2	1.0%	1	0.0%	0	1.0%	1
Visit the hairdressers / barbers	1.0%	11	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	2.0%	2	1.0%	1	1.0%	1	3.0%	3	1.0%	1	1.0%	1
Visit the market	0.1%	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	0.0%	0
Visit the opticians	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the pharmacy	0.9%	10	3.0%	3	2.0%	2	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Visit the doctor / dentist / hospital	2.0%	22	2.0%	2	7.0%	7	3.0%	3	1.0%	1	2.0%	2	2.0%	2	0.0%	0	0.0%	0	3.0%	3	0.0%	0	2.0%	2
Get fuel	2.4%	27	1.0%	1	1.0%	1	3.0%	3	0.0%	0	2.0%	2	2.0%	2	5.9%	6	3.0%	3	4.0%	4	4.0%	4	1.0%	1
Get car washed	0.1%	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	0.0%	0
Recycling / go to the tip	0.8%	9	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	2.0%	2	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Window shopping / browsing / go for a walk	6.4%	71	8.9%	9	5.0%	5	3.0%	3	2.0%	2	20.0%	20	2.0%	2	8.9%	9	2.0%	2	5.0%	5	10.0%	10	4.0%	4
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	0.0%	0
Children's activities	0.3%	3	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	1.0%	1	0.0%	0
Dog walking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Donating to charity shops	0.5%	5	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dropping / picking people up	0.5%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	1.0%	1
Get car serviced	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
School run	0.5%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Shopping for: Pet products	0.9%	10	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	2.0%	2	1.0%	1	2.0%	2	0.0%	0
Shopping for: Stationery / cards	0.5%	5	1.0%	1	1.0%	1	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping in: Charity shops	0.8%	9	2.0%	2	3.0%	3	1.0%	1	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports activity	0.7%	8	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	1.0%	1	2.0%	2	1.0%	1	0.0%	0
Use train station	0.4%	4	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%	2	1.0%	1
Visit bookmakers	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	0.0%	0
Visit cinema	1.3%	14	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	3.0%	3	0.0%	0	3.0%	3	5.0%	5	1.0%	1
Visit cobblers	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	0.0%	0
Visit community centre / local group	0.4%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Visit newsagents	0.2%	2	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	0.0%	0	0.0%	0
Visit post office	1.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	6.9%	7	2.0%	2	2.0%	2	0.0%	0	3.0%	3	1.0%	1
Visit recycling centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Visit travel agents	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	0.0%	0
Visit vets	0.3%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Work	1.8%	20	2.0%	2	2.0%	2	3.0%	3	2.0%	2	2.0%	2	2.0%	2	2.0%	2	0.0%	0	2.0%	2	2.0%	2	1.0%	1
(Don't know)	0.7%	8	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	2.0%	2	1.0%	1	1.0%	1	0.0%	0
(Never carry out-linked trips when food shopping)	46.1%	509	53.5%	54	48.0%	48	38.0%	38	47.0%	47	36.0%	36	50.5%	51	36.6%	37	54.0%	54	43.0%	43	38.0%	38	63.0%	63
Base:	1103		101		100		100		100		100		101		101		100		100		100		100	

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q08 Where do you normally shop for household purchases of mens, womens, childrens and baby clothing/footwear? NOTE we mean fashion items not sports clothing and footwear																								
Asda, Brighton Hill District Centre, Basingstoke	1.2%	13	1.0%	1	5.0%	5	6.0%	6	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, Festival Place, Basingstoke Town Centre	2.3%	25	5.0%	5	4.0%	4	1.0%	1	3.0%	3	2.0%	2	2.0%	2	3.0%	3	0.0%	0	3.0%	3	2.0%	2	0.0%	0
Marks & Spencer, The Meadows (Shopping Centre), Sandhurst	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	2.0%	2	3.0%	3	0.0%	0
Sainsbury's Superstore, 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	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sainsbury's Superstore, Bath Road, 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	0.0%	0
Sainsbury's Superstore, Hector's Way, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mulfords Hill, Tadley	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	1.1%	12	0.0%	0	4.0%	4	3.0%	3	1.0%	1	0.0%	0	0.0%	0	3.0%	3	0.0%	0	1.0%	1	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	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Extra, 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	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Superstore, District Shopping Centre, Chineham	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	0.0%	0
Tesco Superstore, Wellington Avenue, Aldershot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Avenue Nurseries, Lasham	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	0.0%	0
Boots, Brighton Hill District Centre, 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	0.0%	0	0.0%	0	1.0%	1
Homesense (TK Maxx), Festival Place, Basingstoke	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	0.0%	0
IKEA, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
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	0.0%	0	0.0%	0
John Lewis, Westquay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Shopping Centre, Southampton																								
Matalan, Chineham District Centre, Basingstoke	0.4%	4	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Next, Festival Place, Basingstoke	0.4%	4	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	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	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Alton Town Centre	0.5%	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	0.0%	0
Andover Town Centre	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Basingstoke Town Centre: Festival Place Shopping Centre	39.3%	434	55.4%	56	50.0%	50	46.0%	46	58.0%	58	48.0%	48	46.5%	47	40.6%	41	13.0%	13	27.0%	27	32.0%	32	16.0%	16
Basingstoke Town Centre: The Malls Shopping Centre	2.2%	24	5.0%	5	3.0%	3	2.0%	2	4.0%	4	2.0%	2	2.0%	2	1.0%	1	0.0%	0	1.0%	1	4.0%	4	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	0.4%	4	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: The whole of Basingstoke Town Centre	2.8%	31	1.0%	1	5.0%	5	9.0%	9	4.0%	4	1.0%	1	3.0%	3	2.0%	2	0.0%	0	5.0%	5	1.0%	1	0.0%	0
Brighton Hill District 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	0.0%	0	0.0%	0
Camberley Town Centre	0.4%	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	0.0%	0	3.0%	3	0.0%	0
Central London / West End	1.2%	13	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	1.0%	1	0.0%	0	4.0%	4	1.0%	1	3.0%	3
Chineham District Centre	0.3%	3	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	1.0%	1	0.0%	0
Farnham Town Centre	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	8.0%	8	3.0%	3	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	0.0%	0	4.0%	4	0.0%	0
Guildford Town Centre	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	4.0%	4	0.0%	0
Kingsclere Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Newbury Town Centre	6.0%	66	1.0%	1	1.0%	1	1.0%	1	1.0%	1	3.0%	3	2.0%	2	3.0%	3	53.0%	53	0.0%	0	0.0%	0	1.0%	1
Overton 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	0.0%	0
Oxford City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Portsmouth City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre (includes The Oracle Shopping Centre)	2.9%	32	0.0%	0	4.0%	4	1.0%	1	2.0%	2	7.0%	7	5.9%	6	0.0%	0	2.0%	2	2.0%	2	8.0%	8	0.0%	0
Salisbury City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Southampton City Centre (includes Westquay Shopping Centre)	1.2%	13	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	0.0%	0	11.0%	11
Tadley District 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	0.0%	0
Whitchurch 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	0.0%	0	0.0%	0	1.0%	1
Winchester City Centre	3.1%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	8	2.0%	2	3.0%	3	0.0%	0	21.0%	21
Brighton Hill Retail Park, Basingstoke	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End Retail Park, Southampton	0.4%	4	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	0.0%	0	2.0%	2

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Houndmills Industrial Estate, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Retail Park, Pinchington Lane, Newbury	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	23.2%	256	21.8%	22	16.0%	16	27.0%	27	16.0%	16	20.0%	20
Carlisle City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cirencester Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templer Avenue, Farnborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Country Market Retail Centre, Kingsley, Bordon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gunwharf Quays Designer Outlet, Portsmouth	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Hungerford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Llanelli Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romsey Town Centre	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Stockbridge Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows Centre, Marshall Road, Sandhurst	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.0%	11	2.0%	2	3.0%	3	0.0%	0	0.0%	0	1.0%	1
(Don't do this type of shopping)	1.8%	20	3.0%	3	1.0%	1	0.0%	0	4.0%	4	3.0%	3
Base:	1103	101	100	100	100	100	101	101	100	100	100	100

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Meanscore: [Number of visits per month]																							
Q09 How often do you visit (LOCATION MENTIONED AT Q08) for clothing and footwear purchases ?																							
Not those who said '(Don't know / varies)' or '(Don't do this type of shopping)' at Q08																							
Everyday	0.5%	5	1.0%	1	3.1%	3	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%
4-6 days a week	0.2%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
2-3 days a week	1.1%	12	1.0%	1	1.0%	1	0.0%	0	3.1%	3	1.0%	1	3.1%	3	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%
1 day a week	4.8%	51	8.3%	8	8.3%	8	7.0%	7	5.2%	5	5.2%	5	4.1%	4	2.0%	2	3.1%	3	1.0%	1	5.2%	5	3.0%
Once every 2 weeks	7.8%	84	8.3%	8	7.3%	7	7.0%	7	8.3%	8	14.6%	14	7.2%	7	8.1%	8	5.2%	5	5.1%	5	10.3%	10	5.1%
Once every month	21.6%	232	27.1%	26	17.7%	17	27.0%	27	20.8%	20	16.7%	16	22.7%	22	25.3%	25	16.5%	16	17.2%	17	19.6%	19	27.3%
Once every two months	14.9%	160	15.6%	15	14.6%	14	12.0%	12	13.5%	13	14.6%	14	15.5%	15	18.2%	18	17.5%	17	10.1%	10	20.6%	20	12.1%
3-4 times a year	32.1%	344	19.8%	19	28.1%	27	28.0%	28	31.3%	30	31.3%	30	26.8%	26	37.4%	37	38.1%	37	41.4%	41	32.0%	31	38.4%
Once a year	7.5%	80	6.3%	6	4.2%	4	5.0%	5	5.2%	5	6.3%	6	8.2%	8	6.1%	6	9.3%	9	16.2%	16	5.2%	5	10.1%
Less often	1.7%	18	2.1%	2	3.1%	3	1.0%	1	3.1%	3	0.0%	0	2.1%	2	0.0%	0	1.0%	1	3.0%	3	2.1%	2	1.0%
(Don't know / varies / no particular pattern)	7.8%	84	10.4%	10	11.5%	11	11.0%	11	9.4%	9	10.4%	10	10.3%	10	2.0%	2	9.3%	9	6.1%	6	4.1%	4	2.0%
Mean:	1.09	1.42		2.10		1.42		1.18		1.05		1.13		0.82		0.67		0.54		0.96		0.80	
Base:	1072	96		96		100		96		96		97		99		97		99		97		99	
Q10 How do you usually travel to (LOCATION MENTIONED AT Q08) for clothing and footwear shopping?																							
Not those who said '(Don't know / varies)', '(Don't do this type of shopping)' or 'Internet / delivery' at Q08																							
Car / van (as driver)	70.1%	572	32.4%	24	67.5%	54	63.0%	46	53.8%	43	77.6%	59	66.7%	48	82.4%	61	89.5%	68	76.7%	56	86.1%	62	77.3%
Car / van (as passenger)	6.7%	55	4.1%	3	7.5%	6	6.8%	5	11.3%	9	6.6%	5	9.7%	7	4.1%	3	1.3%	1	6.8%	5	6.9%	5	9.1%
Bus, minibus or coach	11.3%	92	10.8%	8	13.8%	11	19.2%	14	25.0%	20	7.9%	6	13.9%	10	8.1%	6	7.9%	6	6.8%	5	1.4%	1	7.6%
Using park & ride facility	1.2%	10	1.4%	1	0.0%	0	2.7%	2	0.0%	0	1.3%	1	2.8%	2	2.7%	2	0.0%	0	0.0%	0	1.4%	1	1.5%
Motorcycle, scooter or moped	0.2%	2	0.0%	0	1.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Walk	5.9%	48	45.9%	34	3.8%	3	2.7%	2	5.0%	4	1.3%	1	2.8%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.5%
Taxi	0.7%	6	0.0%	0	1.3%	1	1.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%
Train	2.2%	18	1.4%	1	1.3%	1	1.4%	1	2.5%	2	5.3%	4	1.4%	1	1.4%	1	0.0%	0	2.7%	2	4.2%	3	3.0%
Bicycle	0.2%	2	1.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mobility scooter	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%
Not applicable / goods delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aeroplane	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%
(Don't know / varies)	1.1%	9	2.7%	2	2.5%	2	1.4%	1	0.0%	0	0.0%	0	2.8%	2	0.0%	0	1.3%	1	1.4%	1	0.0%	0	0.0%
Base:	816	74		80		73		80		76		72		74		76		73		72		66	

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	
Q11 Where else do you shop to buy clothing / footwear goods?														
<i>Not those who said '(Don't know / varies)' or '(Don't do this type of shopping)' at Q08</i>														
Asda, Bournemouth Road, Eastleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Asda, Brighton Hill District Centre, Basingstoke	1.4%	15	0.0%	0	6.3%	6	3.0%	3	2.1%	2	1.0%	1	0.0%	0
Marks & Spencer, Chineham District Centre, Basingstoke	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Festival Place, Basingstoke Town Centre	1.2%	13	4.2%	4	1.0%	1	1.0%	1	2.1%	2	1.0%	1	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	1.0%	0
Marks & Spencer, The Meadows (Shopping Centre), Sandhurst	1.0%	11	3.1%	3	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Badger Farm Road, Badger Farm, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sainsbury's Superstore, Mulfords Hill, Tadley	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	5	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	1.0%	11	1.0%	1	3.1%	3	2.0%	2	0.0%	0	1.0%	1	0.0%	0
Tesco Extra, Winnall, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Superstore, District Shopping Centre, Chineham	0.3%	3	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0
Argos, The Hart Centre, Fleet	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Easton Lane, Winnall, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
John Lewis, Basing View, Basingstoke	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Westquay Shopping Centre, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Matalan, Chineham District Centre, Basingstoke	0.6%	6	0.0%	0	0.0%	0	0.0%	0	2.1%	2	2.1%	2	0.0%	0
Next, Festival Place,	0.4%	4	0.0%	0	0.0%	0	3.0%	3	0.0%	0	1.0%	1	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Basingstoke																							
Wickes, Churchill Way West, 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	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	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	5.1%	5	0.0%	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	3.0%	3	0.0%	0	0.0%	0	0.0%	0	2.0%
Basingstoke Town Centre: Festival Place Shopping Centre	12.5%	134	8.3%	8	8.3%	8	11.0%	11	8.3%	8	15.6%	15	15.5%	15	22.2%	22	10.3%	10	8.1%	8	20.6%	20	9.1%
Basingstoke Town Centre: The Malls Shopping Centre	1.6%	17	4.2%	4	2.1%	2	2.0%	2	2.1%	2	1.0%	1	3.1%	3	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%
Basingstoke Town Centre: Top of Town / Old Basingstoke	0.2%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Basingstoke Town Centre: The whole of Basingstoke Town Centre	0.7%	8	1.0%	1	2.1%	2	2.0%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%
Bicester Village Outlet Shopping Centre, Bicester	0.3%	3	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Camberley Town Centre	0.6%	6	0.0%	0	1.0%	1	0.0%	0	2.1%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%
Central London / West End	2.4%	26	1.0%	1	0.0%	0	1.0%	1	2.1%	2	1.0%	1	1.0%	1	2.0%	2	6.2%	6	7.1%	7	4.1%	4	1.0%
Chineham District Centre	0.9%	10	2.1%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0	2.1%	2	3.0%	3	0.0%	0	0.0%	0	1.0%	1	0.0%
Farnborough Town Centre	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	1.0%	1	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	1.0%	1	0.0%	0	2.0%	2	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	0.0%	0	4.1%	4	0.0%
Guildford Town Centre	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	4.0%	4	6.2%	6	0.0%
Kingsclere Village	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	0.0%
Newbury Town Centre	2.2%	24	0.0%	0	1.0%	1	0.0%	0	1.0%	1	4.2%	4	5.2%	5	2.0%	2	11.3%	11	0.0%	0	0.0%	0	0.0%
Oxford City Centre	0.3%	3	0.0%	0	2.1%	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%
Portsmouth City Centre	0.3%	3	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Reading Town Centre (includes The Oracle Shopping Centre)	4.8%	51	1.0%	1	3.1%	3	7.0%	7	7.3%	7	10.4%	10	5.2%	5	3.0%	3	4.1%	4	2.0%	2	9.3%	9	0.0%
Salisbury City Centre	0.4%	4	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	3.0%
Southampton City Centre (includes Westquay Shopping Centre)	2.4%	26	0.0%	0	3.1%	3	0.0%	0	1.0%	1	1.0%	1	0.0%	0	2.0%	2	1.0%	1	2.0%	2	2.1%	2	14.1%
Swindon 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	0.0%
Tadley 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	1.0%	1	0.0%	0	0.0%	0	0.0%
Winchester City Centre	3.6%	39	1.0%	1	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	7	4.1%	4	6.1%	6	1.0%	1	18.2%
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	0.0%	0	0.0%

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Churchill Retail Park, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Hedge End Retail Park, Southampton	0.6%	6	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	1
Newbury Retail Park, Pinchington Lane, Newbury	1.2%	13	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Internet / delivery	14.6%	156	19.8%	19	16.7%	16	13.0%	13	11.5%	11	18.8%	14
Aylsham Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Bournemouth Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Brighton Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Chorley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, South Oak Way, Reading	0.3%	3	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Country Market Retail Centre, Kingsley, Bordon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crowthorne Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glover & Riding Tailors, Queen's Avenue, Aldershot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go Outdoors, Reading Road, Chineham, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gunwharf Quays Designer Outlet, Portsmouth	0.4%	4	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Hartley Wintney Village Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook Town Centre	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Keighley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlborough Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metrocentre, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, Newbury Road, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romsey Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Stockbridge Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Sunningdale Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swansea City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Swindon Designer Outlet, Kemble Drive, Swindon	0.6%	6	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
The Meadows Centre, Marshall Road, Sandhurst	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellington Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
(Don't know / varies)	2.9%	31	7.3%	7	1.0%	1	2.0%	2	3.1%	3	2.0%	0
(Nowhere else)	32.4%	347	41.7%	40	35.4%	34	44.0%	44	44.8%	43	27.1%	27
Base:	1072		96		96		100		96		97	

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q12 Do you ever visit Basingstoke Town Centre for clothing, footwear or fashion purchases?																								
<i>Not those who said '(Don't do this type of shopping)' at Q08</i>																								
Yes	78.0%	845	96.9%	95	89.9%	89	87.0%	87	89.6%	86	84.5%	82	86.9%	86	87.0%	87	55.1%	54	63.6%	63	77.6%	76	40.4%	40
No	22.0%	238	3.1%	3	10.1%	10	13.0%	13	10.4%	10	15.5%	15	13.1%	13	13.0%	13	44.9%	44	36.4%	36	22.4%	22	59.6%	59
Base:		1083		98		99		100		96		97		99		100		98		99		98		99
Q13A Do you ever you drive to Basingstoke Town centre?																								
<i>Those who visit Basingstoke Town Centre at Q12</i>																								
Yes	78.8%	666	52.6%	50	76.4%	68	74.7%	65	64.0%	55	86.6%	71	83.7%	72	87.4%	76	81.5%	44	95.2%	60	90.8%	69	90.0%	36
No	21.2%	179	47.4%	45	23.6%	21	25.3%	22	36.0%	31	13.4%	11	16.3%	14	12.6%	11	18.5%	10	4.8%	3	9.2%	7	10.0%	4
Base:		845		95		89		87		86		82		86		87		54		63		76		40

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q13 When you drive to Basingstoke Town centre, which car park do you normally use?																								
<i>Those who drive to Basingstoke Town centre at Q13A</i>																								
Albert Yard (Short stay - car park off New Road, behind Dragon Palace Restaurant)	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brinkletts Yard (Long stay - car park on Winchester Road)	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castons (Long stay - car park near Premier Inn and All Saints Church)	1.2%	8	4.0%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	3.3%	2	0.0%	0	2.8%	1
Castons Yard (Short stay - car park off New Road, next to Castons Walk footpath)	1.1%	7	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	5	0.0%	0	0.0%	0
Central (Short stay - car park off Red Lion Lane, near The Wote Street Club)	3.0%	20	2.0%	1	5.9%	4	4.6%	3	3.6%	2	2.8%	2	2.8%	2	1.3%	1	2.3%	1	5.0%	3	1.4%	1	0.0%	0
Churchill Way (Long stay - car park to the right of The Moose Centre)	1.2%	8	4.0%	2	0.0%	0	1.5%	1	0.0%	0	5.6%	4	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Churchill Way East (Long stay - car park to the left of The Moose Centre)	0.9%	6	2.0%	1	0.0%	0	1.5%	1	1.8%	1	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Eastlands (Long stay - car park off London Road, near the Inigo Business Centre)	0.5%	3	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Feathers Yard (Short stay - small car park, has Inki Fingers Tattoo Studio on it)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Festival Place (Short & Long stay - large car park at the Festival Place Shopping Centre)	61.0%	406	44.0%	22	54.4%	37	44.6%	29	56.4%	31	62.0%	44	73.6%	53	61.8%	47	72.7%	32	56.7%	34	69.6%	48	80.6%	29
Jacobs Yard (Short stay - small car park off New Road, next to St Pancras House)	0.8%	5	4.0%	2	1.5%	1	1.5%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Joices Yard (Short stay - medium car park, has Oriental Wok takeaway on it)	1.8%	12	8.0%	4	0.0%	0	1.5%	1	0.0%	0	2.8%	2	0.0%	0	6.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sarum Hill (Long stay - car	1.5%	10	0.0%	0	1.5%	1	3.1%	2	0.0%	0	4.2%	3	0.0%	0	3.9%	3	0.0%	0	0.0%	0	1.4%	1	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
park next to Sovereign Housing Building)																								
Southern Road (Long stay - car park near Premier Inn)	1.1%	7	2.0%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.3%	1	0.0%	0	3.3%	2	1.4%	1	0.0%	0
The Malls / Alencon Link (Short & Long stay - large car park for The Malls Shopping Centre)	9.8%	65	18.0%	9	7.4%	5	21.5%	14	16.4%	9	1.4%	1	16.7%	12	6.6%	5	4.5%	2	1.7%	1	5.8%	4	8.3%	3
Vyne Meadow (Short & Long stay - large car park off Vyne Road, next To Glebe House)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0
On-street parking	2.0%	13	2.0%	1	4.4%	3	1.5%	1	1.8%	1	0.0%	0	0.0%	0	2.6%	2	2.3%	1	3.3%	2	2.9%	2	0.0%	0
Workplace car park	0.6%	4	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.4%	1	1.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home address	0.3%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Park & Ride	1.8%	12	0.0%	0	2.9%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	4	4.5%	2	3.3%	2	0.0%	0	2.8%	1
Basingstoke Hospital Car Park	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Basingstoke Irish Society Car Park	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Basingstoke Railway Station Car Park	0.5%	3	0.0%	0	0.0%	0	0.0%	0	5.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bounty Rise Road, Basingstoke	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Church Street, Basingstoke	0.5%	3	0.0%	0	0.0%	0	1.5%	1	1.8%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastrop Lane, Basingstoke	1.1%	7	0.0%	0	2.9%	2	1.5%	1	0.0%	0	4.2%	3	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Lower Basing View Car Park	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queen Mary Avenue, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Red Lion Hotel Car Park	0.9%	6	0.0%	0	1.5%	1	1.5%	1	1.8%	1	1.4%	1	0.0%	0	1.3%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0
St Michael's Church Car Park	0.5%	3	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Waitrose Car Park, Basingstoke	3.2%	21	2.0%	1	5.9%	4	1.5%	1	1.8%	1	1.4%	1	1.4%	1	5.3%	4	2.3%	1	6.7%	4	4.3%	3	0.0%	0
(Don't know / varies)	4.1%	27	2.0%	1	2.9%	2	7.7%	5	3.6%	2	5.6%	4	2.8%	2	2.6%	2	4.5%	2	3.3%	2	4.3%	3	5.6%	2
Base:	666			50		68		65		55		71		72		76		44		60		69		36

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q14 Why don't you visit Basingstoke Town Centre for clothing, footwear or fashion purchases? [MR]																								
<i>Those who don't visit Basingstoke Town Centre at Q12</i>																								
Difficult to park	5.8%	14	0.0%	0	10.0%	1	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	9.1%	4	11.1%	4	4.2%	1	5.1%	3
Difficult to park near shops	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	2.3%	1	5.6%	2	0.0%	0	0.0%	0
High cost of parking	2.1%	5	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	7.7%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	3.4%	2
Poor access for disabled	1.3%	3	0.0%	0	0.0%	0	15.4%	2	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor accessibility by foot / cycle	0.4%	1	0.0%	0	10.0%	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
Poor accessibility by public transport	3.3%	8	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	13.9%	5	0.0%	0	1.7%	1
Poor environment	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.7%	1
Poor lighting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor security for shoppers / don't feel safe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops: Don't like the shops	5.0%	12	0.0%	0	10.0%	1	15.4%	2	10.0%	1	0.0%	0	15.4%	2	15.4%	2	2.3%	1	5.6%	2	4.2%	1	0.0%	0
Shops: Lack of clothing and footwear (fashion) stores	5.0%	12	0.0%	0	0.0%	0	23.1%	3	10.0%	1	20.0%	3	0.0%	0	15.4%	2	2.3%	1	2.8%	1	4.2%	1	0.0%	0
Shops: Lack of department stores	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops: Lack of eating and drinking places	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops: Lack of independent / specialist / boutique shops	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Shops: Lack of multiple / branded shops	0.4%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops: Lack of shops in general	2.5%	6	33.3%	1	10.0%	1	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	4.2%	1	1.7%	1
Shops: Poor quality shops	3.3%	8	33.3%	1	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	8.3%	3	4.2%	1	0.0%	0
Shops: Prices are too expensive	0.4%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too expensive to get there	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Too long / inconvenient journey (too far from home)	29.6%	71	0.0%	0	10.0%	1	0.0%	0	0.0%	0	53.3%	8	7.7%	1	7.7%	1	52.3%	23	11.1%	4	29.2%	7	44.1%	26
Traffic congestion	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	3.4%	2
Vacant shops	0.4%	1	0.0%	0	10.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 drive so it's difficult to get there	1.3%	3	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Don't like big shopping centres	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	5.6%	2	0.0%	0	0.0%	0
Don't like driving that far	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Don't like Festival Place Shopping Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Health reasons / mobility problems	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	2	0.0%	0	0.0%	0	5.6%	2	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Just prefer to use other places	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2
Lost my car last time so it's put me off going there again	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Not familiar with the place	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	4.5%	2	2.8%	1	0.0%	0	0.0%	0
Poor atmosphere	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Prefer online shopping	2.1%	5	33.3%	1	0.0%	0	7.7%	1	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	1.7%	1
Prefer to use supermarkets	0.4%	1	0.0%	0	10.0%	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
Prefer towns with more charity shops	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Shops: Doesn't have my favourite store	0.8%	2	0.0%	0	10.0%	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	1.7%	1
Shops: Lack of clothing stores for larger sizes	2.1%	5	0.0%	0	10.0%	1	7.7%	1	10.0%	1	0.0%	0	7.7%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Shops: Lack of stores for older people	1.7%	4	0.0%	0	0.0%	0	7.7%	1	20.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Too big / shops too spread out	2.5%	6	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	2.3%	1	2.8%	1	0.0%	0	3.4%	2
Too crowded / busy	2.9%	7	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	7.7%	1	7.7%	1	0.0%	0	5.6%	2	8.3%	2	0.0%	0
Work there so don't want to visit there in my free time	0.4%	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	0.0%	0
(Don't know)	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	4.2%	1	1.7%	1
(No particular reason)	25.0%	60	0.0%	0	10.0%	1	15.4%	2	30.0%	3	20.0%	3	30.8%	4	23.1%	3	20.5%	9	25.0%	9	41.7%	10	27.1%	16
Base:		240		3		10		13		10		15		13		13		44		36		24		59

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q15 Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?																								
Asda, Brighton Hill District Centre, Basingstoke	0.5%	5	1.0%	1	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Marks & Spencer, The Meadows (Shopping Centre), 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	0.0%	0	2.0%	2	0.0%	0
Morrisons, Elvetham Heath, (The Key), 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	0.0%	0	1.0%	1	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, 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	0.0%	0
B&M, Worting Road, Thorneycroft Industrial Estate, Basingstoke	0.2%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Lister Road, Basingstoke	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Bensons for Beds, Brighton Hill Retail Park, Basingstoke	0.2%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, Brighton Hill Retail Park, Basingstoke	2.0%	22	5.0%	5	4.0%	4	4.0%	4	4.0%	4	1.0%	1	2.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Brighton Hill Retail Park, Basingstoke	0.8%	9	1.0%	1	2.0%	2	2.0%	2	2.0%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Gastons Wood, Basingstoke	2.4%	27	1.0%	1	3.0%	3	0.0%	0	6.0%	6	6.0%	6	2.0%	2	0.0%	0	0.0%	0	4.0%	4	5.0%	5	0.0%	0
Harveys Furniture, Brighton Hill Retail Park	0.6%	7	1.0%	1	1.0%	1	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Homebase, Easton Lane, Winnall, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Homebase, Winchester Road, Basingstoke	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homesense (TK Maxx), 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	0.0%	0
IKEA, Reading	3.2%	35	3.0%	3	3.0%	3	1.0%	1	6.0%	6	3.0%	3	5.0%	5	4.0%	4	4.0%	4	0.0%	0	6.0%	6	0.0%	0
IKEA, Southampton	0.8%	9	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.0%	1	1.0%	1	0.0%	0	2.0%	2
John Lewis, Basing View, Basingstoke	3.1%	34	2.0%	2	5.0%	5	2.0%	2	2.0%	2	3.0%	3	2.0%	2	4.0%	4	2.0%	2	9.0%	9	3.0%	3	0.0%	0
John Lewis, Broad Street, Reading Town Centre	1.1%	12	0.0%	0	0.0%	0	1.0%	1	2.0%	2	2.0%	2	1.0%	1	0.0%	0	1.0%	1	1.0%	1	4.0%	4	0.0%	0
John Lewis, Westquay Shopping Centre, Southampton	0.6%	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	1.0%	1	0.0%	0	6.0%	6
Oak Furniture Land, St Michael's Retail Park,	0.5%	5	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11											
Basingstoke																								
Reading Warehouses, New Road, Tadley	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tapi Carpets and Floors, St. Michaels Retail Park, Basingstoke	0.6%	7	2.0%	2	4.0%	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	0.0%	0
The Entertainer, Festival Place, Basingstoke	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Churchill Way West, 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	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	0.0%	0	0.0%	0	0.0%	0	1.0%	1
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	0.0%	0	5.0%	5	0.0%	0	0.0%	0
Andover Town Centre	0.8%	9	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	7.0%	7
Basingstoke Town Centre: Festival Place Shopping Centre	2.3%	25	3.0%	3	1.0%	1	3.0%	3	3.0%	3	1.0%	1	4.0%	4	2.0%	2	0.0%	0	5.0%	5	3.0%	3	0.0%	0
Basingstoke Town Centre: The Malls Shopping Centre	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	0.0%	0
Basingstoke Town Centre: Top of Town / Old 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	0.0%	0
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: The whole of Basingstoke Town Centre	0.4%	4	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%	1	1.0%	1	0.0%	0
Brighton Hill District Centre	0.2%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.6%	7	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	2.0%	2	0.0%	0
Chandlers Ford, Winchester	0.6%	7	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	4.0%	4
Chineham District 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	0.0%	0
Eastleigh 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	0.0%	0	0.0%	0	4.0%	4
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	0.0%	0	2.0%	2	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	0.0%	0	2.0%	2	0.0%	0
Fleet Town Centre	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%	1	0.0%	0
Guildford Town Centre	0.5%	6	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.0%	3	1.0%	1	0.0%	0
Kingston upon Thames Town Centre	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%	1	0.0%	0
Newbury Town Centre	2.5%	28	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	3.0%	3	21.0%	21	0.0%	0	0.0%	0	1.0%	1
Oakley Village	0.9%	10	0.0%	0	1.0%	1	2.0%	2	1.0%	1	1.0%	1	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Overton 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	0.0%	0	0.0%	0
Portsmouth City Centre	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.8%	9	0.0%	0	0.0%	0	2.0%	2	0.0%	0	2.0%	2	1.0%	1	1.0%	1	2.0%	2	1.0%	1	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
(includes The Oracle Shopping Centre)																								
Salisbury City 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	0.0%	0	0.0%	0	2.0%	2
Southampton City Centre (includes Westquay Shopping Centre)	1.2%	13	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	7.0%	7
Whitchurch 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	0.0%	0
Winchester City Centre	1.0%	11	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	7.0%	7
Wokingham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Basingstoke Leisure Park, 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	0.0%	0
Brighton Hill Retail Park, Basingstoke	9.3%	103	11.9%	12	18.0%	18	11.0%	11	14.0%	14	15.0%	15	8.9%	9	12.9%	13	3.0%	3	3.0%	3	2.0%	2	3.0%	3
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	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Farnborough Gate Retail Park, Farnborough	1.0%	11	1.0%	1	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	1.0%	1
Forbury Retail Park, Reading	0.5%	6	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Hatch Warren Retail Park, Wallop Drive, Basingstoke	0.6%	7	2.0%	2	2.0%	2	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End Retail Park, Southampton	1.4%	15	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	9.0%	9
London Road Retail Park, Newbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Newbury Retail Park, Pinchington Lane, Newbury	1.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	12.0%	12	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	1.3%	14	1.0%	1	1.0%	1	1.0%	1	0.0%	0	4.0%	4	5.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
St Michael's Retail Park, Basingstoke	0.9%	10	3.0%	3	2.0%	2	1.0%	1	1.0%	1	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	12.6%	139	16.8%	17	14.0%	14	13.0%	13	10.0%	10	18.0%	18	12.9%	13	9.9%	10	6.0%	6	16.0%	16	11.0%	11	11.0%	11
Abingdon 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	0.0%	0
Ash Vale Village Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Basingstoke Business Centre, 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	0.0%	0
Boyatt Wood Industrial Estate, Eastleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Cirencester 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	0.0%	0
Furniture Village, Europa Park Road, Guildford	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	0.0%	0
Hambridge Lane Industrial Estate, Newbury	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	0.0%	0
Hartley Wintney Village Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Hatch Warren 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	0.0%	0
Hook Town Centre	0.6%	7	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	5.0%	5	0.0%	0
Hungerford Town Centre	0.2%	2	0.0%	0	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	0.0%	0
Invincible Road, 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	0.0%	0	1.0%	1	0.0%	0
Moniton Trading Estate, West Ham Lane, Basingstoke	0.5%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Parkway Shopping Centre, Park Way, Newbury	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	0.0%	0
Poole Retail Park, Redlands, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Romans Business Park, East 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	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Romsey Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sofas and Stuff, The Walled Garden, Herriard	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	0.0%	0
Solartron Retail Park, Solartron Road, Farnborough	0.3%	3	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%	1	0.0%	0
The Meadows Centre, Marshall Road, Sandhurst	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
The Range, Ivy Road, Aldershot	0.1%	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	0.0%	0
Vale Furnishers, Wharf Road, Ash Vale	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	0.0%	0
Wall to Wall Flooring, Tintern Close, 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	0.0%	0
Winchester Trade Park, Easton Lane, Winchester	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	0.0%	0	0.0%	0	2.0%	2
Winnall Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Worting Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
(Don't know / varies)	5.9%	65	6.9%	7	10.0%	10	7.0%	7	7.0%	7	4.0%	4	5.9%	6	5.0%	5	2.0%	2	6.0%	6	9.0%	9	2.0%	2
(Don't do this type of shopping)	27.3%	301	30.7%	31	18.0%	18	29.0%	29	26.0%	26	27.0%	27	32.7%	33	29.7%	30	35.0%	35	25.0%	25	22.0%	22	25.0%	25
Base:	1103		101		100		100		100		100		101		101		100		100		100		100	

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q16 Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?																								
Asda, Brighton Hill 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	0.0%	0
Lidl, Gastons Wood, 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	0.0%	0
Morrisons, Elvetham Heath, (The Key), 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	0.0%	0	1.0%	1	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, 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	0.0%	0
Avenue Nurseries, 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	0.0%	0	1.0%	1	0.0%	0	0.0%	0
B&M, Worting Road, Thorneycroft Industrial Estate, Basingstoke	0.5%	5	0.0%	0	2.0%	2	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Invincible Road, Farnborough	2.4%	26	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	22.0%	22	0.0%	0
B&Q, Lister Road, Basingstoke	23.3%	257	33.7%	34	34.0%	34	26.0%	26	38.0%	38	32.0%	32	27.7%	28	16.8%	17	3.0%	3	23.0%	23	18.0%	18	4.0%	4
B&Q, London Road Retail Park, Newbury	4.8%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.0%	1	0.0%	0	49.0%	49	0.0%	0	0.0%	0	0.0%	0
B&Q, Reading Gate Retail Park, Acre Road, Reading	1.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	7.9%	8	0.0%	0	1.0%	1	0.0%	0	9.0%	9	0.0%	0
Basingstoke Garden Centre, North Waltham	0.3%	3	0.0%	0	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
Conkers Garden Centre, Old Basing	0.5%	6	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	3.0%	3	0.0%	0
Dunelm, Gastons Wood, Basingstoke	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	0.0%	0
Elm Park Garden Centre, Pamber End	0.2%	2	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	0.0%	0
Home Bargains, Winchester Road, Basingstoke	0.5%	6	2.0%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Easton Lane, Winnall, Winchester	3.9%	43	0.0%	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	42.0%	42
Homebase, Enham Arch Retail Park, Newbury Road, Andover	2.8%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	11.9%	12	4.0%	4	0.0%	0	0.0%	0	14.0%	14
Homebase, Kenavon Drive, 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	0.0%	0
Homebase, Winchester Road, Basingstoke	16.3%	180	11.9%	12	28.0%	28	29.0%	29	22.0%	22	13.0%	13	8.9%	9	36.6%	37	4.0%	4	15.0%	15	9.0%	9	2.0%	2
Homesense (TK Maxx), Festival Place, Basingstoke	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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		Zone 11		
IKEA, 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	0.0%	0
Reading Warehouses, New Road, Tadley	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	0.0%	0
Rosebourne Garden Centre, Basingstoke Road, Aldermaston	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Thorneycroft Industrial Estate, Basingstoke	0.8%	9	4.0%	4	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Sherfield on Loddon Garden Centre (Capital Gardens), Sherfield on Loddon	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
The Range, Gastons Wood, Basingstoke	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Winchester Road Trade Park, Basingstoke	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Churchill Way West, Basingstoke	5.4%	60	7.9%	8	7.0%	7	10.0%	10	8.0%	8	11.0%	11	3.0%	3	5.9%	6	6.0%	6	1.0%	1	0.0%	0	0.0%	0
Wickes, Enham Arch Retail Park, Newbury Road, Andover	0.6%	7	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	5.0%	5
Wilko, The Malls Shopping Centre, Basingstoke Town Centre	0.2%	2	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	0.0%	0
Alton Town Centre	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	11	0.0%	0	0.0%	0
Andover Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Basingstoke Town Centre: Festival Place Shopping Centre	0.9%	10	5.0%	5	0.0%	0	2.0%	2	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: The Malls Shopping Centre	0.7%	8	1.0%	1	1.0%	1	3.0%	3	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Basingstoke Town Centre: Top of Town / Old 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	0.0%	0
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old 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	0.0%	0
Farnborough Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Newbury Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Overton 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	0.0%	0
Reading Town Centre (includes The Oracle	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	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	Zone 11												
Shopping Centre)																								
Tadley District Centre	2.1%	23	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	17.8%	18	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Whitchurch 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	0.0%	0
Winchester City 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	0.0%	0	0.0%	0	2.0%	2
Brighton Hill Retail Park, Basingstoke	0.9%	10	1.0%	1	0.0%	0	0.0%	0	3.0%	3	2.0%	2	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Enham Arch Retail Park, Newbury Road, Andover	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	2.0%	2
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	0.0%	0	1.0%	1	0.0%	0
Farnham Retail Park, Guildford Road, 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	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	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Newbury Retail Park, Pinchington Lane, Newbury	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	8.0%	8	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	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thornycroft Industrial Estate, Basingstoke	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	1.0%	1	0.0%	0	0.0%	0
Internet / delivery	3.1%	34	3.0%	3	2.0%	2	6.0%	6	5.0%	5	3.0%	3	2.0%	2	3.0%	3	2.0%	2	2.0%	2	4.0%	4	2.0%	2
Alton Retail Park, Mill Lane, Alton	1.3%	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	14.0%	14	0.0%	0	0.0%	0
B&Q, Portrack Lane, Stockton-on-Tees	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	0.0%	0
B&Q, Shakespeare Road, Eastleigh	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	0.0%	0	2.0%	2
Basing View Business Park, Basingstoke	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templer Avenue, 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	0.0%	0
Dobbies Garden Centre, Salisbury 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	0.0%	0
Forest Lodge Garden Centre, Holt Pound, 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	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Hillier Garden Centre, Romsey Road, Winchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Hook Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Longacres Garden Centre, London Road, Bagshot	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Mortimer West End Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nursling Industrial Estate, Nursling, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Penwood Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Redfields Garden 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	0.0%	0	0.0%	0	5.0%	5	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	Zone 11
Church Crookham, Fleet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Rosebourne Garden Centre, Amesbury Road, Weyhill	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Bone Lane, Newbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0
Screwfix, The Rose Estate, Hook	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Squire's Garden Centre, Badshot Lea Road, Badshot Lea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Michael's Hospice Furniture Shop, Onslow Close, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Walworth Industrial Estate, South Way, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
West Portway Industrial Estate, Andover	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Easton Lane, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Wolverton Plants, Wolverton, Tadley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Wykeham Industrial Estate, Moorside Road, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Yew Tree Garden Centre, Hatt Common, Ball Hill	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0
(Don't know / varies)	3.4%	38	4.0%	4	2.0%	2	3.0%	3	4.0%	4	3.0%	7
(Don't do this type of shopping)	13.6%	150	23.8%	24	18.0%	18	12.0%	12	13.0%	13	12.9%	9
Base:	1103	101	100	100	100	100	101	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		Zone 11	
Q17 Where do you normally do most of your household's shopping for CDs, vinyl, DVDs, Blurays, etc.) (Excluding gaming)?																								
Asda, Brighton Hill District Centre, Basingstoke	1.3%	14	3.0%	3	6.0%	6	3.0%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Asda, Chalfont Way, Lower Earley, 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	0.0%	0	1.0%	1	0.0%	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	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	0.5%	6	1.0%	1	0.0%	0	1.0%	1	3.0%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, 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	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sainsbury's Superstore, Draymans Way, Alton	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8	0.0%	0	0.0%	0
Sainsbury's Superstore, Farnham Trading Estate, Water Lane, 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	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Sainsbury's Superstore, Hector's Way, Newbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mulfords Hill, Tadley	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, 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	0.0%	0
Sainsbury's Superstore, Station Mall, Basingstoke Town Centre (The Malls)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	0.5%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.0%	3	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	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0
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	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Extra, 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	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Tesco Superstore, District Shopping Centre, Chineham	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	0.0%	0
Tesco Superstore, London Road, 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	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	Zone 11
Tesco Superstore, Station Road, Hook	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Basing View, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Currys PC World, Brighton Hill Retail Park, Basingstoke	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Basing View, Basingstoke	0.1%	1	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	2.0%	2
Andover Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Basingstoke Town Centre: Festival Place Shopping Centre	12.8%	141	18.8%	19	10.0%	10	20.0%	20	26.0%	26	16.0%	16
Basingstoke Town Centre: The Malls Shopping Centre	0.4%	4	1.0%	1	2.0%	2	0.0%	0	0.0%	0	1.0%	1
Basingstoke Town Centre: Top of Town / Old Basingstoke	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Basingstoke Town Centre: The whole of Basingstoke Town Centre	0.4%	4	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Central London / West End	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chineham District Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Guildford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	13
Overton District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Reading Town Centre (includes The Oracle Shopping Centre)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Tadley District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Farnborough Gate Retail Park, Farnborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Retail Park, Pinchington Lane, Newbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	27.5%	303	24.8%	25	28.0%	28	30.0%	30	16.0%	16	28.0%	28
(Don't know / varies)	0.8%	9	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0
(Don't do this type of shopping)	48.6%	536	48.5%	49	52.0%	52	42.0%	42	53.0%	53	49.0%	49
Base:	1103	101	100	100	100	100	100	101	101	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		Zone 11		
Q18 Where do you normally do most of your household's shopping for audio visual, photographic, computer items (such as TVs, cameras, ipads, telephones etc) and all other domestic electrical goods (such as irons, kettles, fridges, freezers, dishwashers etc)?																								
Asda, Brighton Hill District Centre, Basingstoke	1.1%	12	2.0%	2	5.0%	5	0.0%	0	2.0%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	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	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Lidl, Worting Road, Basingstoke	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	0.5%	5	1.0%	1	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, 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	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sainsbury's Superstore, Bath Road, Calcot, Reading	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	0.0%	0
Sainsbury's Superstore, 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	0.0%	0	4.0%	4	0.0%	0	0.0%	0
Sainsbury's Superstore, Hector's Way, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mulfords Hill, Tadley	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	0.7%	8	0.0%	0	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.0%	3	0.0%	0	0.0%	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	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
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	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Extra, 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	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Superstore, District Shopping Centre, Chineham	0.3%	3	1.0%	1	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
Tesco Superstore, London Road, 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	0.0%	0
Waitrose, Basing View, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos (in Sainsbury's), South 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	0.0%	0	0.0%	0	1.0%	1	0.0%	0

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for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Argos (in Sainsbury's), Wallop Drive, Kempshott	0.4%	4	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Argos, Old Basing Mall, Basingstoke	0.5%	5	1.0%	1	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	1.0%	1	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	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
B&Q, Lister Road, Basingstoke	0.3%	3	0.0%	0	1.0%	1	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
B&Q, 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	0.0%	0	1.0%	1	0.0%	0
Currys PC World, Brighton Hill Retail Park, Basingstoke	19.6%	216	18.8%	19	31.0%	31	29.0%	29	27.0%	27	20.0%	20	19.8%	20	23.8%	24	5.0%	5	32.0%	32	7.0%	7	2.0%	2
Currys PC World, Churchill Retail Park, Andover	1.3%	14	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	3.0%	3	0.0%	0	0.0%	0	6.0%	6
Currys PC World, Farnborough Gate, Farnborough	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0
Currys PC World, Moorside Road, Winchester	1.6%	18	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%	1	0.0%	0	16.0%	16
Currys PC World, Newbury Retail Park, Newbury	2.3%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	1.0%	1	21.0%	21	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Reading Gate Retail Park, Reading	0.8%	9	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	4.0%	4	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0
Dunelm, Gastons Wood, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Easton Lane, Winnall, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Homebase, Winchester Road, Basingstoke	0.5%	6	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Basing View, Basingstoke	5.6%	62	3.0%	3	2.0%	2	6.0%	6	4.0%	4	8.0%	8	3.0%	3	13.9%	14	1.0%	1	13.0%	13	7.0%	7	1.0%	1
John Lewis, Broad Street, Reading Town Centre	0.7%	8	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.0%	4	0.0%	0
John Lewis, Westquay Shopping Centre, Southampton	0.9%	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	2.0%	2	0.0%	0	8.0%	8
Reading Warehouses, New Road, Tadley	1.1%	12	0.0%	0	0.0%	0	1.0%	1	2.0%	2	1.0%	1	6.9%	7	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Thorneycroft Industrial Estate, Basingstoke	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%	0	0.0%	0
The Range, Gastons Wood, Basingstoke	0.3%	3	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alton 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	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	1.0%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Basingstoke Town Centre:	5.0%	55	16.8%	17	9.0%	9	8.0%	8	4.0%	4	1.0%	1	5.9%	6	5.0%	5	0.0%	0	1.0%	1	2.0%	2	2.0%	2

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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		Zone 11		
Festival Place Shopping Centre																								
Basingstoke Town Centre: The Malls Shopping Centre	0.2%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	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	1.0%	1	0.0%	0	0.0%	0
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	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	0.0%	0
Basingstoke Town Centre: The whole of 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	0.0%	0
Central London / West End	0.3%	3	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	2.0%	2
Fleet Town Centre	0.6%	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	7.0%	7	0.0%	0
Newbury Town Centre	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre (includes The Oracle Shopping Centre)	1.1%	12	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.0%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0
Southampton City Centre (includes Westquay Shopping Centre)	0.5%	5	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	0.0%	0	3.0%	3
Tadley District Centre	0.7%	8	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	4.0%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Winchester City 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	0.0%	0	0.0%	0	3.0%	3
Brighton Hill Retail Park, Basingstoke	2.4%	27	3.0%	3	3.0%	3	5.0%	5	2.0%	2	4.0%	4	1.0%	1	3.0%	3	1.0%	1	2.0%	2	3.0%	3	0.0%	0
Churchill Retail Park, Andover	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Farnborough Gate Retail Park, Farnborough	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	5.0%	5	0.0%	0
Hatch Warren Retail Park, Wallop Drive, Basingstoke	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Newbury Retail Park, Pinchington Lane, Newbury	2.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	26.0%	26	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	28.6%	315	27.7%	28	28.0%	28	31.0%	31	22.0%	22	38.0%	38	28.7%	29	23.8%	24	18.0%	18	29.0%	29	35.0%	35	33.0%	33
Argos (in 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	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Costco, South Oak Way, Reading	0.4%	4	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	0.0%	0	0.0%	0
Currys PC World, Easton	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	0.0%	0	2.0%	2

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Lane, Winchester												
Currys PC World, Woodbridge Road, Guildford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daneshill East Industrial Estate, Bell Road, Basingstoke	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Easton Lane, Winnall, Winchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2
Parkway Shopping Centre, Park Way, Newbury	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teesside Shopping Park, Thornaby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.9%	21	3.0%	3	2.0%	2	1.0%	1	3.0%	3	2.0%	1
(Don't do this type of shopping)	9.6%	106	17.8%	18	10.0%	10	10.0%	10	22.0%	22	5.0%	5
Base:	1103	101	100	100	100	100	101	101	100	100	100	100

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q19 Where do you normally do most of your household's shopping for books (incl. encyclopaedias, text books, guidebooks and musical scores) and stationery (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?												
Asda, Anton Mill Road, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Asda, Brighton Hill District Centre, Basingstoke	1.7%	19	1.0%	1	7.0%	7	5.0%	5	2.0%	2	1.0%	1
Asda, Honey End Lane, Tilehurst, Reading	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Marks & Spencer, Festival Place, Basingstoke Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Morrisons, Elvetham Heath, (The Key), Fleet	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	0.5%	6	1.0%	1	2.0%	2	1.0%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Badger Farm Road, Badger Farm, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sainsbury's Superstore, Draymans Way, Alton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Sainsbury's Superstore, Hector's Way, Newbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Sainsbury's Superstore, Mulford's Hill, Tadley	0.8%	9	0.0%	0	0.0%	0	0.0%	0	7.9%	8	1.0%	1
Sainsbury's Superstore, Station Mall, Basingstoke Town Centre (The Malls)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	1.5%	16	1.0%	1	7.0%	7	1.0%	1	3.0%	3	0.0%	0
Tesco Extra, Newbury Retail Park, Pinchington Lane, Newbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Extra, River Way, Andover	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Extra, The Meadows Shopping Centre, Sandhurst	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Extra, Winnall, Winchester	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Tesco Superstore, District Shopping Centre, Chineham	0.6%	7	0.0%	0	0.0%	0	0.0%	0	4.0%	4	3.0%	3
Tesco Superstore, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Road, Newbury																								
Tesco Superstore, 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	0.0%	0	1.0%	1	0.0%	0
Currys PC World, 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	0.0%	0
Hobbycraft, Winchester 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	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Home Bargains, Winchester Road, Basingstoke	0.4%	4	1.0%	1	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%	0
Homesense (TK Maxx), Festival Place, 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	0.0%	0
Pound Stretcher, Hatch Warren Retail Park, 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	0.0%	0
Smyths Toys, St Michael’s Retail Park, Basingstoke	0.3%	3	0.0%	0	1.0%	1	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
The Range, Gastons Wood, Basingstoke	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	1.0%	1	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	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Alton Town Centre	2.4%	27	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.0%	26	0.0%	0	0.0%	0
Andover Town Centre	1.4%	15	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	0.0%	0	12.0%	12
Basingstoke Town Centre: Festival Place Shopping Centre	20.3%	224	37.6%	38	15.0%	15	29.0%	29	25.0%	25	29.0%	29	22.8%	23	32.7%	33	3.0%	3	13.0%	13	15.0%	15	1.0%	1
Basingstoke Town Centre: The Malls Shopping Centre	2.0%	22	3.0%	3	5.0%	5	4.0%	4	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	5.0%	5	1.0%	1
Basingstoke Town Centre: Top of Town / Old Basingstoke	0.6%	7	2.0%	2	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	0.4%	4	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	1.0%	1	0.0%	0
Basingstoke Town Centre: The whole of Basingstoke Town Centre	0.3%	3	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	1.0%	1	0.0%	0
Brighton Hill District Centre	0.2%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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	0.0%	0	2.0%	2	0.0%	0
Central London / West End	0.3%	3	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	1.0%	1
Chineham District Centre	0.8%	9	1.0%	1	0.0%	0	0.0%	0	5.0%	5	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Farnham 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	0.0%	0	1.0%	1	4.0%	4	0.0%	0
Fleet Town Centre	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8	0.0%	0
Kingsclere Village	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	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Newbury Town Centre	3.3%	36	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	34.0%	34	0.0%	0	0.0%	0	0.0%	0
Oakley Village	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	0.0%	0
Odiham 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	0.0%	0
Overton 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	0.0%	0
Reading Town Centre (includes The Oracle Shopping Centre)	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	1.0%	1	4.0%	4	0.0%	0
Tadley District Centre	0.6%	7	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	3.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	3	0.0%	0	2.0%	2	0.0%	0	27.0%	27
Basingstoke Leisure Park, 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	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
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	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
St Michael's Retail Park, Basingstoke	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	0.0%	0	0.0%	0	1.0%	1
Internet / delivery	32.1%	354	23.8%	24	31.0%	31	38.0%	38	23.0%	23	42.0%	42	27.7%	28	33.7%	34	37.0%	37	25.0%	25	36.0%	36	36.0%	36
Aldermaston Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, South Oak Way, Reading	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gastons Wood Industrial Estate, Reading 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	0.0%	0
Hook Town Centre	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%	1	0.0%	0
Northern Business Park, Northern Avenue, 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	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Popley Local 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	0.0%	0
Sherfield on Loddon Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Carpenters Down, 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	0.0%	0
Upton Grey Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Wellington Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
(Don't know / varies)	2.2%	24	4.0%	4	1.0%	1	2.0%	2	3.0%	3	3.0%	3	3.0%	3	1.0%	1	1.0%	1	0.0%	0	4.0%	4	2.0%	2
(Don't do this type of shopping)	17.4%	192	19.8%	20	22.0%	22	14.0%	14	24.0%	24	14.0%	14	27.7%	28	17.8%	18	17.0%	17	15.0%	15	10.0%	10	10.0%	10
Base:	1103		101		100		100		100		100		101		101		100		100		100		100	

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q20 Where do you normally do most of your household's shopping for games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments?																								
Asda, Brighton Hill District Centre, Basingstoke	0.7%	8	2.0%		2	2.0%	2	2.0%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Honey End Lane, Tilehurst, 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	0.0%	0	1.0%	1	0.0%
Lidl, Gastons Wood, Basingstoke	0.1%	1	0.0%		0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Elvetham Heath, (The Key), 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	0.0%	0	1.0%	1	0.0%
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	0.6%	7	5.0%		5	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, 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	0.0%	0	1.0%	1	0.0%	0	0.0%
Sainsbury's Superstore, Hector's Way, Newbury	0.1%	1	0.0%		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Mulfords Hill, Tadley	0.7%	8	0.0%		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	0.9%	10	0.0%		0	1.0%	1	4.0%	4	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%
Tesco Extra, Newbury Retail Park, Pinchington Lane, Newbury	0.3%	3	0.0%		0	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%
Tesco Extra, River Way, 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	0.0%	0	0.0%	0	0.0%	0	1.0%
Tesco Extra, 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	0.0%	0	0.0%	0	0.0%	0	1.0%
Tesco Superstore, District Shopping Centre, Chineham	0.4%	4	0.0%		0	0.0%	0	0.0%	0	2.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Tresham Crescent, Yateley	0.1%	1	0.0%		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Argos (in Sainsbury's), South 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	0.0%	0	0.0%	0	1.0%	1	0.0%
Argos (in Sainsbury's), Wallop Drive, Kempshott	0.2%	2	0.0%		0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
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	0.0%
Avenue Nurseries, 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	0.0%	0	1.0%	1	0.0%	0	0.0%
B&M, Worting Road,	0.1%	1	0.0%		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Thornycroft Industrial Estate, Basingstoke																								
Boots, 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	0.0%	0
Hobbycraft, Winchester Road, Basingstoke	1.8%	20	0.0%	0	4.0%	4	5.0%	5	2.0%	2	2.0%	2	1.0%	1	2.0%	2	1.0%	1	1.0%	1	2.0%	2	0.0%	0
Home Bargains, Winchester Road, Basingstoke	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	0.0%	0
Homebase, Easton Lane, 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	0.0%	0	1.0%	1	0.0%	0	0.0%	0
John Lewis, Westquay Shopping Centre, Southampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
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	0.0%	0
Mole Country Stores, Sherfield on Loddon	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	0.0%	0
Pets at Home, Hatch Warren Retail Park, Basingstoke	3.2%	35	4.0%	4	14.0%	14	6.0%	6	4.0%	4	3.0%	3	1.0%	1	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Sherfield on Loddon Garden Centre (Capital Gardens), Sherfield on Loddon	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	0.0%	0
Smyths Toys, St Michael’s Retail Park, Basingstoke	2.5%	28	3.0%	3	4.0%	4	2.0%	2	5.0%	5	1.0%	1	3.0%	3	5.0%	5	0.0%	0	1.0%	1	3.0%	3	1.0%	1
Sports Direct, Festival Place, Basingstoke	0.8%	9	1.0%	1	0.0%	0	1.0%	1	0.0%	0	2.0%	2	1.0%	1	2.0%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0
The Entertainer, Festival Place, Basingstoke	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	0.0%	0
The Range, Gastons Wood, Basingstoke	0.2%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Alton Town Centre	0.6%	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	0.0%	0
Andover Town Centre	0.7%	8	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	0.0%	0	5.0%	5
Basingstoke Town Centre: Festival Place Shopping Centre	12.0%	132	17.8%	18	16.0%	16	23.0%	23	10.0%	10	11.0%	11	16.8%	17	14.9%	15	4.0%	4	2.0%	2	11.0%	11	5.0%	5
Basingstoke Town Centre: The Malls Shopping Centre	0.4%	4	0.0%	0	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
Basingstoke Town Centre: Top of Town / Old Basingstoke	0.5%	5	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old 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	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Basingstoke Town Centre: The whole of Basingstoke Town Centre	0.3%	3	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	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	0.0%	0	1.0%	1	0.0%	0
Central London / West End	0.3%	3	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	1.0%	1
Chineham District Centre	0.5%	5	2.0%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	1.0%	1
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	0.0%	0	0.0%	0	1.0%	1
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	1.0%	1	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Newbury Town Centre	2.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	23.0%	23	0.0%	0	0.0%	0	0.0%	0
Odiham 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	0.0%	0
Overton 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	0.0%	0
Oxford City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre (includes The Oracle 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	0.0%	0	0.0%	0
Southampton City Centre (includes Westquay Shopping 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	0.0%	0	1.0%	1	3.0%	3
Tadley District Centre	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	6	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	1.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	13.0%	13
Woking Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Basingstoke Leisure Park, Worting 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	0.0%	0
Brighton Hill Retail Park, Basingstoke	1.0%	11	2.0%	2	2.0%	2	2.0%	2	1.0%	1	1.0%	1	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enham Arch Retail Park, Newbury Road, Andover	0.4%	4	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	3.0%	3
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	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Hatch Warren Retail Park, Wallop Drive, Basingstoke	1.1%	12	2.0%	2	1.0%	1	1.0%	1	1.0%	1	1.0%	1	1.0%	1	1.0%	1	0.0%	0	4.0%	4	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	0.0%	0	0.0%	0	0.0%	0	1.0%	1
London Road Retail Park, Newbury	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	0.0%	0
Newbury Retail Park, Pinchington Lane, Newbury	1.4%	15	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	13.0%	13	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
St Michael's Retail Park, Basingstoke	0.6%	7	1.0%	1	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Internet / delivery	23.3%	257	12.9%	13	21.0%	21	23.0%	23	19.0%	19	29.0%	29	29.7%	30	25.7%	26	23.0%	23	21.0%	21	30.0%	30	22.0%	22

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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	Zone 11											
Alton Retail Park, Mill Lane, 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	0.0%	0	3.0%	3	1.0%	1	0.0%	0
Andover Trade Park, Churchill Way West, Andover	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	0.0%	0	0.0%	0	1.0%	1
Basingstoke Golf Club, 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	0.0%	0
Beech Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Burghfield Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templer Avenue, Farnborough	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	0.0%	0
Daneshill East Industrial Estate, Bell 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	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Exeter City 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	0.0%	0
Go Outdoors, Reading Road, Chineham, Basingstoke	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Hartley Wintney Village Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0
Henry Street Garden Centre, Swallowfield Road, Arborfield Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Hook Town Centre	0.4%	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	1.0%	1	2.0%	2	0.0%	0
Kempshott Local 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	0.0%	0
Metrocentre, Gateshead	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	0.0%	0
Parkway Shopping Centre, Park Way, Newbury	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	0.0%	0
Pets at Home, Easton Lane, Winchester	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Pets Corner, Andover Road, Winchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Smyths Toys, Churchill Way West, Salisbury	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	0.0%	0
Solartron Retail Park, Solartron Road, 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	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Sports Direct, Bath Road, Calcot	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	0.0%	0
Swindon Designer Outlet, Kemble Drive, Swindon	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	0.0%	0
Test Valley Golf Club, Micheldever Road, 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	0.0%	0
Thatcham 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	0.0%	0
Weybrook Park Golf Club, Rooksdown Lane, Sherborne St John	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	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
(Don't know / varies)	2.0%	22	4.0%	4	2.0%	2	2.0%	2	0.0%	0	4.0%	4	2.0%	2	0.0%	0	2.0%	2	2.0%	2	1.0%	1	3.0%	3
(Don't do this type of shopping)	30.1%	332	36.6%	37	24.0%	24	22.0%	22	44.0%	44	36.0%	36	24.8%	25	27.7%	28	25.0%	25	37.0%	37	23.0%	23	31.0%	31
Base:		1103		101		100		100		100		100		101		101		100		100		100		100

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q21 Where do you normally do most of your household's shopping on all goods for personal care (including, electric razors, hair dryers, bathroom scales, cosmetics, perfume, toothpaste, etc), other medical and pharmaceutical products (e.g. vitamins, plasters) and therapeutic appliances (e.g. spectacles, hearing aids, wheelchairs, contact lenses etc)?												
Aldi, Alton Retail Park, Alton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Winchester Road, Basingstoke	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, Winklebury Way, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brighton Hill District Centre, Basingstoke	1.5%	17	0.0%	0	7.0%	7	5.0%	5	0.0%	0	1.0%	1
Asda, Chalfont Way, Lower Earley, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Gastons Wood, Basingstoke	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Lidl, London Road, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Worting Road, Basingstoke	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Marks & Spencer, Chineham District Centre, Basingstoke	0.2%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Marks & Spencer, Festival Place, Basingstoke Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Morrisons, Elvetham Heath, (The Key), Fleet	0.2%	2	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	0.0%	0	0.0%	0
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	1.8%	20	4.0%	4	1.0%	1	6.0%	6	0.0%	0	4.0%	4
Sainsbury's Superstore, Badger Farm Road, Badger Farm, Winchester	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bath Road, Calcot, Reading	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cambridge Walk, Camberley	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Draymans Way, Alton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Farnham Trading Estate,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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		Zone 11	
Water Lane, Farnham	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	0.0%	0
Sainsbury's Superstore, Hector's Way, Newbury	2.5%	28	0.0%	0	0.0%	0	0.0%	0	2.0%	2	3.0%	3	21.8%	22	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mulfords Hill, Tadley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sainsbury's Superstore, Shepherds Spring Lane, Andover	0.3%	3	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Station Mall, Basingstoke Town Centre (The Malls)	5.6%	62	6.9%	7	15.0%	15	21.0%	21	2.0%	2	1.0%	1	0.0%	0	6.9%	7	0.0%	0	7.0%	7	1.0%	1	1.0%	1
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Newbury Retail Park, Pinchington Lane, Newbury	1.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	8	1.0%	1	0.0%	0	0.0%	0	5.0%	5
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	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Tesco Extra, The Meadows Shopping Centre, Sandhurst	1.1%	12	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	11.0%	11
Tesco Superstore, District Shopping Centre, Chineham	4.0%	44	1.0%	1	1.0%	1	2.0%	2	13.0%	13	24.0%	24	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Superstore, Finchampstead Road, Wokingham	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	0.0%	0
Tesco Superstore, London Road, Newbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Station Road, Hook	1.0%	11	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	10.0%	10	0.0%	0
Tesco Superstore, Wellington Avenue, Aldershot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Waitrose, Basing View, Basingstoke	0.3%	3	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	1.0%	1	0.0%	0
Waitrose, Tresham Crescent, Yateley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Argos (in Sainsbury's), Wallop Drive, 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	0.0%	0
Boots, Brighton Hill District Centre, Basingstoke	1.8%	20	0.0%	0	14.0%	14	3.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Boots, Chineham District	2.2%	24	3.0%	3	0.0%	0	0.0%	0	6.0%	6	8.0%	8	1.0%	1	1.0%	1	0.0%	0	1.0%	1	4.0%	4	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Centre, Basingstoke																								
Currys PC World, Brighton Hill Retail Park, Basingstoke	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Winchester Road, Basingstoke	0.8%	9	1.0%	1	1.0%	1	3.0%	3	0.0%	0	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smyths Toys, St Michael’s Retail Park, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, The Malls Shopping Centre, Basingstoke Town Centre	0.2%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	4.0%	4	0.0%	0	0.0%	0
Alton Town Centre	3.4%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.0%	36	1.0%	1	0.0%	0
Andover Town Centre	2.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	3.0%	3	0.0%	0	0.0%	0	19.0%	19
Basingstoke Town Centre: Festival Place Shopping Centre	18.6%	205	46.5%	47	15.0%	15	24.0%	24	33.0%	33	10.0%	10	21.8%	22	25.7%	26	6.0%	6	9.0%	9	11.0%	11	2.0%	2
Basingstoke Town Centre: The Malls Shopping Centre	2.5%	28	5.0%	5	9.0%	9	4.0%	4	4.0%	4	2.0%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	2.0%	2	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	0.4%	4	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	1.3%	14	4.0%	4	2.0%	2	2.0%	2	2.0%	2	1.0%	1	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Basingstoke Town Centre: The whole of Basingstoke Town Centre	0.4%	4	0.0%	0	1.0%	1	1.0%	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
Brighton Hill District Centre	1.4%	15	0.0%	0	11.0%	11	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Camberley 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	0.0%	0	0.0%	0
Central London / West End	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1
Chineham District Centre	3.3%	36	2.0%	2	0.0%	0	1.0%	1	11.0%	11	19.0%	19	2.0%	2	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	0.0%	0	3.0%	3	1.0%	1	0.0%	0
Fleet Town Centre	0.6%	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	7.0%	7	0.0%	0
Kingsclere Village	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	10	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	3.5%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	36.0%	36	0.0%	0	0.0%	0	1.0%	1
Oakley Village	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odiham Town Centre	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	2.0%	2	0.0%	0
Overton District Centre	1.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre (includes The Oracle Shopping Centre)	0.5%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	2.0%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Southampton City Centre (includes Westquay	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	0.0%	0	0.0%	0	2.0%	2

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	Zone 11											
Shopping Centre)																								
Tadley District Centre	3.0%	33	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	28.7%	29	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Whitchurch District Centre	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	3.1%	34	0.0%	0	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	31.0%	31
Yately 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	0.0%	0	2.0%	2	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.2%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Retail Park, Pinchington Lane, Newbury	2.0%	22	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	19.0%	19	0.0%	0	0.0%	0	0.0%	0
St Michael's 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	0.0%	0
Internet / delivery	6.6%	73	4.0%	4	10.0%	10	8.0%	8	2.0%	2	10.0%	10	5.0%	5	5.9%	6	3.0%	3	8.0%	8	10.0%	10	7.0%	7
Abbey Road, Basingstoke	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Weyhill Road, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beggarwood Local Centre	0.4%	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	3.0%	3	0.0%	0	0.0%	0
Costco, South Oak Way, Reading	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	0.0%	0
Costco, Templer Avenue, 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	0.0%	0	1.0%	1	0.0%	0
Four Marks Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Hartley Wintney Village Centre	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	11	0.0%	0
Hook Town Centre	1.5%	16	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	14.0%	14	0.0%	0
Kings Furlong Local Centre	0.3%	3	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mortimer West End Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakridge Village 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	0.0%	0	0.0%	0
Old Basing Village 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	0.0%	0
Popley Local Centre	0.7%	8	0.0%	0	0.0%	0	1.0%	1	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Rooksdown Local Centre	0.5%	5	0.0%	0	0.0%	0	3.0%	3	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ham Local Centre	0.4%	4	0.0%	0	0.0%	0	2.0%	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
St Mary Bourne Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Stockbridge 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	0.0%	0	0.0%	0	2.0%	2
Sutton Scotney Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Upton Grey Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Waitrose, Station Road, 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	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Waitrose, Stockbridge Road, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Waitrose, The Hart, 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	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Weeke Local 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	0.0%	0	0.0%	0	0.0%	0	5.0%	5
Winklebury Local Centre	0.4%	4	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woolton Hill Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
(Don't know / varies)	1.6%	18	5.0%	5	2.0%	2	1.0%	1	2.0%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	4.0%	4	2.0%	2
(Don't do this type of shopping)	2.3%	25	5.9%	6	6.0%	6	0.0%	0	3.0%	3	0.0%	0	3.0%	3	1.0%	1	3.0%	3	1.0%	1	0.0%	0	2.0%	2
Base:	1103		101		100		100		100		100		101		101		100		100		100		100	

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q22 Where do you normally do most of your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses);																								
Aldi, Winklebury Way, 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	0.0%	0
Asda, Brighton Hill District Centre, Basingstoke	0.3%	3	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Honey End Lane, Tilehurst, 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	0.0%	0	1.0%	1	0.0%	0
Marks & Spencer, Festival Place, Basingstoke Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Meadows (Shopping Centre), Sandhurst	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	2.0%	2	0.0%	0
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	0.4%	4	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mulfords Hill, Tadley	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	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	1.0%	11	0.0%	0	5.0%	5	2.0%	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
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	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, District Shopping Centre, Chineham	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Basing View, Basingstoke	0.2%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos (in Sainsbury's), Wallop Drive, Kempshott	0.3%	3	0.0%	0	1.0%	1	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
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	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Argos, Old Basing Mall, Basingstoke	0.3%	3	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Gastons Wood, Basingstoke	0.6%	7	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Home Bargains, Winchester Road, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Easton Lane, Winnall, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Homesense (TK Maxx), Festival Place,	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	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Basingstoke																								
IKEA, Reading	0.3%	3	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	1.0%	1	0.0%	0
IKEA, Southampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
John Lewis, Basing View, Basingstoke	1.8%	20	3.0%	3	1.0%	1	1.0%	1	0.0%	0	2.0%	2	1.0%	1	4.0%	4	1.0%	1	6.0%	6	1.0%	1	0.0%	0
John Lewis, Broad Street, Reading Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.0%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
John Lewis, Westquay Shopping Centre, Southampton	0.6%	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	1.0%	1	0.0%	0	6.0%	6
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	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Alton Town Centre	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	11	0.0%	0	0.0%	0
Andover Town Centre	0.9%	10	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	9.0%	9
Basingstoke Town Centre: Festival Place Shopping Centre	24.0%	265	32.7%	33	29.0%	29	32.0%	32	35.0%	35	25.0%	25	32.7%	33	30.7%	31	5.0%	5	11.0%	11	22.0%	22	9.0%	9
Basingstoke Town Centre: The Malls Shopping Centre	0.7%	8	1.0%	1	2.0%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	0.4%	4	2.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	0.4%	4	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	0.0%	0	0.0%	0
Basingstoke Town Centre: The whole of Basingstoke Town Centre	1.1%	12	1.0%	1	0.0%	0	7.0%	7	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Bicester Village Outlet Shopping Centre, Bicester	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley 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	0.0%	0	0.0%	0
Central London / West End	1.5%	17	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.0%	1	2.0%	2	2.0%	2	1.0%	1	6.0%	6	0.0%	0	2.0%	2
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	0.0%	0	2.0%	2	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	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0
Guildford Town Centre	0.4%	4	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%	2	0.0%	0
Newbury Town Centre	3.4%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	2.0%	2	32.0%	32	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre (includes The Oracle Shopping 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	0.0%	0	2.0%	2	0.0%	0
Southampton City Centre (includes Westquay Shopping Centre)	0.4%	4	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	2.0%	2
Tadley District Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	2.0%	22	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	18.0%	18
Brighton Hill Retail Park,	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Basingstoke																								
Newbury Retail Park, Pinchington Lane, Newbury	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Abroad	1.0%	11	1.0%	1	1.0%	1	1.0%	1	1.0%	1	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1	2.0%	2	1.0%	1
Internet / delivery	10.5%	116	7.9%	8	9.0%	9	15.0%	15	9.0%	9	13.0%	13	13.9%	14	8.9%	9	6.0%	6	9.0%	9	11.0%	11	13.0%	13
Chester City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Costco, South Oak Way, 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	0.0%	0
Hartley Wintney Village Centre	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	5.0%	5	0.0%	0
Heathrow Airport, Longford	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	0.0%	0
Hook 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	0.0%	0	2.0%	2	0.0%	0
Hungerford 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	0.0%	0
Monmouth 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	0.0%	0
Newcastle City 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	0.0%	0
Parkway Shopping Centre, Park Way, Newbury	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	0.0%	0
Romsey Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Swindon Designer Outlet, Kemble Drive, Swindon	0.2%	2	0.0%	0	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	0.0%	0
Thatcham 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	0.0%	0
Viabes Craft Centre, The Harrow Way, Basingstoke	0.2%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.5%	39	6.9%	7	3.0%	3	1.0%	1	4.0%	4	4.0%	4	2.0%	2	2.0%	2	2.0%	2	1.0%	1	10.0%	10	3.0%	3
(Don't do this type of shopping)	37.1%	409	37.6%	38	39.0%	39	35.0%	35	36.0%	36	40.0%	40	30.7%	31	41.6%	42	40.0%	40	44.0%	44	31.0%	31	33.0%	33
Base:		1103		101		100		100		100		100		101		101		100		100		100		100

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q23 What do you like about Basingstoke Town Centre? [MR]																								
Attractive environment	9.0%	99	12.9%	13	10.0%	10	16.0%	16	8.0%	8	14.0%	14	6.9%	7	10.9%	11	7.0%	7	7.0%	7	4.0%	4	2.0%	2
Cheap car parking	1.1%	12	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	4.0%	4	3.0%	3	1.0%	1	0.0%	0	2.0%	2	0.0%	0
Cleanliness	4.4%	49	7.9%	8	6.0%	6	3.0%	3	3.0%	3	5.0%	5	4.0%	4	6.9%	7	2.0%	2	4.0%	4	3.0%	3	4.0%	4
Close to education facilities	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	0.0%	0
Close to home	13.7%	151	16.8%	17	17.0%	17	11.0%	11	24.0%	24	12.0%	12	30.7%	31	21.8%	22	2.0%	2	6.0%	6	9.0%	9	0.0%	0
Close to work / en route to work	1.0%	11	0.0%	0	1.0%	1	2.0%	2	0.0%	0	2.0%	2	3.0%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1
Good accessibility by bus	2.6%	29	1.0%	1	3.0%	3	4.0%	4	4.0%	4	1.0%	1	8.9%	9	0.0%	0	3.0%	3	0.0%	0	3.0%	3	1.0%	1
Good accessibility by foot	1.6%	18	11.9%	12	0.0%	0	3.0%	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
Good accessibility by cycle	0.2%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good accessibility by train	1.5%	16	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.0%	2	1.0%	1	2.0%	2	4.0%	4	1.0%	1	4.0%	4	0.0%	0
Good car parking provision	8.4%	93	3.0%	3	4.0%	4	7.0%	7	3.0%	3	9.0%	9	11.9%	12	10.9%	11	9.0%	9	12.0%	12	12.0%	12	11.0%	11
Good choice of chain (multiples) / well known stores	21.4%	236	20.8%	21	26.0%	26	13.0%	13	26.0%	26	19.0%	19	27.7%	28	21.8%	22	14.0%	14	19.0%	19	28.0%	28	20.0%	20
Good choice of independent / specialist / boutique stores	6.2%	68	6.9%	7	10.0%	10	3.0%	3	5.0%	5	3.0%	3	8.9%	9	6.9%	7	4.0%	4	5.0%	5	9.0%	9	6.0%	6
Good choice of places to eat and drink	4.7%	52	4.0%	4	11.0%	11	5.0%	5	3.0%	3	9.0%	9	3.0%	3	3.0%	3	8.0%	8	3.0%	3	2.0%	2	1.0%	1
Good disabled access	0.5%	6	1.0%	1	0.0%	0	1.0%	1	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Good prices / lower value goods	0.5%	6	0.0%	0	2.0%	2	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
Good street market	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Safe environment	1.3%	14	3.0%	3	1.0%	1	2.0%	2	0.0%	0	1.0%	1	1.0%	1	2.0%	2	0.0%	0	2.0%	2	2.0%	2	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	0.0%	0
Compact / good layout	11.0%	121	9.9%	10	7.0%	7	14.0%	14	15.0%	15	11.0%	11	15.8%	16	11.9%	12	7.0%	7	8.0%	8	14.0%	14	7.0%	7
Familiar / know where everything is	1.2%	13	1.0%	1	2.0%	2	4.0%	4	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1	2.0%	2	0.0%	0
Friendly people / nice atmosphere	0.8%	9	1.0%	1	2.0%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	1.0%	1	2.0%	2	0.0%	0	0.0%	0
Good accessibility by car	1.6%	18	0.0%	0	1.0%	1	0.0%	0	2.0%	2	3.0%	3	2.0%	2	4.0%	4	2.0%	2	0.0%	0	3.0%	3	1.0%	1
Good banks	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	1.0%	1	0.0%	0
Good cinema	1.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	6.0%	6	2.0%	2	2.0%	2	4.0%	4
Good foodhalls	0.3%	3	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	1.0%	1	0.0%	0
Good leisure facilities	1.6%	18	0.0%	0	1.0%	1	2.0%	2	4.0%	4	0.0%	0	1.0%	1	1.0%	1	2.0%	2	3.0%	3	2.0%	2	2.0%	2
Good library	0.2%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good museum	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	0.0%	0
Good opening hours	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	0.0%	0
Good range of services	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	0.0%	0
Good seating	0.3%	3	1.0%	1	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
Good theatre	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	1.0%	1	2.0%	2	1.0%	1	2.0%	2
Has my favourite store	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	4.0%	4	2.0%	2	0.0%	0
I can get everything I need there	1.4%	15	1.0%	1	2.0%	2	2.0%	2	1.0%	1	1.0%	1	2.0%	2	5.0%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Level shopping area	0.3%	3	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Like Festival Place Shopping Centre	1.9%	21	0.0%	0	4.0%	4	1.0%	1	0.0%	0	3.0%	3	1.0%	1	2.0%	2	3.0%	3	4.0%	4	2.0%	2	1.0%	1
Like the modernised area	0.8%	9	0.0%	0	0.0%	0	2.0%	2	1.0%	1	1.0%	1	2.0%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1
Nice traditional area	0.5%	6	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Not too busy	0.9%	10	3.0%	3	1.0%	1	1.0%	1	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Offers undercover shopping	8.5%	94	8.9%	9	7.0%	7	10.0%	10	5.0%	5	8.0%	8	8.9%	9	11.9%	12	9.0%	9	8.0%	8	8.0%	8	9.0%	9
Pedestrianisation	1.0%	11	1.0%	1	0.0%	0	1.0%	1	1.0%	1	3.0%	3	2.0%	2	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0
(Nothing)	22.7%	250	21.8%	22	26.0%	26	28.0%	28	25.0%	25	21.0%	21	11.9%	12	17.8%	18	26.0%	26	34.0%	34	24.0%	24	14.0%	14
(Don't know)	1.8%	20	3.0%	3	3.0%	3	3.0%	3	1.0%	1	3.0%	3	2.0%	2	0.0%	0	1.0%	1	0.0%	0	3.0%	3	1.0%	1
(Don't visit Basingstoke Town Centre)	8.5%	94	0.0%	0	1.0%	1	2.0%	2	3.0%	3	7.0%	7	2.0%	2	4.0%	4	18.0%	18	9.0%	9	7.0%	7	41.0%	41
Base:		1103		101		100		100		100		100		101		101		100		100		100		100

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q24 Is there anything that would make you shop in or visit Basingstoke Town Centre more often than you currently do? [MR]												
Another cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better access by bus	1.9%	21	1.0%	1	4.0%	4	1.0%	1	4.0%	4	1.0%	1
Better access by train	0.3%	3	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Better disabled access	0.8%	9	2.0%	2	1.0%	1	4.0%	4	1.0%	1	0.0%	0
Better / safer access by bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better / safer access by foot	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	6.0%	66	2.0%	2	23.0%	23	4.0%	4	6.0%	6	6.0%	6
Cheaper prices	1.1%	12	3.0%	3	1.0%	1	2.0%	2	2.0%	2	0.0%	0
Free parking	3.4%	38	3.0%	3	7.0%	7	2.0%	2	1.0%	1	1.0%	1
More department stores	2.4%	26	0.0%	0	2.0%	2	2.0%	2	3.0%	3	4.0%	4
More fashion stores	1.8%	20	1.0%	1	0.0%	0	2.0%	2	0.0%	0	6.0%	6
More food stores	0.7%	8	2.0%	2	0.0%	0	1.0%	1	4.0%	4	0.0%	0
More green spaces / parks	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent / specialist / boutique stores	10.3%	114	16.8%	17	12.0%	12	13.0%	13	9.0%	9	10.0%	10
More leisure facilities	0.4%	4	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
More multiple stores / brands	3.2%	35	3.0%	3	4.0%	4	4.0%	4	5.0%	5	5.0%	5
More non-food stores generally	6.3%	69	8.9%	9	6.0%	6	11.0%	11	8.0%	8	8.0%	8
More parking	3.9%	43	3.0%	3	2.0%	2	4.0%	4	4.0%	4	1.0%	1
More pedestrianised streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More places to eat / drink	1.9%	21	4.0%	4	3.0%	3	2.0%	2	4.0%	4	4.0%	4
More security / better personal safety	0.5%	5	3.0%	3	1.0%	1	0.0%	0	0.0%	0	1.0%	1
More services (e.g. bank, library, hairdressers etc.)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Nicer environment	1.2%	13	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A smoke-free zone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
A water feature	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Art gallery	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better access by car	1.7%	19	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Better market	0.4%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better Park & Ride	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signposting	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bigger John Lewis store	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Bigger Marks & Spencer store	0.3%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Car park layout at Festival Place improved	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Cleaner streets	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less bookmakers	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less busy / crowded	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Less cafes	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Less empty shops	4.9%	54	4.0%	4	7.0%	7	7.0%	7	8.0%	8	5.0%	5	5.0%	5	12.9%	13	0.0%	0	2.0%	2	3.0%	3	0.0%	0
Less hairdressers / barbers	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Less homeless people	0.3%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Less road works	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	0.0%	0
Less takeaways	0.1%	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	0.0%	0
Less traffic congestion	0.6%	7	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	1.0%	1	1.0%	1
Longer opening hours	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	0.0%	0
Lower business rates	1.3%	14	0.0%	0	1.0%	1	4.0%	4	0.0%	0	5.0%	5	2.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public toilets	0.5%	6	2.0%	2	0.0%	0	2.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More art and craft shops	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	0.0%	0
More charity shops	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	0.0%	0
More children's activities	0.3%	3	0.0%	0	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
More compact / better layout	0.5%	6	0.0%	0	1.0%	1	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
More free water refilling stations	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	0.0%	0
More open-air	0.3%	3	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	1.0%	1	0.0%	0
More seating areas	0.9%	10	3.0%	3	0.0%	0	2.0%	2	3.0%	3	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More shops for older people	1.5%	16	4.0%	4	2.0%	2	0.0%	0	3.0%	3	1.0%	1	3.0%	3	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0
More shops offering larger sizes	0.5%	5	0.0%	0	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More undercover shopping areas	0.6%	7	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Pavements improved	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	0.0%	0
Post office brought back	0.3%	3	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Top of the town area improved	1.5%	17	3.0%	3	2.0%	2	1.0%	1	2.0%	2	3.0%	3	0.0%	0	4.0%	4	0.0%	0	0.0%	0	2.0%	2	0.0%	0
(Nothing)	50.2%	554	40.6%	41	43.0%	43	44.0%	44	42.0%	42	48.0%	48	52.5%	53	42.6%	43	69.0%	69	56.0%	56	50.0%	50	65.0%	65
(Don't know)	3.9%	43	5.0%	5	2.0%	2	3.0%	3	2.0%	2	6.0%	6	2.0%	2	1.0%	1	2.0%	2	8.0%	8	6.0%	6	6.0%	6
Base:	1103		101		100		100		100		100		101		101		100		100		100		100	

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q25 What improvements to Chineham District Centre would make you visit it more often than you currently do? [MR]																								
Better disabled access	0.3%	3	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport	0.5%	5	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	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	1.0%	1	0.0%	0	0.0%	0	0.0%	0
More / better park & ride 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%	0	0.0%	0
More / better car parking	3.1%	34	3.0%	3	5.0%	5	6.0%	6	4.0%	4	1.0%	1	3.0%	3	3.0%	3	1.0%	1	5.0%	5	3.0%	3	0.0%	0
More traffic free pedestrianised streets	0.2%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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%	0	0.0%	0
Cleaner streets	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	0.0%	0
Better value for money / lower prices	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	0.0%	0
More / better higher quality shop offer	0.5%	6	0.0%	0	2.0%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Department store	0.7%	8	0.0%	0	2.0%	2	0.0%	0	1.0%	1	2.0%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Larger shops	0.5%	5	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	3.0%	3	0.0%	0
More / better independent & specialist shops	2.2%	24	2.0%	2	2.0%	2	3.0%	3	3.0%	3	5.0%	5	2.0%	2	2.0%	2	0.0%	0	2.0%	2	3.0%	3	0.0%	0
More / better foodstores	0.8%	9	1.0%	1	0.0%	0	0.0%	0	1.0%	1	4.0%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0
More / better retail brands	1.1%	12	1.0%	1	0.0%	0	1.0%	1	2.0%	2	4.0%	4	0.0%	0	0.0%	0	1.0%	1	1.0%	1	2.0%	2	0.0%	0
More / better non-food shops	2.9%	32	3.0%	3	2.0%	2	1.0%	1	5.0%	5	12.0%	12	4.0%	4	1.0%	1	1.0%	1	1.0%	1	2.0%	2	0.0%	0
More / better fashion shops	1.0%	11	2.0%	2	2.0%	2	0.0%	0	1.0%	1	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	2.0%	2	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%	0	0.0%	0
Better policing /safer	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	0.0%	0
More / better cafes / restaurants	1.8%	20	4.0%	4	1.0%	1	1.0%	1	4.0%	4	10.0%	10	0.0%	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%	0	0.0%	0
More / better entertainment facilities (e.g. Cinema)	0.5%	5	1.0%	1	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	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	0.0%	0
More / better parks / green spaces	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public houses	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	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	0.0%	0
Better access by car	0.8%	9	0.0%	0	2.0%	2	2.0%	2	4.0%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better lighting	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Better market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Bigger Tesco	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fish and chip shop	0.5%	6	0.0%	0	0.0%	0	1.0%	1	1.0%	1	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less busy / crowded	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Less charity shops	0.3%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less empty shops	0.6%	7	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Less homeless people	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Less roadworks	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	0.0%	0
Less traffic congestion	0.5%	6	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Library	0.5%	6	2.0%	2	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	0.0%	0
Lower business rates	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Modernising / revamp	0.7%	8	1.0%	1	1.0%	1	1.0%	1	1.0%	1	2.0%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
More / better public toilets	0.6%	7	2.0%	2	1.0%	1	0.0%	0	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More banks	0.5%	6	0.0%	0	1.0%	1	0.0%	0	0.0%	0	3.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
More cash machines	0.5%	6	0.0%	0	0.0%	0	0.0%	0	3.0%	3	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
More compact / better layout	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
More newsagents	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More shops offering larger sizes	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	0.0%	0
More undercover shopping areas	0.5%	6	2.0%	2	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Nail bar / salon	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	0.0%	0
Nicer environment	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post office	1.8%	20	0.0%	0	0.0%	0	1.0%	1	5.0%	5	9.0%	9	2.0%	2	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0
(Nothing)	32.5%	359	35.6%	36	42.0%	42	44.0%	44	45.0%	45	39.0%	39	37.6%	38	31.7%	32	10.0%	10	25.0%	25	33.0%	33	15.0%	15
(Don't know)	2.4%	26	7.9%	8	4.0%	4	3.0%	3	2.0%	2	2.0%	2	2.0%	2	2.0%	2	0.0%	0	1.0%	1	2.0%	2	0.0%	0
(Don't visit Chineham District Centre)	46.0%	507	36.6%	37	35.0%	35	32.0%	32	15.0%	15	15.0%	15	42.6%	43	53.5%	54	87.0%	87	61.0%	61	43.0%	43	85.0%	85
Base:	1103		101		100		100		100		100		101		101		100		100		100		100	

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q26 What improvements to Brighton Hill District Centre would make you visit it more often than you currently do? [MR]																								
Better disabled access	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%	1	0.0%	0
Better public transport	0.5%	5	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signposting	0.2%	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	0.0%	0	0.0%	0
More / better park & ride facilities	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	0.0%	0
More / better car parking	3.0%	33	4.0%	4	5.0%	5	6.0%	6	3.0%	3	2.0%	2	4.0%	4	1.0%	1	0.0%	0	4.0%	4	2.0%	2	2.0%	2
More traffic free pedestrianised streets	0.2%	2	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	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%	0	0.0%	0
Cleaner streets	0.5%	5	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0
Better value for money / lower prices	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	0.0%	0
More / better higher quality shop offer	0.3%	3	0.0%	0	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
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%	0	0.0%	0
Larger shops	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	0.0%	0
More / better independent & specialist shops	1.3%	14	2.0%	2	6.0%	6	2.0%	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
More / better foodstores	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	1.0%	1	0.0%	0	0.0%	0
More / better retail brands	0.3%	3	1.0%	1	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
More / better non-food shops	1.1%	12	3.0%	3	2.0%	2	1.0%	1	1.0%	1	0.0%	0	2.0%	2	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0
More / better fashion shops	0.5%	5	0.0%	0	3.0%	3	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
Shops and services open later in the evening	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better policing /safer	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	1.0%	1	0.0%	0
More / better cafes / restaurants	0.5%	6	0.0%	0	3.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	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%	0	0.0%	0
More / better entertainment facilities (e.g. Cinema)	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	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	0.0%	0
More / better parks / green spaces	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.1%	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	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	0.0%	0
(Nothing)	37.2%	410	45.5%	46	57.0%	57	59.0%	59	57.0%	57	27.0%	27	35.6%	36	42.6%	43	14.0%	14	33.0%	33	22.0%	22	16.0%	16
Better access by car	1.0%	11	0.0%	0	2.0%	2	3.0%	3	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Better access by foot	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	0.0%	0
Bigger Asda store	0.3%	3	0.0%	0	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	0.0%	0
Free parking	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	0.0%	0
Less charity shops	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less empty shops	0.6%	7	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Less traffic congestion	0.5%	6	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Lower business rates	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	1.0%	1	0.0%	0
Modernised / revamp	0.4%	4	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%	2	0.0%	0
More compact / better layout	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	0.0%	0
More undercover shopping areas	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Nicer environment	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	2.0%	2	0.0%	0	1.0%	1	1.0%	1
Post office	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.4%	37	6.9%	7	6.0%	6	5.0%	5	5.0%	5	8.0%	8	4.0%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
(Don't visit Brighton Hill District Centre)	47.4%	523	30.7%	31	11.0%	11	19.0%	19	29.0%	29	58.0%	58	46.5%	47	47.5%	48	83.0%	83	52.0%	52	65.0%	65	80.0%	80
Base:	1103		101		100		100		100		100		101		101		100		100		100		100	

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q27 What improvements to Tadly District Centre 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%	0	0.0%	0
Better public transport	0.3%	3	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0
More / better park & ride 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%	0	0.0%	0
More / better car parking	0.6%	7	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	3.0%	3	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
More traffic free pedestrianised streets	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	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%	0	0.0%	0
Cleaner streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0
More / better higher quality shop offer	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Department store	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	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	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 independent & specialist shops	0.8%	9	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	3.0%	3	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0
More / better foodstores	4.4%	48	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.0%	2	41.6%	42	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
More / better retail brands	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
More / better non-food shops	1.5%	17	0.0%	0	1.0%	1	0.0%	0	2.0%	2	2.0%	2	10.9%	11	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
More / better fashion shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	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%	0	0.0%	0
Better policing /safer	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better cafes / restaurants	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better cultural facilities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better entertainment facilities (e.g. Cinema)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	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	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	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public houses	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	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	0.0%	0
(Nothing)	20.4%	225	20.8%	21	25.0%	25	26.0%	26	34.0%	34	18.0%	18	14.9%	15	16.8%	17	31.0%	31	14.0%	14	11.0%	11	13.0%	13
Another pelican crossing or footbridge	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	0.0%	0
Better access by car	0.4%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better lighting	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	0.0%	0
Better market	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	0.0%	0
Fish and chip shop	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	0.0%	0
Less traffic congestion	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	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Lidl store	1.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	10.9%	11	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
More banks	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	0.0%	0
More compact / better layout	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More undercover shopping areas	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	0.0%	0
NHS dentist	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	0.0%	0
Road side hedges cut more often	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	0.0%	0
(Don't know)	1.6%	18	5.0%	5	4.0%	4	1.0%	1	1.0%	1	1.0%	1	2.0%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	2.0%	2
(Don't visit Tadly District Centre)	68.4%	754	74.3%	75	70.0%	70	69.0%	69	59.0%	59	71.0%	71	8.9%	9	82.2%	83	62.0%	62	84.0%	84	87.0%	87	85.0%	85
Base:	1103		101		100		100		100		100		101		101		100		100		100		100	

Meanscore: [Number of visits per month]

Q28 How often do you visit Basingstoke Town Centre in the evenings ?

Everyday	0.5%	5	2.0%	2	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	0.0%	0
4-6 days a week	0.4%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 days a week	1.6%	18	6.9%	7	1.0%	1	5.0%	5	2.0%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Once a week	2.1%	23	5.9%	6	3.0%	3	2.0%	2	2.0%	2	7.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1
Once a fortnight	3.2%	35	2.0%	2	5.0%	5	2.0%	2	5.0%	5	4.0%	4	5.9%	6	2.0%	2	0.0%	0	4.0%	4	4.0%	4	1.0%	1
Once a month	9.4%	104	6.9%	7	14.0%	14	11.0%	11	10.0%	10	11.0%	11	11.9%	12	12.9%	13	3.0%	3	9.0%	9	13.0%	13	1.0%	1
Once every 3 months	15.9%	175	24.8%	25	19.0%	19	17.0%	17	11.0%	11	15.0%	15	13.9%	14	18.8%	19	9.0%	9	16.0%	16	21.0%	21	9.0%	9
Twice a year	10.6%	117	7.9%	8	5.0%	5	11.0%	11	11.0%	11	11.0%	11	13.9%	14	13.9%	14	7.0%	7	14.0%	14	12.0%	12	10.0%	10
Once a year	4.1%	45	4.0%	4	5.0%	5	0.0%	0	3.0%	3	1.0%	1	1.0%	1	6.9%	7	13.0%	13	3.0%	3	3.0%	3	5.0%	5
Less often than once a year	2.4%	26	2.0%	2	1.0%	1	2.0%	2	2.0%	2	1.0%	1	1.0%	1	1.0%	1	3.0%	3	3.0%	3	6.0%	6	4.0%	4
Never	48.9%	539	36.6%	37	46.0%	46	47.0%	47	50.0%	50	46.0%	46	46.5%	47	43.6%	44	65.0%	65	51.0%	51	38.0%	38	68.0%	68
(Don't know / varies / no particular pattern)	1.1%	12	1.0%	1	1.0%	1	1.0%	1	3.0%	3	1.0%	1	4.0%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Mean:	0.66		1.63		0.54		1.24		0.80		1.07		0.69		0.36		0.09		0.25		0.39		0.23	
Base:	1103		101		100		100		100		100		101		101		100		100		100		100	

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q29 What are your main reasons for visiting Basingstoke Town Centre in the evenings? e.g. what do you do there?																								
<i>Not those who said 'Never' at Q28</i>																								
1st mention																								
For late night shopping	6.7%	38	17.2%	11	3.7%	2	11.3%	6	8.0%	4	7.4%	4	5.6%	3	1.8%	1	0.0%	0	4.1%	2	6.5%	4	3.1%	1
For outdoor 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	0.0%	0
For work purposes	0.5%	3	1.6%	1	0.0%	0	1.9%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	2.1%	12	1.6%	1	1.9%	1	3.8%	2	6.0%	3	0.0%	0	5.6%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	1	3.1%	1
To visit a music venue	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit gym / fitness venue	0.4%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night club or other late night venue	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
To visit pubs / bars	5.1%	29	4.7%	3	9.3%	5	7.5%	4	8.0%	4	7.4%	4	7.4%	4	5.3%	3	0.0%	0	0.0%	0	3.2%	2	0.0%	0
To visit restaurants / cafes	25.2%	142	32.8%	21	46.3%	25	28.3%	15	38.0%	19	29.6%	16	35.2%	19	28.1%	16	2.9%	1	8.2%	4	8.1%	5	3.1%	1
To visit the cinema	36.9%	208	20.3%	13	24.1%	13	30.2%	16	20.0%	10	40.7%	22	33.3%	18	31.6%	18	54.3%	19	57.1%	28	56.5%	35	50.0%	16
To visit the theatre	21.1%	119	17.2%	11	14.8%	8	13.2%	7	16.0%	8	9.3%	5	9.3%	5	33.3%	19	42.9%	15	28.6%	14	22.6%	14	40.6%	13
For a group meeting (reading group, church society, etc)	0.4%	2	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
To go tenpin bowling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a health service (doctors, dentists, etc)	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit escape rooms	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the bank	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To watch ice hockey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0
(Don't know)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular / nothing else)	0.4%	2	1.6%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	564	64	54	53	50	54	54	57	35	49	62	32												

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
2nd mention																								
For late night shopping	1.6%	9	6.3%	4	1.9%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0
For outdoor events	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work purposes	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	1.8%	10	0.0%	0	0.0%	0	3.8%	2	2.0%	1	1.9%	1	1.9%	1	3.5%	2	0.0%	0	2.0%	1	1.6%	1	3.1%	1
To visit a music venue	0.5%	3	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0
To visit gym / fitness venue	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
To visit night club or other late night venue	1.4%	8	3.1%	2	0.0%	0	3.8%	2	4.0%	2	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
To visit pubs / bars	5.7%	32	9.4%	6	13.0%	7	5.7%	3	8.0%	4	3.7%	2	14.8%	8	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit restaurants / cafes	22.9%	129	25.0%	16	22.2%	12	26.4%	14	26.0%	13	27.8%	15	14.8%	8	22.8%	13	14.3%	5	22.4%	11	24.2%	15	21.9%	7
To visit the cinema	15.4%	87	14.1%	9	27.8%	15	15.1%	8	14.0%	7	20.4%	11	16.7%	9	22.8%	13	2.9%	1	12.2%	6	11.3%	7	3.1%	1
To visit the theatre	6.2%	35	1.6%	1	0.0%	0	1.9%	1	6.0%	3	7.4%	4	5.6%	3	8.8%	5	22.9%	8	2.0%	1	8.1%	5	12.5%	4
For a group meeting (reading group, church society, 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	0.0%	0
To go tenpin bowling	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
To visit a health service (doctors, dentists, 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	0.0%	0
To visit escape rooms	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the bank	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To watch ice hockey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular / nothing else)	43.4%	245	39.1%	25	35.2%	19	43.4%	23	38.0%	19	37.0%	20	38.9%	21	36.8%	21	57.1%	20	55.1%	27	50.0%	31	59.4%	19
Base:	564		64		54		53		50		54		54		57		35		49		62		32	

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
3rd mention																								
For late night shopping	1.1%	6	3.1%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0
For outdoor 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	0.0%	0
For work purposes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
To visit a music venue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit gym / fitness venue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night club or other late night venue	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit pubs / bars	2.3%	13	7.8%	5	0.0%	0	3.8%	2	6.0%	3	0.0%	0	0.0%	0	1.8%	1	0.0%	0	2.0%	1	1.6%	1	0.0%	0
To visit restaurants / cafes	4.4%	25	3.1%	2	5.6%	3	5.7%	3	4.0%	2	3.7%	2	5.6%	3	3.5%	2	2.9%	1	4.1%	2	4.8%	3	6.3%	2
To visit the cinema	2.3%	13	4.7%	3	1.9%	1	5.7%	3	2.0%	1	0.0%	0	1.9%	1	5.3%	3	0.0%	0	0.0%	0	0.0%	0	3.1%	1
To visit the theatre	1.4%	8	0.0%	0	0.0%	0	0.0%	0	2.0%	1	3.7%	2	0.0%	0	3.5%	2	0.0%	0	2.0%	1	3.2%	2	0.0%	0
For a group meeting (reading group, church society, 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	0.0%	0
To go tenpin bowling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a health service (doctors, dentists, 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	0.0%	0
To visit escape rooms	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the bank	0.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To watch ice hockey	0.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0
(Don't know)	0.9%	5	1.6%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular / nothing else)	86.5%	488	79.7%	51	88.9%	48	81.1%	43	86.0%	43	90.7%	49	90.7%	49	75.4%	43	97.1%	34	91.8%	45	87.1%	54	90.6%	29
Base:		564		64		54		53		50		54		54		57		35		49		62		32

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Any mention																								
For late night shopping	9.4%	53	26.6%	17	7.4%	4	11.3%	6	8.0%	4	7.4%	4	9.3%	5	5.3%	3	0.0%	0	4.1%	2	11.3%	7	3.1%	1
For outdoor events	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work purposes	0.9%	5	1.6%	1	0.0%	0	1.9%	1	2.0%	1	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	4.1%	23	1.6%	1	1.9%	1	7.5%	4	8.0%	4	1.9%	1	7.4%	4	3.5%	2	0.0%	0	2.0%	1	4.8%	3	6.3%	2
To visit a music venue	0.9%	5	1.6%	1	0.0%	0	0.0%	0	2.0%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0
To visit gym / fitness venue	0.7%	4	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.9%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
To visit night club or other late night venue	2.1%	12	3.1%	2	0.0%	0	3.8%	2	4.0%	2	0.0%	0	5.6%	3	1.8%	1	0.0%	0	2.0%	1	1.6%	1	0.0%	0
To visit pubs / bars	13.1%	74	21.9%	14	22.2%	12	17.0%	9	22.0%	11	11.1%	6	22.2%	12	10.5%	6	0.0%	0	2.0%	1	4.8%	3	0.0%	0
To visit restaurants / cafes	52.5%	296	60.9%	39	74.1%	40	60.4%	32	68.0%	34	61.1%	33	55.6%	30	54.4%	31	20.0%	7	34.7%	17	37.1%	23	31.3%	10
To visit the cinema	54.6%	308	39.1%	25	53.7%	29	50.9%	27	36.0%	18	61.1%	33	51.9%	28	59.6%	34	57.1%	20	69.4%	34	67.7%	42	56.3%	18
To visit the theatre	28.7%	162	18.8%	12	14.8%	8	15.1%	8	24.0%	12	20.4%	11	14.8%	8	45.6%	26	65.7%	23	32.7%	16	33.9%	21	53.1%	17
For a group meeting (reading group, church society, etc)	0.4%	2	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
To go tenpin bowling	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
To visit a health service (doctors, dentists, etc)	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit escape rooms	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the bank	0.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To watch ice hockey	0.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		564		64		54		53		50		54		54		57		35		49		62		32
Q30 Do you or your household visit the following leisure or cultural attractions? [MR/PR]																								
Bingo / casino / bookmaker	5.4%	60	5.9%	6	9.0%	9	9.0%	9	11.0%	11	2.0%	2	5.0%	5	5.9%	6	4.0%	4	2.0%	2	6.0%	6	0.0%	0
Cinema	62.9%	694	59.4%	60	57.0%	57	65.0%	65	53.0%	53	66.0%	66	55.4%	56	69.3%	70	72.0%	72	62.0%	62	73.0%	73	60.0%	60
Gym / health club / sports facility	22.1%	244	19.8%	20	24.0%	24	22.0%	22	11.0%	11	29.0%	29	13.9%	14	24.8%	25	23.0%	23	21.0%	21	23.0%	23	32.0%	32
Theatre / concert / music venue	55.7%	614	54.5%	55	46.0%	46	49.0%	49	40.0%	40	48.0%	48	50.5%	51	70.3%	71	63.0%	63	63.0%	63	66.0%	66	62.0%	62
Museum / gallery or place of historical / cultural interest	35.2%	388	29.7%	30	26.0%	26	36.0%	36	29.0%	29	31.0%	31	26.7%	27	44.6%	45	45.0%	45	39.0%	39	43.0%	43	37.0%	37
Pub / bar / nightclub	47.1%	519	40.6%	41	43.0%	43	36.0%	36	36.0%	36	49.0%	49	50.5%	51	57.4%	58	48.0%	48	44.0%	44	61.0%	61	52.0%	52
Restaurant / café / eating out	77.7%	857	74.3%	75	75.0%	75	73.0%	73	76.0%	76	79.0%	79	74.3%	75	83.2%	84	83.0%	83	72.0%	72	82.0%	82	83.0%	83
Family entertainment - tenpin bowling	20.7%	228	18.8%	19	27.0%	27	14.0%	14	18.0%	18	27.0%	27	24.8%	25	23.8%	24	23.0%	23	11.0%	11	26.0%	26	14.0%	14
Family entertainment - trampoline centre	7.7%	85	9.9%	10	8.0%	8	8.0%	8	6.0%	6	14.0%	14	12.9%	13	7.9%	8	6.0%	6	2.0%	2	6.0%	6	4.0%	4
Family entertainment - ice rink / roller skating	9.0%	99	12.9%	13	7.0%	7	5.0%	5	7.0%	7	14.0%	14	13.9%	14	7.9%	8	7.0%	7	4.0%	4	15.0%	15	5.0%	5
Other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't visit ANY leisure activities)	9.4%	104	9.9%	10	13.0%	13	9.0%	9	14.0%	14	11.0%	11	10.9%	11	5.0%	5	6.0%	6	9.0%	9	8.0%	8	8.0%	8
Base:		1103		101		100		100		100		100		101		101		100		100		100		100

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q31 Where do you or members of your household normally go to play bingo or visit casinos or bookmakers?																								
<i>Those who said 'Bingo / casino / bookmaker' at Q30</i>																								
Buzz Bingo, Aldershot	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0
Buzz Bingo, Basingstoke Leisure Park	75.0%	45	50.0%	3	77.8%	7	100.0%	9	72.7%	8	100.0%	2	80.0%	4	100.0%	6	25.0%	1	50.0%	1	66.7%	4	0.0%	0
Alton Town Centre	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0
Basingstoke Town Centre: Festival Place Shopping Centre	1.7%	1	16.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	3.3%	2	33.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill District Centre	3.3%	2	0.0%	0	11.1%	1	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre (includes The Oracle Shopping Centre)	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burghclere Village Centre	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0
Halifax Town Centre	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0
Melrose Community Association, Abbey Road, Basingstoke	1.7%	1	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherborne St John Village Centre	1.7%	1	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westside Community Centre, Paddock Road, Basingstoke	1.7%	1	0.0%	0	11.1%	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
Base:		60		6		9		9		11		2		5		6		4		2		6		0

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q32 Where do you or members of your household normally go to the cinema?																								
Those who said 'Cinema' at Q30																								
Cineworld, Aldershot	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	5.5%	4	0.0%	0
Corn Exchange Arts Centre & Cinema, Newbury	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	6	0.0%	0	0.0%	0	0.0%	0
Everyman Cinema, Winchester	3.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.6%	1	0.0%	0	33.3%	20
Odeon, Andover	2.9%	20	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	4.2%	3	0.0%	0	0.0%	0	23.3%	14
Odeon, Basingstoke Leisure Park	18.4%	128	18.3%	11	21.1%	12	24.6%	16	24.5%	13	19.7%	13	12.5%	7	35.7%	25	11.1%	8	19.4%	12	6.8%	5	10.0%	6
Palace Cinema, Alton	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	6	0.0%	0	0.0%	0
Reading Film Theatre, Reading	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Showcase Cinema de Lux Reading, Winnersh, Wokingham	1.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	7.1%	4	0.0%	0	1.4%	1	0.0%	0	4.1%	3	0.0%	0
Vue, Camberley	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0
Vue, Farnborough	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	7	0.0%	0
Vue, Festival Place, Basingstoke	60.4%	419	81.7%	49	75.4%	43	75.4%	49	73.6%	39	69.7%	46	75.0%	42	57.1%	40	13.9%	10	66.1%	41	65.8%	48	20.0%	12
Vue, Newbury	6.8%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3	1.8%	1	1.4%	1	58.3%	42	0.0%	0	0.0%	0	0.0%	0
Vue, Reading	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0
Cineworld, Cheltenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harbour Lights Picturehouse, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Odeon, Maidenhead	0.1%	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	1.6%	1	0.0%	0	0.0%	0
Odeon, Salisbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Showcase Cinema de Lux Southampton, West Quay, Southampton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Tadley Community Centre, Newchurch Road, Tadley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, Eastleigh	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	4
(Don't know / varies / can't remember)	0.9%	6	0.0%	0	1.8%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	1.4%	1	2.8%	2	0.0%	0	1.4%	1	0.0%	0
Base:	694			60		57		65		53		66		56		70		72		62		73		60

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q33 Where do you or members of your household normally go to use a gym / healthclub / sports facility / swimming pool?																								
<i>Those who said 'Gym / health club / sports facility' at Q30</i>																								
Alton Sports Centre, Chawton Park Road, Alton	3.7%	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	42.9%	9	0.0%	0	0.0%	0
Andover Leisure Centre, Andover College	2.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	3	0.0%	0	0.0%	0	0.0%	0	6.3%	2
Aspects of Fitness, Manydown, Basingstoke	1.6%	4	0.0%	0	4.2%	1	4.5%	1	0.0%	0	0.0%	0	0.0%	0	8.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Aquadrome, Basingstoke	8.6%	21	10.0%	2	8.3%	2	27.3%	6	9.1%	1	13.8%	4	0.0%	0	20.0%	5	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Basingstoke Sports Centre, Festival Place, Basingstoke	9.0%	22	15.0%	3	16.7%	4	13.6%	3	9.1%	1	10.3%	3	14.3%	2	12.0%	3	4.3%	1	4.8%	1	4.3%	1	0.0%	0
Beechdown Health and Fitness Club, Basingstoke	7.0%	17	10.0%	2	16.7%	4	4.5%	1	0.0%	0	3.4%	1	0.0%	0	12.0%	3	4.3%	1	19.0%	4	4.3%	1	0.0%	0
Northcroft Leisure Centre, Newbury	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Queen Mary's College Sports Centre, Basingstoke	2.5%	6	15.0%	3	8.3%	2	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
River Park Leisure Centre, Winchester	2.9%	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	21.9%	7
Tadley Swimming Pool, New Road, Tadley	2.5%	6	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	35.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, St Michael's Retail Park, Basingstoke	6.1%	15	25.0%	5	8.3%	2	22.7%	5	9.1%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0
The Hampshire Court Hotel, Chineham, Basingstoke	4.9%	12	5.0%	1	0.0%	0	0.0%	0	9.1%	1	17.2%	5	7.1%	1	0.0%	0	0.0%	0	4.8%	1	13.0%	3	0.0%	0
Willink Leisure Centre, Burghfield	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Festival Place Shopping Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	0.8%	2	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Brighton Hill District Centre	1.2%	3	0.0%	0	8.3%	2	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Chineham District Centre	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0
Fleet Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Kingsclere Village	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	2.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	26.1%	6	0.0%	0	0.0%	0	0.0%	0
Oakley Village	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
(includes The Oracle Shopping Centre)																								
Tadley District Centre	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitchurch District Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	2.0%	5	5.0%	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	12.5%	4
Basingstoke Leisure Park, Worthing Road, Basingstoke	5.7%	14	15.0%	3	12.5%	3	9.1%	2	9.1%	1	6.9%	2	0.0%	0	8.0%	2	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.8%	2	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abingdon Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Andover College, Charlton Road, Andover	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Apollo Hotel, Aldermaston Road Roundabout, Basingstoke	0.8%	2	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ArenaFit, Lodge farm, North Warnborough, Hook	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Basingstoke Country Hotel, Scures Hill, Nately Scures	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	2	0.0%	0
Basingstoke Golf Club, Winchester Road, Kempshott Hill	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blacknest Golf and Country Club, Frith End Road, Blacknest	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0
Chilbolton Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
CrossFit Basingstoke, Joule Road, Basingstoke	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Monks Lane, Newbury	3.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.8%	8	0.0%	0	0.0%	0	0.0%	0
De Vere Wokefield Estate, Mortimer Common, Reading	0.4%	1	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DW Fitness First, Chineham Business Park, Chineham	1.2%	3	0.0%	0	0.0%	0	4.5%	1	0.0%	0	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Energique Health Club, Anstey Lane, Alton	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	2	0.0%	0	0.0%	0
Everest Community Academy, Oxford Way, Sherborne St John	0.8%	2	0.0%	0	0.0%	0	0.0%	0	9.1%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hart Leisure Centre, Emerald Avenue, Fleet	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	2	0.0%	0
Hartley Wintney Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Hook Community Centre, Ravenscroft, Hook	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Hook Town Centre	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	3	0.0%	0
Hurst Leisure Centre, Brimpton Road, Baughurst	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Medstead Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0
Mercure Winchester Wessex Hotel, Paternoster Row, Winchester	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Norton Park Hotel, Norton Park, Sutton Scotney	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	3
Nuffield Health, Lime Square, Reading	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Nuffield Health, Links Way, Farnborough	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Nuffield Health, Racecourse Road, Newbury	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	8.7%	2	0.0%	0	0.0%	0	0.0%	0
Pamber Heath Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Pippa Wylde Pilates, Manor Court, Herriard	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0
Popley Fields Community Centre, Popley Way, Basingstoke	0.4%	1	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Basingstoke Road, Reading	0.4%	1	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romsey Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Sparshot Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Stockbridge Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Sutton Scotney Village Centre	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	3
The Park Health Club, Titchener Park, Hook	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Tylney Park Golf Club, Ridge Lane, Hook	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Village Hotel Basingstoke, Basing View, Basingstoke	0.4%	1	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wherwell Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Winchester Racquets and Fitness, Bereweek Road, Winchester	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2
Wootton St Lawrence Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
YouFitGym, Newbury Rugby Football Club, Newbury	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / can't remember)	2.0%	5	0.0%	0	4.2%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	4.3%	1	3.1%	1
Base:	244			20		24		22		11		29		14		25		23		21		23		32

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q34 Where do you or members of your household normally go to visit the theatre, watch a concert or watch live music?																								
Those who said 'Theatre / concert / music venue' at Q30																								
Anvil Arts Centre, Basingstoke	46.4%	285	65.5%	36	63.0%	29	59.2%	29	57.5%	23	39.6%	19	39.2%	20	53.5%	38	38.1%	24	42.9%	27	43.9%	29	17.7%	11
Corn Exchange Arts Centre & Cinema, Newbury	1.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	14.3%	9	0.0%	0	0.0%	0	0.0%	0
Mayflower Theatre, Southampton	4.4%	27	1.8%	1	4.3%	2	4.1%	2	2.5%	1	4.2%	2	0.0%	0	7.0%	5	0.0%	0	4.8%	3	0.0%	0	17.7%	11
Milestones Museum, Leisure Park, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Haymarket Theatre, Basingstoke	10.3%	63	16.4%	9	17.4%	8	20.4%	10	10.0%	4	18.8%	9	5.9%	3	9.9%	7	3.2%	2	7.9%	5	9.1%	6	0.0%	0
The Hexagon Arts Centre, Reading	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Theatre Royal, Winchester	2.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	1.4%	1	1.6%	1	1.6%	1	0.0%	0	14.5%	9
Andover Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Basingstoke Town Centre: Festival Place Shopping Centre	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Central London / West End	22.8%	140	12.7%	7	8.7%	4	14.3%	7	20.0%	8	25.0%	12	37.3%	19	18.3%	13	19.0%	12	28.6%	18	31.8%	21	30.6%	19
Farnham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Guildford Town Centre	0.5%	3	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	3.0%	2	0.0%	0
Newbury Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.6%	1
Oxford City Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0
Salisbury City Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	6.5%	4
Southampton City Centre (includes Westquay Shopping Centre)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Winchester City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Woking Town Centre	1.0%	6	0.0%	0	0.0%	0	0.0%	0	2.5%	1	2.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	4.5%	3	0.0%	0
Abroad	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arlington Arts, Mary Hare, Newbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre	0.3%	2	0.0%	0	2.2%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Chichester Festival Theatre, Oaklands Way, Chichester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Everyman Theatre, Regent Street, Cheltenham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor House Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Theatre, George Sreett, Oxford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
New Victoria Theatre, The Ambassadors, Woking	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	4	0.0%	0	0.0%	0
O2 Academy Brixton,	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Stockwell Road, Brixton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swansea City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Anvil, Churchill Way	0.5%	3	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
East, Basingstoke												
The Lights, Andover	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Watermill Theatre and Restaurant, Bagnor, Newbury	1.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester Cathedral, The Close, Winchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yvonne Arnould Theatre, Millbrook, Guildford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / can't remember)	1.8%	11	0.0%	0	4.3%	2	0.0%	0	2.5%	1	0.0%	0
Base:	614	55	46	49	40	48	51	71	63	63	66	62

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q35 Where do you or members of your household normally go to a museum, gallery, or other place of historical / cultural interest?												
<i>Those who said 'Museum / gallery or place of historical / cultural interest' at Q30</i>												
Anvil Arts Centre, Basingstoke	0.3%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basing House, Old Basing	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corn Exchange Arts Centre & Cinema, Newbury	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milestones Museum, Leisure Park, Basingstoke	15.7%	61	20.0%	6	11.5%	3	38.9%	14	31.0%	9	12.9%	4
The Hexagon Arts Centre, Reading	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willis Museum and Sainsbury Gallery, Top of Town, Basingstoke	14.7%	57	33.3%	10	26.9%	7	27.8%	10	24.1%	7	12.9%	4
Alton Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Andover Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Festival Place Shopping Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	0.3%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: The whole of Basingstoke Town Centre	0.8%	3	3.3%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Central London / West End	49.2%	191	26.7%	8	38.5%	10	25.0%	9	37.9%	11	45.2%	14
Newbury Town Centre	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury City Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre (includes Westquay Shopping Centre)	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	3.1%	12	0.0%	0	3.8%	1	0.0%	0	0.0%	0	6.5%	2
Abroad	0.8%	3	3.3%	1	0.0%	0	0.0%	0	0.0%	0	6.5%	2
Camden Town District Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Haslemere Educational Museum, High Street, Haslemere	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hendon Local Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Wittenham Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Middle Wallop Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mottisfont Abbey, Mottisfont Lane, Romsey	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	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		Zone 11	
The Lowry, The Quays, Salford	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / can't remember)	8.5%	33	6.7%	2	19.2%	5	5.6%	2	6.9%	2	6.5%	2	7.4%	2	4.4%	2	11.1%	5	15.4%	6	2.3%	1	10.8%	4
Base:		388		30		26		36		29		31		27		45		45		39		43		37

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q36 At what location, e.g. city, town, village, local area or retail / leisure park - do you or members of your household normally go to when visiting pubs / bars / nightclubs?																								
<i>Those who said 'Pub / bar / nightclub' at Q30</i>																								
Alresford Town Centre	0.8%	4	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	1.9%	1
Alton Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	3	0.0%	0	0.0%	0
Andover Town Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	5.8%	3
Basingstoke Town Centre: Festival Place Shopping Centre	12.7%	66	26.8%	11	27.9%	12	33.3%	12	19.4%	7	10.2%	5	21.6%	11	5.2%	3	2.1%	1	0.0%	0	4.9%	3	1.9%	1
Basingstoke Town Centre: The Malls Shopping Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	7.7%	40	24.4%	10	7.0%	3	13.9%	5	16.7%	6	20.4%	10	9.8%	5	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	1.0%	5	2.4%	1	2.3%	1	0.0%	0	2.8%	1	2.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: The whole of Basingstoke Town Centre	4.0%	21	12.2%	5	11.6%	5	0.0%	0	11.1%	4	0.0%	0	3.9%	2	8.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.6%	3	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0
Central London / West End	0.8%	4	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	2.3%	1	1.6%	1	0.0%	0
Chineham District Centre	1.7%	9	0.0%	0	0.0%	0	0.0%	0	5.6%	2	12.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Farnborough Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Fleet Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3	0.0%	0
Kingsclere Village	2.3%	12	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	2.0%	1	0.0%	0	20.8%	10	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	2.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	22.9%	11	0.0%	0	0.0%	0	0.0%	0
Oakley Village	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odiham Town Centre	2.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	6.8%	3	11.5%	7	0.0%	0
Overton District Centre	3.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre (includes The Oracle Shopping Centre)	1.2%	6	0.0%	0	2.3%	1	0.0%	0	0.0%	0	2.0%	1	2.0%	1	1.7%	1	0.0%	0	0.0%	0	3.3%	2	0.0%	0
Tadley District Centre	3.9%	20	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0	35.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitchurch District Centre	2.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.2%	10	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Winchester City Centre	3.7%	19	4.9%	2	0.0%	0	2.8%	1	0.0%	0	2.0%	1	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	25.0%	13
Basingstoke Leisure Park, Worting Road, Basingstoke	0.8%	4	2.4%	1	0.0%	0	5.6%	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
Hatch Warren Retail Park (Wallop Drive), Basingstoke	1.0%	5	0.0%	0	9.3%	4	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Barton Stacey Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2
Beenham Village Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beggarwood Local Centre	0.2%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentworth Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0
Broughton District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burghclere Village Centre	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	6	0.0%	0	0.0%	0	0.0%	0
Chapel Row Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chilbolton Village Centre	1.2%	6	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	5
Cliddesden Local Centre	0.6%	3	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0
Crawley Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Crandall Village Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	4	0.0%	0
Dummer Local Centre	0.8%	4	2.4%	1	4.7%	2	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eversley Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Fair Oak Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Fairfields Local Centre	0.2%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four Marks Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0
Froyle Village Centre	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.9%	7	0.0%	0	0.0%	0
Hartley Wintney Village Centre	2.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.6%	15	0.0%	0
Hatch Warren District Centre	0.6%	3	0.0%	0	7.0%	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
Headley Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.6%	1	0.0%	0
Herriard Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0
Highclere Village Centre	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	6	0.0%	0	0.0%	0	0.0%	0
Hook Town Centre	2.9%	15	0.0%	0	2.3%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.3%	13	0.0%	0
Inkpen Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Kempshott Local Centre	0.6%	3	0.0%	0	0.0%	0	8.3%	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
Kintbury Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
London Road, Basingstoke	0.2%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longparish Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Lower Wield Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0
Lychpit Local Centre	0.2%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Micheldever Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2
Newnham Village Centre	0.2%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Waltham Village Centre	1.0%	5	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	6.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Warnborough Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Old Basing Village Centre	1.5%	8	0.0%	0	0.0%	0	0.0%	0	2.8%	1	12.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Pamber End Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pamber Heath Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Popley Local Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	11.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston Candover Village Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	3	0.0%	0	0.0%	0
Rotherwick Village Centre	0.4%	2	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	1.6%	1	0.0%	0
Sandys Road, Basingstoke	0.2%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherborne St John Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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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		Zone 11		
Sherfield on Loddon Village Centre	1.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	6	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silchester Village Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	5.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Wonston Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Sparshot Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2
St Mary Bourne Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Steventon Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockbridge Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Stratfield Saye Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Scotney, Village Centre	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	6
Swansea City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thatcham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thornborough Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Upton Grey Village Centre	1.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.9%	7	1.6%	1	0.0%	0
Well Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Westside Local Centre	0.2%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester Road, Basingstoke	0.4%	2	2.4%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchfield Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0
Wonston Village Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	3
Woolton Hill Village Centre	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	5	0.0%	0	0.0%	0	0.0%	0
Worting Road, Basingstoke	0.2%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / can't remember)	9.6%	50	12.2%	5	11.6%	5	16.7%	6	11.1%	4	6.1%	3	3.9%	2	8.6%	5	10.4%	5	11.4%	5	3.3%	2	15.4%	8
Base:		519		41		43		36		36		49		51		58		48		44		61		52

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q37 At what location, e.g. city, town, village, local area or retail / leisure park - do you or members of your household normally go to for eating out, e.g. cafes and restaurants?																								
<i>Those who said 'Restaurant / café / eating out' at Q30</i>																								
Alresford Town Centre	0.6%	5	1.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0
Alton Town Centre	1.5%	13	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	11	1.2%	1	0.0%	0
Andover Town Centre	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	3.6%	3	0.0%	0	0.0%	0	3.6%	3
Basingstoke Town Centre: Festival Place Shopping Centre	28.9%	248	48.0%	36	42.7%	32	53.4%	39	40.8%	31	38.0%	30	29.3%	22	29.8%	25	10.8%	9	5.6%	4	17.1%	14	7.2%	6
Basingstoke Town Centre: The Malls Shopping Centre	1.4%	12	1.3%	1	0.0%	0	0.0%	0	3.9%	3	5.1%	4	2.7%	2	1.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	5.5%	47	12.0%	9	10.7%	8	4.1%	3	7.9%	6	15.2%	12	6.7%	5	2.4%	2	0.0%	0	1.4%	1	0.0%	0	1.2%	1
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	1.4%	12	0.0%	0	1.3%	1	2.7%	2	2.6%	2	1.3%	1	4.0%	3	2.4%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Basingstoke Town Centre: The whole of Basingstoke Town Centre	4.1%	35	6.7%	5	9.3%	7	6.8%	5	11.8%	9	0.0%	0	2.7%	2	6.0%	5	0.0%	0	1.4%	1	1.2%	1	0.0%	0
Brighton Hill District Centre	0.5%	4	1.3%	1	2.7%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	0.0%	0	1.2%	1	0.0%	0
Central London / West End	1.9%	16	4.0%	3	0.0%	0	1.4%	1	1.3%	1	1.3%	1	1.3%	1	1.2%	1	1.2%	1	4.2%	3	2.4%	2	2.4%	2
Chineham District Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Farnham Town Centre	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	6.9%	5	1.2%	1	0.0%	0
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	0.0%	0	2.4%	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	0.0%	0	1.2%	1	0.0%	0
Kingsclere Village	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	5.3%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	5.3%	4	0.0%	0	47.0%	39	0.0%	0	0.0%	0	0.0%	0
Oakley Village	0.2%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odiham Town Centre	1.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	4	9.8%	8	0.0%	0
Overton District Centre	1.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pangbourne Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre (includes The Oracle Shopping Centre)	1.4%	12	0.0%	0	1.3%	1	0.0%	0	1.3%	1	2.5%	2	6.7%	5	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0
Salisbury City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre (includes Westquay Shopping Centre)	0.5%	4	1.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Tadley District Centre	1.6%	14	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	16.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitchurch District Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	4	0.0%	0	1.4%	1	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Winchester City Centre	7.8%	67	2.7%	2	1.3%	1	1.4%	1	0.0%	0	2.5%	2	0.0%	0	9.5%	8	4.8%	4	11.1%	8	0.0%	0	49.4%	41
Basingstoke Leisure Park, Worting Road, Basingstoke	2.5%	21	5.3%	4	2.7%	2	8.2%	6	1.3%	1	2.5%	2	0.0%	0	3.6%	3	0.0%	0	0.0%	0	1.2%	1	2.4%	2
Brighton Hill Retail Park, Basingstoke	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	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	1.3%	1	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	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
St Michael's Retail Park, Basingstoke	0.2%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Arborfield Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Ashford Hill Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Avenue Nurseries, Avenue Road, 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	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Barton Stacey Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Basingstoke Golf Club, Winchester Road, Kempshott Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beenham Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Bramley Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brimpton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broughton District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burghclere Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chilbolton Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3
Cliddesden Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0
Crandall Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0
Dummer Local Centre	0.4%	3	1.3%	1	1.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eversley Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faccombe Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Four Marks Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Froyle Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Hartley Wintney Village Centre	2.2%	19	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	20.7%	17	0.0%	0
Headley Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Hook Town Centre	1.3%	11	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	9.8%	8	0.0%	0
Hungerford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Kempshott Local Centre	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Worthy Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Lasham Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Long Sutton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Longparish Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	
Mapledurwell Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	
Mattingley Village Centre	0.4%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	
Midgham Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	
Newtown Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	
North Waltham Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.4%	1	0.0%	0	
North Warnborough Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	
Old Basing Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	
Padworth Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Pamber End Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Preston Candover Village Centre	0.4%	3	0.0%	0	1.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	
Romsey 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	0.0%	0	2.4%	2	
Rotherwick Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	
Sherborne St John Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sherfield on Loddon Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Silchester Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
South Warnborough Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	
South Wonston Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	
Steventon Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	
Stockbridge Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	
Stratfield Saye Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sutton Scotney, Village Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	5	
Swansea City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Thatcham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Thornborough Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	
Upton Grey Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.2%	1	0.0%	0	
Viabes 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	1.4%	1	0.0%	0	0.0%	0	
Well Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	
Winchester Road, Basingstoke	0.8%	7	1.3%	1	4.0%	3	1.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	
Woolhampton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Woolton Hill Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0	
Worting Road, Basingstoke	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(Don't know / varies / can't remember)	12.3%	105	10.7%	8	12.0%	9	13.7%	10	15.8%	12	10.1%	8	12.0%	9	7.1%	6	13.3%	11	19.4%	14	11.0%	9	
Base:	857		75		75		73		76		79		75		84		83		72		82		83

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q38 Where do you or members of your household normally go for family entertainment, e.g. ten pin bowling, ice skating, outdoor adventure centres, etc?																								
Those who said a family entertainment activity at Q30																								
Flip Out, Basingstoke	3.0%	8	0.0%	0	5.9%	2	0.0%	0	4.8%	1	6.5%	2	9.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Bowl, Leisure Park, Basingstoke	49.2%	130	45.5%	10	58.8%	20	25.0%	4	61.9%	13	41.9%	13	41.9%	13	73.1%	19	29.2%	7	66.7%	8	60.0%	18	29.4%	5
Ice Rink, The Spectrum, Guildford	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0	0.0%	0
Lakeside Superbowl, Thatcham, Newbury	5.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	54.2%	13	0.0%	0	0.0%	0	0.0%	0
Planet Ice, Basingstoke Leisure Park	2.7%	7	0.0%	0	5.9%	2	0.0%	0	0.0%	0	9.7%	3	0.0%	0	0.0%	0	0.0%	0	8.3%	1	3.3%	1	0.0%	0
Wokingham Superbowl, Wokingham	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Aldershot Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Andover Town Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Basingstoke Town Centre: Festival Place Shopping Centre	1.9%	5	0.0%	0	2.9%	1	6.3%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	5.9%	1
Basingstoke Town Centre: The whole of Basingstoke Town Centre	0.4%	1	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Central London / West End	0.4%	1	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastleigh Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Overton District Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre (includes Westquay Shopping Centre)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Winchester City Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Basingstoke Leisure Park, Worting Road, Basingstoke	29.2%	77	45.5%	10	26.5%	9	62.5%	10	28.6%	6	32.3%	10	29.0%	9	19.2%	5	12.5%	3	16.7%	2	16.7%	5	47.1%	8
Farnborough Gate Retail Park, Farnborough	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Michael's Retail Park, Basingstoke	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Atmosphere Trampoline Park, Daneshill Industrial Estate, Basingstoke	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / can't remember)	3.0%	8	0.0%	0	0.0%	0	6.3%	1	4.8%	1	6.5%	2	6.5%	2	0.0%	0	4.2%	1	0.0%	0	3.3%	1	0.0%	0
Base:		264		22		34		16		21		31		31		26		24		12		30		17

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q40 What improvements could be made to the leisure/cultural offer in the Basingstoke & Deane Borough area that would make you visit or partake in leisure activities more often? [MR]																							
A casino	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
A swimming pool	2.2%	24	0.0%	0	4.0%	4	3.0%	3	2.0%	2	3.0%	3	1.0%	1	5.0%	5	1.0%	1	1.0%	1	3.0%	3	1.0%
A theatre	0.5%	6	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%
A new multi-screen cinema	0.7%	8	0.0%	0	3.0%	3	0.0%	0	1.0%	1	1.0%	1	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%
A new art house cinema	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%	0	0.0%
Bingo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cheaper prices	1.9%	21	1.0%	1	4.0%	4	3.0%	3	1.0%	1	4.0%	4	2.0%	2	1.0%	1	0.0%	0	2.0%	2	3.0%	3	0.0%
Improved access by foot and cycle	0.6%	7	0.0%	0	1.0%	1	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%
Improved public transport	1.1%	12	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	4.0%	4	0.0%	0	1.0%	1	2.0%	2	2.0%	2	0.0%
Improved security / CCTV	0.4%	4	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Improved street furniture	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Improvements in the built environment	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	0.0%	0	0.0%
More / better car parking	0.8%	9	1.0%	1	2.0%	2	0.0%	0	0.0%	0	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%
More / better cultural facilities	0.5%	5	2.0%	2	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%	1	0.0%
More / better disabled access	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	0.0%
More / better health clubs / gyms	0.7%	8	2.0%	2	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%
More / better policing & safety	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	0.0%
More / better public houses	0.7%	8	1.0%	1	3.0%	3	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%
More / better seats	0.3%	3	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More / better signposting and information	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	1.0%	1	0.0%	0	0.0%
More better parks / green spaces	0.9%	10	1.0%	1	0.0%	0	3.0%	3	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%
More for children	1.5%	17	2.0%	2	1.0%	1	3.0%	3	4.0%	4	4.0%	4	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
More local sports & recreation facilities	2.2%	24	1.0%	1	4.0%	4	4.0%	4	3.0%	3	6.0%	6	1.0%	1	2.0%	2	1.0%	1	0.0%	0	1.0%	1	1.0%
More nightclubs	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	0.0%
More pavement cafes	0.6%	7	0.0%	0	3.0%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%
More quality restaurants	2.9%	32	6.9%	7	9.0%	9	0.0%	0	0.0%	0	4.0%	4	3.0%	3	0.0%	0	1.0%	1	4.0%	4	3.0%	3	1.0%
More street cleaning	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	1.0%	1	0.0%
Provision of public toilets	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Ten-pin bowling	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
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	0.0%
Concert hall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Cycling track	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	0.0%
Go karting	0.3%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ice rink / improve/keep the current ice rink	2.1%	23	3.0%	3	0.0%	0	4.0%	4	0.0%	0	4.0%	4	4.0%	4	3.0%	3	1.0%	1	1.0%	1	2.0%	2	1.0%
Improve all leisure facilities	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	1.0%	1	0.0%	0	0.0%
Indoor ski slope	0.3%	3	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%	1	0.0%

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Laser quest	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	0.0%	0
Leisure venues open later	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	0.0%	0
Live music events	0.4%	4	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	1.0%	1	1.0%	1
More activities for disabled people	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	0.0%	0
More activities for older people	0.6%	7	1.0%	1	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1
More arts & craft activities	0.5%	6	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
More for older children / teenagers to do	0.5%	5	1.0%	1	2.0%	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
Outdoor swimming pool	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	0.0%	0	1.0%	1
Petting zoo	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	0.0%	0
Rock climbing wall	0.7%	8	1.0%	1	0.0%	0	2.0%	2	0.0%	0	3.0%	3	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Roller skating	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	0.0%	0
Skatepark	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	0.0%	0
Softplay Venues	0.4%	4	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spa resort	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Street festivals	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	0.0%	0
Update Basingstoke Aquadrome	0.3%	3	0.0%	0	0.0%	0	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
Update Basingstoke Leisure Park	0.4%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	72.8%	803	63.4%	64	59.0%	59	65.0%	65	78.0%	78	58.0%	58	67.3%	68	80.2%	81	87.0%	87	77.0%	77	79.0%	79	87.0%	87
(Don't know)	5.3%	59	11.9%	12	8.0%	8	5.0%	5	3.0%	3	8.0%	8	6.9%	7	1.0%	1	4.0%	4	5.0%	5	4.0%	4	2.0%	2
Base:	1103			101		100		100		100		100		101		101		100		100		100		100

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q41 Where within Basingstoke & Deane Borough should the improvements/facilities you mentioned be made/provided?																								
Not those who said '(Nothing)' or '(Don't know)' at Q40																								
Basingstoke Town Centre: Festival Place Shopping Centre	12.9%	31	28.0%	7	15.2%	5	23.3%	7	10.5%	2	11.8%	4	3.8%	1	0.0%	0	11.1%	1	5.6%	1	17.6%	3	0.0%	0
Basingstoke Town Centre: The Malls Shopping Centre	0.4%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	3.3%	8	16.0%	4	6.1%	2	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	12.4%	30	16.0%	4	12.1%	4	10.0%	3	5.3%	1	14.7%	5	19.2%	5	5.3%	1	22.2%	2	16.7%	3	11.8%	2	0.0%	0
Basingstoke Town Centre: Anywhere within Basingstoke Town Centre	3.3%	8	0.0%	0	3.0%	1	3.3%	1	5.3%	1	2.9%	1	7.7%	2	0.0%	0	0.0%	0	0.0%	0	11.8%	2	0.0%	0
Beggarwood	0.4%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill	2.5%	6	0.0%	0	15.2%	5	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chineham	4.1%	10	0.0%	0	0.0%	0	0.0%	0	10.5%	2	17.6%	6	7.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastrop	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatch Warren	1.2%	3	0.0%	0	9.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Furlong	0.4%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsclere	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0
Oakley	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Basing	0.8%	2	0.0%	0	3.0%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Overton	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Popley	0.8%	2	0.0%	0	0.0%	0	0.0%	0	10.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherborne St John	0.4%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ham	0.4%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tadley	5.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	2	38.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upton Grey	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0
Whitchurch	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winklebury	0.4%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alton Town Centre	2.9%	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	38.9%	7	0.0%	0	0.0%	0
Andover Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1
Anvil Arts Theatre, Basingstoke	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0
Basingstoke Aquadrome	1.2%	3	0.0%	0	0.0%	0	6.7%	2	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Leisure Park	14.5%	35	12.0%	3	12.1%	4	16.7%	5	5.3%	1	29.4%	10	11.5%	3	15.8%	3	0.0%	0	11.1%	2	23.5%	4	0.0%	0
Basingstoke: Outside Town Centre	1.7%	4	0.0%	0	0.0%	0	3.3%	1	5.3%	1	0.0%	0	0.0%	0	5.3%	1	11.1%	1	0.0%	0	0.0%	0	0.0%	0
Beechdown Park, Basingstoke	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Bradley Village	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.4%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chilbolton Village	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1
Eversley Village	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0
Four Marks Village	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0
Hartley Wintney Village	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0
Headley Village	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0
Hook Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0
Old Common Road, Basingstoke	0.4%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston Candover Village	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0
South View Local Centre, Basingstoke	0.4%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Wonston Village	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1
St Michael’s Retail Park, Basingstoke	0.8%	2	4.0%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.3%	3
Woolton Hill Village	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies)	4.1%	10	0.0%	0	12.1%	4	6.7%	2	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	18.2%	2
(Nowhere specifically in Basingstoke & Deane Borough)	12.9%	31	16.0%	4	3.0%	1	16.7%	5	26.3%	5	11.8%	4	11.5%	3	21.1%	4	22.2%	2	0.0%	0	0.0%	0	27.3%	3
Base:		241		25		33		30		19		34		26		19		9		18		17		11
GEN Gender of respondent.																								
Male	37.7%	416	32.7%	33	36.0%	36	47.0%	47	34.0%	34	40.0%	40	35.6%	36	46.5%	47	42.0%	42	36.0%	36	34.0%	34	31.0%	31
Female	62.3%	687	67.3%	68	64.0%	64	53.0%	53	66.0%	66	60.0%	60	64.4%	65	53.5%	54	58.0%	58	64.0%	64	66.0%	66	69.0%	69
Base:		1103		101		100		100		100		100		101		101		100		100		100		100
AGE Could I ask how old you are?																								
18 to 24	4.9%	54	9.9%	10	9.0%	9	5.0%	5	4.0%	4	5.0%	5	6.9%	7	2.0%	2	2.0%	2	1.0%	1	6.0%	6	3.0%	3
25 to 34	5.8%	64	11.9%	12	13.0%	13	6.0%	6	5.0%	5	4.0%	4	7.9%	8	4.0%	4	2.0%	2	1.0%	1	5.0%	5	4.0%	4
35 to 44	8.1%	89	7.9%	8	8.0%	8	12.0%	12	8.0%	8	14.0%	14	7.9%	8	7.9%	8	4.0%	4	2.0%	2	12.0%	12	5.0%	5
45 to 54	23.8%	263	18.8%	19	20.0%	20	34.0%	34	14.0%	14	36.0%	36	42.6%	43	25.7%	26	16.0%	16	12.0%	12	31.0%	31	12.0%	12
55 to 64	16.2%	179	7.9%	8	16.0%	16	8.0%	8	15.0%	15	11.0%	11	7.9%	8	17.8%	18	23.0%	23	25.0%	25	16.0%	16	31.0%	31
65 +	41.2%	454	43.6%	44	34.0%	34	35.0%	35	54.0%	54	30.0%	30	26.7%	27	42.6%	43	53.0%	53	59.0%	59	30.0%	30	45.0%	45
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1103		101		100		100		100		100		101		101		100		100		100		100

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

		Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
QUOTA	Zone																								
Zone 1		9.2%	101	100.0%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2		9.1%	100	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3		9.1%	100	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4		9.1%	100	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5		9.1%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6		9.2%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7		9.2%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8		9.1%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0
Zone 9		9.1%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0
Zone 10		9.1%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0
Zone 11		9.1%	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	100.0%	100
Base:			1103		101		100		100		100		100		101		101		100		100		100		100

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

		Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
PC	Postcode Sector																							
	GU10 5	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8	0.0%	0	
	GU34 4	2.8%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.0%	31	0.0%	0	0.0%
	GU34 5	1.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	15	0.0%	0	0.0%
	GU51 1	0.1%	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	
	RG19 8	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%
	RG20 0	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%
	RG20 4	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%
	RG20 5	2.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.0%	26	0.0%	0	0.0%	0	0.0%
	RG20 9	4.4%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	49.0%	49	0.0%	0	0.0%	0	0.0%
	RG21 3	3.1%	34	33.7%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	RG21 4	1.0%	11	10.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	RG21 5	2.1%	23	22.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	RG21 6	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	0.0%
	RG21 7	1.3%	14	13.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	RG21 8	1.5%	16	15.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	RG22 4	9.2%	101	0.0%	0	100.0%	100	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%
	RG22 5	3.5%	39	0.0%	0	0.0%	0	39.0%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	RG22 6	3.0%	33	0.0%	0	0.0%	0	33.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	RG23 7	3.6%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.6%	40	0.0%	0	0.0%	0	0.0%	0	0.0%
	RG23 8	2.5%	28	0.0%	0	0.0%	0	27.0%	27	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	RG24 7	3.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	RG24 8	2.6%	29	1.0%	1	0.0%	0	0.0%	0	0.0%	0	28.0%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	RG24 9	8.3%	92	0.0%	0	0.0%	0	0.0%	0	92.0%	92	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	RG25 2	5.4%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	8.9%	9	0.0%	0	47.0%	47	0.0%	0	0.0%
	RG25 3	2.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.7%	26	0.0%	0	0.0%	0	0.0%	0	0.0%
	RG26 3	5.3%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	57.4%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	RG26 4	2.3%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	RG26 5	2.3%	25	0.0%	0	0.0%	0	0.0%	0	7.0%	7	6.0%	6	9.9%	10	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%
	RG27 0	1.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	11	2.0%	2	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%
	RG27 8	3.1%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.0%	34	0.0%
	RG27 9	3.2%	35	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	32.0%	32	0.0%
	RG28 7	2.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.7%	26	4.0%	4	0.0%	0	0.0%	0	0.0%
	RG29 1	1.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	14	0.0%
	RG51 1	0.1%	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	
	RG7 1	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%
	RG7 2	0.4%	4	0.0%	0	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	0.0%
	RG7 3	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	RG7 4	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	RG7 5	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	SO20 6	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%
	SO21 2	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%
	SO21 3	5.0%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	55.0%
	SO22 5	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	0.0%	0	2.0%
	SO22 6	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%
	SO24 9	0.6%	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	0.0%

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
SP11 6	1.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0	8.0%	8
SP11 7	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	0.0%	0	0.0%	0	5.0%	5
Base:		1103		101		100		100		100		100		101		101		100		100		100		100

Appendix 2:

Data Tabulations

By Zone

(Weighted)

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	Zone 11
Q01 Where do you NORMALLY shop for all your household's main food and grocery shopping needs (i.e. primarily bulk trolley purchases)?													
Aldi, Alton Retail Park, Alton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Basingstoke Road, Reading	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%
Aldi, Bath Road, Reading	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%
Aldi, Burnett Close, Winchester	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, London Road, Blackwater	0.2%	3	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, London Road, Newbury	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Winchester Road, Basingstoke	2.2%	24	2.0%	3	12.5%	13	3.6%	5	1.4%	1	0.0%	0	0.0%
Aldi, Winklebury Way, Basingstoke	3.7%	41	2.2%	3	0.0%	0	9.2%	13	12.0%	12	0.5%	1	5.3%
Asda, Anton Mill Road, Andover	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%
Asda, Bournemouth Road, Eastleigh	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%
Asda, Brighton Hill District Centre, Basingstoke	8.1%	90	16.0%	23	33.8%	34	11.8%	17	4.3%	4	3.4%	4	2.5%
Asda, Chalfont Way, Lower Earley, Reading	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	5	0.0%
Asda, Honey End Lane, Tilehurst, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%
Asda, Princess Mead Shopping Centre, (Westmead), Farnborough	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Bell Street, Whitchurch	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%
Co-op, High Street, Odiham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Park Prewett Road, Rooksdown	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%
Co-op, Winchester Street, Overton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Iceland, Festival Place, Basingstoke Town Centre	1.0%	11	5.7%	8	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.8%
Lidl, Basingstoke Road, Reading	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%
Lidl, Gastons Wood, Basingstoke	2.1%	24	2.2%	3	0.5%	0	0.0%	0	6.5%	6	2.6%	3	6.6%
Lidl, London Road, Newbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%
Lidl, Western Avenue, Andover	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%

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for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Lidl, Worting Road, Basingstoke	2.2%	24	2.0%	3	2.0%	2	2.3%	3	2.0%	2	0.7%	1	5.1%	6	4.3%	4	0.0%	0	2.5%	1	2.2%	3	0.0%	0
Marks & Spencer, Broad Street, Reading Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Chineham District Centre, Basingstoke	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Festival Place, Basingstoke Town Centre	0.3%	3	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	0.0%	0	0.5%	1	0.0%	0
Marks & Spencer, Newbury Retail Park, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Meadows (Shopping Centre), 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	0.0%	0	0.5%	1	0.0%	0
Morrisons, Elvetham Heath, (The Key), Fleet	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	11	0.0%	0
Morrisons, Rose Kiln Lane, off Basingstoke Road, Reading	0.6%	7	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	9.3%	103	23.6%	34	9.5%	10	19.8%	28	6.9%	7	5.3%	7	1.1%	1	14.4%	12	2.0%	1	6.4%	2	0.7%	1	0.0%	0
Sainsbury's Superstore, Badger Farm Road, Badger Farm, Winchester	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	6
Sainsbury's Superstore, Bath Road, Calcot, Reading	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Blackwater Valley Road, Watchmoor Park, Camberley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Sainsbury's Superstore, Bridge St, 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	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Sainsbury's Superstore, Draymans Way, Alton	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.2%	8	0.0%	0	0.0%	0
Sainsbury's Superstore, Farnham Trading Estate, Water Lane, Farnham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Sainsbury's Superstore, 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	0.0%	0	0.5%	1	0.0%	0
Sainsbury's Superstore,	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	16.8%	12	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	Zone 11
Hector's Way, Newbury													
Sainsbury's Superstore, Kings Street Lane, Winnersh	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Middlebrook Street, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Mulfords Hill, Tadley	5.6%	62	0.0%	0	0.0%	0	2.3%	3	5.7%	6	1.2%	2	41.5%
Sainsbury's Superstore, Shepherds Spring Lane, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Station Mall, Basingstoke Town Centre (The Malls)	2.0%	22	7.8%	11	0.0%	0	0.5%	1	1.2%	1	1.7%	2	0.0%
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	11.2%	124	10.0%	14	27.4%	28	31.3%	44	5.0%	5	3.2%	4	1.8%
Tesco Express, Compton Square, Andover	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%
Tesco Express, Oakridge Road, Basingstoke	0.3%	3	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	3.2%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	5.1%
Tesco Extra, River Way, Andover	1.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, The Meadows Shopping Centre, Sandhurst	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Winnall, Winchester	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%
Tesco Metro, Festival Place, Basingstoke Town Centre	1.2%	14	6.6%	10	0.0%	0	0.0%	0	2.0%	2	1.7%	2	0.0%
Tesco Superstore, District Shopping Centre, Chineham, Basingstoke	11.2%	123	10.0%	14	0.5%	0	8.1%	12	37.4%	37	40.7%	50	2.4%
Tesco Superstore, Finchampstead Road, Wokingham	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	1.8%
Tesco Superstore, London Road, Newbury	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%
Tesco Superstore, Station Road, Hook	3.8%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%
Tesco Superstore, Wellington Avenue,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Aldershot																								
Waitrose, Basing View, Basingstoke	1.5%	17	1.0%	1	1.7%	2	1.3%	2	4.3%	4	0.5%	1	0.0%	0	4.3%	4	1.4%	1	2.1%	1	1.1%	1	0.0%	0
Waitrose, 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	0.0%	0	0.7%	1	0.0%	0
Waitrose, Oxford Road, Newbury	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	4	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Chantry Centre, Andover	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.0%	1	0.0%	0	0.0%	0	4.3%	2
Waitrose, Tresham Crescent, Yateley	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	0.0%	0	3.7%	5	0.0%	0
Local stores, Kingsclere	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Local stores, St Mary Bourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	10.8%	119	7.6%	11	9.4%	10	6.7%	10	4.4%	4	20.8%	26	14.4%	16	13.7%	12	7.8%	6	5.6%	2	12.7%	17	11.6%	7
Aldi, St Michaels Retail Park, The Harroway	1.3%	14	0.7%	1	1.2%	1	2.3%	3	0.9%	1	0.7%	1	2.2%	3	0.8%	1	0.0%	0	0.0%	0	2.7%	4	0.6%	0
Aldi, Weyhill Road, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Co-op, High Street, Stockbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Dever Stores, Oxford Road, Sutton Scotney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Iceland, High Street, 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	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Lidl, Bath Road, Calcot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Walworth Business Park, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	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	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Marks & Spencer, High Street, Winchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Marks & Spencer, Tollbar Way, Hedge End, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Waitrose, Station Road, Alton	0.5%	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	17.7%	5	0.7%	1	0.0%	0
Waitrose, Stockbridge Road, Winchester	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	17.3%	10
Waitrose, The Hart, 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	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Weighted base:		1103		145		102		142		99		124		114		85		73		28		135		56
Sample:		1103		101		100		100		100		100		101		101		100		100		100		100

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Weighted:

January 2020

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q01A Which retailer do you purchase your main food internet / home delivery shopping from?												
<i>Those who do said 'Internet / delivery' at Q01</i>												
Amazon Pantry	2.1%	3	22.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abel & Cole	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda	9.5%	11	22.7%	3	17.7%	2	0.0%	0	13.2%	1	0.0%	0
Iceland	2.7%	3	0.0%	0	0.0%	0	33.8%	3	0.0%	0	0.0%	0
Morrisons	2.5%	3	0.0%	0	0.0%	0	19.2%	2	27.9%	1	0.0%	0
Ocado	15.4%	18	0.0%	0	33.1%	3	16.4%	2	19.4%	1	21.1%	5
Sainsbury's	21.5%	26	0.0%	0	41.8%	4	0.0%	0	0.0%	3	42.1%	7
Tesco	41.5%	50	19.4%	2	7.5%	1	30.6%	3	39.6%	2	68.3%	18
Waitrose	4.8%	6	35.2%	4	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
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	119	11	10	10	4	26	16	12	6	2	17	7
Sample:	98	6	9	7	6	13	13	8	7	6	13	10
Q01B Whenever you do a main food shop at (LOCATION MENTIONED AT Q01) do you ever combine it with a visit to other shops or another activity in other centres / locations at the same time?												
<i>Not those who do said 'Internet / delivery' at Q01</i>												
Yes	31.3%	308	18.9%	25	16.9%	16	32.9%	44	32.9%	31	42.5%	42
No	68.7%	676	81.1%	109	83.1%	77	67.1%	89	67.1%	63	57.5%	56
Weighted base:	984	134	92	132	95	98	98	74	67	26	118	50
Sample:	1005	95	91	93	94	87	88	93	93	94	87	90

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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	Zone 11
Q02 In addition to (LOCATION MENTIONED AT Q01), is there anywhere else you regularly use for your main-food shopping?													
Aldi, Alton Retail Park, Alton	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Bath Road, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Burnett Close, Winchester	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%
Aldi, London Road, Blackwater	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, London Road, Newbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%
Aldi, Winchester Road, Basingstoke	2.2%	24	6.4%	9	0.0%	0	5.4%	8	0.0%	0	1.1%	1	0.0%
Aldi, Winklebury Way, Basingstoke	0.7%	8	0.0%	0	0.0%	0	1.3%	2	1.7%	2	0.0%	0	0.0%
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%
Asda, Brighton Hill District Centre, Basingstoke	5.0%	55	1.5%	2	21.9%	22	13.6%	19	3.5%	3	1.1%	1	0.0%
Asda, Chalfont Way, Lower Earley, Reading	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.7%
Co-op, Bell Street, Whitchurch	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Broadmere Road, Beggarwood	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	0.0%	0	0.0%
Co-op, High Street, Odiham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%
Co-op, Kings Road, South Ham, Basingstoke	0.2%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Linden Avenue, Old Basing	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%
Co-op, Winchester Street, Overton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Iceland, Chineham District Centre, Basingstoke	0.6%	6	0.0%	0	0.0%	0	0.0%	0	1.2%	1	4.3%	5	0.0%
Iceland, Festival Place, Basingstoke Town Centre	0.3%	4	2.2%	3	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Fleet Road, Fleet	0.2%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
John Burton Foodmarket, Winklebury Centre, Basingstoke	0.2%	3	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%
Lidl, Basingstoke Road, Reading	0.2%	3	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.7%	1	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		Zone 11	
Lidl, Gastons Wood, Basingstoke	2.5%	27	2.2%	3	0.0%	0	0.5%	1	3.7%	4	8.7%	11	4.0%	5	0.0%	0	1.4%	1	0.0%	0	2.5%	3	0.0%	0
Lidl, London Road, Newbury	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.2%	3	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, Western Avenue, Andover	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	4	0.9%	1	0.0%	0	0.0%	0	0.8%	0
Lidl, Worting Road, Basingstoke	2.1%	24	2.0%	3	3.1%	3	4.1%	6	2.0%	2	0.0%	0	4.8%	5	2.3%	2	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Marks & Spencer, Chineham District Centre, Basingstoke	1.2%	14	0.7%	1	0.0%	0	0.0%	0	4.0%	4	4.5%	6	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Marks & Spencer, Festival Place, Basingstoke Town Centre	1.1%	12	1.0%	1	2.1%	2	3.4%	5	0.6%	1	0.0%	0	0.5%	1	1.8%	2	0.0%	0	2.1%	1	0.5%	1	0.0%	0
Marks & Spencer, High Street, Alton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Marks & Spencer, Newbury Retail Park, Newbury	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	4.9%	4	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Northbrook Street, Newbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Meadows (Shopping Centre), Sandhurst	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Elvetham Heath, (The Key), 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	0.0%	0	1.0%	1	0.0%	0
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	5.6%	61	9.6%	14	5.7%	6	7.7%	11	9.6%	10	4.1%	5	2.8%	3	11.8%	10	2.0%	1	0.0%	0	1.1%	1	0.0%	0
Sainsbury's Superstore, Badger Farm Road, Badger Farm, Winchester	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	0.0%	0	0.0%	0	9.1%	5
Sainsbury's Superstore, Bath Road, Calcot, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bridge St, Andover	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cambridge Walk, Camberley	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Draymans Way, Alton	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	3	0.7%	1	0.0%	0
Sainsbury's Superstore, Farnham Trading Estate, Water Lane, 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	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Sainsbury's Superstore, Hector's Way, Newbury	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	7	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore,	1.9%	21	0.0%	0	0.0%	0	0.0%	0	5.7%	6	0.5%	1	12.0%	14	0.0%	0	2.0%	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	Zone 11
Mulfords Hill, Tadley													
Sainsbury's Superstore, Shepherds Spring Lane, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Sainsbury's Superstore, Station Mall, Basingstoke Town Centre (The Malls)	1.0%	11	1.5%	2	1.2%	1	1.3%	2	3.2%	3	0.0%	0	1.8%
Sainsbury's Superstore, The Meads Shopping Centre, Farnborough	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	4.1%	46	1.7%	3	11.6%	12	6.3%	9	5.6%	6	0.5%	1	0.8%
Tesco Express, Heath End Road, Baughurst, Tadley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%
Tesco Express, off Great Binfields Road, Lychpit	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%
Tesco Extra, Newbury Retail Park, Pinchington Lane, Newbury	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
Tesco Extra, Portman Road, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%
Tesco Extra, River Way, Andover	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%
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	0.0%
Tesco Extra, Winnall, Winchester	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Metro, Festival Place, Basingstoke Town Centre	1.5%	16	6.1%	9	0.5%	0	2.3%	3	0.6%	1	2.2%	3	0.0%
Tesco Superstore, District Shopping Centre, Chineham, Basingstoke	4.1%	45	6.1%	9	0.7%	1	3.2%	4	14.1%	14	6.3%	8	0.0%
Tesco Superstore, London Road, Newbury	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.1%
Tesco Superstore, Station Road, Hook	2.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	4	0.0%
Tesco Superstore, Wellington Avenue, Aldershot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Basing View, Basingstoke	3.2%	35	2.8%	4	5.2%	5	3.1%	4	2.9%	3	9.2%	11	2.6%
Waitrose, Broadway, Thatcham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%
Waitrose, Oxford Road,	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11											
Newbury																								
Waitrose, The Chantry Centre, Andover	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3										
Waitrose, Tresham Crescent, Yateley	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0								
Local stores, Basingstoke Town Centre: Festival Place Shopping Centre	0.1%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0								
Local stores, Kingsclere	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0								
Internet / delivery	2.0%	22	0.5%	1	0.0%	0	0.0%	0	1.8%	2	1.2%	2	1.8%	2	4.5%	4	4.7%	3	2.9%	1	4.0%	5	4.6%	3
Aldi, St Michaels Retail Park, The Harroway	1.7%	19	3.8%	6	4.8%	5	3.6%	5	0.6%	1	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.7%	0	0.0%	0	1.2%	1
Aldi, The Hundred, Romsey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Aldi, Weyhill Road, Andover	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Asda, Portland Road, Waterlooville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, South Oak Way, Reading	0.4%	5	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Costco, Templer Avenue, Farnborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Winchester Road, Basingstoke	0.2%	2	0.7%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Alton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Iceland, Middle Brook Street, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Lidl, Walworth Business 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	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Local stores, Stockbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Marks & Spencer, High Street, Winchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Marks & Spencer, Kensington High Street, Kensington	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Tesco Express, Priors Dean Road, Harestock, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
The Shop, Reading Road, Sherfield on Loddon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Totland Supermarket, Mayfield Road, 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	0.0%	0	0.5%	1	0.0%	0
Waitrose, Station Road, Alton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0
Waitrose, Stockbridge Road, Winchester	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	5
Waitrose, The Hart, Farnham	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	5.3%	7	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
(Don't know / varies)	1.6%	18	1.7%	3	0.0%	0	0.8%	1	0.6%	1	2.2%	3	0.0%	0	3.6%	3	0.6%	0	0.0%	0	5.4%	7	0.0%	0
(Nowhere else)	40.5%	447	44.3%	64	38.4%	39	40.9%	58	38.1%	38	42.1%	52	48.8%	56	28.7%	25	36.5%	27	35.9%	10	37.9%	51	48.9%	28
Weighted base:	1103		145		102		142		99		124		114		85		73		28		135		56	
Sample:	1103		101		100		100		100		100		101		101		100		100		100		100	
Q02AWhich retailer do you purchase your main food internet / home delivery shopping from?																								
Those who do said 'Internet / delivery' at Q02																								
Amazon Pantry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abel & Cole	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda	15.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.5%	1	100.0%	2	0.0%	0	20.2%	1	0.0%	0	0.0%	0	0.0%	0
Iceland	2.6%	1	0.0%	0	0.0%	0	0.0%	0	32.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	25.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	55.8%	2	20.2%	1	0.0%	0	44.8%	2	18.3%	0
Sainsbury's	27.1%	6	100.0%	1	0.0%	0	0.0%	0	67.9%	1	59.5%	1	0.0%	0	44.2%	2	0.0%	0	0.0%	0	0.0%	0	55.4%	1
Tesco	15.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	0	55.2%	3	0.0%	0
Waitrose	4.9%	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	50.0%	0	0.0%	0	26.3%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilson & Sons The Greengrocer	9.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	59.7%	2	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	22		1		0		0		2		2		2		4		3		1		5		3	
Sample:	22		1		0		0		2		2		1		2		3		2		5		4	

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11											
Q03 In addition to your main food shopping, where do you normally do most of your household's small scale top-up food shopping (i.e. the store you visit regularly (2+ times a week) to buy bread, milk, etc., on a day-to-day basis)?																								
Aldi, Alton Retail Park, Alton	0.0%	0	0.0%	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	0.0%	0	0.0%	0
Aldi, Basingstoke Road, Reading	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Aldi, Burnett Close, Winchester	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	4
Aldi, Winchester Road, Basingstoke	0.8%	8	0.5%	1	2.1%	2	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Aldi, Winklebury Way, Basingstoke	1.6%	18	2.2%	3	0.0%	0	9.0%	13	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Asda, Anton Mill Road, Andover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Asda, Brighton Hill District Centre, Basingstoke	4.3%	48	5.0%	7	26.9%	27	6.9%	10	2.5%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Asda, Chalfont Way, Lower Earley, Reading	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Newbury Road, Kingsclere	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Buttress Stores (Mace), Winchester Road, Kings Furlong	0.4%	4	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bell Street, Whitchurch	1.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.6%	15	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Co-op, Broadmere Road, Beggarwood	0.3%	3	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Co-op, Franklin Avenue, Tadley	1.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Grove Road, Basingstoke	0.9%	10	5.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Co-op, High Street, Odiham	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	8.6%	12	0.0%	0
Co-op, Kings Road, 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	0.0%	0	3.9%	5	0.0%	0
Co-op, Kings Road, South Ham, Basingstoke	0.3%	3	0.0%	0	0.0%	0	2.3%	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
Co-op, Limes Park, Rooksdown, Basingstoke	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Linden Avenue, Old Basing	2.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.3%	28	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Co-op, Park Prewett Road, Rooksdown	0.5%	5	0.0%	0	0.0%	0	0.0%	0	5.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Swan Street, Kingsclere, Newbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0
Co-op, West Street, Alresford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Co-op, Winchester Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11											
Alton																								
Co-op, Winchester Street, Overton	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Winklebury Way, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastrop Stores, Eastrop Way, Eastrop	0.2%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Chineham District Centre, Basingstoke	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Festival Place, Basingstoke Town Centre	1.3%	14	5.3%	8	0.0%	0	1.8%	3	3.4%	3	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Burton Foodmarket, Winklebury Centre, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Gastons Wood, Basingstoke	0.6%	7	0.5%	1	1.7%	2	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, The Forest Shopping Centre, Bordon	0.1%	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	2.4%	1	0.0%	0	0.0%	0
Lidl, Western Avenue, Andover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Lidl, Worthing Road, Basingstoke	0.8%	9	0.0%	0	0.0%	0	4.3%	6	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Crown Heights, Alencon Link, Basingstoke	0.1%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Reading Road, Sherfield on Loddon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Grove Road, Cranbourne	0.2%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Marks & Spencer, Chineham District Centre, Basingstoke	0.5%	6	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Festival Place, Basingstoke Town Centre	1.0%	11	1.0%	1	0.0%	0	1.0%	1	2.0%	2	0.0%	0	1.6%	2	2.4%	2	0.6%	0	0.0%	0	1.6%	2	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	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Marks & Spencer, Newbury Retail Park, Newbury	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	4	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Northbrook Street, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColl's, Buckland Avenue, South Ham, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Elvetham Heath, (The Key), 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	0.0%	0	0.5%	1	0.0%	0
Morrisons, Rose Kiln Lane,	0.3%	3	0.0%	0	1.7%	2	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

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
off Basingstoke Road, Reading																								
Morrisons, Summit Avenue, Southwood, Farnborough	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	2.8%	31	2.5%	4	1.5%	2	9.6%	14	5.1%	5	0.5%	1	2.2%	3	3.7%	3	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Nisa Local, Cranbourne Lane, Basingstoke	1.0%	11	7.5%	11	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Guinea Court, Chineham	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	5	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, High Street, Hartley Wintney	1.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	13	0.0%	0
One Stop, Longfellow Parade, Basingstoke	0.3%	4	0.0%	0	3.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Oakley Lane, Oakley	1.3%	14	0.5%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	15.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Sark Way, Popley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Shakespeare Road, Popley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Sherborne Road, South View	0.4%	4	1.8%	3	0.0%	0	0.5%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, St Michael's Road, Buckskin	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Stanford Road, Brighton Hill	0.9%	10	1.7%	3	6.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Premier, Abbey Road, Popley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Draymans Way, Alton	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	10.4%	3	0.0%	0	0.0%	0
Sainsbury's Superstore, Hector's Way, Newbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Middlebrook Street, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Sainsbury's Superstore, Mulfords Hill, Tadley	4.6%	50	0.0%	0	0.0%	0	0.0%	0	4.9%	5	3.6%	4	34.8%	40	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, 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	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Sainsbury's Superstore, Station Mall, Basingstoke Town Centre (The Malls)	1.6%	18	5.2%	8	2.1%	2	4.6%	7	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	2.7%	30	2.2%	3	12.0%	12	7.1%	10	0.6%	1	0.0%	0	0.8%	1	3.1%	3	0.0%	0	0.7%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
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	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Anstey Lane, Alton	0.0%	0	0.0%	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	0.0%	0	0.0%	0
Tesco Express, Buckingham Parade, Kempshott	1.4%	15	0.0%	0	3.8%	4	6.8%	10	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Carpenters Down, Popley	1.7%	18	0.0%	0	0.0%	0	0.0%	0	17.8%	18	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Charlton Road, 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	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Tesco Express, Compton Square, Andover	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Heath End Road, Baughurst, Tadley	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	4.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Oakridge Road, Basingstoke	1.0%	11	3.2%	5	0.0%	0	2.1%	3	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, off Great Binfields Road, Lychpit	1.3%	14	2.2%	3	0.0%	0	0.8%	1	0.0%	0	8.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Weyhill Road, Andover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Tesco Express, Winchester Street, Whitchurch	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	7	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Tesco Extra, Newbury Retail Park, Pinchington Lane, Newbury	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	8.3%	6	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, River Way, Andover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
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	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, 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	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Tesco Metro, Festival Place, Basingstoke Town Centre	2.2%	24	10.7%	15	1.7%	2	1.5%	2	2.0%	2	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, District Shopping Centre, Chineham, Basingstoke	3.3%	37	1.7%	3	0.0%	0	0.8%	1	5.3%	5	15.4%	19	0.0%	0	2.0%	2	0.0%	0	0.0%	0	5.1%	7	0.0%	0
Tesco Superstore, Finchampstead Road, Wokingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Tesco Superstore, High Street, Bordon	0.0%	0	0.0%	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	0.0%	0	0.0%	0
Tesco Superstore, Station Road, Hook	3.2%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	0	24.9%	34	0.0%	0
Tesco Superstore, Wellington Avenue, Aldershot	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Today's Extra (Oakridge Stores), Oakridge 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	0.0%
Waitrose, Basing View, Basingstoke	1.3%	14	2.8%	4	0.0%	0	2.6%	4	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%
Waitrose, Broadway, Thatcham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%
Waitrose, Oxford Road, Newbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%
Waitrose, The Chantry Centre, Andover	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	3.7%
Waitrose, Tresham Crescent, Yateley	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%
Local stores, Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Chineham District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, 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	0.0%	0	0.5%	1	0.0%
Local stores, 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	0.0%	0	0.5%	1	0.0%
Local stores, Kingsclere	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	6	0.0%	0	0.0%	0	0.0%
Local stores, Old Basing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Overton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Sherfield on Loddon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, South Ham	0.3%	3	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, St Mary Bourne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%
Local stores, Tadley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Winchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Internet / delivery	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	2.8%	1	0.7%	1	0.0%
Aldi, St Michaels Retail Park, The Harroway	0.8%	9	2.2%	3	0.0%	0	2.3%	3	0.6%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%
Aldi, Weyhill Road, 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	0.0%	0	0.0%	0	0.0%	0	1.2%
Ashland Stores, The Square, Bishops Green, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%
Barton Stacey Post Office & Stores, The Street, Barton Stacey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%
Bentley Village Stores, London Road, Bentley	0.0%	0	0.0%	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	0.0%	0	0.0%
Best One Store, Kingsfurlong Centre, Basingstoke	0.1%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Budgens, London Road, Hook	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0
Candover Valley Store, Alresford Road, Preston Candover	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	7.4%	2	0.0%	0	0.0%	0
Chilbolton Stores, Village Street, Chilbolton	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	0.0%	0	4.1%	2
Co-op, Belle Vue, Road, Southbourne	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Monument Close, Essex Street, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Pound Street, Newbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wokingham Road, Earley	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dever Stores, Oxford Road, Sutton Scotney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Hen & Chicken Filling Station, Upper Froyle, Alton	0.0%	0	0.0%	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	0.0%	0	0.0%	0
Home Bargains, Winchester Road, Basingstoke	0.7%	7	0.0%	0	0.0%	0	5.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bridge Street, Andover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Lidl, High Street North, East Ham, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, London Road, Blackwater	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Local stores, Barton Stacey	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Local stores, Crondall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Local stores, Farnham	0.0%	0	0.0%	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	0.0%	0	0.0%	0
Local stores, Giles Road, Tadley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Headley	0.0%	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	0.0%	0	0.0%	0	0.0%	0
Local stores, Kings Worthy	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Local stores, Longparish	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Local stores, Mortimer West End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, North Waltham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Nutley	0.0%	0	0.0%	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	0.0%	0	0.0%	0
Local stores, Padworth Common	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Preston Candover	0.1%	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	3.5%	1	0.0%	0	0.0%	0
Local stores, Romsey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Local stores, South Wonston	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3
Local stores, Sparsholt	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Local stores, Upton Grey	0.1%	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	3.5%	1	0.0%	0	0.0%	0
Local stores, Wash Common, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Local stores, Woolton Hill	0.0%	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	0.0%	0	0.0%	0	0.0%	0
Local stores, Worting Road, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manydown Farm Shop, Worting Road, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Mill Lane, A287, 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	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Marks & Spencer (BP), Popham Services, Micheldever	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
McColl's, Giles Road, Tadley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NW Read Butchers, Lymington Bottom Road, Four Marks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Old Barn Stores, North Waltham, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Sherfield Road, Bramley, Tadley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office, Anstey Close, Basingstoke	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Petrol Station, Andover Road, Newbury	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	6	0.0%	0	0.0%	0	0.0%	0
Spar, Swan Street, Kingsclere	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Swan Street Stores, Swan Street, Kingsclere	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Priors Dean Road, Harestock, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Tesco Express, Springvale Road, Kings Worthy	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	0.0%	0	3.6%	2
The Shop, Church Street, Upton Grey	0.1%	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	4.4%	1	0.0%	0	0.0%	0
The Shop, Reading Road, Sherfield on Loddon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Station Road, 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	0.0%	0	7.1%	2	0.0%	0	0.0%	0
Waitrose, Stockbridge Road, Winchester	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	3
Waitrose, The Hart, 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	0.0%	0	0.0%	0	1.1%	1	0.0%	0
(Don't know / varies)	2.8%	31	1.7%	3	0.7%	1	5.5%	8	0.0%	0	3.9%	5	3.6%	4	0.0%	0	2.8%	2	0.7%	0	5.6%	8	2.0%	1
(Don't do this type of	25.5%	282	25.5%	37	30.7%	31	16.7%	24	29.5%	29	18.9%	23	29.5%	34	24.6%	21	38.0%	28	33.3%	9	16.9%	23	40.2%	23

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
shopping)												
Weighted base:	1103	145	102	142	99	124	114	85	73	28	135	56
Sample:	1103	101	100	100	100	100	101	101	100	100	100	100

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q04 In addition to (LOCATION MENTIONED AT Q03), is there anywhere else you regularly use for your household's small scale top-up food shopping?																								
<i>Not those who said '(Don't know / varies)' or '(Don't do this type of shopping)' at Q03</i>																								
Aldi, Alton Retail Park, Alton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	1	0.0%	0	0.0%	0
Aldi, Burnett Close, Winchester	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1
Aldi, Winchester Road, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Aldi, Winklebury Way, Basingstoke	1.0%	8	0.0%	0	0.0%	0	2.0%	2	8.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brighton Hill District Centre, Basingstoke	1.5%	12	3.7%	4	9.3%	6	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Aldermaston Road, Tadley	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Newbury Road, Kingsclere	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Bell Street, Whitchurch	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Broadmere Road, Beggarwood	0.3%	3	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.2%	0	0.0%	0	0.0%	0
Co-op, Franklin Avenue, Tadley	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Grove Road, Basingstoke	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Harts Hill Road, Dunston Park, Thatcham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Alton	0.0%	0	0.0%	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	0.0%	0	0.0%	0
Co-op, High Street, Odiham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Co-op, Limes Park, Rooksdown, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Linden Avenue, Old Basing	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, West Street, Alresford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Co-op, Winchester Road, Alton	0.0%	0	0.0%	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	0.0%	0	0.0%	0
Co-op, Winchester Street, Overton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Festival Place, Basingstoke Town Centre	0.5%	4	3.1%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Burton Foodmarket, Winklebury Centre, 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	0.0%	0
Lidl, Gastons Wood, Basingstoke	0.8%	6	0.0%	0	0.0%	0	0.0%	0	2.4%	2	4.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Western Avenue,	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	2

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Andover																								
Lidl, Worting Road, Basingstoke	1.1%	9	1.0%	1	0.7%	0	1.3%	1	3.5%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.5%	0	1.9%	2	0.0%	0
Londis, Reading Road, 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	1.5%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Grove Road, Cranbourne	0.7%	6	3.4%	4	0.7%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Broad Street, Reading Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Marks & Spencer, Chineham District Centre, Basingstoke	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Festival Place, Basingstoke Town Centre	1.1%	9	0.7%	1	0.7%	0	1.4%	2	0.8%	1	0.0%	0	3.4%	3	2.4%	2	0.0%	0	0.0%	0	1.4%	1	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	0.0%	0	0.0%	0	0.0%	0	3.3%	1	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	0.0%	0	0.0%	0	0.0%	0	6.0%	3	0.0%	0	0.0%	0	0.0%	0
McColl's, Elmwood Way, 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	0.0%	0
Morrisons, Elvetham Heath, (The Key), 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	0.0%	0	1.6%	2	0.0%	0
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	2.1%	17	4.5%	5	1.4%	1	8.6%	10	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa Local, Amport Road, Sherfield Park	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Guinea Court, Chineham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Oakley Lane, Oakley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Shakespeare Road, Popley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Sherborne Road, South View	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	0.0%	0
One Stop, Stanford Road, Brighton Hill	0.6%	5	0.0%	0	4.8%	3	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Abbey Road, Popley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Pack Lane, Kempshott	0.1%	1	0.0%	0	0.7%	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
Sainsbury's Superstore, Badger Farm Road, Badger Farm, Winchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Sainsbury's Superstore,	0.0%	0	0.0%	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	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Draymans Way, Alton																								
Sainsbury's Superstore, Farnham Trading Estate, Water Lane, 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	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Sainsbury's Superstore, Fleet Road, Fleet	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Sainsbury's Superstore, Hector's Way, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mulfords Hill, Tadley	1.7%	13	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	12.4%	9	3.3%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Sainsbury's Superstore, Station Mall, Basingstoke Town Centre (The Malls)	2.5%	20	7.3%	8	0.0%	0	3.9%	4	3.6%	2	0.0%	0	1.6%	1	2.4%	2	3.4%	1	0.0%	0	1.4%	1	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	1.8%	14	0.0%	0	9.3%	7	6.0%	7	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Linden Avenue, Old Basing	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Upper Bucklebury, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Anstey Lane, Alton	0.0%	0	0.0%	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	0.0%	0	0.0%	0
Tesco Express, Buckingham Parade, Kempshott	0.3%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Carpenters Down, Popley	0.5%	4	0.0%	0	0.0%	0	0.0%	0	5.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Charlton Road, Andover	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	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%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.1%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Oakridge Road, Basingstoke	0.4%	3	1.0%	1	0.0%	0	1.0%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, off Great Binfields Road, Lychpit	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	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	0.0%	0	5.3%	1	0.0%	0	0.0%	0
Tesco Express, Winchester Street, Whitchurch	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Newbury Retail Park, Pinchington Lane, Newbury	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	4	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, River Way, Andover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Tesco Extra, Winnall, Winchester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Tesco Metro, Festival Place,	1.0%	8	3.4%	4	2.4%	2	1.7%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Basingstoke Town Centre													
Tesco Metro, Northbrook Street, Newbury Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, District Shopping Centre, Chineham, Basingstoke	1.3%	11	0.0%	0	0.0%	0	0.0%	0	4.8%	3	4.8%	5	2.3%
Tesco Superstore, Station Road, Hook	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%
Waitrose, Basing View, Basingstoke	2.5%	20	4.7%	5	0.0%	0	2.9%	3	0.0%	0	5.4%	5	0.0%
Waitrose, Hart Centre, Fleet	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Oxford Road, Newbury	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Waitrose, Tresham Crescent, Yateley	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Basingstoke Town Centre: Festival Place Shopping Centre	0.4%	3	0.7%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	2.4%
Local stores, Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	0.5%	4	0.0%	0	0.0%	0	3.6%	4	0.0%	0	0.0%	0	0.0%
Local stores, Hartley Wintney	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Hook	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Kingsclere	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%
Local stores, Oakley	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%
Local stores, Old Basing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Local stores, Overton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
Local stores, South Ham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Local stores, Tadley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%
Internet / delivery	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%
Aldermaston Stores, Fisherman's Lane, Aldermaston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%
Aldi, St Michaels Retail Park, The Harroway	1.6%	12	3.7%	4	4.2%	3	1.0%	1	0.0%	0	3.8%	4	0.0%
Avenue Nurseries, Avenue Road, Lasham, Alton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Barton Stacey Post Office & Stores, The Street, Barton Stacey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bentley Village Stores, London Road, Bentley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Budgens, London Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	
Hook														
Cobbs Farm Shop, Springvale Road, Headbourne Worthy	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Co-op, Byfleet Avenue, Old Basing, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Stockbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Co-op, Pound Street, Newbury	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Co-op, Reading Road, Yateley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Good Taste Bakery, Hartley Witney, Hook	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Home Bargains, Winchester Road, Basingstoke	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Buckskin Centre, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Local stores, North Waltham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Local stores, Preston Candover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Local stores, Sherfield Park, Sherfield on Loddon	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Local stores, South Wonston	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5.2%
Local stores, Stockbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.0%
Local stores, Upton Grey	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0
Local stores, Woolton Hill	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	3	0.0%	0
Manydown Farm Shop, Worting Road, Basingstoke	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Marks & Spencer, Buck Garage, Micheldever Road, Longparish	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2.1%
Marks & Spencer, Tollbar Way, Hedge End, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2.1%
One Stop, Sherfield Road, Bramley, Tadley	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office, Anstey Close, Basingstoke	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Petrol Station, Andover Road, Newbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0
Spar, Hook Road, North Warnborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Spar, Stoney Lane, Weeke	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.5%
Tesco Express, Priors Dean Road, Harestock,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3.4%

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Winchester												
Tesco Express, Springvale Road, Kings Worthy	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2
Waitrose, Stockbridge Road, Winchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Winchester Farmers Market, High Street, Winchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woolton Hill Post Office, The Stores, Woolton Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.4%	27	7.1%	7	1.5%	1	1.0%	1	9.3%	6	2.3%	0
(Nowhere else)	54.3%	430	53.4%	56	61.1%	43	55.9%	62	49.2%	34	49.0%	17
Weighted base:	790		105		70		110		70		96	
Sample:	752		69		67		78		64		75	

Meanscore: [%]

Q05 Of all the money you spend on your main and top-up food shopping, what percentage on average goes on your main food shopping?

Not those who said '(Don't do this type of shopping)' at Q03

None	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
1 - 10%	0.3%	3	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
11 - 20%	2.2%	18	2.3%	3	2.4%	2	0.9%	1	2.8%	2	4.0%	4	1.8%	1	1.6%	1	6.0%	3	0.0%	0	0.0%	0	4.2%	1
21 - 30%	2.9%	24	0.0%	0	6.9%	5	2.8%	3	2.8%	2	1.2%	1	6.2%	5	3.3%	2	1.0%	0	11.0%	2	2.5%	3	0.0%	0
31 - 40%	2.7%	22	7.0%	8	3.9%	3	0.9%	1	2.8%	2	1.3%	1	2.5%	2	2.4%	2	2.2%	1	2.2%	0	0.9%	1	4.3%	1
41 - 50%	9.4%	77	14.7%	16	5.8%	4	8.5%	10	10.8%	8	10.2%	10	1.1%	1	11.2%	7	13.6%	6	17.2%	3	9.4%	11	4.3%	1
51 - 60%	10.1%	83	8.7%	9	3.9%	3	14.6%	17	6.9%	5	10.7%	11	18.0%	14	4.1%	3	5.9%	3	14.4%	3	13.4%	15	1.0%	0
61 - 70%	7.7%	64	11.0%	12	4.5%	3	9.3%	11	2.6%	2	11.4%	11	9.0%	7	5.0%	3	5.4%	2	6.1%	1	6.5%	7	8.9%	3
71 - 80%	27.5%	226	25.9%	28	29.9%	21	22.6%	27	38.1%	27	27.9%	28	23.4%	19	41.2%	26	25.2%	11	28.1%	5	21.9%	25	27.5%	9
81 - 90%	22.5%	184	17.8%	19	17.0%	12	19.4%	23	22.9%	16	23.8%	24	21.2%	17	21.0%	13	21.9%	10	10.9%	2	31.9%	36	35.6%	12
91 - 99%	8.7%	72	6.9%	7	12.6%	9	10.7%	13	6.0%	4	9.4%	9	8.4%	7	5.3%	3	12.7%	6	5.8%	1	7.5%	8	10.4%	3
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	0.0%	0
(Don't know / varies)	5.8%	48	3.4%	4	13.2%	9	10.2%	12	4.1%	3	0.0%	0	7.0%	6	5.0%	3	5.2%	2	4.4%	1	5.9%	7	4.0%	1
(Refused)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	72.80		68.83		72.92		73.87		72.59		72.98		72.17		73.39		72.28		65.30		75.56		77.82	
Weighted base:	821		108		71		118		70		101		80		64		45		19		112		34	
Sample:	768		70		68		82		64		77		70		73		63		64		79		58	

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Meanscore: [%]																							
Q05XOf all the money you spend on your main and top-up food shopping, what percentage on average goes on your main food shopping? (All respondents)																							
None	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
1 - 10%	0.2%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
11 - 20%	1.6%	18	1.7%	3	1.7%	2	0.8%	1	2.0%	2	3.3%	4	1.3%	1	1.2%	1	3.7%	3	0.0%	0	0.0%	0	2.5%
21 - 30%	2.2%	24	0.0%	0	4.8%	5	2.3%	3	2.0%	2	1.0%	1	4.4%	5	2.5%	2	0.6%	0	7.4%	2	2.1%	3	0.0%
31 - 40%	2.0%	22	5.2%	8	2.7%	3	0.8%	1	2.0%	2	1.1%	1	1.8%	2	1.8%	2	1.4%	1	1.5%	0	0.7%	1	2.6%
41 - 50%	7.0%	77	11.0%	16	4.0%	4	7.0%	10	7.6%	8	8.3%	10	0.8%	1	8.4%	7	8.4%	6	11.5%	3	7.8%	11	2.6%
51 - 60%	7.5%	83	6.4%	9	2.7%	3	12.2%	17	4.9%	5	8.6%	11	12.7%	14	3.1%	3	3.6%	3	9.6%	3	11.2%	15	0.6%
61 - 70%	5.8%	64	8.2%	12	3.1%	3	7.8%	11	1.8%	2	9.3%	11	6.3%	7	3.8%	3	3.3%	2	4.1%	1	5.4%	7	5.3%
71 - 80%	20.5%	226	19.3%	28	20.8%	21	18.8%	27	26.8%	27	22.6%	28	16.5%	19	31.1%	26	15.6%	11	18.7%	5	18.2%	25	16.4%
81 - 90%	16.7%	184	13.3%	19	11.8%	12	16.2%	23	16.2%	16	19.3%	24	14.9%	17	15.8%	13	13.6%	10	7.3%	2	26.6%	36	21.3%
91 - 99%	6.5%	72	5.1%	7	8.7%	9	8.9%	13	4.2%	4	7.6%	9	5.9%	7	4.0%	3	7.9%	6	3.8%	1	6.3%	8	6.2%
100%	25.5%	282	25.5%	37	30.7%	31	16.7%	24	29.5%	29	18.9%	23	29.5%	34	24.6%	21	38.0%	28	33.3%	9	16.9%	23	40.2%
(Don't know / varies)	4.3%	48	2.6%	4	9.1%	9	8.5%	12	2.9%	3	0.0%	0	4.9%	6	3.8%	3	3.2%	2	2.9%	1	4.9%	7	2.4%
(Refused)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%
Mean:	80.07		77.00		82.07		78.66		80.93		78.09		80.91		80.19		83.23		77.20		79.90		86.95
Weighted base:	1103		145		102		142		99		124		114		85		73		28		135		56
Sample:	1103		101		100		100		100		100		101		101		100		100		100		100
Q06AWhenever you do main or top-up food shopping at Asda, Brighton Hill District Centre, Basingstoke do you ever combine it with a visit to other shops or another activity in Brighton Hill District Centre at the same time?																							
Yes	20.7%	228	27.6%	40	41.9%	43	36.6%	52	20.3%	20	10.2%	13	17.7%	20	25.6%	22	1.3%	1	15.5%	4	8.9%	12	2.4%
No	23.1%	254	30.8%	45	38.8%	39	31.7%	45	29.9%	30	20.0%	25	13.8%	16	24.8%	21	2.2%	2	13.2%	4	15.1%	20	15.0%
Never do main or top-up food shopping at Asda, Brighton Hill District Centre, Basingstoke	56.3%	621	41.6%	60	19.3%	20	31.7%	45	49.8%	49	69.8%	87	68.6%	78	49.6%	42	96.5%	70	71.3%	20	76.0%	103	82.6%
Weighted base:	1103		145		102		142		99		124		114		85		73		28		135		56
Sample:	1103		101		100		100		100		100		101		101		100		100		100		100
Q06BWhenever you do main or top-up food shopping at Sainsbury's Superstore, Mulfords Hill, Tadley do you ever combine it with a visit to other shops or another activity in Tadley District Centre at the same time?																							
Yes	8.9%	98	4.2%	6	4.2%	4	0.8%	1	14.8%	15	9.4%	12	38.7%	44	3.6%	3	13.0%	9	1.0%	0	0.7%	1	3.4%
No	21.6%	239	26.4%	38	21.5%	22	21.9%	31	26.5%	26	16.4%	20	45.5%	52	16.5%	14	13.7%	10	5.6%	2	11.7%	16	13.6%
Never do main or top-up food shopping at Sainsbury's Superstore, Mulfords Hill, Tadley	69.5%	766	69.4%	101	74.3%	76	77.4%	110	58.7%	58	74.2%	92	15.8%	18	79.8%	68	73.3%	53	93.4%	26	87.6%	118	83.0%
Weighted base:	1103		145		102		142		99		124		114		85		73		28		135		56
Sample:	1103		101		100		100		100		100		101		101		100		100		100		100

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q06C Whenever you do main or top-up food shopping at Tesco Superstore, District Shopping Centre, Chineham do you ever combine it with a visit to other shops or another activity in Chineham District Centre at the same time?																								
Yes	31.1%	343	41.8%	61	25.6%	26	28.8%	41	52.7%	52	54.7%	68	18.2%	21	31.4%	27	2.9%	2	20.3%	6	28.7%	39	2.9%	2
No	18.0%	199	14.1%	20	19.2%	20	17.7%	25	29.3%	29	24.6%	31	13.4%	15	15.2%	13	5.2%	4	9.8%	3	23.1%	31	14.7%	8
Never do main or top-up food shopping at Tesco Superstore, District Shopping Centre, Chineham	50.8%	561	44.0%	64	55.2%	56	53.6%	76	17.9%	18	20.7%	26	68.4%	78	53.4%	45	92.0%	67	69.9%	20	48.2%	65	82.4%	46
Weighted base:	1103		145		102		142		99		124		114		85		73		28		135		56	
Sample:	1103		101		100		100		100		100		101		101		100		100		100		100	
Q06D Whenever you do main or top-up food shopping at Waitrose, Basing View, Basingstoke do you ever combine it with a visit to other shops or another activity in Basingstoke Town Centre at the same time?																								
Yes	26.5%	292	37.6%	54	28.2%	29	28.4%	40	25.7%	25	33.6%	42	13.7%	16	31.3%	27	5.6%	4	22.2%	6	30.1%	41	14.9%	8
No	16.5%	182	23.0%	33	16.8%	17	15.6%	22	22.9%	23	14.5%	18	8.9%	10	21.8%	19	9.6%	7	12.9%	4	16.2%	22	14.1%	8
Never do main or top-up food shopping at Waitrose, Basing View, Basingstoke	57.0%	628	39.4%	57	55.0%	56	56.0%	79	51.4%	51	51.9%	64	77.4%	88	47.0%	40	84.8%	62	64.9%	18	53.7%	73	71.1%	40
Weighted base:	1103		145		102		142		99		124		114		85		73		28		135		56	
Sample:	1103		101		100		100		100		100		101		101		100		100		100		100	

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q07 Whenever you carry out linked trips as part of your main or top-up food shopping trip - what do you do? [MR]																								
Shopping for: Clothing / footwear	19.5%	216	12.7%	18	20.1%	20	28.7%	41	24.1%	24	16.4%	20	14.2%	16	22.8%	19	12.7%	9	16.0%	4	26.7%	36	11.5%	6
Shopping for: DIY and decorating goods	2.3%	25	0.0%	0	1.7%	2	3.6%	5	0.6%	1	0.0%	0	7.4%	8	0.0%	0	7.0%	5	5.2%	1	1.1%	1	2.4%	1
Shopping for: Domestic electrical appliances such as fridges, kettles, washing machines	1.5%	17	0.0%	0	0.0%	0	4.7%	7	0.9%	1	0.7%	1	2.8%	3	1.2%	1	1.6%	1	1.4%	0	0.7%	1	2.4%	1
Shopping for: Furniture / floorcoverings / household textiles	2.9%	32	0.0%	0	4.9%	5	6.9%	10	1.7%	2	4.4%	5	1.3%	1	1.8%	2	0.6%	0	2.8%	1	3.2%	4	2.1%	1
Shopping for: Mobile phones & accessories	0.4%	5	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Shopping for: Personal / luxury goods such as books, jewellery, china, glass & cosmetics	6.5%	72	6.0%	9	0.5%	0	13.4%	19	10.0%	10	3.7%	5	2.8%	3	10.7%	9	6.2%	4	10.5%	3	6.8%	9	1.2%	1
Shopping for: TV, Hi-Fi, radio, photographic & computer equipment	0.6%	7	0.0%	0	0.0%	0	3.6%	5	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Shopping for: Chemist goods / toiletries	7.8%	86	4.2%	6	8.5%	9	7.3%	10	10.4%	10	15.3%	19	4.3%	5	8.8%	8	7.4%	5	12.5%	3	6.1%	8	4.2%	2
Other FOOD shopping	9.7%	107	10.7%	15	6.2%	6	9.0%	13	11.0%	11	18.4%	23	6.9%	8	8.9%	8	5.6%	4	3.8%	1	11.6%	16	4.6%	3
Meeting family / friends	4.7%	52	4.4%	6	4.1%	4	3.9%	5	5.1%	5	2.2%	3	5.4%	6	10.3%	9	6.1%	4	2.9%	1	3.7%	5	5.4%	3
Visit advice centre / CAB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit cafes - daytime eating / drinking	5.4%	59	4.9%	7	4.4%	4	3.4%	5	3.9%	4	13.1%	16	1.3%	1	8.0%	7	1.9%	1	0.7%	0	7.0%	9	6.5%	4
Visit church	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit gym	1.4%	15	0.0%	0	1.7%	2	1.8%	3	0.0%	0	0.0%	0	0.0%	0	3.6%	3	5.5%	4	2.9%	1	2.2%	3	0.0%	0
Visit library	1.2%	13	2.2%	3	0.5%	0	0.8%	1	0.6%	1	1.5%	2	2.3%	3	0.6%	0	0.0%	0	5.1%	1	1.1%	1	0.6%	0
Visit museum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit nail bar / beauticians	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit restaurants / bars	3.8%	42	2.0%	3	2.7%	3	3.8%	5	12.5%	12	2.2%	3	2.2%	3	4.9%	4	2.8%	2	1.5%	0	3.7%	5	3.1%	2
Visit solicitors / estate agent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit swimming pool	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.9%	1	0.7%	0	0.0%	0	0.0%	0
Visit the bank	4.6%	51	6.1%	9	2.4%	2	1.8%	3	6.4%	6	3.4%	4	4.9%	6	7.5%	6	3.9%	3	2.1%	1	6.9%	9	3.7%	2
Visit the building society	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the dry cleaners / laundrette	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.6%	1	2.9%	4	0.8%	1	0.0%	0	1.3%	1	3.0%	1	0.0%	0	1.2%	1
Visit the hairdressers / barbers	0.5%	5	0.0%	0	0.5%	0	0.5%	1	0.0%	0	0.0%	0	1.0%	1	1.2%	1	0.6%	0	2.1%	1	0.5%	1	0.6%	0
Visit the market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Visit the opticians	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the pharmacy	1.6%	18	2.7%	4	2.6%	3	2.3%	3	2.5%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	4	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Visit the doctor / dentist / hospital	1.7%	18	3.5%	5	5.4%	6	1.8%	3	0.6%	1	1.5%	2	1.5%	2	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.1%	1
Get fuel	2.3%	25	0.5%	1	0.5%	0	3.6%	5	0.0%	0	2.9%	4	1.5%	2	5.4%	5	5.1%	4	3.4%	1	2.8%	4	0.6%	0
Get car washed	0.0%	0	0.0%	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	0.0%	0	0.0%	0
Recycling / go to the tip	0.8%	9	2.2%	3	0.5%	0	0.8%	1	0.0%	0	0.0%	0	1.6%	2	2.0%	2	0.6%	0	0.7%	0	0.0%	0	0.0%	0
Window shopping / browsing / go for a walk	6.7%	74	7.4%	11	4.0%	4	2.4%	3	4.5%	4	14.8%	18	1.9%	2	11.9%	10	1.3%	1	5.0%	1	11.0%	15	5.6%	3
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	0.0%	0
Children's activities	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Dog walking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Donating to charity shops	0.4%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.5%	1	0.8%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dropping / picking people up	0.7%	7	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.7%	0	2.2%	3	0.6%	0
Get car serviced	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
School run	0.5%	5	0.0%	0	0.0%	0	0.5%	1	0.0%	0	2.2%	3	0.8%	1	0.8%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Shopping for: Pet products	0.9%	10	0.7%	1	0.5%	0	0.0%	0	0.6%	1	0.7%	1	0.8%	1	0.0%	0	2.0%	1	1.0%	0	3.2%	4	0.0%	0
Shopping for: Stationery / cards	0.4%	4	0.5%	1	0.5%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping in: Charity shops	1.0%	11	1.0%	1	4.2%	4	0.8%	1	0.0%	0	1.2%	2	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports activity	0.7%	7	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.8%	1	0.8%	1	0.9%	1	2.1%	1	0.7%	1	0.0%	0
Use train station	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.8%	0
Visit bookmakers	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit cinema	0.9%	10	0.0%	0	0.7%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	3.0%	3	0.0%	0	3.6%	1	3.2%	4	1.2%	1
Visit cobblers	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.7%	0	0.0%	0	0.0%	0
Visit community centre / local group	0.3%	4	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.6%	0	0.7%	0	0.0%	0	0.0%	0
Visit newsagents	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit post office	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	4.3%	5	1.1%	1	1.6%	1	0.0%	0	3.4%	5	0.6%	0
Visit recycling centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Visit travel agents	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit vets	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.7%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Work	2.4%	27	2.5%	4	1.7%	2	6.3%	9	1.7%	2	2.5%	3	2.5%	3	1.4%	1	0.0%	0	2.5%	1	1.5%	2	1.2%	1
(Don't know)	0.9%	10	1.7%	3	0.0%	0	0.8%	1	0.0%	0	0.7%	1	0.8%	1	0.0%	0	3.7%	3	0.7%	0	1.1%	1	0.0%	0
(Never carry out-linked trips when food shopping)	45.0%	496	54.6%	79	52.8%	54	37.4%	53	40.7%	40	37.6%	47	53.9%	62	33.4%	28	52.4%	38	42.1%	12	36.3%	49	61.6%	35
Weighted base:		1103		145		102		142		99		124		114		85		73		28		135		56
Sample:		1103		101		100		100		100		100		101		101		100		100		100		100

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q08 Where do you normally shop for household purchases of mens, womens, childrens and baby clothing/footwear? NOTE we mean fashion items not sports clothing and footwear																								
Asda, Brighton Hill District Centre, Basingstoke	1.5%	16	0.7%	1	5.0%	5	6.5%	9	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Festival Place, Basingstoke Town Centre	1.8%	20	4.3%	6	3.1%	3	0.5%	1	1.7%	2	1.6%	2	1.6%	2	2.4%	2	0.0%	0	3.8%	1	1.2%	2	0.0%	0
Marks & Spencer, The Meadows (Shopping Centre), Sandhurst	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.6%	0	0.0%	0	2.9%	1	1.5%	2	0.0%	0
Sainsbury's Superstore, Badger Farm Road, Badger Farm, Winchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Sainsbury's Superstore, Bath Road, Calcot, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Hector's Way, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mulfords Hill, Tadley	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	0.8%	9	0.0%	0	2.2%	2	2.1%	3	1.2%	1	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.7%	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	1.1%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Tesco Extra, Winnall, Winchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Tesco Superstore, District Shopping Centre, Chineham	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Wellington Avenue, Aldershot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Avenue Nurseries, Lasham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Boots, Brighton Hill District Centre, 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	0.0%	0	0.0%	0	2.0%	1
Homesense (TK Maxx), Festival Place, Basingstoke	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
John Lewis, Broad Street, Reading Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Westquay	0.0%	0	0.0%	0	0.0%	0	0.0%	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

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Shopping Centre, Southampton																								
Matalan, Chineham District Centre, Basingstoke	0.5%	6	0.0%	0	1.7%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Next, Festival Place, Basingstoke	0.5%	6	0.0%	0	0.0%	0	0.5%	1	0.9%	1	1.7%	2	1.8%	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	0.0%	0	0.7%	0	0.0%	0	1.2%	1
Alton 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	7.7%	2	0.0%	0	0.0%	0
Andover Town Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	3.7%	2
Basingstoke Town Centre: Festival Place Shopping Centre	45.2%	498	55.5%	80	51.4%	52	49.5%	70	63.3%	63	47.2%	58	53.3%	61	44.9%	38	14.8%	11	25.3%	7	34.6%	47	18.5%	10
Basingstoke Town Centre: The Malls Shopping Centre	3.5%	38	6.2%	9	2.6%	3	4.1%	6	5.2%	5	3.5%	4	1.5%	2	0.6%	0	0.0%	0	0.7%	0	6.8%	9	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	0.5%	5	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: The whole of Basingstoke Town Centre	2.7%	30	0.7%	1	3.7%	4	8.9%	13	5.6%	6	0.7%	1	1.8%	2	1.4%	1	0.0%	0	5.0%	1	0.7%	1	0.0%	0
Brighton Hill District Centre	0.1%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.5%	6	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	4	0.0%	0
Central London / West End	0.7%	8	0.5%	1	0.0%	0	0.0%	0	1.2%	1	0.7%	1	0.8%	1	0.8%	1	0.0%	0	3.5%	1	1.1%	1	2.3%	1
Chineham District Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Farnham Town Centre	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	10.1%	3	2.6%	4	0.0%	0
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	0.0%	0	2.5%	3	0.0%	0
Guildford 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	0.0%	0	6.5%	2	4.9%	7	0.0%	0
Kingsclere Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Newbury Town Centre	4.2%	46	0.5%	1	1.7%	2	0.5%	1	0.6%	1	1.5%	2	1.3%	1	2.6%	2	50.1%	36	0.0%	0	0.0%	0	0.6%	0
Overton District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Portsmouth City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre (includes The Oracle Shopping Centre)	2.9%	32	0.0%	0	3.6%	4	0.5%	1	1.8%	2	8.2%	10	3.8%	4	0.0%	0	2.0%	1	2.1%	1	6.5%	9	0.0%	0
Salisbury City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Southampton City Centre (includes Westquay Shopping Centre)	0.7%	8	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	12.1%	7
Tadley District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitchurch District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Winchester City Centre	1.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	7	1.3%	1	2.4%	1	0.0%	0	19.6%	11
Brighton Hill Retail Park, Basingstoke	0.2%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End Retail Park, Southampton	0.2%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Houndmills Industrial Estate, Basingstoke	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	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	0.8%	1	1.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%
Internet / delivery	21.9%	242	25.2%	36	16.0%	16	25.0%	35	13.3%	13	19.8%	25	22.1%	25	22.5%	19	21.2%	15	21.4%	6	23.6%	32	32.3%
Carlisle City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Cheltenham Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cirencester Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Costco, Templer Avenue, Farnborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%
Country Market Retail Centre, Kingsley, Bordon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gunwharf Quays Designer Outlet, Portsmouth	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hungerford 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	1.4%	1	0.0%	0	0.0%	0	0.0%
Llanelli Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Romsey Town Centre	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stockbridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
The Meadows Centre, Marshall Road, 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	0.0%	0	1.6%	2	0.0%
(Don't know / varies)	1.5%	16	1.6%	2	4.3%	4	0.0%	0	0.0%	0	2.2%	3	2.5%	3	1.2%	1	0.6%	0	0.0%	0	1.7%	2	0.0%
(Don't do this type of shopping)	1.5%	17	1.5%	2	1.0%	1	0.0%	0	2.3%	2	1.5%	2	1.0%	1	0.6%	0	4.1%	3	0.7%	0	2.9%	4	0.6%
Weighted base:	1103		145		102		142		99		124		114		85		73		28		135		56
Sample:	1103		101		100		100		100		100		101		101		100		100		100		100

Basingstoke & Deane Household Survey for Lambert Smith Hampton

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		Zone 11	
Meanscore: [Number of visits per month]																							
Q09 How often do you visit (LOCATION MENTIONED AT Q08) for clothing and footwear purchases ?																							
Not those who said '(Don't know / varies)' or (Don't do this type of shopping)' at Q08																							
Everyday	1.1%	11	1.8%	3	6.6%	6	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
4-6 days a week	0.4%	4	0.0%	0	1.8%	2	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
2-3 days a week	1.9%	20	1.8%	3	1.8%	2	0.0%	0	4.7%	5	1.1%	1	5.0%	5	2.5%	2	0.0%	0	0.0%	0	1.1%	1	2.0%
1 day a week	6.8%	72	13.2%	19	8.6%	8	9.5%	13	3.9%	4	5.7%	7	6.1%	7	2.1%	2	4.0%	3	0.7%	0	5.6%	7	5.4%
Once every 2 weeks	9.0%	96	8.5%	12	8.4%	8	5.2%	7	10.4%	10	15.7%	19	6.6%	7	9.6%	8	5.2%	4	4.6%	1	13.8%	18	3.5%
Once every month	23.6%	253	29.4%	41	18.5%	18	31.6%	45	22.2%	21	20.5%	24	21.0%	23	22.4%	19	16.5%	11	17.2%	5	22.6%	29	28.3%
Once every two months	15.2%	162	13.9%	20	14.6%	14	9.8%	14	16.9%	16	14.2%	17	18.7%	21	20.2%	17	16.7%	12	10.4%	3	17.9%	23	11.9%
3-4 times a year	27.9%	298	16.4%	23	25.5%	25	22.2%	32	28.5%	28	29.7%	35	26.7%	29	36.7%	31	38.2%	26	42.0%	12	28.4%	37	37.6%
Once a year	5.4%	57	4.5%	6	3.8%	4	3.4%	5	3.6%	4	5.4%	6	5.6%	6	4.7%	4	9.7%	7	16.6%	5	4.4%	6	9.6%
Less often	1.5%	16	2.3%	3	2.0%	2	0.8%	1	3.8%	4	0.0%	0	1.1%	1	0.0%	0	0.7%	0	2.9%	1	2.2%	3	0.6%
(Don't know / varies / no particular pattern)	7.4%	79	8.2%	11	8.3%	8	13.9%	20	6.0%	6	7.7%	9	9.2%	10	1.8%	2	9.1%	6	5.7%	2	4.0%	5	1.2%
Mean:	1.48	1.88		3.20		1.94		1.31		1.11		1.39		0.99		0.70		0.52		1.06		0.96	
Weighted base:	1070	140		96		142		97		119		110		84		69		28		129		56	
Sample:	1072	96		96		100		96		96		97		99		97		99		97		99	
Q10 How do you usually travel to (LOCATION MENTIONED AT Q08) for clothing and footwear shopping?																							
Not those who said '(Don't know / varies)', (Don't do this type of shopping)' or 'Internet / delivery' at Q08																							
Car / van (as driver)	68.6%	569	28.7%	30	62.4%	50	62.1%	66	61.5%	51	82.8%	79	65.1%	55	84.4%	55	90.8%	49	74.7%	16	89.9%	87	81.2%
Car / van (as passenger)	6.4%	53	4.1%	4	8.7%	7	10.4%	11	7.3%	6	3.3%	3	10.7%	9	5.0%	3	0.9%	0	4.4%	1	5.2%	5	6.5%
Bus, minibus or coach	10.4%	86	7.3%	8	14.0%	11	16.4%	17	21.8%	18	6.9%	7	14.8%	13	5.4%	3	7.1%	4	8.6%	2	0.7%	1	6.4%
Using park & ride facility	1.1%	9	2.4%	3	0.0%	0	1.4%	1	0.0%	0	0.7%	1	1.4%	1	3.4%	2	0.0%	0	0.0%	0	0.7%	1	0.9%
Motorcycle, scooter or moped	0.5%	4	0.0%	0	2.1%	2	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Walk	8.9%	74	53.3%	55	5.5%	4	3.4%	4	6.0%	5	0.7%	1	3.9%	3	0.8%	0	0.0%	0	0.0%	0	0.0%	0	3.0%
Taxi	0.5%	4	0.0%	0	2.1%	2	0.7%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1	0.0%	0	0.0%
Train	1.8%	15	0.7%	1	0.6%	0	0.7%	1	2.1%	2	5.6%	5	1.0%	1	1.1%	1	0.0%	0	1.8%	0	3.5%	3	2.1%
Bicycle	0.3%	2	1.0%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mobility scooter	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%
Not applicable / goods delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aeroplane	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%
(Don't know / varies)	1.4%	11	2.5%	3	3.3%	3	2.4%	3	0.0%	0	0.0%	0	3.1%	3	0.0%	0	1.3%	1	0.9%	0	0.0%	0	0.0%
Weighted base:	829	104		80		106		83		95		85		65		54		22		97		38	
Sample:	816	74		80		73		80		76		72		74		76		73		72		66	

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q11 Where else do you shop to buy clothing / footwear goods?																								
<i>Not those who said '(Don't know / varies)' or '(Don't do this type of shopping)' at Q08</i>																								
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	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Asda, Brighton Hill District Centre, Basingstoke	1.3%	14	0.0%	0	5.1%	5	2.1%	3	3.2%	3	0.8%	1	0.8%	1	0.6%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Marks & Spencer, Chineham District Centre, Basingstoke	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Festival Place, Basingstoke Town Centre	1.2%	13	4.0%	6	0.5%	0	0.5%	1	1.2%	1	0.5%	1	0.5%	1	1.8%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Marks & Spencer, High Street, Alton	0.0%	0	0.0%	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	0.0%	0	0.0%	0
Marks & Spencer, The Meadows (Shopping Centre), Sandhurst	0.8%	8	1.8%	3	1.1%	1	0.0%	0	1.3%	1	0.5%	1	0.0%	0	0.6%	0	0.0%	0	0.7%	0	1.6%	2	0.0%	0
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Badger Farm Road, Badger Farm, Winchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Sainsbury's Superstore, Mulfords Hill, Tadley	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	0.9%	10	2.2%	3	2.6%	2	1.3%	2	0.0%	0	0.8%	1	0.0%	0	1.2%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Tesco Extra, Winnall, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, District Shopping Centre, Chineham	0.3%	3	0.0%	0	0.0%	0	1.5%	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
Argos, The Hart Centre, Fleet	0.2%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Easton Lane, 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	0.0%	0	0.0%	0	0.0%	0	2.0%	1
John Lewis, Basing View, Basingstoke	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Westquay Shopping Centre, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Matalan, Chineham District Centre, Basingstoke	0.6%	7	0.0%	0	0.0%	0	0.0%	0	1.5%	1	3.4%	4	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.5%	1	0.0%	0
Next, Festival Place,	0.6%	6	0.0%	0	0.0%	0	3.8%	5	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Basingstoke													
Wickes, Churchill Way	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%
West, Basingstoke													
Alresford Town Centre	0.0%	0	0.0%	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	0.0%
Andover Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	4	0.0%
Basingstoke Town Centre:	12.9%	138	7.6%	11	8.1%	8	10.8%	15	7.7%	7	15.8%	19	15.7%
Festival Place Shopping													
Centre													
Basingstoke Town Centre:	1.8%	19	2.9%	4	1.6%	2	2.6%	4	1.2%	1	0.8%	1	3.7%
The Malls Shopping													
Centre													
Basingstoke Town Centre:	0.1%	1	0.0%	0	0.5%	0	0.0%	0	0.6%	1	0.0%	0	0.0%
Top of Town / Old													
Basingstoke													
Basingstoke Town Centre:	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%
Elsewhere (e.g. not													
Festival Place, The Malls													
or Top of Town / Old													
Basingstoke)													
Basingstoke Town Centre:	0.7%	8	0.8%	1	1.0%	1	3.0%	4	0.0%	0	0.0%	0	0.8%
The whole of Basingstoke													
Town Centre													
Bicester Village Outlet	0.6%	7	0.0%	0	2.2%	2	1.8%	3	0.0%	0	1.8%	2	0.0%
Shopping Centre, Bicester													
Camberley Town Centre	0.3%	4	0.0%	0	0.7%	1	0.0%	0	1.2%	1	0.5%	1	0.0%
Central London / West End	2.1%	22	1.8%	3	0.0%	0	0.5%	1	2.9%	3	0.5%	1	1.8%
Chineham District Centre	1.0%	11	2.8%	4	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.3%
Farnborough Town Centre	0.2%	2	0.5%	1	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	0.6%
Fleet Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Guildford Town Centre	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%
Kingsclere Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Newbury Town Centre	1.6%	17	0.0%	0	0.5%	0	0.0%	0	0.6%	1	2.8%	3	3.2%
Oxford City Centre	0.3%	4	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Portsmouth City Centre	0.4%	5	0.0%	0	0.0%	0	2.8%	4	0.9%	1	0.0%	0	0.0%
Reading Town Centre	4.9%	53	0.5%	1	3.5%	3	5.7%	8	6.9%	7	8.2%	10	4.3%
(includes The Oracle													
Shopping Centre)													
Salisbury City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%
Southampton City Centre	1.8%	19	0.0%	0	2.9%	3	0.0%	0	1.3%	1	0.8%	1	0.0%
(includes Westquay													
Shopping Centre)													
Swindon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%
Tadley District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Winchester City Centre	2.5%	27	0.5%	1	2.3%	2	0.0%	0	0.0%	0	0.0%	0	10.6%
Wokingham Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Churchill Retail Park, Andover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Hedge End Retail Park, Southampton	0.3%	3	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.7%	0	0.7%	0	0.0%	0	1.2%	1
Newbury Retail Park, Pinchington Lane, Newbury	1.1%	12	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	2	3.9%	4	0.0%	0	6.8%	5	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Internet / delivery	14.8%	159	17.6%	25	18.8%	18	13.9%	20	11.7%	11	16.0%	19	12.8%	14	13.3%	11	13.9%	10	18.7%	5	14.4%	19	12.5%	7
Aylsham Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton 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	1.5%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chorley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, South Oak Way, Reading	0.5%	6	0.0%	0	1.8%	2	2.3%	3	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Country Market Retail Centre, Kingsley, Bordon	0.0%	0	0.0%	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	0.0%	0	0.0%	0
Crowthorne Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Glover & Riding Tailors, Queen's Avenue, Aldershot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Go Outdoors, Reading Road, Chineham, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Gunwharf Quays Designer Outlet, Portsmouth	0.3%	4	0.0%	0	1.1%	1	0.8%	1	0.0%	0	0.0%	0	0.8%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Hook Town Centre	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keighley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlborough Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Metrocentre, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, Newbury Road, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romsey Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Stockbridge 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	2.9%	2	0.0%	0	0.0%	0	0.6%	0
Sunningdale Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Swansea City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Designer Outlet, Kemble Drive, Swindon	0.4%	4	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	2.4%	2	0.7%	0	0.0%	0	0.0%	0
The Meadows Centre, Marshall Road, Sandhurst	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.7%	0	0.5%	1	0.0%	0
Wellington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
(Don't know / varies)	4.7%	51	10.4%	15	0.7%	1	2.9%	4	5.2%	5	6.9%	8	8.7%	10	1.2%	1	2.3%	2	2.2%	1	4.1%	5	0.0%	0
(Nowhere else)	34.0%	363	44.7%	63	35.9%	35	42.8%	61	46.7%	45	28.6%	34	32.8%	36	20.5%	17	24.9%	17	30.2%	8	24.3%	31	28.2%	16
Weighted base:		1070		140		96		142		97		119		110		84		69		28		129		56

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Sample:	1072	96		96		100		96		96		97		99		97		99		97		99		
Q12 Do you ever visit Basingstoke Town Centre for clothing, footwear or fashion purchases?																								
<i>Not those who said '(Don't do this type of shopping)' at Q08</i>																								
Yes	84.2%	915	97.2%	139	90.5%	91	91.1%	129	90.2%	87	82.8%	101	91.2%	103	88.4%	75	57.4%	40	64.7%	18	80.1%	105	46.8%	26
No	15.8%	172	2.8%	4	9.5%	10	8.9%	13	9.8%	9	17.2%	21	8.8%	10	11.6%	10	42.6%	30	35.3%	10	19.9%	26	53.2%	30
Weighted base:	1086	143		101		142		97		122		113		85		70		28		131		56		
Sample:	1083	98		99		100		96		97		99		100		98		99		98		99		
Q13A Do you ever you drive to Basingstoke Town centre?																								
<i>Those who visit Basingstoke Town Centre at Q12</i>																								
Yes	76.9%	703	44.9%	62	76.5%	70	76.1%	98	68.6%	60	87.2%	88	80.3%	83	91.9%	69	86.5%	35	96.8%	17	92.6%	97	90.7%	24
No	23.1%	212	55.1%	76	23.5%	21	23.9%	31	31.4%	27	12.8%	13	19.7%	20	8.1%	6	13.5%	5	3.2%	1	7.4%	8	9.3%	2
Weighted base:	915	139		91		129		87		101		103		75		40		18		105		26		
Sample:	845	95		89		87		86		82		86		87		54		63		76		40		

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q13 When you drive to Basingstoke Town centre, which car park do you normally use?																								
<i>Those who drive to Basingstoke Town centre at Q13A</i>																								
Albert Yard (Short stay - car park off New Road, behind Dragon Palace Restaurant)	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brinkletts Yard (Long stay - car park on Winchester Road)	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castons (Long stay - car park near Premier Inn and All Saints Church)	1.0%	7	3.6%	2	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	3.5%	1	0.0%	0	2.9%	1
Castons Yard (Short stay - car park off New Road, next to Castons Walk footpath)	0.4%	3	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	5.5%	1	0.0%	0	0.0%	0
Central (Short stay - car park off Red Lion Lane, near The Wote Street Club)	2.7%	19	1.7%	1	6.3%	4	4.1%	4	3.0%	2	3.8%	3	2.1%	2	0.7%	0	1.3%	0	4.6%	1	0.7%	1	0.0%	0
Churchill Way (Long stay - car park to the right of The Moose Centre)	1.5%	11	4.2%	3	0.0%	0	3.3%	3	0.0%	0	5.2%	5	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Churchill Way East (Long stay - car park to the left of The Moose Centre)	1.1%	8	4.0%	3	0.0%	0	1.1%	1	2.0%	1	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Eastlands (Long stay - car park off London Road, near the Inigo Business Centre)	0.4%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Feathers Yard (Short stay - small car park, has Inki Fingers Tattoo Studio on it)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Festival Place (Short & Long stay - large car park at the Festival Place Shopping Centre)	63.2%	444	46.6%	29	59.1%	41	48.7%	48	58.4%	35	65.6%	58	77.3%	64	64.8%	45	78.8%	27	59.3%	10	70.1%	68	81.1%	19
Jacobs Yard (Short stay - small car park off New Road, next to St Pancras House)	1.3%	9	9.1%	6	2.4%	2	1.1%	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
Joices Yard (Short stay - medium car park, has Oriental Wok takeaway on it)	1.9%	14	9.2%	6	0.0%	0	2.6%	3	0.0%	0	1.8%	2	0.0%	0	5.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sarum Hill (Long stay - car	1.0%	7	0.0%	0	1.0%	1	1.5%	1	0.0%	0	2.5%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
park next to Sovereign Housing Building)																								
Southern Road (Long stay - car park near Premier Inn)	1.2%	8	1.2%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	2.4%	2	0.0%	0	4.9%	1	2.4%	2	0.0%	0
The Malls / Alencon Link (Short & Long stay - large car park for The Malls Shopping Centre)	9.6%	67	12.9%	8	7.3%	5	22.0%	22	10.6%	6	1.0%	1	14.5%	12	7.6%	5	5.7%	2	1.1%	0	3.9%	4	8.6%	2
Vyne Meadow (Short & Long stay - large car park off Vyne Road, next To Glebe House)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0
On-street parking	1.7%	12	1.2%	1	3.7%	3	1.1%	1	2.0%	1	0.0%	0	0.0%	0	2.2%	2	1.3%	0	2.7%	0	3.7%	4	0.0%	0
Workplace car park	0.9%	6	0.0%	0	0.0%	0	1.1%	1	0.0%	0	3.1%	3	1.5%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home address	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0
Park & Ride	1.0%	7	0.0%	0	3.1%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	2	2.7%	1	2.2%	0	0.0%	0	1.4%	0
Basingstoke Hospital Car Park	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Irish Society Car Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Basingstoke Railway Station Car Park	0.6%	5	0.0%	0	0.0%	0	0.0%	0	7.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bounty Rise Road, Basingstoke	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Church Street, Basingstoke	0.5%	3	0.0%	0	0.0%	0	1.1%	1	2.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastrop Lane, Basingstoke	0.8%	5	0.0%	0	2.1%	1	1.1%	1	0.0%	0	2.5%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Lower Basing View Car Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queen Mary Avenue, 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	0.0%	0	0.7%	1	0.0%	0
Red Lion Hotel Car Park	0.7%	5	0.0%	0	1.0%	1	1.6%	2	1.0%	1	1.5%	1	0.0%	0	1.0%	1	0.0%	0	1.1%	0	0.0%	0	0.0%	0
St Michael's Church Car Park	0.3%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Waitrose Car Park, Basingstoke	3.0%	21	1.2%	1	5.2%	4	1.1%	1	1.4%	1	3.1%	3	0.7%	1	5.9%	4	1.3%	0	9.4%	2	5.5%	5	0.0%	0
(Don't know / varies)	4.2%	30	1.2%	1	1.7%	1	6.7%	7	7.5%	4	5.1%	4	1.4%	1	2.1%	1	2.7%	1	2.2%	0	7.1%	7	6.1%	1
Weighted base:		703		62		70		98		60		88		83		69		35		17		97		24
Sample:		666		50		68		65		55		71		72		76		44		60		69		36

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q14 Why don't you visit Basingstoke Town Centre for clothing, footwear or fashion purchases? [MR]																								
<i>Those who don't visit Basingstoke Town Centre at Q12</i>																								
Difficult to park	4.1%	7	0.0%	0	17.6%	2	0.0%	0	6.1%	1	0.0%	0	0.0%	0	0.0%	0	8.8%	3	7.9%	1	2.3%	1	3.3%	1
Difficult to park near shops	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	1.6%	0	6.1%	1	0.0%	0	0.0%	0
High cost of parking	2.4%	4	0.0%	0	0.0%	0	0.0%	0	12.8%	1	0.0%	0	5.9%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	4.6%	1
Poor access for disabled	2.0%	3	0.0%	0	0.0%	0	17.2%	2	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor accessibility by foot / cycle	0.6%	1	0.0%	0	10.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor accessibility by public transport	1.6%	3	18.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	12.0%	1	0.0%	0	1.1%	0
Poor environment	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.1%	0
Poor lighting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor security for shoppers / don't feel safe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops: Don't like the shops	5.0%	9	0.0%	0	5.1%	0	11.7%	1	6.1%	1	0.0%	0	17.4%	2	9.9%	1	6.8%	2	4.9%	0	3.3%	1	0.0%	0
Shops: Lack of clothing and footwear (fashion) stores	7.6%	13	0.0%	0	0.0%	0	17.5%	2	8.9%	1	27.6%	6	0.0%	0	12.2%	1	2.3%	1	2.9%	0	7.8%	2	0.0%	0
Shops: Lack of department stores	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops: Lack of eating and drinking places	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops: Lack of independent / specialist / boutique shops	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	0.0%	0	1.1%	0
Shops: Lack of multiple / branded shops	0.7%	1	0.0%	0	0.0%	0	0.0%	0	12.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops: Lack of shops in general	2.2%	4	18.3%	1	5.1%	0	5.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	4.8%	1	1.1%	0
Shops: Poor quality shops	3.0%	5	18.3%	1	0.0%	0	5.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	2	6.8%	1	2.3%	1	0.0%	0
Shops: Prices are too expensive	0.5%	1	0.0%	0	0.0%	0	0.0%	0	8.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too expensive to get there	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Too long / inconvenient journey (too far from home)	28.1%	49	0.0%	0	7.5%	1	0.0%	0	0.0%	0	47.1%	10	5.9%	1	10.5%	1	46.3%	14	17.6%	2	30.4%	9	42.1%	13
Traffic congestion	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	2.2%	1
Vacant shops	1.2%	2	0.0%	0	22.2%	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
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	0.0%	0
Don't drive so it's difficult to get there	0.8%	1	0.0%	0	0.0%	0	5.8%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0
Don't like big shopping centres	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	6.1%	1	0.0%	0	0.0%	0
Don't like driving that far	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	2.0%	0	0.0%	0	0.0%	0
Don't like Festival Place Shopping Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0
Health reasons / mobility problems	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	1	0.0%	0	0.0%	0	3.9%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Just prefer to use other places	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1
Lost my car last time so it's put me off going there again	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	2.9%	0	0.0%	0	0.0%	0
Not familiar with the place	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	7.0%	2	8.6%	1	0.0%	0	0.0%	0
Poor atmosphere	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0
Prefer online shopping	4.5%	8	63.3%	3	0.0%	0	12.4%	2	26.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	3.8%	1
Prefer to use supermarkets	0.4%	1	0.0%	0	7.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prefer towns with more charity shops	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.1%	2	3.3%	1	0.0%	0	0.0%	0	0.0%	0
Shops: Doesn't have my favourite store	0.5%	1	0.0%	0	5.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Shops: Lack of clothing stores for larger sizes	2.1%	4	0.0%	0	10.8%	1	8.6%	1	6.1%	1	0.0%	0	8.7%	1	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0
Shops: Lack of stores for older people	1.7%	3	0.0%	0	0.0%	0	5.8%	1	18.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	0	0.0%	0	0.0%	0
Too big / shops too spread out	2.1%	4	0.0%	0	5.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	0	3.3%	1	6.8%	1	0.0%	0	3.4%	1
Too crowded / busy	3.0%	5	0.0%	0	0.0%	0	8.6%	1	0.0%	0	0.0%	0	5.9%	1	5.0%	0	0.0%	0	11.0%	1	7.0%	2	0.0%	0
Work there so don't want to visit there in my free time	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.0%	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	2.0%	0	9.8%	3	1.1%	0
(No particular reason)	24.3%	43	0.0%	0	10.8%	1	18.2%	2	21.0%	2	18.9%	4	41.0%	4	28.2%	3	18.1%	5	20.8%	2	34.7%	10	29.5%	9
Weighted base:	176			4		10		13		9		21		10		10		30		10		30		30
Sample:	240			3		10		13		10		15		13		13		44		36		24		59

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q15 Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?																								
Asda, Brighton Hill District Centre, Basingstoke	0.6%	6	1.1%	2	1.0%	1	0.8%	1	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Marks & Spencer, The Meadows (Shopping Centre), Sandhurst	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Worting Road, Thorneycroft Industrial Estate, Basingstoke	0.2%	3	0.0%	0	1.7%	2	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
B&Q, Lister Road, Basingstoke	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	0	2.2%	3	0.0%	0
Bensons for Beds, Brighton Hill Retail Park, Basingstoke	0.2%	2	0.0%	0	0.5%	0	1.1%	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
Carpetright, Brighton Hill Retail Park, Basingstoke	2.0%	22	3.2%	5	2.2%	2	4.1%	6	3.2%	3	1.1%	1	3.0%	3	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Brighton Hill Retail Park, Basingstoke	1.5%	17	2.2%	3	4.2%	4	1.9%	3	2.9%	3	0.0%	0	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Gastons Wood, Basingstoke	2.9%	32	0.5%	1	2.6%	3	0.0%	0	7.5%	7	6.0%	7	4.5%	5	0.0%	0	0.0%	0	5.1%	1	5.2%	7	0.0%	0
Harveys Furniture, Brighton Hill Retail Park	0.7%	7	1.7%	3	1.0%	1	0.5%	1	0.6%	1	1.7%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Homebase, Easton Lane, Winnall, Winchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Homebase, Winchester Road, Basingstoke	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homesense (TK Maxx), Festival Place, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Reading	4.5%	49	4.5%	7	3.1%	3	1.8%	3	7.4%	7	3.4%	4	4.6%	5	4.9%	4	4.7%	3	0.0%	0	9.5%	13	0.0%	0
IKEA, Southampton	0.9%	10	2.2%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.6%	0	0.7%	0	0.0%	0	3.3%	2
John Lewis, Basing View, Basingstoke	2.8%	31	1.0%	1	6.2%	6	1.6%	2	1.4%	1	1.8%	2	2.3%	3	6.1%	5	4.1%	3	9.6%	3	3.0%	4	0.0%	0
John Lewis, Broad Street, Reading Town Centre	0.7%	8	0.0%	0	0.0%	0	0.5%	1	1.2%	1	1.0%	1	0.8%	1	0.0%	0	0.6%	0	0.7%	0	2.5%	3	0.0%	0
John Lewis, Westquay Shopping Centre, Southampton	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	6.0%	3
Oak Furniture Land, St Michael's Retail Park,	0.5%	6	0.0%	0	1.7%	2	0.0%	0	0.6%	1	0.7%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Basingstoke																								
Reading Warehouses, New Road, Tadley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tapi Carpets and Floors, St. Michaels Retail Park, Basingstoke	0.9%	10	2.8%	4	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Entertainer, Festival Place, Basingstoke	0.2%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Churchill Way West, Basingstoke	0.3%	3	0.0%	0	0.0%	0	2.3%	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
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	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Alton 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	7.4%	2	0.0%	0	0.0%	0
Andover Town Centre	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.9%	1	0.0%	0	0.0%	0	9.9%	6
Basingstoke Town Centre: Festival Place Shopping Centre	2.5%	27	2.7%	4	1.7%	2	3.1%	4	3.8%	4	0.7%	1	6.4%	7	1.4%	1	0.0%	0	3.8%	1	2.3%	3	0.0%	0
Basingstoke Town Centre: The Malls Shopping Centre	0.3%	4	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Top of Town / Old 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	0.7%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: The whole of Basingstoke Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.6%	0	0.0%	0	0.7%	0	0.5%	1	0.0%	0
Brighton Hill District Centre	0.4%	4	0.0%	0	0.0%	0	2.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.4%	5	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	3.6%	1	1.5%	2	0.0%	0
Chandlers Ford, Winchester	0.3%	3	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	2.9%	2
Chineham District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Eastleigh 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	0.0%	0	0.0%	0	4.3%	2
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	0.0%	0	1.8%	2	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	0.0%	0	1.6%	2	0.0%	0
Fleet Town Centre	0.2%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Guildford Town Centre	0.3%	4	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	3.2%	1	1.1%	1	0.0%	0
Kingston upon Thames Town Centre	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Newbury Town Centre	1.5%	16	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.5%	1	2.3%	2	16.5%	12	0.0%	0	0.0%	0	0.6%	0
Oakley Village	0.7%	7	0.0%	0	0.5%	0	1.0%	1	0.6%	1	0.5%	1	0.0%	0	5.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Overton District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth City Centre	0.2%	3	0.0%	0	0.0%	0	1.8%	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
Reading Town Centre	0.8%	9	0.0%	0	0.0%	0	1.3%	2	0.0%	0	2.9%	4	0.8%	1	0.8%	1	2.0%	1	3.0%	1	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
(includes The Oracle Shopping Centre)																								
Salisbury City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.1%	1
Southampton City Centre (includes Westquay Shopping Centre)	0.6%	7	0.0%	0	0.5%	0	0.5%	1	1.2%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	2.1%	1	0.0%	0	5.6%	3
Whitchurch District Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	0.5%	6	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.6%	0	1.0%	0	0.0%	0	6.2%	3
Wokingham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Basingstoke Leisure Park, Worting Road, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	9.8%	108	10.3%	15	16.6%	17	12.6%	18	13.7%	14	15.1%	19	8.3%	9	12.6%	11	1.9%	1	2.4%	1	1.5%	2	3.0%	2
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	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Farnborough Gate Retail Park, Farnborough	1.1%	12	0.7%	1	0.0%	0	2.9%	4	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5	0.6%	0
Forbury Retail Park, Reading	0.6%	6	0.0%	0	0.0%	0	0.5%	1	1.2%	1	0.0%	0	0.8%	1	0.0%	0	2.8%	2	0.0%	0	1.1%	1	0.0%	0
Hatch Warren Retail Park, Wallop Drive, Basingstoke	0.5%	5	1.2%	2	1.0%	1	0.0%	0	0.0%	0	0.5%	1	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End Retail Park, Southampton	0.9%	10	0.0%	0	0.5%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	10.8%	6
London Road Retail Park, Newbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0
Newbury Retail Park, Pinchington Lane, Newbury	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.8%	1	1.2%	1	12.9%	9	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	0.9%	10	0.5%	1	0.7%	1	0.5%	1	0.0%	0	2.5%	3	4.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
St Michael's Retail Park, Basingstoke	1.0%	11	1.5%	2	1.2%	1	2.3%	3	0.6%	1	0.0%	0	2.3%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	14.6%	162	20.4%	30	18.4%	19	10.7%	15	12.3%	12	22.6%	28	13.9%	16	11.5%	10	6.6%	5	16.6%	5	11.7%	16	12.0%	7
Abingdon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ash Vale Village Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.6%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Basingstoke Business Centre, 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	0.0%	0
Boyatt Wood Industrial Estate, Eastleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Cirencester Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Furniture Village, Europa Park Road, Guildford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hambridge Lane Industrial Estate, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.2%	2	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		Zone 11		
Hatch Warren District Centre	0.1%	2	0.0%	0	0.0%	0	1.1%	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
Hook Town Centre	1.0%	11	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	9	0.0%	0
Hungerford Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Invincible Road, 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	0.0%	0	1.1%	1	0.0%	0
Moniton Trading Estate, West Ham Lane, Basingstoke	0.7%	8	0.0%	0	0.0%	0	0.8%	1	0.0%	0	2.2%	3	0.0%	0	4.5%	4	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Parkway Shopping Centre, Park Way, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Poole Retail Park, Redlands, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Romans Business Park, East 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	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Romsey Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Sofas and Stuff, The Walled Garden, Herriard	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solartron Retail Park, Solartron Road, Farnborough	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
The Meadows Centre, Marshall Road, Sandhurst	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
The Range, Ivy Road, Aldershot	0.0%	0	0.0%	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	0.0%	0	0.0%	0
Vale Furnishers, Wharf Road, Ash Vale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wall to Wall Flooring, Tintern Close, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester Trade Park, Easton Lane, Winchester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Winnall Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Worting Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
(Don't know / varies)	7.3%	81	11.3%	16	9.2%	9	6.0%	9	6.9%	7	5.9%	7	6.2%	7	3.8%	3	2.0%	1	8.5%	2	12.9%	17	1.8%	1
(Don't do this type of shopping)	25.3%	279	27.1%	39	15.3%	16	32.4%	46	24.1%	24	25.3%	31	29.8%	34	25.5%	22	34.7%	25	19.5%	5	17.5%	24	23.5%	13
Weighted base:	1103			145		102		142		99		124		114		85		73		28		135		56
Sample:	1103			101		100		100		100		100		101		101		100		100		100		100

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Q16 Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?																								
Asda, Brighton Hill District Centre, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Gastons Wood, Basingstoke	0.3%	3	0.0%	0	0.0%	0	2.3%	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
Morrisons, Elvetham Heath, (The Key), 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	0.0%	0	0.5%	1	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Avenue Nurseries, Lasham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
B&M, Worting Road, Thorneycroft Industrial Estate, Basingstoke	0.6%	7	0.0%	0	3.3%	3	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Invincible Road, Farnborough	2.9%	32	0.7%	1	0.0%	0	0.8%	1	0.0%	0	0.7%	1	1.8%	2	0.0%	0	0.0%	0	0.0%	0	20.1%	27	0.0%	0
B&Q, Lister Road, Basingstoke	24.6%	272	31.0%	45	36.3%	37	24.2%	34	38.8%	38	29.9%	37	24.7%	28	14.4%	12	2.6%	2	21.1%	6	21.8%	30	3.8%	2
B&Q, London Road Retail Park, Newbury	3.5%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.8%	2	0.0%	0	46.7%	34	0.0%	0	0.0%	0	0.0%	0
B&Q, Reading Gate Retail Park, Acre Road, Reading	3.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	7	6.9%	8	0.0%	0	0.9%	1	0.0%	0	13.0%	18	0.0%	0
Basingstoke Garden Centre, North Waltham	0.3%	3	0.0%	0	1.7%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Conkers Garden Centre, Old Basing	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Dunelm, Gastons Wood, Basingstoke	0.2%	3	0.5%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elm Park Garden Centre, Pamber End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Winchester Road, Basingstoke	1.0%	11	2.5%	4	0.0%	0	2.6%	4	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Easton Lane, Winnall, Winchester	2.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	42.7%	24
Homebase, Enham Arch Retail Park, Newbury Road, Andover	2.3%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	16.1%	14	3.3%	2	0.0%	0	0.0%	0	10.7%	6
Homebase, Kenavon Drive, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Winchester Road, Basingstoke	15.5%	170	13.1%	19	25.1%	26	23.8%	34	24.5%	24	10.8%	13	6.4%	7	32.5%	28	3.3%	2	13.0%	4	9.4%	13	1.1%	1
Homesense (TK Maxx), Festival Place, Basingstoke	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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IKEA, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Warehouses, New Road, Tadley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rosebourne Garden Centre, Basingstoke Road, Aldermaston	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Thorneycroft Industrial Estate, Basingstoke	0.8%	9	3.8%	5	1.0%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Sherfield on Loddon Garden Centre (Capital Gardens), Sherfield on Loddon	0.1%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
The Range, Gastons Wood, Basingstoke	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Winchester Road Trade Park, Basingstoke	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Churchill Way West, Basingstoke	6.4%	71	7.9%	12	8.3%	8	9.7%	14	7.9%	8	10.8%	13	3.3%	4	5.8%	5	9.3%	7	0.7%	0	0.0%	0	0.0%	0
Wickes, Enham Arch Retail Park, Newbury Road, Andover	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.9%	1	0.0%	0	0.0%	0	7.6%	4
Wilko, The Malls Shopping Centre, Basingstoke Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	11.9%	3	0.0%	0	0.0%	0
Andover Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Basingstoke Town Centre: Festival Place Shopping Centre	1.7%	18	5.2%	8	0.0%	0	4.1%	6	0.0%	0	0.7%	1	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: The Malls Shopping Centre	1.2%	14	1.7%	3	0.5%	0	3.1%	4	0.0%	0	2.2%	3	1.8%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old 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	0.7%	0	0.0%	0	0.0%	0
Farnborough 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	0.0%	0	2.2%	3	0.0%	0
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	0.0%	0	1.7%	2	0.0%	0
Newbury Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0
Overton District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre (includes The Oracle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Shopping Centre)																								
Tadley District Centre	2.2%	24	0.0%	0	0.0%	0	0.0%	0	0.6%	1	2.2%	3	15.6%	18	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0
Whitchurch District Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Brighton Hill Retail Park, Basingstoke	0.8%	9	0.5%	1	0.0%	0	0.0%	0	2.7%	3	2.5%	3	1.1%	1	0.6%	0	0.0%	0	1.5%	0	0.0%	0	1.2%	1
Enham Arch Retail Park, Newbury Road, Andover	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	3.2%	2
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	0.0%	0	0.5%	1	0.0%	0
Farnham Retail Park, Guildford Road, 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	0.0%	0	0.0%	0	1.1%	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	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Newbury Retail Park, Pinchington Lane, Newbury	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	8.4%	6	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	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thornycroft Industrial Estate, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Internet / delivery	4.0%	44	4.0%	6	2.6%	3	7.3%	10	4.9%	5	3.8%	5	2.3%	3	3.9%	3	2.7%	2	1.4%	0	4.6%	6	2.6%	1
Alton Retail Park, Mill Lane, Alton	0.4%	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	16.8%	5	0.0%	0	0.0%	0
B&Q, Portrack Lane, Stockton-on-Tees	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Shakespeare Road, Eastleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Basing View Business Park, Basingstoke	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templer Avenue, Farnborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Salisbury Road, Andover	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forest Lodge Garden Centre, Holt Pound, Farnham	0.0%	0	0.0%	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	0.0%	0	0.0%	0
Hillier Garden Centre, Romsey Road, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Hook Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Longacres Garden Centre, London Road, Bagshot	0.3%	3	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Mortimer West End Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nursling Industrial Estate, Nursling, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Penwood Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Redfields Garden Centre,	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	5	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Church Crookham, 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	0.0%	0	0.0%	0	1.2%	1
Rosebourne Garden Centre, Amesbury Road, Weyhill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Screwfix, Bone Lane, Newbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Screwfix, The Rose Estate, Hook	0.0%	0	0.0%	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	0.0%	0	0.0%	0
Squire's Garden Centre, Badshot Lea Road, Badshot Lea	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Michael's Hospice Furniture Shop, Onslow Close, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walworth Industrial Estate, South Way, Andover	0.3%	3	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Portway Industrial Estate, 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	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Wickes, Easton Lane, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverton Plants, Wolverton, Tadley	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Wykeham Industrial Estate, Moorside Road, 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	2.9%	2	0.0%	0	0.0%	0	0.0%	0
Yew Tree Garden Centre, Hatt Common, Ball Hill	3.8%	42	3.2%	5	2.1%	2	5.9%	8	3.8%	4	6.2%	8	5.3%	6	1.8%	2	0.6%	0	3.4%	1	2.7%	4	5.6%	3
(Don't know / varies)	14.0%	155	23.7%	34	15.3%	16	12.8%	18	10.4%	10	13.0%	16	15.7%	18	12.4%	11	6.4%	5	18.1%	5	12.3%	17	9.4%	5
(Don't do this type of shopping)																								
Weighted base:	1103		145		102		142		99		124		114		85		73		28		135		56	
Sample:	1103		101		100		100		100		100		101		101		100		100		100		100	

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q17 Where do you normally do most of your household's shopping for CDs, vinyl, DVDs, Blurays, etc.) (Excluding gaming)?																								
Asda, Brighton Hill District Centre, Basingstoke	1.3%	14	2.3%	3	7.1%	7	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Asda, Chalfont Way, Lower Earley, Reading	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	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	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	0.6%	6	0.7%	1	0.0%	0	0.5%	1	3.7%	4	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, 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	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Sainsbury's Superstore, 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	0.0%	0	8.0%	2	0.0%	0	0.0%	0
Sainsbury's Superstore, Farnham Trading Estate, Water Lane, 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	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Sainsbury's Superstore, Hector's Way, Newbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mulfords Hill, Tadley	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Shepherds Spring Lane, Andover	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Station Mall, Basingstoke Town Centre (The Malls)	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	0.0%	0	3.2%	4	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Tesco Extra, Newbury Retail Park, Pinchington Lane, Newbury	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	6	0.0%	0	0.0%	0	0.0%	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	1.5%	0	0.0%	0	0.0%	0
Tesco Extra, 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	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Tesco Superstore, District Shopping Centre, Chineham	0.2%	3	0.0%	0	0.0%	0	0.8%	1	0.6%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Tesco Superstore, 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	0.0%	0	1.1%	1	0.0%	0
Waitrose, Basing View, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Currys PC World, 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	0.6%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Basing View, Basingstoke	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Andover Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Festival Place Shopping Centre	16.3%	180	18.5%	27	13.5%	14	23.3%	33	31.3%	31	15.9%	20	19.2%	22	14.8%	13	6.2%	4	2.1%	1	9.8%	13	4.4%	2
Basingstoke Town Centre: The Malls Shopping Centre	0.8%	9	1.7%	3	3.3%	3	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: The whole of Basingstoke Town Centre	0.3%	3	0.5%	1	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Chineham District Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Newbury Town Centre	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	8	0.0%	0	0.0%	0	0.0%	0
Overton District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre (includes The Oracle Shopping 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	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Tadley District Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	5
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	0.0%	0	0.5%	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	0.0%	0	0.0%	0	1.2%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Internet / delivery	30.2%	333	29.7%	43	31.3%	32	27.5%	39	20.6%	20	33.2%	41	32.6%	37	32.4%	28	27.9%	20	27.0%	8	33.9%	46	33.0%	19
(Don't know / varies)	1.3%	15	1.7%	3	0.5%	0	0.0%	0	2.0%	2	2.2%	3	0.0%	0	0.6%	0	0.0%	0	0.0%	0	3.5%	5	3.2%	2
(Don't do this type of shopping)	43.2%	477	44.3%	64	43.3%	44	44.1%	63	41.8%	41	42.0%	52	41.1%	47	43.7%	37	40.6%	30	52.0%	15	43.0%	58	46.8%	26
Weighted base:		1103		145		102		142		99		124		114		85		73		28		135		56
Sample:		1103		101		100		100		100		100		101		101		100		100		100		100

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q18 Where do you normally do most of your household's shopping for audio visual, photographic, computer items (such as TVs, cameras, ipads, telephones etc) and all other domestic electrical goods (such as irons, kettles, fridges, freezers, dishwashers etc)?																								
Asda, Brighton Hill District Centre, Basingstoke	1.4%	16	2.8%	4	3.7%	4	0.0%	0	4.5%	4	2.2%	3	0.0%	0	0.6%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Asda, Princess Mead Shopping Centre, (Westmead), 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	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Lidl, Worting Road, Basingstoke	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	0.3%	3	0.5%	1	0.0%	0	0.0%	0	0.6%	1	1.0%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Badger Farm Road, Badger Farm, Winchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Sainsbury's Superstore, Bath Road, 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	0.0%	0
Sainsbury's Superstore, Draymans Way, Alton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Hector's Way, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mulfords Hill, Tadley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Shepherds Spring Lane, Andover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	0.4%	5	0.0%	0	1.5%	2	0.8%	1	0.9%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	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	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	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	1.5%	0	0.0%	0	0.0%	0
Tesco Extra, Winnall, Winchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Tesco Superstore, District Shopping Centre, Chineham	0.2%	2	0.5%	1	0.0%	0	0.0%	0	0.6%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Basing View, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos (in Sainsbury's), South 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	0.0%	0	0.0%	0	1.1%	1	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Argos (in Sainsbury's), Wallop Drive, Kempshott	0.3%	4	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Argos, Old Basing Mall, Basingstoke	0.3%	4	0.5%	1	0.0%	0	0.0%	0	0.6%	1	1.2%	2	0.0%	0	0.8%	1	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	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
B&Q, Lister Road, Basingstoke	0.4%	4	0.0%	0	1.7%	2	0.0%	0	0.0%	0	1.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Reading Gate Retail Park, Acre Road, Reading	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Currys PC World, Brighton Hill Retail Park, Basingstoke	18.4%	203	17.4%	25	31.2%	32	22.5%	32	30.7%	30	19.9%	25	18.0%	21	20.5%	17	4.6%	3	30.7%	9	5.7%	8	1.8%	1
Currys PC World, Churchill Retail Park, Andover	1.0%	11	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	4	1.9%	1	0.0%	0	0.0%	0	5.1%	3
Currys PC World, Farnborough Gate, Farnborough	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	9	0.0%	0
Currys PC World, Moorside Road, Winchester	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.0%	0	0.0%	0	14.6%	8
Currys PC World, Newbury Retail Park, Newbury	2.1%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	3.0%	3	2.5%	2	20.9%	15	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Reading Gate Retail Park, Reading	1.4%	16	0.0%	0	0.0%	0	0.5%	1	0.0%	0	2.2%	3	4.1%	5	0.0%	0	2.2%	2	0.0%	0	4.4%	6	0.0%	0
Dunelm, Gastons Wood, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Easton Lane, Winnall, Winchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Homebase, Winchester Road, Basingstoke	0.4%	4	0.0%	0	1.0%	1	0.5%	1	0.0%	0	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Basing View, Basingstoke	4.9%	54	2.1%	3	1.0%	1	5.1%	7	3.2%	3	6.5%	8	2.1%	2	19.0%	16	1.4%	1	12.0%	3	5.9%	8	0.8%	0
John Lewis, Broad Street, Reading Town Centre	1.1%	12	0.0%	0	0.0%	0	0.0%	0	1.2%	1	4.4%	5	0.0%	0	0.0%	0	0.0%	0	0.7%	0	3.7%	5	0.0%	0
John Lewis, Westquay Shopping Centre, Southampton	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	7.2%	4
Reading Warehouses, New Road, Tadley	1.0%	11	0.0%	0	0.0%	0	0.5%	1	1.2%	1	0.5%	1	7.3%	8	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Thorneycroft Industrial Estate, Basingstoke	0.2%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Gastons Wood, Basingstoke	0.3%	3	1.1%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Andover Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2
Basingstoke Town Centre:	7.2%	80	18.0%	26	10.5%	11	13.5%	19	4.0%	4	0.7%	1	8.6%	10	4.9%	4	0.0%	0	1.5%	0	2.2%	3	2.8%	2

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Festival Place Shopping Centre																								
Basingstoke Town Centre: The Malls Shopping Centre	0.3%	3	0.0%	0	0.7%	1	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	0.2%	2	0.5%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old 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	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: The whole of Basingstoke Town Centre	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.1%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Fleet Town Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	5	0.0%	0
Newbury 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	8.6%	6	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre (includes The Oracle Shopping Centre)	1.7%	19	0.0%	0	0.0%	0	0.0%	0	2.0%	2	5.6%	7	0.8%	1	0.0%	0	0.0%	0	0.0%	0	6.9%	9	0.0%	0
Southampton City Centre (includes Westquay Shopping Centre)	0.3%	3	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	2.4%	1
Tadley District Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	3.7%	4	0.0%	0	2.1%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Brighton Hill Retail Park, Basingstoke	2.6%	29	1.5%	2	2.2%	2	6.0%	9	3.8%	4	4.0%	5	1.1%	1	2.6%	2	0.6%	0	1.7%	0	2.1%	3	0.0%	0
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	2.6%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Farnborough Gate Retail Park, Farnborough	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	3.3%	4	0.0%	0
Hatch Warren Retail Park, Wallop Drive, Basingstoke	0.2%	3	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End Retail Park, Southampton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3
Newbury Retail Park, Pinchington Lane, Newbury	1.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.8%	1	0.0%	0	23.9%	17	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	31.8%	351	33.2%	48	31.9%	32	35.7%	51	18.9%	19	38.2%	47	34.4%	39	20.2%	17	22.0%	16	32.7%	9	37.8%	51	37.4%	21
Argos (in Sainsbury's), Draymans Way, Alton	0.0%	0	0.0%	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	0.0%	0	0.0%	0
Costco, South Oak Way, Reading	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.7%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Easton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Lane, Winchester																								
Currys PC World, Woodbridge Road, Guildford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Daneshill East Industrial Estate, Bell Road, Basingstoke	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easton Lane, 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	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Parkway Shopping Centre, Park Way, Newbury	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	4	0.0%	0	0.0%	0	0.0%	0
Teesside Shopping Park, Thornaby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.0%	22	3.0%	4	2.1%	2	0.8%	1	2.0%	2	1.0%	1	3.1%	3	2.1%	2	0.6%	0	0.0%	0	3.0%	4	2.0%	1
(Don't do this type of shopping)	9.6%	106	16.2%	23	9.6%	10	9.3%	13	18.1%	18	5.2%	6	9.3%	11	8.6%	7	3.2%	2	2.1%	1	9.0%	12	4.3%	2
Weighted base:	1103		145		102		142		99		124		114		85		73		28		135		56	
Sample:	1103		101		100		100		100		100		101		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		Zone 11	
Q19 Where do you normally do most of your household's shopping for books (incl. encyclopaedias, text books, guidebooks and musical scores) and stationery (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?																								
Asda, Anton Mill Road, Andover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Asda, Brighton Hill District Centre, Basingstoke	2.1%	23	1.1%	2	7.9%	8	4.2%	6	3.1%	3	2.2%	3	0.0%	0	0.8%	1	0.0%	0	0.7%	0	0.5%	1	0.0%	0
Asda, Honey End Lane, Tilehurst, Reading	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Marks & Spencer, Festival Place, Basingstoke Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Morrisons, Elvetham Heath, (The Key), 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	0.0%	0	1.0%	1	0.0%	0
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	0.4%	4	0.5%	1	2.0%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, 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	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Sainsbury's Superstore, 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	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Hector's Way, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mulfords Hill, Tadley	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	6	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Station Mall, Basingstoke Town Centre (The Malls)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	1.0%	11	0.7%	1	4.4%	4	0.8%	1	3.0%	3	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.7%	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	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, River Way, Andover	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1
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	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.7%	1	0.0%	0
Tesco Extra, 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	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Tesco Superstore, District Shopping Centre, Chineham	0.6%	7	0.0%	0	0.0%	0	0.0%	0	2.3%	2	3.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Road, Newbury													
Tesco Superstore, Station Road, Hook	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Currys PC World, Brighton Hill Retail Park, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%
Hobbycraft, Winchester Road, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Winchester Road, Basingstoke	0.6%	7	0.7%	1	3.3%	3	0.0%	0	2.5%	2	0.0%	0	0.0%
Homesense (TK Maxx), Festival Place, Basingstoke	0.2%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pound Stretcher, Hatch Warren Retail Park, Basingstoke	0.2%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Smyths Toys, St Michael's Retail Park, Basingstoke	0.2%	2	0.0%	0	0.7%	1	0.5%	1	0.0%	0	0.0%	0	0.6%
The Range, Gastons Wood, Basingstoke	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%
Alresford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
Alton Town Centre	0.6%	7	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	23.4%
Andover Town Centre	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.6%
Basingstoke Town Centre: Festival Place Shopping Centre	24.3%	268	37.9%	55	15.7%	16	34.4%	49	26.7%	26	28.1%	35	26.5%
Basingstoke Town Centre: The Malls Shopping Centre	2.9%	32	3.0%	4	3.8%	4	4.3%	6	2.5%	2	2.2%	3	0.0%
Basingstoke Town Centre: Top of Town / Old Basingstoke	0.9%	10	2.8%	4	2.1%	2	1.8%	3	1.2%	1	0.0%	0	0.0%
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	0.3%	3	0.0%	0	0.7%	1	0.8%	1	0.6%	1	0.0%	0	0.0%
Basingstoke Town Centre: The whole of Basingstoke Town Centre	0.2%	3	0.5%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%
Brighton Hill District Centre	0.3%	3	0.0%	0	1.7%	2	0.8%	1	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%
Central London / West End	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%
Chineham District Centre	0.5%	6	0.5%	1	0.0%	0	0.0%	0	3.2%	3	1.0%	1	0.0%
Farnham Town Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Fleet Town Centre	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%
Kingsclere Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Newbury Town Centre	2.1%	24	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	30.7%	22	0.0%	0	0.0%	0	0.0%	0
Oakley Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odiham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Overton District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre (includes The Oracle Shopping Centre)	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.0%	1	0.0%	0	0.0%	0	0.7%	0	3.2%	4	0.0%	0
Tadley District Centre	0.8%	9	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	5.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	1.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	4.0%	3	0.0%	0	1.7%	0	0.0%	0	28.5%	16
Basingstoke Leisure Park, 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	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	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	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
St Michael's Retail Park, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Internet / delivery	33.6%	370	28.8%	42	32.7%	33	35.3%	50	25.4%	25	40.8%	51	28.1%	32	34.0%	29	41.8%	30	27.6%	8	36.2%	49	38.1%	21
Aldermaston Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, South Oak Way, Reading	0.2%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gastons Wood Industrial Estate, Reading Road, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook Town Centre	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.5%	1	0.0%	0
Northern Business Park, Northern Avenue, Andover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Popley Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherfield on Loddon Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Carpenters Down, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upton Grey Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Wellington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
(Don't know / varies)	3.4%	38	4.5%	6	2.1%	2	1.3%	2	3.4%	3	5.1%	6	5.8%	7	0.6%	0	0.6%	0	0.0%	0	6.5%	9	2.6%	1
(Don't do this type of shopping)	15.5%	171	14.6%	21	20.0%	20	14.1%	20	19.6%	19	12.1%	15	24.2%	28	13.3%	11	17.3%	13	16.0%	4	10.4%	14	8.9%	5
Weighted base:		1103		145		102		142		99		124		114		85		73		28		135		56
Sample:		1103		101		100		100		100		100		101		101		100		100		100		100

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q20 Where do you normally do most of your household's shopping for games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments?																								
Asda, Brighton Hill District Centre, Basingstoke	0.8%	9	1.6%	2	2.8%	3	1.3%	2	1.2%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Honey End Lane, Tilehurst, Reading	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Lidl, Gastons Wood, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Elvetham Heath, (The Key), Fleet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	0.6%	6	3.3%	5	0.5%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Draymans Way, Alton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Hector's Way, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mulfords Hill, Tadley	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	0.9%	10	0.0%	0	1.0%	1	3.1%	4	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.0%	0	2.1%	1	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	0.0%	0	1.3%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, River Way, Andover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Tesco Extra, Winnall, Winchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Tesco Superstore, District Shopping Centre, Chineham	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.8%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Tresham Crescent, Yateley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Argos (in Sainsbury's), South 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	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Argos (in Sainsbury's), Wallop Drive, Kempshott	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Argos, Old Basing Mall, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Avenue Nurseries, Lasham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
B&M, Worting Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Thorneycroft Industrial Estate, Basingstoke																								
Boots, Chineham District Centre, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hobbycraft, Winchester Road, Basingstoke	1.9%	21	0.0%	0	3.6%	4	4.6%	7	3.2%	3	2.2%	3	0.8%	1	1.1%	1	0.6%	0	1.5%	0	1.2%	2	0.0%	0
Home Bargains, Winchester Road, Basingstoke	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Easton Lane, Winnall, Winchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
John Lewis, Westquay Shopping Centre, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Matalan, Chineham District Centre, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mole Country Stores, Sherfield on Loddon	0.1%	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	2.1%	1	0.0%	0	0.0%	0
Pets at Home, Hatch Warren Retail Park, Basingstoke	3.5%	39	5.0%	7	11.2%	11	5.7%	8	4.3%	4	4.7%	6	0.8%	1	0.8%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Sherfield on Loddon Garden Centre (Capital Gardens), Sherfield on Loddon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smyths Toys, St Michael's Retail Park, Basingstoke	3.9%	43	3.2%	5	5.2%	5	2.8%	4	8.2%	8	2.2%	3	4.3%	5	5.2%	4	0.0%	0	0.7%	0	6.1%	8	0.8%	0
Sports Direct, Festival Place, Basingstoke	1.1%	13	1.7%	3	0.0%	0	1.8%	3	0.0%	0	2.9%	4	0.8%	1	2.1%	2	0.0%	0	1.0%	0	0.7%	1	0.0%	0
The Entertainer, Festival Place, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Gastons Wood, Basingstoke	0.3%	3	1.7%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Alton 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	8.5%	2	0.0%	0	0.0%	0
Andover Town Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.6%	0	0.0%	0	0.0%	0	7.6%	4
Basingstoke Town Centre: Festival Place Shopping Centre	15.4%	169	22.7%	33	19.9%	20	24.7%	35	10.1%	10	11.6%	14	17.6%	20	15.3%	13	5.9%	4	1.4%	0	10.8%	15	7.8%	4
Basingstoke Town Centre: The Malls Shopping Centre	0.3%	3	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	0.5%	5	1.1%	2	0.0%	0	0.5%	1	0.6%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Basingstoke Town Centre: The whole of Basingstoke Town Centre	0.4%	4	0.0%	0	0.0%	0	0.8%	1	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.8%	1	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	0.0%	0	0.5%	1	0.0%	0
Central London / West End	0.3%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.6%	0
Chineham District Centre	0.4%	4	1.2%	2	1.0%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	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	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Farnborough Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	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	0.7%	0	0.5%	1	0.0%	0
Fleet 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	0.0%	0	0.0%	0	4.0%	5	0.0%	0
Newbury Town Centre	1.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	22.6%	16	0.0%	0	0.0%	0	0.0%	0
Odiham 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	0.7%	0	0.0%	0	0.0%	0
Overton District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre (includes The Oracle Shopping Centre)	0.1%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre (includes Westquay Shopping 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	0.0%	0	0.7%	1	3.8%	2
Tadley District Centre	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	10	0.6%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	1.0%	0	0.0%	0	13.6%	8
Woking 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	0.0%	0	1.7%	2	0.0%	0
Basingstoke Leisure Park, Worting Road, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	1.2%	14	2.7%	4	2.4%	2	1.3%	2	0.9%	1	1.1%	1	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enham Arch Retail Park, Newbury Road, Andover	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1
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	0.0%	0	1.0%	1	0.0%	0
Hatch Warren Retail Park, Wallop Drive, Basingstoke	0.8%	9	1.2%	2	0.7%	1	0.8%	1	1.2%	1	0.7%	1	0.8%	1	1.2%	1	0.0%	0	3.5%	1	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	0.0%	0	0.0%	0	0.0%	0	2.5%	1
London Road Retail Park, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Newbury Retail Park, Pinchington Lane, Newbury	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.5%	1	0.0%	0	0.0%	0	9.9%	7	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	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	0.0%	0	3.9%	5	0.0%	0
St Michael's Retail Park, Basingstoke	0.5%	6	0.5%	1	1.5%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Internet / delivery	25.5%	281	17.1%	25	21.9%	22	25.5%	36	21.7%	21	29.9%	37	32.9%	38	28.4%	24	26.5%	19	21.6%	6	29.8%	40	21.1%	12

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Alton Retail Park, Mill Lane, Alton	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	2.2%	3	0.0%	0
Andover Trade Park, Churchill Way West, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Basingstoke Golf Club, Basingstoke	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beech Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Burghfield Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templer Avenue, Farnborough	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daneshill East Industrial Estate, Bell 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	1.0%	0	0.0%	0	0.0%	0
Exeter City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go Outdoors, Reading Road, Chineham, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0
Henry Street Garden Centre, Swallowfield Road, Arborfield Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Hook Town Centre	0.4%	4	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	2.5%	3	0.0%	0
Kempshott Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metrocentre, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parkway Shopping Centre, Park Way, Newbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Pets at Home, 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	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Pets Corner, Andover Road, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.8%	0
Smyths Toys, Churchill Way West, Salisbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solartron Retail Park, Solartron Road, 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	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Sports Direct, Bath Road, Calcot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Designer Outlet, Kemble Drive, Swindon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Test Valley Golf Club, Micheldever Road, Overton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thatcham 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	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Weybrook Park Golf Club, Rooksdown Lane, Sherborne St John	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
(Don't know / varies)	2.4%	26	3.2%	5	2.1%	2	2.6%	4	0.0%	0	7.1%	9	2.8%	3	0.0%	0	1.3%	1	1.4%	0	0.5%	1	3.0%	2
(Don't do this type of shopping)	25.8%	285	29.3%	42	22.1%	22	21.4%	30	37.2%	37	29.3%	36	19.9%	23	23.4%	20	25.3%	18	39.5%	11	22.0%	30	26.4%	15
Weighted base:		1103		145		102		142		99		124		114		85		73		28		135		56
Sample:		1103		101		100		100		100		100		101		101		100		100		100		100

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q21 Where do you normally do most of your household's shopping on all goods for personal care (including, electric razors, hair dryers, bathroom scales, cosmetics, perfume, toothpaste, etc), other medical and pharmaceutical products (e.g. vitamins, plasters) and therapeutic appliances (e.g. spectacles, hearing aids, wheelchairs, contact lenses etc)?												
Aldi, Alton Retail Park, Alton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Winchester Road, Basingstoke	0.2%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Aldi, Winklebury Way, Basingstoke	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brighton Hill District Centre, Basingstoke	1.8%	20	0.0%	0	6.4%	6	5.7%	8	0.0%	0	2.2%	3
Asda, Chalfont Way, Lower Earley, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Lidl, Gastons Wood, Basingstoke	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Lidl, London Road, Newbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Lidl, Worting Road, Basingstoke	0.3%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Marks & Spencer, Chineham District Centre, Basingstoke	0.2%	2	0.7%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Marks & Spencer, Festival Place, Basingstoke Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Morrisons, Elvetham Heath, (The Key), Fleet	0.1%	1	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	0.0%	0	0.0%	0
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	1.9%	21	2.8%	4	1.7%	2	5.9%	8	0.0%	0	2.8%	3
Sainsbury's Superstore, 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 Superstore, Bath Road, Calcot, Reading	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3
Sainsbury's Superstore, Cambridge Walk, Camberley	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Draymans Way, Alton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Farnham Trading Estate,	0.3%	3	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	Zone 11											
Water Lane, Farnham																								
Sainsbury's Superstore, Hector's Way, Newbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mulfords Hill, Tadley	2.9%	32	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.3%	3	23.6%	27	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Sainsbury's Superstore, Station Mall, Basingstoke Town Centre (The Malls)	0.4%	4	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	5.0%	56	4.2%	6	12.2%	12	18.0%	26	3.2%	3	0.7%	1	0.0%	0	5.3%	4	0.0%	0	5.5%	2	0.7%	1	0.6%	0
Tesco Extra, Newbury Retail Park, Pinchington Lane, Newbury	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	1	4.4%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, River Way, Andover	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	8	0.6%	0	0.0%	0	0.0%	0	6.2%	4
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	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.7%	1	0.0%	0
Tesco Extra, Winnall, Winchester	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	9.8%	6
Tesco Superstore, District Shopping Centre, Chineham	3.9%	43	0.5%	1	0.5%	0	1.3%	2	11.1%	11	20.0%	25	0.8%	1	0.6%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Tesco Superstore, Finchampstead Road, Wokingham	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Station Road, Hook	1.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	9.7%	13	0.0%	0
Tesco Superstore, Wellington Avenue, Aldershot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Waitrose, Basing View, Basingstoke	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Waitrose, Tresham Crescent, Yateley	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	0.0%	0	2.9%	4	0.0%	0
Argos (in Sainsbury's), Wallop Drive, Kempshott	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Brighton Hill District Centre, Basingstoke	2.1%	23	0.0%	0	13.5%	14	4.1%	6	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	2.0%	1
Boots, Chineham District	2.7%	30	4.6%	7	0.0%	0	0.0%	0	5.4%	5	5.3%	7	0.8%	1	0.8%	1	0.0%	0	1.0%	0	6.8%	9	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Centre, Basingstoke																								
Currys PC World, Brighton Hill Retail Park, Basingstoke	0.3%	4	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Winchester Road, Basingstoke	1.0%	11	1.1%	2	0.5%	0	4.1%	6	0.0%	0	1.6%	2	0.8%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smyths Toys, St Michael’s Retail Park, Basingstoke	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, The Malls Shopping Centre, Basingstoke Town Centre	0.2%	2	0.7%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Alton Town Centre	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.3%	10	0.7%	1	0.0%	0
Andover Town Centre	1.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	2.6%	2	0.0%	0	0.0%	0	17.6%	10
Basingstoke Town Centre: Festival Place Shopping Centre	22.0%	243	48.5%	70	16.7%	17	25.0%	35	33.6%	33	10.7%	13	24.8%	28	27.5%	23	5.4%	4	8.8%	2	10.7%	15	2.1%	1
Basingstoke Town Centre: The Malls Shopping Centre	3.3%	36	4.0%	6	9.9%	10	3.6%	5	4.9%	5	3.9%	5	0.0%	0	0.8%	1	0.6%	0	0.0%	0	3.2%	4	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	0.3%	4	0.5%	1	1.0%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	1.5%	16	3.8%	5	2.1%	2	1.3%	2	2.6%	3	0.5%	1	3.0%	3	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: The whole of Basingstoke Town Centre	0.2%	3	0.0%	0	0.7%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Brighton Hill District Centre	1.0%	11	0.0%	0	8.7%	9	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.8%	0
Chineham District Centre	3.8%	42	1.8%	3	0.0%	0	0.5%	1	8.9%	9	21.9%	27	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Farnham Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	1.1%	1	0.0%	0
Fleet 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	0.0%	0	0.0%	0	4.0%	5	0.0%	0
Kingsclere Village	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	9	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	2.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0	33.4%	24	0.0%	0	0.0%	0	0.8%	0
Oakley Village	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odiham Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	2	1.0%	1	0.0%	0
Overton District Centre	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre (includes The Oracle Shopping Centre)	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.6%	1	2.2%	3	1.3%	1	0.0%	0	0.0%	0	0.7%	0	1.7%	2	0.0%	0
Southampton City Centre (includes Westquay	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	4.5%	3

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Shopping Centre)																								
Tadley District Centre	2.9%	32	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	23.7%	27	0.0%	0	0.0%	0	1.5%	0	1.1%	1	0.0%	0
Whitchurch District Centre	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	8	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	1.8%	20	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.7%	0	0.0%	0	32.0%	18
Yately 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	0.0%	0	1.6%	2	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.3%	3	0.0%	0	1.7%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Retail Park, Pinchington Lane, Newbury	1.5%	17	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.8%	1	0.6%	0	20.5%	15	0.0%	0	0.0%	0	0.0%	0
St Michael's Retail Park, Basingstoke	0.3%	3	0.0%	0	0.0%	0	2.3%	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
Internet / delivery	8.2%	90	5.1%	7	12.5%	13	11.3%	16	1.2%	1	10.3%	13	5.3%	6	10.3%	9	2.5%	2	8.9%	2	12.2%	16	8.1%	5
Abbey Road, Basingstoke	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Weyhill Road, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beggarwood Local Centre	0.1%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Costco, South Oak Way, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templer Avenue, 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	0.0%	0	1.1%	1	0.0%	0
Four Marks Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	9	0.0%	0
Hook Town Centre	1.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	0	13.2%	18	0.0%	0
Kings Furlong Local Centre	0.6%	6	4.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mortimer West End Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakridge Village Centre	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Basing Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Popley Local Centre	0.5%	5	0.0%	0	0.0%	0	0.5%	1	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Rooksdown Local Centre	0.6%	7	0.0%	0	0.0%	0	2.1%	3	3.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ham Local Centre	0.4%	4	0.0%	0	0.0%	0	1.5%	2	1.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Mary Bourne Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Stockbridge Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Sutton Scotney Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Upton Grey Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Waitrose, Station Road, Alton	0.0%	0	0.0%	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	0.0%	0	0.0%	0
Waitrose, Stockbridge Road, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Waitrose, The Hart, Farnham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Weeke Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Winklebury Local Centre	0.7%	7	0.0%	0	0.0%	0	5.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woolton Hill Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

Weighted:

January 2020

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
(Don't know / varies)	2.9%	32	8.6%	13	2.1%	2	2.3%	3	2.6%	3	1.7%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	5.5%	7	1.8%	1
(Don't do this type of shopping)	2.1%	23	4.0%	6	6.0%	6	0.0%	0	3.7%	4	0.0%	0	2.1%	2	2.0%	2	2.9%	2	0.7%	0	0.0%	0	1.1%	1
Weighted base:		1103		145		102		142		99		124		114		85		73		28		135		56
Sample:		1103		101		100		100		100		100		101		101		100		100		100		100

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q22 Where do you normally do most of your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses);																								
Aldi, Winklebury Way, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brighton Hill District Centre, Basingstoke	0.5%	5	2.2%	3	0.7%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Honey End Lane, Tilehurst, Reading	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Marks & Spencer, Festival Place, Basingstoke Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Meadows (Shopping Centre), 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	0.7%	0	1.2%	2	0.0%	0
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	0.4%	4	1.2%	2	1.0%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mulfords Hill, Tadley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	0.7%	8	0.0%	0	2.6%	3	1.5%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.7%	1	0.0%	0
Tesco Extra, Newbury Retail Park, Pinchington Lane, Newbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, District Shopping Centre, Chineham	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.8%	2	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Basing View, Basingstoke	0.2%	3	0.0%	0	0.7%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos (in Sainsbury's), Wallop Drive, Kempshott	0.3%	4	0.0%	0	2.1%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Argos, Old Basing Mall, Basingstoke	0.4%	4	2.2%	3	0.0%	0	0.5%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Gastons Wood, Basingstoke	0.6%	6	0.5%	1	0.7%	1	0.0%	0	1.2%	1	1.1%	1	1.5%	2	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Home Bargains, Winchester Road, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Easton Lane, Winnall, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Homesense (TK Maxx), Festival Place,	0.2%	2	0.5%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Basingstoke																								
IKEA, Reading	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0
IKEA, Southampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
John Lewis, Basing View, Basingstoke	1.2%	14	2.1%	3	0.5%	0	0.8%	1	0.0%	0	1.5%	2	0.5%	1	3.5%	3	1.4%	1	6.3%	2	0.7%	1	0.0%	0
John Lewis, Broad Street, Reading Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	3.3%	4	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
John Lewis, Westquay Shopping Centre, Southampton	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	7.6%	4
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	0.0%	0	0.7%	0	0.0%	0	1.2%	1
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	0.0%	0	11.1%	3	0.0%	0	0.0%	0
Andover Town Centre	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	8.6%	5
Basingstoke Town Centre: Festival Place Shopping Centre	28.1%	310	31.3%	45	32.0%	33	33.7%	48	37.2%	37	23.5%	29	37.3%	43	37.1%	32	5.1%	4	11.3%	3	22.5%	30	11.7%	7
Basingstoke Town Centre: The Malls Shopping Centre	1.2%	13	1.1%	2	1.0%	1	0.0%	0	0.6%	1	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	7	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	0.3%	3	1.6%	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	0.0%	0
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	0.3%	3	0.0%	0	0.0%	0	0.5%	1	0.6%	1	0.7%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: The whole of Basingstoke Town Centre	1.4%	15	0.5%	1	0.0%	0	7.9%	11	0.6%	1	0.0%	0	1.8%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Bicester Village Outlet Shopping Centre, Bicester	0.2%	2	0.0%	0	2.1%	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
Camberley Town Centre	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	1.2%	13	0.0%	0	0.0%	0	0.0%	0	4.6%	5	0.7%	1	2.5%	3	1.7%	1	0.9%	1	6.0%	2	0.0%	0	1.7%	1
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	1.4%	0	0.5%	1	0.0%	0
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	0.7%	0	1.2%	2	0.0%	0
Guildford Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Newbury Town Centre	2.3%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.3%	1	2.4%	2	29.7%	22	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre (includes The Oracle Shopping 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	1.4%	1	0.0%	0	2.5%	3	0.0%	0
Southampton City Centre (includes Westquay Shopping Centre)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.9%	1	0.0%	0	0.0%	0	3.1%	2
Tadley District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	1.1%	12	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.1%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	15.6%	9
Brighton Hill Retail Park,	0.2%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Basingstoke																								
Newbury Retail Park, Pinchington Lane, Newbury	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	5.4%	4	0.0%	0	0.0%	0	0.0%	0
Abroad	1.4%	15	0.7%	1	1.7%	2	0.5%	1	0.6%	1	2.2%	3	2.2%	3	2.5%	2	0.0%	0	0.7%	0	1.8%	2	2.0%	1
Internet / delivery	12.1%	133	12.1%	18	11.5%	12	15.7%	22	8.1%	8	14.5%	18	14.0%	16	8.9%	8	8.0%	6	9.5%	3	12.2%	16	13.1%	7
Chester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Costco, South Oak Way, Reading	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	3.3%	4	0.0%	0
Heathrow Airport, Longford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook 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	0.0%	0	1.6%	2	0.0%	0
Hungerford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Monmouth Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parkway Shopping Centre, Park Way, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Romsey Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Swindon Designer Outlet, Kemble Drive, Swindon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Thatcham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Viabes Craft Centre, The Harrow Way, Basingstoke	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	5.1%	56	8.9%	13	5.4%	6	1.8%	3	6.0%	6	3.3%	4	1.0%	1	1.4%	1	2.0%	1	2.4%	1	13.8%	19	3.3%	2
(Don't do this type of shopping)	33.2%	366	34.5%	50	34.1%	35	34.5%	49	32.5%	32	40.6%	50	26.6%	30	34.2%	29	38.1%	28	40.5%	11	25.9%	35	28.9%	16
Weighted base:		1103		145		102		142		99		124		114		85		73		28		135		56
Sample:		1103		101		100		100		100		100		101		101		100		100		100		100

Basingstoke & Deane Household Survey for Lambert Smith Hampton

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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		Zone 11		
Q23 What do you like about Basingstoke Town Centre? [MR]																								
Attractive environment	8.4%	93	11.2%	16	7.6%	8	13.4%	19	7.2%	7	12.4%	15	7.2%	8	8.4%	7	7.2%	5	6.5%	2	2.8%	4	1.8%	1
Cheap car parking	1.4%	15	0.7%	1	0.0%	0	1.8%	3	0.0%	0	0.0%	0	3.0%	3	3.8%	3	1.4%	1	0.0%	0	2.9%	4	0.0%	0
Cleanliness	5.3%	59	7.9%	12	6.6%	7	3.9%	6	3.0%	3	6.6%	8	5.9%	7	5.4%	5	5.0%	4	5.1%	1	3.5%	5	4.5%	3
Close to education facilities	0.4%	5	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	15.6%	172	15.1%	22	22.8%	23	14.2%	20	22.7%	22	10.4%	13	29.9%	34	23.2%	20	1.3%	1	5.2%	1	11.0%	15	0.0%	0
Close to work / en route to work	1.9%	21	0.0%	0	2.1%	2	2.6%	4	0.0%	0	4.4%	5	5.1%	6	0.0%	0	0.0%	0	0.0%	0	2.9%	4	0.8%	0
Good accessibility by bus	3.7%	41	1.7%	3	3.8%	4	5.1%	7	4.0%	4	2.2%	3	10.3%	12	0.0%	0	1.9%	1	0.0%	0	4.6%	6	2.0%	1
Good accessibility by foot	3.2%	35	16.2%	23	0.0%	0	4.8%	7	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Good accessibility by cycle	0.3%	4	1.7%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good accessibility by train	1.9%	21	0.0%	0	0.0%	0	0.0%	0	3.2%	3	3.5%	4	0.5%	1	2.8%	2	3.3%	2	1.5%	0	5.4%	7	0.0%	0
Good car parking provision	7.6%	83	1.7%	3	3.6%	4	7.5%	11	5.1%	5	6.5%	8	10.4%	12	13.9%	12	11.9%	9	11.5%	3	9.0%	12	10.3%	6
Good choice of chain (multiples) / well known stores	24.7%	272	27.3%	40	24.3%	25	19.3%	27	29.4%	29	19.5%	24	29.8%	34	25.8%	22	14.5%	11	18.4%	5	31.1%	42	24.0%	13
Good choice of independent / specialist / boutique stores	6.8%	75	6.2%	9	9.0%	9	2.3%	3	6.4%	6	5.1%	6	9.9%	11	7.7%	7	6.1%	4	5.0%	1	10.0%	14	5.6%	3
Good choice of places to eat and drink	5.4%	59	5.9%	9	9.6%	10	6.1%	9	3.4%	3	11.9%	15	3.3%	4	2.3%	2	6.6%	5	2.4%	1	1.5%	2	1.2%	1
Good disabled access	0.5%	6	1.1%	2	0.0%	0	0.8%	1	2.5%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Good prices / lower value goods	0.8%	9	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	2	2.0%	2	0.6%	0	0.0%	0	0.0%	0	2.0%	1
Good street market	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.7%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Safe environment	1.3%	14	2.5%	4	1.0%	1	1.6%	2	0.0%	0	1.7%	2	0.8%	1	1.7%	1	0.0%	0	3.7%	1	1.2%	2	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	0.0%	0
Compact / good layout	11.0%	122	6.9%	10	8.1%	8	13.6%	19	14.2%	14	10.4%	13	14.7%	17	12.2%	10	8.3%	6	8.0%	2	12.7%	17	8.5%	5
Familiar / know where everything is	1.5%	16	1.7%	3	3.3%	3	2.3%	3	0.0%	0	0.5%	1	1.8%	2	0.0%	0	0.6%	0	1.5%	0	2.7%	4	0.0%	0
Friendly people / nice atmosphere	0.5%	6	0.5%	1	1.7%	2	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.6%	0	1.4%	1	1.7%	0	0.0%	0	0.0%	0
Good accessibility by car	1.7%	19	0.0%	0	1.0%	1	0.0%	0	2.1%	2	3.7%	5	1.3%	1	2.6%	2	1.9%	1	0.0%	0	4.0%	5	1.2%	1
Good banks	0.1%	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	0.7%	0	0.7%	1	0.0%	0
Good cinema	1.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	3.7%	3	6.2%	4	1.7%	0	1.0%	1	5.8%	3
Good foodhalls	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Good leisure facilities	1.2%	13	0.0%	0	0.5%	0	1.3%	2	3.9%	4	0.0%	0	0.8%	1	0.6%	0	2.0%	1	4.7%	1	1.2%	2	2.4%	1
Good library	0.4%	4	2.2%	3	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good museum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Good opening hours	0.2%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good seating	0.1%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Good theatre	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	1.4%	1	1.4%	1	2.1%	1	0.5%	1	2.4%	1
Has my favourite store	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	3.3%	3	0.0%	0	3.5%	1	1.6%	2	0.0%	0
I can get everything I need there	1.3%	15	0.7%	1	1.0%	1	2.3%	3	0.6%	1	2.2%	3	1.0%	1	4.4%	4	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Level shopping area	0.2%	2	0.0%	0	1.0%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Like Festival Place Shopping Centre	2.1%	23	0.0%	0	3.9%	4	1.8%	3	0.0%	0	3.7%	5	1.8%	2	3.7%	3	3.6%	3	3.8%	1	2.1%	3	0.6%	0
Like the modernised area	0.8%	9	0.0%	0	0.0%	0	1.6%	2	0.6%	1	0.7%	1	2.3%	3	0.0%	0	0.6%	0	0.0%	0	0.7%	1	1.2%	1
Nice traditional area	0.6%	6	1.7%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	2.2%	2	1.5%	0	0.0%	0	0.0%	0
Not too busy	1.2%	13	4.5%	7	1.0%	1	0.8%	1	1.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.7%	2	0.0%	0
Offers undercover shopping	7.7%	84	7.0%	10	9.1%	9	10.0%	14	2.9%	3	7.2%	9	5.9%	7	12.5%	11	7.1%	5	8.1%	2	5.9%	8	10.9%	6
Pedestrianisation	0.9%	10	0.7%	1	0.0%	0	0.8%	1	0.9%	1	3.2%	4	1.5%	2	0.0%	0	1.3%	1	0.7%	0	0.0%	0	0.0%	0
(Nothing)	20.2%	223	17.3%	25	24.9%	25	24.3%	34	20.4%	20	21.2%	26	9.6%	11	17.9%	15	25.5%	19	33.8%	9	21.7%	29	14.1%	8
(Don't know)	2.3%	25	1.5%	2	2.8%	3	4.1%	6	2.0%	2	3.4%	4	2.8%	3	0.0%	0	0.6%	0	0.0%	0	3.0%	4	0.6%	0
(Don't visit Basingstoke Town Centre)	5.1%	56	0.0%	0	1.0%	1	1.5%	2	2.4%	2	4.1%	5	1.0%	1	3.2%	3	15.4%	11	10.4%	3	5.3%	7	35.8%	20
Weighted base:		1103		145		102		142		99		124		114		85		73		28		135		56
Sample:		1103		101		100		100		100		100		101		101		100		100		100		100

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q24 Is there anything that would make you shop in or visit Basingstoke Town Centre more often than you currently do? [MR]												
Another cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better access by bus	1.9%	21	0.5%	1	2.7%	3	0.5%	1	3.7%	4	4.5%	6
Better access by train	0.2%	2	0.5%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Better disabled access	1.1%	12	2.2%	3	0.5%	0	4.1%	6	2.0%	2	0.0%	0
Better / safer access by bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better / safer access by foot	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Cheaper parking	6.5%	72	1.0%	1	25.6%	26	3.1%	4	7.6%	8	6.7%	8
Cheaper prices	2.0%	22	5.2%	8	2.1%	2	2.8%	4	2.6%	3	0.0%	0
Free parking	3.4%	37	3.4%	5	9.0%	9	1.9%	3	0.6%	1	0.7%	1
More department stores	2.7%	30	0.0%	0	2.8%	3	1.3%	2	3.8%	4	5.0%	6
More fashion stores	2.3%	25	0.5%	1	0.0%	0	1.3%	2	0.0%	0	6.5%	8
More food stores	1.0%	11	3.2%	5	0.0%	0	0.5%	1	5.6%	6	0.0%	0
More green spaces / parks	0.2%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent / specialist / boutique stores	11.8%	131	19.9%	29	8.8%	9	18.2%	26	6.8%	7	10.3%	13
More leisure facilities	0.5%	5	0.7%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
More multiple stores / brands	3.9%	43	4.6%	7	4.7%	5	5.0%	7	4.8%	5	6.9%	9
More non-food stores generally	6.7%	74	7.2%	10	4.6%	5	10.9%	15	6.1%	6	8.9%	11
More parking	4.0%	45	3.0%	4	2.7%	3	4.2%	6	5.5%	5	0.7%	1
More pedestrianised streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More places to eat / drink	2.0%	22	3.9%	6	1.7%	2	1.3%	2	4.7%	5	4.2%	5
More security / better personal safety	0.7%	8	3.0%	4	1.7%	2	0.0%	0	0.0%	0	1.8%	2
More services (e.g. bank, library, hairdressers etc.)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0
Nicer environment	1.2%	13	1.7%	3	0.7%	1	0.0%	0	0.0%	0	0.7%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
A smoke-free zone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
A water feature	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Art gallery	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Better access by car	1.2%	13	0.0%	0	0.0%	0	0.5%	1	0.9%	1	0.0%	0
Better market	0.4%	4	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Better Park & Ride	0.1%	1	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
Bigger John Lewis store	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bigger Marks & Spencer store	0.2%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.7%	1
Car park layout at Festival Place improved	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Cleaner streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less bookmakers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less busy / crowded	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Less cafes	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Less empty shops	4.8%	53	4.5%	6	7.8%	8	4.4%	6	7.0%	7	4.9%	6	3.6%	4	12.8%	11	0.0%	0	1.7%	0	3.0%	4	0.0%	0
Less hairdressers / barbers	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Less homeless people	0.1%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Less road works	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less takeaways	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Less traffic congestion	0.6%	7	0.0%	0	2.1%	2	0.5%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.6%	1	0.0%	0	0.7%	1	0.6%	0
Longer opening hours	0.4%	5	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower business rates	1.7%	19	0.0%	0	0.7%	1	5.3%	8	0.0%	0	4.4%	5	1.5%	2	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public toilets	0.5%	5	1.0%	1	0.0%	0	1.3%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More art and craft shops	0.2%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
More charity shops	0.1%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More children's activities	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More compact / better layout	0.6%	7	0.0%	0	0.7%	1	0.0%	0	3.1%	3	1.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.2%	1
More free water refilling stations	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More open-air	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	4	0.0%	0	0.0%	0	1.1%	1	0.0%	0
More seating areas	0.8%	9	2.7%	4	0.0%	0	1.3%	2	2.0%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More shops for older people	1.3%	14	4.2%	6	1.0%	1	0.0%	0	1.7%	2	0.5%	1	2.7%	3	0.6%	0	0.6%	0	0.0%	0	0.5%	1	0.0%	0
More shops offering larger sizes	0.4%	4	0.0%	0	2.0%	2	0.5%	1	0.6%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More undercover shopping areas	0.6%	7	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.6%	0
Pavements improved	0.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post office brought back	0.2%	2	0.0%	0	0.5%	0	0.5%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Top of the town area improved	1.7%	18	3.0%	4	1.5%	2	0.5%	1	1.2%	1	5.1%	6	0.0%	0	2.8%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0
(Nothing)	47.5%	524	35.3%	51	41.7%	42	47.4%	67	43.1%	43	46.8%	58	52.9%	60	35.1%	30	67.7%	49	53.1%	15	52.1%	70	66.3%	37
(Don't know)	3.6%	40	6.9%	10	3.3%	3	2.1%	3	1.2%	1	7.1%	9	1.5%	2	0.6%	0	1.3%	1	9.4%	3	4.1%	6	4.7%	3
Weighted base:	1103		145		102		142		99		124		114		85		73		28		135		56	
Sample:	1103		101		100		100		100		100		101		101		100		100		100		100	

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q25 What improvements to Chineham District Centre would make you visit it more often than you currently do? [MR]																								
Better disabled access	0.5%	6	1.7%	3	0.0%	0	1.8%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport	0.7%	8	0.0%	0	0.0%	0	2.6%	4	0.6%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	3	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	0.6%	0	0.0%	0	0.0%	0	0.0%	0
More / better park & ride 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%	0	0.0%	0
More / better car parking	3.6%	40	2.2%	3	6.2%	6	9.1%	13	5.5%	5	0.7%	1	2.3%	3	2.9%	2	0.6%	0	6.5%	2	3.0%	4	0.0%	0
More traffic free pedestrianised streets	0.2%	2	0.0%	0	0.7%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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%	0	0.0%	0
Cleaner streets	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better value for money / lower prices	0.4%	4	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better higher quality shop offer	1.0%	11	0.0%	0	2.4%	2	0.0%	0	0.0%	0	3.9%	5	0.0%	0	0.8%	1	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Department store	0.8%	8	0.0%	0	1.2%	1	0.0%	0	0.9%	1	2.9%	4	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Larger shops	0.7%	8	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	5	0.0%	0
More / better independent & specialist shops	3.2%	36	3.9%	6	1.2%	1	5.2%	7	2.6%	3	7.5%	9	1.5%	2	2.8%	2	0.0%	0	2.5%	1	3.7%	5	0.0%	0
More / better foodstores	1.0%	11	2.2%	3	0.0%	0	0.0%	0	0.9%	1	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.5%	2	0.0%	0
More / better retail brands	1.6%	17	1.1%	2	0.0%	0	0.8%	1	1.8%	2	5.7%	7	0.0%	0	0.0%	0	2.8%	2	0.7%	0	2.7%	4	0.0%	0
More / better non-food shops	3.5%	38	4.9%	7	1.7%	2	0.8%	1	3.8%	4	10.8%	13	3.8%	4	0.8%	1	2.8%	2	0.7%	0	2.9%	4	0.0%	0
More / better fashion shops	1.4%	16	1.2%	2	2.7%	3	0.0%	0	0.9%	1	2.5%	3	0.8%	1	0.8%	1	0.0%	0	0.0%	0	4.4%	6	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%	0	0.0%	0
Better policing /safer	0.2%	3	0.0%	0	0.0%	0	1.8%	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
More / better cafes / restaurants	2.2%	25	3.0%	4	1.0%	1	1.1%	2	2.3%	2	12.3%	15	0.0%	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%	0	0.0%	0
More / better entertainment facilities (e.g. Cinema)	0.6%	7	2.2%	3	0.0%	0	0.0%	0	0.9%	1	1.5%	2	0.8%	1	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	0.0%	0
More / better parks / green spaces	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public houses	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0
Better access by car	0.7%	8	0.0%	0	1.0%	1	1.5%	2	4.0%	4	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better lighting	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Better market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Bigger Tesco	0.2%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fish and chip shop	0.5%	5	0.0%	0	0.0%	0	0.5%	1	0.6%	1	1.5%	2	0.8%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less busy / crowded	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Less charity shops	0.2%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less empty shops	0.6%	7	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.7%	1	0.0%	0	3.1%	3	0.0%	0	0.0%	0	1.8%	2	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Less homeless people	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Less roadworks	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	0.5%	6	0.5%	1	0.7%	1	0.8%	1	0.0%	0	0.7%	1	1.8%	2	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Library	0.6%	6	1.6%	2	0.0%	0	0.0%	0	2.0%	2	0.5%	1	0.8%	1	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Lower business rates	0.6%	7	0.0%	0	0.0%	0	0.0%	0	2.5%	2	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Modernising / revamp	0.8%	8	1.1%	2	1.7%	2	0.8%	1	1.2%	1	1.2%	2	0.8%	1	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
More / better public toilets	0.6%	6	1.6%	2	0.7%	1	0.0%	0	1.2%	1	0.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More banks	0.8%	8	0.0%	0	1.0%	1	0.0%	0	0.0%	0	3.0%	4	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0
More cash machines	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.7%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
More compact / better layout	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
More newsagents	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More shops offering larger sizes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More undercover shopping areas	0.8%	8	2.2%	3	0.0%	0	2.3%	3	0.6%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Nail bar / salon	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nicer environment	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.3%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post office	1.9%	21	0.0%	0	0.0%	0	0.5%	1	2.9%	3	9.1%	11	1.6%	2	1.2%	1	0.0%	0	1.5%	0	2.2%	3	0.0%	0
(Nothing)	33.5%	370	31.5%	46	40.2%	41	39.4%	56	42.4%	42	38.6%	48	40.8%	47	28.9%	25	9.1%	7	25.6%	7	30.2%	41	21.1%	12
(Don't know)	3.6%	40	8.6%	12	5.9%	6	3.1%	4	3.8%	4	2.7%	3	3.3%	4	3.3%	3	0.0%	0	2.4%	1	2.2%	3	0.0%	0
(Don't visit Chineham District Centre)	40.5%	447	39.7%	58	35.2%	36	32.2%	46	19.6%	19	13.8%	17	40.8%	47	53.5%	46	86.8%	63	56.6%	16	41.5%	56	78.9%	44
Weighted base:	1103		145		102		142		99		124		114		85		73		28		135		56	
Sample:	1103		101		100		100		100		100		101		101		100		100		100		100	

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q26 What improvements to Brighton Hill District Centre would make you visit it more often than you currently do? [MR]																								
Better disabled access	0.4%	5	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Better public transport	0.8%	9	0.5%	1	1.0%	1	2.3%	3	0.0%	0	0.0%	0	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signposting	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better park & ride facilities	0.2%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better car parking	3.6%	40	2.9%	4	7.8%	8	7.5%	11	2.7%	3	1.5%	2	3.0%	3	2.5%	2	0.0%	0	5.8%	2	2.8%	4	2.6%	1
More traffic free pedestrianised streets	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.1%	1	0.0%	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%	0	0.0%	0
Cleaner streets	0.5%	5	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.5%	0	0.7%	1	0.0%	0
Better value for money / lower prices	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	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	0.5%	6	0.0%	0	2.8%	3	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	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%	0	0.0%	0
Larger shops	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better independent & specialist shops	1.7%	19	2.5%	4	4.9%	5	3.6%	5	2.5%	2	0.0%	0	0.8%	1	2.0%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0
More / better foodstores	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
More / better retail brands	0.4%	4	1.1%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better non-food shops	1.3%	14	2.7%	4	2.4%	2	2.3%	3	0.6%	1	0.0%	0	1.9%	2	0.6%	0	0.0%	0	1.5%	0	0.7%	1	0.0%	0
More / better fashion shops	0.6%	6	0.0%	0	4.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Shops and services open later in the evening	0.2%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better policing /safer	0.3%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
More / better cafes / restaurants	0.7%	8	0.0%	0	4.1%	4	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	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%	0	0.0%	0
More / better entertainment facilities (e.g. Cinema)	0.2%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0
More / better parks / green spaces	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.3%	3	0.0%	0	0.0%	0	2.3%	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
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	0.0%	0
(Nothing)	37.4%	413	42.6%	62	53.7%	55	52.4%	74	56.0%	55	30.2%	37	33.9%	39	37.5%	32	12.4%	9	31.1%	9	22.2%	30	19.3%	11
Better access by car	1.0%	10	0.0%	0	1.2%	1	3.3%	5	1.2%	1	0.0%	0	0.0%	0	2.5%	2	0.0%	0	4.7%	1	0.0%	0	0.0%	0
Better access by foot	0.3%	3	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bigger Asda store	0.2%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Free parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.2%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less empty shops	1.0%	11	2.2%	3	0.5%	0	2.3%	3	0.0%	0	0.7%	1	0.8%	1	2.0%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Less traffic congestion	0.7%	7	2.2%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Lower business rates	0.2%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Modernised / revamp	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	6	0.0%	0
More compact / better layout	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More undercover shopping areas	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Nicer environment	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	2.2%	3	0.6%	0	1.3%	1	0.0%	0	0.7%	1	1.2%	1
Post office	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	4.5%	50	7.9%	11	7.4%	8	4.6%	7	5.8%	6	9.1%	11	5.3%	6	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.8%	0
(Don't visit Brighton Hill District Centre)	43.0%	474	31.0%	45	10.0%	10	19.2%	27	28.1%	28	54.3%	67	44.6%	51	48.2%	41	85.7%	62	51.3%	14	63.2%	85	76.0%	43
Weighted base:	1103		145		102		142		99		124		114		85		73		28		135		56	
Sample:	1103		101		100		100		100		100		101		101		100		100		100		100	

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q27 What improvements to Tadly District Centre 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%	0	0.0%	0
Better public transport	0.5%	5	0.0%	0	0.0%	0	1.8%	3	0.6%	1	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signposting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better park & ride 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%	0	0.0%	0
More / better car parking	0.8%	9	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.7%	1	3.1%	3	0.0%	0	0.0%	0	1.0%	0	1.1%	1	0.0%	0
More traffic free pedestrianised streets	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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%	0	0.0%	0
Cleaner streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0
More / better higher quality shop offer	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Department store	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Larger shops	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better independent & specialist shops	1.1%	12	0.0%	0	0.0%	0	1.8%	3	3.1%	3	0.0%	0	2.0%	2	2.0%	2	3.4%	2	0.0%	0	0.0%	0	0.0%	0
More / better foodstores	4.8%	52	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.9%	4	40.3%	46	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
More / better retail brands	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.2%	3	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0
More / better non-food shops	1.5%	16	0.0%	0	0.5%	0	0.0%	0	1.2%	1	1.5%	2	9.5%	11	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0
More / better fashion shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	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%	0	0.0%	0
Better policing /safer	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better cafes / restaurants	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	6.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better cultural facilities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better entertainment facilities (e.g. Cinema)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	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	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	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public houses	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	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	0.0%	0
(Nothing)	19.4%	213	21.5%	31	22.6%	23	22.9%	33	31.7%	31	17.0%	21	12.3%	14	14.5%	12	30.0%	22	15.5%	4	10.6%	14	13.3%	7
Another pelican crossing or footbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Better access by car	0.7%	8	0.0%	0	0.0%	0	2.3%	3	0.0%	0	2.2%	3	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better lighting	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fish and chip shop	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Lidl store	1.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	9.2%	11	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
More banks	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More compact / better layout	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More undercover shopping areas	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NHS dentist	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Road side hedges cut more often	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.3%	25	6.6%	10	6.4%	7	0.5%	1	0.6%	1	2.2%	3	1.3%	1	0.0%	0	0.0%	0	1.5%	0	0.5%	1	4.0%	2
(Don't visit Tadly District Centre)	67.4%	743	71.8%	104	70.5%	72	69.5%	99	62.1%	61	70.0%	87	13.7%	16	83.6%	71	62.0%	45	82.0%	23	87.9%	119	82.8%	47
Weighted base:	1103		145		102		142		99		124		114		85		73		28		135		56	
Sample:	1103		101		100		100		100		100		101		101		100		100		100		100	

Meanscore: [Number of visits per month]

Q28 How often do you visit Basingstoke Town Centre in the evenings ?

Everyday	1.1%	12	3.5%	5	0.0%	0	1.8%	3	2.0%	2	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	0.8%	9	0.0%	0	0.0%	0	1.8%	3	0.0%	0	1.7%	2	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 days a week	3.4%	37	12.6%	18	1.7%	2	7.4%	10	3.2%	3	0.5%	1	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Once a week	3.7%	41	8.6%	12	3.4%	3	4.5%	6	1.4%	1	10.4%	13	0.0%	0	0.0%	0	0.0%	0	2.5%	3	1.2%	1		1
Once a fortnight	3.8%	42	1.5%	2	6.8%	7	1.5%	2	6.8%	7	3.3%	4	7.6%	9	2.5%	2	0.0%	0	3.8%	1	5.4%	7	1.2%	1
Once a month	10.1%	112	7.6%	11	15.5%	16	10.1%	14	12.3%	12	9.2%	11	13.8%	16	13.7%	12	2.9%	2	9.6%	3	10.7%	14	0.8%	0
Once every 3 months	16.4%	181	26.1%	38	15.3%	16	16.0%	23	11.5%	11	15.1%	19	15.9%	18	16.5%	14	10.0%	7	19.0%	5	18.5%	25	9.5%	5
Twice a year	10.0%	110	8.6%	12	4.8%	5	9.9%	14	8.8%	9	10.4%	13	10.9%	12	15.7%	13	9.1%	7	15.8%	4	9.4%	13	14.0%	8
Once a year	3.2%	36	3.0%	4	5.2%	5	0.0%	0	3.7%	4	0.7%	1	1.1%	1	5.8%	5	10.9%	8	2.4%	1	3.0%	4	4.4%	2
Less often than once a year	2.9%	32	2.5%	4	0.5%	0	3.0%	4	2.6%	3	2.2%	3	2.2%	3	1.2%	1	2.6%	2	3.6%	1	7.8%	11	2.9%	2
Never	43.2%	477	25.6%	37	44.8%	46	43.2%	61	45.3%	45	43.7%	54	41.5%	47	42.0%	36	64.4%	47	45.7%	13	40.6%	55	63.9%	36
(Don't know / varies / no particular pattern)	1.2%	14	0.5%	1	2.1%	2	0.8%	1	2.4%	2	0.5%	1	3.4%	4	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Mean:		1.16		2.65		0.67		1.89		1.21		1.54		1.04		0.53		0.09		0.27		0.41		0.34
Weighted base:		1103		145		102		142		99		124		114		85		73		28		135		56
Sample:		1103		101		100		100		100		100		101		101		100		100		100		100

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q29 What are your main reasons for visiting Basingstoke Town Centre in the evenings? e.g. what do you do there?																								
Not those who said 'Never' at Q28																								
1st mention																								
For late night shopping	9.7%	61	19.0%	21	4.3%	2	15.8%	13	6.4%	3	9.6%	7	9.1%	6	2.1%	1	0.0%	0	7.1%	1	7.4%	6	3.4%	1
For outdoor 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	0.0%	0
For work purposes	1.2%	8	2.3%	3	0.0%	0	3.2%	3	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	3.9%	25	2.3%	3	3.8%	2	6.3%	5	11.0%	6	0.0%	0	7.4%	5	0.0%	0	0.0%	0	0.0%	0	3.7%	3	5.5%	1
To visit a music venue	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit gym / fitness venue	0.7%	5	2.3%	3	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night club or other late night venue	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
To visit pubs / bars	6.9%	43	5.6%	6	8.3%	5	9.8%	8	9.0%	5	7.6%	5	9.5%	6	5.0%	2	0.0%	0	0.0%	0	6.6%	5	0.0%	0
To visit restaurants / cafes	27.3%	171	33.9%	37	48.7%	27	22.1%	18	43.7%	24	27.9%	19	37.4%	25	27.0%	13	2.6%	1	6.3%	1	6.7%	5	2.3%	0
To visit the cinema	35.0%	219	22.3%	24	25.4%	14	29.2%	24	18.2%	10	38.3%	27	27.0%	18	37.4%	18	62.7%	16	59.1%	9	59.6%	48	54.3%	11
To visit the theatre	13.3%	83	8.8%	9	9.5%	5	9.1%	7	9.5%	5	8.7%	6	5.2%	4	28.5%	14	34.6%	9	26.2%	4	15.3%	12	34.6%	7
For a group meeting (reading group, church society, etc)	0.3%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
To go tenpin bowling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a health service (doctors, dentists, etc)	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit escape rooms	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the bank	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To watch ice hockey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0
(Don't know)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular / nothing else)	0.8%	5	2.3%	3	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	626		108		56		81		54		70		67		49		26		15		80		20	
Sample:	564		64		54		53		50		54		54		57		35		49		62		32	

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
2nd mention																								
For late night shopping	2.3%	14	7.1%	8	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	5.5%	4	0.0%	0
For outdoor events	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work purposes	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	2.4%	15	0.0%	0	0.0%	0	7.2%	6	1.1%	1	3.1%	2	3.0%	2	5.3%	3	0.0%	0	2.7%	0	1.2%	1	3.4%	1
To visit a music venue	0.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0
To visit gym / fitness venue	0.4%	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	2.7%	0	0.0%	0	0.0%	0
To visit night club or other late night venue	2.6%	16	5.9%	6	0.0%	0	2.7%	2	8.3%	4	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
To visit pubs / bars	6.3%	39	6.6%	7	12.0%	7	7.3%	6	8.8%	5	2.6%	2	17.0%	11	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit restaurants / cafes	24.2%	152	26.3%	28	19.1%	11	26.8%	22	25.2%	14	29.2%	20	12.1%	8	26.9%	13	17.9%	5	25.7%	4	26.2%	21	29.2%	6
To visit the cinema	15.9%	99	12.4%	13	30.8%	17	11.5%	9	16.5%	9	20.8%	15	18.3%	12	25.2%	12	3.8%	1	13.9%	2	9.5%	8	2.3%	0
To visit the theatre	4.6%	29	1.0%	1	0.0%	0	1.3%	1	3.2%	2	4.6%	3	6.0%	4	7.6%	4	23.2%	6	1.3%	0	6.0%	5	16.0%	3
For a group meeting (reading group, church society, 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	0.0%	0
To go tenpin bowling	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0
To visit a health service (doctors, dentists, 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	0.0%	0
To visit escape rooms	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the bank	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To watch ice hockey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular / nothing else)	40.3%	253	40.0%	43	36.8%	21	43.2%	35	35.9%	19	35.8%	25	36.6%	24	31.1%	15	51.3%	13	48.5%	7	48.8%	39	49.1%	10
Weighted base:	626			108		56		81		54		70		67		49		26		15		80		20
Sample:	564			64		54		53		50		54		54		57		35		49		62		32

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
3rd mention																								
For late night shopping	1.9%	12	4.7%	5	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	4	0.0%	0	0.0%	0	2.9%	2	0.0%	0
For outdoor 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	0.0%	0
For work purposes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
To visit a music venue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit gym / fitness venue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night club or other late night venue	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit pubs / bars	3.3%	20	10.2%	11	0.0%	0	5.3%	4	6.3%	3	0.0%	0	0.0%	0	1.0%	0	0.0%	0	1.9%	0	1.2%	1	0.0%	0
To visit restaurants / cafes	4.4%	27	3.0%	3	5.2%	3	8.5%	7	2.1%	1	2.2%	2	3.9%	3	3.1%	2	1.8%	0	5.4%	1	6.2%	5	6.7%	1
To visit the cinema	3.5%	22	5.3%	6	1.8%	1	9.1%	7	4.6%	2	0.0%	0	1.3%	1	6.7%	3	0.0%	0	0.0%	0	0.0%	0	5.5%	1
To visit the theatre	1.5%	9	0.0%	0	0.0%	0	0.0%	0	1.1%	1	4.8%	3	0.0%	0	3.1%	2	0.0%	0	5.5%	1	3.8%	3	0.0%	0
For a group meeting (reading group, church society, 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	0.0%	0
To go tenpin bowling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a health service (doctors, dentists, 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	0.0%	0
To visit escape rooms	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the bank	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To watch ice hockey	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0
(Don't know)	1.0%	6	1.4%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	7.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular / nothing else)	83.1%	521	75.4%	81	89.9%	51	74.4%	60	85.9%	46	89.9%	63	92.9%	62	66.6%	33	98.2%	25	87.2%	13	84.7%	68	87.8%	18
Weighted base:	626			108		56		81		54		70		67		49		26		15		80		20
Sample:	564			64		54		53		50		54		54		57		35		49		62		32

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Any mention																								
For late night shopping	13.9%	87	30.8%	33	7.4%	4	15.8%	13	6.4%	3	9.6%	7	11.7%	8	9.8%	5	0.0%	0	7.1%	1	15.8%	13	3.4%	1
For outdoor events	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work purposes	1.8%	11	2.3%	3	0.0%	0	3.2%	3	1.1%	1	7.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	6.4%	40	2.3%	3	3.8%	2	13.5%	11	12.1%	7	3.1%	2	9.3%	6	5.3%	3	0.0%	0	2.7%	0	6.2%	5	8.8%	2
To visit a music venue	0.4%	3	0.7%	1	0.0%	0	0.0%	0	1.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0
To visit gym / fitness venue	1.1%	7	2.3%	3	0.0%	0	0.0%	0	0.0%	0	3.1%	2	3.0%	2	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0
To visit night club or other late night venue	3.4%	21	5.9%	6	0.0%	0	2.7%	2	8.3%	4	0.0%	0	5.6%	4	4.3%	2	0.0%	0	1.3%	0	2.9%	2	0.0%	0
To visit pubs / bars	16.4%	103	22.5%	24	20.3%	11	22.5%	18	24.1%	13	10.3%	7	26.5%	18	8.9%	4	0.0%	0	1.9%	0	7.8%	6	0.0%	0
To visit restaurants / cafes	55.8%	350	63.2%	68	73.0%	41	57.4%	46	71.1%	38	59.3%	41	53.5%	36	57.0%	28	22.3%	6	37.3%	6	39.0%	31	38.3%	8
To visit the cinema	54.3%	340	40.1%	43	58.0%	33	49.8%	40	39.3%	21	59.0%	41	46.5%	31	69.4%	34	66.5%	17	73.0%	11	69.1%	55	62.1%	13
To visit the theatre	19.4%	122	9.8%	11	9.5%	5	10.4%	8	13.7%	7	18.1%	13	11.3%	8	39.1%	19	57.9%	15	33.0%	5	25.0%	20	50.5%	10
For a group meeting (reading group, church society, etc)	0.3%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
To go tenpin bowling	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0
To visit a health service (doctors, dentists, etc)	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit escape rooms	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the bank	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To watch ice hockey	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	626		108		56		81		54		70		67		49		26		15		80		20	
Sample:	564		64		54		53		50		54		54		57		35		49		62		32	

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q30 Do you or your household visit the following leisure or cultural attractions? [MR/PR]																								
Bingo / casino / bookmaker	5.4%	59	3.8%	6	8.8%	9	9.0%	13	8.6%	9	1.5%	2	4.8%	5	8.2%	7	3.2%	2	2.1%	1	4.7%	6	0.0%	0
Cinema	63.7%	702	54.6%	79	58.1%	59	65.8%	93	55.7%	55	67.1%	83	57.6%	66	74.6%	64	73.2%	53	64.4%	18	70.5%	95	64.6%	36
Gym / health club / sports facility	21.8%	241	18.8%	27	20.3%	21	21.8%	31	12.1%	12	29.4%	36	16.5%	19	28.3%	24	23.9%	17	23.0%	6	21.8%	29	30.7%	17
Theatre / concert / music venue	48.2%	531	47.8%	69	36.8%	37	42.8%	61	33.3%	33	40.2%	50	42.4%	48	70.2%	60	61.7%	45	63.7%	18	57.0%	77	59.0%	33
Museum / gallery or place of historical / cultural interest	32.0%	353	25.3%	37	24.2%	25	29.7%	42	27.4%	27	30.3%	38	23.1%	26	48.6%	41	46.1%	33	39.7%	11	39.5%	53	35.0%	20
Pub / bar / nightclub	47.4%	523	46.1%	67	42.1%	43	33.7%	48	39.0%	39	50.3%	62	51.2%	58	61.4%	52	50.8%	37	43.2%	12	54.9%	74	53.5%	30
Restaurant / café / eating out	74.5%	821	68.6%	99	68.2%	69	69.3%	98	76.8%	76	76.5%	95	71.9%	82	82.6%	70	82.4%	60	70.5%	20	77.7%	105	82.0%	46
Family entertainment - tenpin bowling	24.3%	268	19.2%	28	29.0%	29	16.5%	23	21.8%	22	31.7%	39	27.8%	32	34.9%	30	23.2%	17	12.0%	3	26.0%	35	17.1%	10
Family entertainment - trampoline centre	10.8%	119	9.9%	14	8.6%	9	8.0%	11	10.5%	10	20.1%	25	16.2%	19	15.0%	13	9.0%	7	2.5%	1	5.9%	8	4.8%	3
Family entertainment - ice rink / roller skating	12.0%	132	14.8%	21	7.8%	8	5.3%	8	10.2%	10	17.7%	22	15.0%	17	16.3%	14	7.5%	5	4.9%	1	16.2%	22	6.0%	3
Other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't visit ANY leisure activities)	11.3%	125	11.6%	17	16.2%	17	11.5%	16	13.6%	13	12.9%	16	12.5%	14	4.4%	4	6.0%	4	10.5%	3	12.0%	16	8.1%	5
Weighted base:	1103		145		102		142		99		124		114		85		73		28		135		56	
Sample:	1103		101		100		100		100		100		101		101		100		100		100		100	

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q31 Where do you or members of your household normally go to play bingo or visit casinos or bookmakers?																								
<i>Those who said 'Bingo / casino / bookmaker' at Q30</i>																								
Buzz Bingo, Aldershot	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	10.7%	1	0.0%	0
Buzz Bingo, Basingstoke Leisure Park	82.7%	49	45.8%	3	83.1%	7	100.0%	13	79.8%	7	100.0%	2	84.3%	5	100.0%	7	29.8%	1	67.9%	0	78.7%	5	0.0%	0
Alton Town Centre	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	32.2%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Festival Place Shopping Centre	1.2%	1	13.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	3.8%	2	41.0%	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	0.0%	0
Brighton Hill District Centre	2.7%	2	0.0%	0	11.5%	1	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.2%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre (includes The Oracle Shopping Centre)	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burghclere Village Centre	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.2%	0	0.0%	0	0.0%	0	0.0%	0
Halifax Town Centre	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.8%	1	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre	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	10.7%	1	0.0%	0
Melrose Community Association, Abbey Road, Basingstoke	1.0%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherborne St John Village Centre	1.0%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westside Community Centre, Paddock Road, Basingstoke	0.8%	0	0.0%	0	5.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		59		6		9		13		9		2		5		7		2		1		6		0
Sample:		60		6		9		9		11		2		5		6		4		2		6		0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q32 Where do you or members of your household normally go to the cinema?												
<i>Those who said 'Cinema' at Q30</i>												
Cineworld, Aldershot	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corn Exchange Arts Centre & Cinema, Newbury	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Everyman Cinema, Winchester	1.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Odeon, Andover	2.1%	15	0.0%	0	1.7%	1	0.0%	0	0.0%	0	6.0%	4
Odeon, Basingstoke Leisure Park	17.8%	125	13.0%	10	17.5%	10	26.9%	25	24.6%	14	17.2%	14
Palace Cinema, Alton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Film Theatre, Reading	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Showcase Cinema de Lux Reading, Winnersh, Wokingham	1.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Vue, Camberley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, Farnborough	1.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, Festival Place, Basingstoke	64.9%	456	87.0%	69	77.9%	46	73.1%	68	74.4%	41	72.5%	60
Vue, Newbury	4.9%	35	0.0%	0	0.0%	0	0.0%	0	2.3%	2	3.1%	2
Vue, Reading	0.9%	6	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0
Cineworld, Cheltenham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0
Harbour Lights Picturehouse, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Maidenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Salisbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Showcase Cinema de Lux Southampton, West Quay, Southampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tadley Community Centre, Newchurch Road, Tadley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Vue, Eastleigh	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / can't remember)	0.9%	6	0.0%	0	2.9%	2	0.0%	0	1.0%	1	0.0%	0
Weighted base:	702		79		59		93		55		83	
Sample:	694		60		57		65		53		66	

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q33 Where do you or members of your household normally go to use a gym / healthclub / sports facility / swimming pool?																								
<i>Those who said 'Gym / health club / sports facility' at Q30</i>																								
Alton Sports Centre, Chawton Park Road, Alton	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.5%	3	0.0%	0	0.0%	0
Andover Leisure Centre, Andover College	2.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.1%	4	0.0%	0	0.0%	0	0.0%	0	7.9%	1
Aspects of Fitness, Manydown, Basingstoke	1.5%	4	0.0%	0	3.5%	1	3.5%	1	0.0%	0	0.0%	0	0.0%	0	7.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Aquadrome, Basingstoke	11.5%	28	14.2%	4	10.6%	2	21.1%	7	20.9%	2	13.4%	5	0.0%	0	20.1%	5	0.0%	0	0.0%	0	10.0%	3	0.0%	0
Basingstoke Sports Centre, Festival Place, Basingstoke	10.7%	26	15.8%	4	16.4%	3	9.4%	3	4.8%	1	12.8%	5	21.6%	4	15.1%	4	2.7%	0	6.3%	0	4.9%	1	0.0%	0
Beechdown Health and Fitness Club, Basingstoke	4.9%	12	7.8%	2	13.2%	3	2.4%	1	0.0%	0	3.6%	1	0.0%	0	8.0%	2	2.7%	0	16.8%	1	4.9%	1	0.0%	0
Northcroft Leisure Centre, Newbury	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0
Queen Mary’s College Sports Centre, Basingstoke	3.7%	9	15.8%	4	10.0%	2	8.3%	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
River Park Leisure Centre, Winchester	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.3%	3
Tadley Swimming Pool, New Road, Tadley	3.2%	8	0.0%	0	8.2%	2	0.0%	0	0.0%	0	0.0%	0	32.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, St Michael’s Retail Park, Basingstoke	10.8%	26	30.6%	8	7.4%	2	36.1%	11	10.1%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	3	0.0%	0
The Hampshire Court Hotel, Chineham, Basingstoke	5.2%	13	2.7%	1	0.0%	0	0.0%	0	10.1%	1	18.9%	7	3.1%	1	0.0%	0	0.0%	0	6.3%	0	9.5%	3	0.0%	0
Willink Leisure Centre, Burghfield	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Festival Place Shopping Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	0
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	0.6%	2	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0
Brighton Hill District Centre	1.0%	2	0.0%	0	7.4%	2	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0
Chineham District Centre	2.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	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	3.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Kingsclere Village	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	2.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	24.5%	4	0.0%	0	0.0%	0	0.0%	0
Oakley Village	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	2	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
(includes The Oracle Shopping Centre)																								
Tadley District Centre	2.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitchurch District Centre	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	1.2%	3	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	2
Basingstoke Leisure Park, Worthing Road, Basingstoke	5.2%	12	9.2%	3	7.1%	1	8.6%	3	10.1%	1	5.0%	2	0.0%	0	7.2%	2	5.7%	1	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	1.2%	3	0.0%	0	10.3%	2	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abingdon Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Andover College, Charlton Road, Andover	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0
Apollo Hotel, Aldermaston Road Roundabout, Basingstoke	0.7%	2	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ArenaFit, Lodge farm, North Warnborough, Hook	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	7.9%	2	0.0%	0
Basingstoke Country Hotel, Scures Hill, Nately Scures	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	2	0.0%	0
Basingstoke Golf Club, Winchester Road, Kempshott Hill	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blacknest Golf and Country Club, Frith End Road, Blacknest	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	6.3%	0	0.0%	0	0.0%	0
Chilbolton Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0
CrossFit Basingstoke, Joule Road, Basingstoke	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Monks Lane, Newbury	2.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.2%	7	0.0%	0	0.0%	0	0.0%	0
De Vere Wokefield Estate, Mortimer Common, Reading	0.5%	1	0.0%	0	0.0%	0	0.0%	0	10.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DW Fitness First, Chineham Business Park, Chineham	2.0%	5	0.0%	0	0.0%	0	3.5%	1	0.0%	0	10.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Energique Health Club, Anstey Lane, Alton	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	6.0%	0	0.0%	0	0.0%	0
Everest Community Academy, Oxford Way, Sherborne St John	0.6%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hart Leisure Centre, Emerald Avenue, Fleet	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2	0.0%	0
Hartley Wintney Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Hook Community Centre, Ravenscroft, Hook	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11										
Hook Town Centre	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	3	0.0%	0	
Hurst Leisure Centre, Brimpton Road, Baughurst	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Medstead Village 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	6.3%	0	0.0%	0	0.0%	0	
Mercure Winchester Wessex Hotel, Paternoster Row, Winchester	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	2.7%	0	
Norton Park Hotel, Norton Park, Sutton Scotney	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	2	
Nuffield Health, Lime Square, Reading	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1	0.0%	0	
Nuffield Health, Links Way, Farnborough	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	
Nuffield Health, Racecourse Road, Newbury	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	9.6%	2	0.0%	0	0.0%	0	0.0%	0	
Pamber Heath Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0	0.0%	0	0.0%	0	
Pippa Wylde Pilates, Manor Court, Herriard	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	0	0.0%	0	0.0%	0	
Popley Fields Community Centre, Popley Way, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
PureGym, Basingstoke Road, Reading	0.5%	1	0.0%	0	0.0%	0	0.0%	0	10.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Romsey Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	
Sparshot Village 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	2.7%	0	
Stockbridge Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	
Sutton Scotney Village Centre	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	2	
The Park Health Club, Titchener Park, Hook	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	
Tylney Park Golf Club, Ridge Lane, Hook	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Village Hotel Basingstoke, Basing View, Basingstoke	0.3%	1	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Wherwell Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	
Winchester Racquets and Fitness, Bereweke Road, Winchester	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	2	
Wootton St Lawrence Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
YouFitGym, Newbury Rugby Football Club, Newbury	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0	0.0%	0	0.0%	0	
(Don't know / varies / can't remember)	1.5%	4	0.0%	0	2.4%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	2.3%	1	
Weighted base:	241			27		21		31		12		36		19		24		17		6		29	
Sample:	244			20		24		22		11		29		14		25		23		21		23	

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q34 Where do you or members of your household normally go to visit the theatre, watch a concert or watch live music?																								
<i>Those who said 'Theatre / concert / music venue' at Q30</i>																								
Anvil Arts Centre, Basingstoke	45.0%	239	62.6%	43	56.6%	21	49.9%	30	50.4%	17	41.9%	21	36.1%	17	48.2%	29	37.4%	17	44.0%	8	38.5%	30	19.2%	6
Corn Exchange Arts Centre & Cinema, Newbury	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	10.8%	5	0.0%	0	0.0%	0	0.0%	0
Mayflower Theatre, Southampton	4.5%	24	4.6%	3	4.1%	2	7.1%	4	3.7%	1	4.5%	2	0.0%	0	7.2%	4	0.0%	0	6.2%	1	0.0%	0	18.3%	6
Milestones Museum, Leisure Park, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Haymarket Theatre, Basingstoke	12.2%	65	18.3%	13	17.8%	7	17.4%	11	7.0%	2	19.3%	10	8.9%	4	9.2%	6	5.8%	3	6.6%	1	12.3%	10	0.0%	0
The Hexagon Arts Centre, Reading	0.4%	2	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Theatre Royal, Winchester	2.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	3	3.5%	2	1.0%	0	1.1%	0	0.0%	0	17.0%	6
Andover Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Basingstoke Town Centre: Festival Place Shopping Centre	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Central London / West End	23.3%	124	11.4%	8	9.4%	4	23.8%	14	28.1%	9	21.4%	11	37.4%	18	21.0%	13	21.0%	9	28.8%	5	30.4%	23	29.0%	10
Farnham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Guildford Town Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0
Newbury Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	1.0%	0
Oxford City Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0
Salisbury City Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	6.1%	2
Southampton City Centre (includes Westquay Shopping Centre)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Winchester City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Woking Town Centre	1.0%	5	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.8%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	4.4%	3	0.0%	0
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arlington Arts, Mary Hare, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre	0.5%	3	0.0%	0	5.7%	2	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Chichester Festival Theatre, Oaklands Way, Chichester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Everyman Theatre, Regent Street, Cheltenham	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor House Local Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Theatre, George Sreett, Oxford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
New Victoria Theatre, The Ambassadors, Woking	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0
O2 Academy Brixton,	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Stockwell Road, Brixton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swansea City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Anvil, Churchill Way	0.5%	3	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
East, Basingstoke												
The Lights, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Watermill Theatre and Restaurant, Bagnor, Newbury	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester Cathedral, The Close, Winchester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yvonne Arnauld Theatre, Millbrook, Guildford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / can't remember)	2.3%	12	0.0%	0	6.4%	2	0.0%	0	3.7%	1	0.0%	0
Weighted base:	531	69	37	61	33	50	48	60	45	18	77	33
Sample:	614	55	46	49	40	48	51	71	63	63	66	62

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11
Q35 Where do you or members of your household normally go to a museum, gallery, or other place of historical / cultural interest?																							
<i>Those who said 'Museum / gallery or place of historical / cultural interest' at Q30</i>																							
Anvil Arts Centre, Basingstoke	0.7%	3	6.8%	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%
Basing House, Old Basing	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Corn Exchange Arts Centre & Cinema, Newbury	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%
Milestones Museum, Leisure Park, Basingstoke	16.8%	59	19.5%	7	12.6%	3	34.3%	14	31.4%	9	7.4%	3	24.1%	6	17.4%	7	7.4%	2	9.1%	1	8.7%	5	8.1%
The Hexagon Arts Centre, Reading	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Willis Museum and Sainsbury Gallery, Top of Town, Basingstoke	15.6%	55	27.4%	10	30.8%	8	26.7%	11	19.2%	5	14.9%	6	14.4%	4	16.1%	7	4.3%	1	14.7%	2	3.7%	2	0.0%
Alton Town Centre	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	1.7%	0	0.0%	0	0.0%
Andover Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%
Basingstoke Town Centre: Festival Place Shopping Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%
Basingstoke Town Centre: Top of Town / Old Basingstoke	0.2%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Basingstoke Town Centre: The whole of Basingstoke Town Centre	0.8%	3	2.0%	1	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%
Central London / West End	50.9%	180	34.2%	13	40.6%	10	30.9%	13	42.8%	12	54.0%	20	52.3%	14	50.7%	21	48.6%	16	55.9%	6	81.4%	43	59.2%
Newbury Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0	0.0%	0	0.0%
Oxford City Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	2	0.0%	0	0.0%	0	0.0%
Salisbury City Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%
Southampton City Centre (includes Westquay Shopping Centre)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%
Winchester City Centre	2.0%	7	0.0%	0	2.9%	1	0.0%	0	0.0%	0	4.9%	2	0.0%	0	2.4%	1	2.9%	1	2.6%	0	0.0%	0	11.8%
Abroad	0.7%	3	2.0%	1	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Camden Town District Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Haslemere Educational Museum, High Street, Haslemere	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	1.7%	0	0.0%	0	0.0%
Hendon Local Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%
Long Wittenham Village Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	2	0.0%	0	0.0%	0	0.0%
Middle Wallop Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%
Mottisfont Abbey, Mottisfont Lane, Romsey	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
The Lowry, The Quays, Salford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / can't remember)	7.0%	25	6.2%	2	13.1%	3	4.3%	2	6.6%	2	8.9%	3	7.0%	2	4.2%	2	9.1%	3	14.3%	2	1.9%	1	15.7%	3
Weighted base:		353		37		25		42		27		38		26		41		33		11		53		20
Sample:		388		30		26		36		29		31		27		45		45		39		43		37

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q36 At what location, e.g. city, town, village, local area or retail / leisure park - do you or members of your household normally go to when visiting pubs / bars / nightclubs?																								
<i>Those who said 'Pub / bar / nightclub' at Q30</i>																								
Alresford Town Centre	0.3%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0	0.0%	0	2.3%	1
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	0.0%	0	5.5%	1	0.0%	0	0.0%	0
Andover Town Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	5.6%	2
Basingstoke Town Centre: Festival Place Shopping Centre	17.5%	92	25.6%	17	32.5%	14	36.1%	17	26.4%	10	15.1%	9	22.9%	13	4.9%	3	5.5%	2	0.0%	0	5.8%	4	4.7%	1
Basingstoke Town Centre: The Malls Shopping Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	11.3%	59	29.7%	20	5.8%	2	13.0%	6	18.9%	7	20.9%	13	14.3%	8	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	1.3%	7	2.3%	2	2.4%	1	0.0%	0	6.5%	2	1.0%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: The whole of Basingstoke Town Centre	4.8%	25	13.4%	9	9.3%	4	0.0%	0	8.3%	3	0.0%	0	7.9%	5	8.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.8%	4	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3	0.0%	0
Central London / West End	0.9%	5	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	3.4%	0	1.3%	1	0.0%	0
Chineham District Centre	2.5%	13	0.0%	0	0.0%	0	0.0%	0	3.0%	1	14.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0
Farnborough Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	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	3.4%	0	0.0%	0	0.0%	0
Fleet Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0
Kingsclere Village	1.9%	10	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.0%	1	0.0%	0	23.3%	9	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	1.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	18.4%	7	0.0%	0	0.0%	0	0.0%	0
Oakley Village	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odiham Town Centre	2.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	10.1%	1	16.6%	12	0.0%	0
Overton District Centre	2.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre (includes The Oracle Shopping Centre)	1.2%	6	0.0%	0	2.4%	1	0.0%	0	0.0%	0	2.1%	1	1.5%	1	2.0%	1	0.0%	0	0.0%	0	2.7%	2	0.0%	0
Tadley District Centre	3.8%	20	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	31.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitchurch District Centre	1.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.8%	10	0.0%	0	1.6%	0	0.0%	0	0.0%	0
Winchester City Centre	2.9%	15	3.9%	3	0.0%	0	1.5%	1	0.0%	0	1.5%	1	0.0%	0	7.3%	4	0.0%	0	0.0%	0	0.0%	0	24.1%	7
Basingstoke Leisure Park, Worting Road, Basingstoke	0.7%	4	1.6%	1	0.0%	0	3.8%	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
Hatch Warren Retail Park (Wallop Drive), Basingstoke	1.3%	7	0.0%	0	8.9%	4	6.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Barton Stacey Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Beenham Village Centre	0.4%	2	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	0.0%	0	0.0%	0
Beggarwood Local Centre	0.1%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentworth Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0
Broughton District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burghclere Village Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	4	0.0%	0	0.0%	0	0.0%	0
Chapel Row Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chilbolton Village Centre	0.7%	4	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	2
Cliddesden Local Centre	0.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0
Crawley Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1
Crandall Village Centre	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	6	0.0%	0
Dummer Local Centre	0.5%	3	1.1%	1	2.8%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eversley Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Fair Oak Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Fairfields Local Centre	0.6%	3	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four Marks Village Centre	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	3.9%	0	0.0%	0	0.0%	0
Froyle Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.2%	2	0.0%	0	0.0%	0
Hartley Wintney Village Centre	2.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.1%	13	0.0%	0
Hatch Warren District Centre	1.1%	6	0.0%	0	13.9%	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	0.0%	0
Headley Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	1.3%	1	0.0%	0
Herriard Village Centre	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	3.9%	0	0.0%	0	0.0%	0
Highclere Village Centre	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.3%	7	0.0%	0	0.0%	0	0.0%	0
Hook Town Centre	3.1%	16	0.0%	0	2.4%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.3%	14	0.0%	0
Inkpen Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Kempshott Local Centre	1.1%	6	0.0%	0	0.0%	0	11.5%	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
Kintbury Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
London Road, Basingstoke	0.1%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longparish Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1
Lower Wield Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0
Lychpit Local Centre	0.6%	3	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Micheldever Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Newnham Village Centre	0.3%	2	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Waltham Village Centre	0.7%	3	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	5.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Warnborough Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Old Basing Village Centre	2.0%	10	0.0%	0	0.0%	0	0.0%	0	3.2%	1	13.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Pamber End Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pamber Heath Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Popley Local Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	7.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston Candover Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0
Rotherwick Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Sandys Road, Basingstoke	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherborne St John Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

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		Zone 11	
Sherfield on Loddon Village Centre	2.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.4%	9	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silchester Village Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Wonston Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Sparshot Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
St Mary Bourne Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Steventon Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockbridge Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Stratfield Saye Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Scotney, Village Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	3
Swansea City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thatcham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thornborough Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Upton Grey Village Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.2%	2	1.9%	1	0.0%	0
Well Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0
Westside Local Centre	0.1%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester Road, Basingstoke	0.6%	3	3.8%	3	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchfield Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Wonston Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1
Woolton Hill Village Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	3	0.0%	0	0.0%	0	0.0%	0
Worting Road, Basingstoke	0.2%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / can't remember)	8.2%	43	6.5%	4	11.6%	5	13.9%	7	10.0%	4	4.6%	3	3.0%	2	8.8%	5	10.3%	4	10.5%	1	4.5%	3	18.2%	5
Weighted base:		523		67		43		48		39		62		58		52		37		12		74		30
Sample:		519		41		43		36		36		49		51		58		48		44		61		52

Basingstoke & Deane Household Survey for Lambert Smith Hampton

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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		Zone 11		
Q37 At what location, e.g. city, town, village, local area or retail / leisure park - do you or members of your household normally go to for eating out, e.g. cafes and restaurants?																								
<i>Those who said 'Restaurant / café / eating out' at Q30</i>																								
Alresford Town Centre	0.2%	2	0.7%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Alton Town Centre	0.7%	6	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	3	2.2%	2	0.0%	0
Andover Town Centre	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3	2.3%	1	0.0%	0	0.0%	0	4.6%	2
Basingstoke Town Centre: Festival Place Shopping Centre	36.9%	303	53.5%	53	44.4%	31	60.9%	60	42.4%	32	45.8%	43	32.8%	27	35.7%	25	12.5%	8	4.8%	1	16.8%	18	11.3%	5
Basingstoke Town Centre: The Malls Shopping Centre	1.7%	14	3.2%	3	0.0%	0	0.0%	0	4.8%	4	3.9%	4	3.2%	3	0.7%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	5.5%	45	10.5%	10	11.5%	8	3.0%	3	5.7%	4	12.7%	12	6.0%	5	1.7%	1	0.0%	0	2.1%	0	0.0%	0	1.5%	1
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	1.8%	15	0.0%	0	0.7%	0	4.4%	4	4.0%	3	0.7%	1	3.2%	3	1.7%	1	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Basingstoke Town Centre: The whole of Basingstoke Town Centre	4.5%	37	5.4%	5	10.0%	7	7.1%	7	9.5%	7	0.0%	0	3.8%	3	5.8%	4	0.0%	0	2.1%	0	2.2%	2	0.0%	0
Brighton Hill District Centre	0.6%	5	0.7%	1	3.9%	3	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
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	0.0%	0	0.9%	1	0.0%	0
Central London / West End	2.3%	19	6.4%	6	0.0%	0	1.1%	1	3.3%	2	2.9%	3	1.1%	1	1.5%	1	1.6%	1	2.9%	1	1.9%	2	1.4%	1
Chineham District Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Farnham Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	8.2%	2	1.4%	1	0.0%	0
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	0.0%	0	1.6%	2	0.0%	0
Guildford Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Kingsclere Village	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	4.2%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	6.3%	5	0.0%	0	46.2%	28	0.0%	0	0.0%	0	0.0%	0
Oakley Village	0.2%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odiham Town Centre	1.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	2	12.7%	13	0.0%	0
Overton District Centre	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pangbourne Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre (includes The Oracle Shopping Centre)	1.9%	16	0.0%	0	2.4%	2	0.0%	0	1.1%	1	3.8%	4	6.4%	5	0.0%	0	0.0%	0	0.0%	0	4.1%	4	0.0%	0
Salisbury City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre (includes Westquay Shopping Centre)	0.4%	4	0.7%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2
Tadley District Centre	1.6%	14	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	14.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitchurch District Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	1.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Winchester City Centre	5.6%	46	2.6%	3	2.4%	2	0.8%	1	0.0%	0	3.2%	3	0.0%	0	14.1%	10	7.4%	4	12.0%	2	0.0%	0	45.5%	21
Basingstoke Leisure Park, Worting Road, Basingstoke	2.2%	18	4.4%	4	2.2%	2	6.3%	6	1.1%	1	2.4%	2	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.6%	1	2.2%	1
Brighton Hill Retail Park, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Hatch Warren Retail Park (Wallop Drive), Basingstoke	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Retail Park, Pinchington Lane, Newbury	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
St Michael’s Retail Park, Basingstoke	0.3%	2	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Arborfield Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Ashford Hill Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Avenue Nurseries, Avenue Road, Lasham	0.0%	0	0.0%	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	0.0%	0	0.0%	0
Barton Stacey Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Basingstoke Golf Club, Winchester Road, Kempshott Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beenham Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Bramley Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brimpton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broughton 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	0.0%	0
Burghclere Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chilbolton Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Cliddesden Local Centre	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	2.4%	0	0.0%	0	0.0%	0
Crandall Village Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	4	0.0%	0
Dummer Local Centre	0.2%	2	0.7%	1	0.7%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eversley Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faccombe Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Four Marks Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Froyle Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre	2.1%	17	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	14.8%	16	0.0%	0
Headley Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Hook Town Centre	1.7%	14	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	2.4%	2	0.0%	0	0.0%	0	10.4%	11	0.0%	0
Hungerford 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	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Kempshott Local Centre	0.2%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Worthy Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Lasham Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Long Sutton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Longparish Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Mapledurwell Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Mattingley Village Centre	0.3%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Midgham Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Newtown Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
North Waltham Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0
North Warnborough Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Old Basing Village Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.7%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Padworth Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pamber End Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston Candover Village Centre	0.2%	1	0.0%	0	0.7%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Romsey Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Rotherwick Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Sherborne St John Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherfield on Loddon Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silchester Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Warnborough Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
South Wonston Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Steventon Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockbridge Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2
Stratfield Saye Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Scotney, Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2
Swansea City 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	0.0%	0
Thatcham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thornborough Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Upton Grey Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.4%	1	0.0%	0
Viables District Centre	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	2.1%	0	0.0%	0	0.0%	0
Well Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1	0.0%	0	0.0%	0
Winchester Road, Basingstoke	0.7%	6	1.1%	1	4.5%	3	1.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Woolhampton Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woolton Hill Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Worting Road, Basingstoke	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / can't remember)	10.9%	89	8.2%	8	8.2%	6	10.1%	10	16.3%	12	10.5%	10	12.3%	10	4.8%	3	12.4%	7	15.9%	3	13.5%	14	10.4%	5
Weighted base:	821		99		69		98		76		95		82		70		60		20		105		46	
Sample:	857		75		75		73		76		79		75		84		83		72		82		83	

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q38 Where do you or members of your household normally go for family entertainment, e.g. ten pin bowling, ice skating, outdoor adventure centres, etc?																								
<i>Those who said a family entertainment activity at Q30</i>																								
Flip Out, Basingstoke	4.0%	12	0.0%	0	6.5%	2	0.0%	0	3.5%	1	6.7%	3	15.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Bowl, Leisure Park, Basingstoke	49.9%	155	49.6%	17	61.2%	23	33.1%	9	65.6%	16	43.0%	20	38.8%	15	67.1%	21	40.9%	7	61.9%	2	52.8%	22	35.9%	4
Ice Rink, The Spectrum, Guildford	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	11.2%	0	0.0%	0	0.0%	0
Lakeside Superbowl, Thatcham, Newbury	2.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	47.1%	8	0.0%	0	0.0%	0	0.0%	0
Planet Ice, Basingstoke Leisure Park	2.7%	8	0.0%	0	7.0%	3	0.0%	0	0.0%	0	9.9%	5	0.0%	0	0.0%	0	0.0%	0	7.8%	0	2.4%	1	0.0%	0
Wokingham Superbowl, Wokingham	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	3	0.0%	0
Aldershot Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Andover Town Centre	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	2	0.0%	0	0.0%	0	0.0%	0	4.3%	0
Basingstoke Town Centre: Festival Place Shopping Centre	1.4%	4	0.0%	0	2.8%	1	2.8%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	6.2%	1
Basingstoke Town Centre: The whole of Basingstoke Town Centre	0.2%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Central London / West End	0.8%	3	7.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastleigh Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0
Overton District Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre (includes Westquay Shopping Centre)	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	1
Winchester City Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	2	0.0%	0
Basingstoke Leisure Park, Worthing Road, Basingstoke	29.2%	91	40.8%	14	22.5%	8	59.9%	16	28.6%	7	27.8%	13	27.1%	11	24.4%	8	9.3%	2	19.1%	1	21.0%	9	37.7%	4
Farnborough Gate Retail Park, Farnborough	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Michael's Retail Park, Basingstoke	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Atmosphere Trampoline Park, Daneshill Industrial Estate, Basingstoke	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / can't remember)	3.8%	12	0.0%	0	0.0%	0	4.2%	1	2.4%	1	10.6%	5	9.7%	4	0.0%	0	2.7%	0	0.0%	0	2.4%	1	0.0%	0
Weighted base:	312			33		37		26		24		46		39		31		17		4		42		11
Sample:	264			22		34		16		21		31		31		26		24		12		30		17

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11
Q40 What improvements could be made to the leisure/cultural offer in the Basingstoke & Deane Borough area that would make you visit or partake in leisure activities more often? [MR]																							
A casino	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
A swimming pool	2.8%	31	0.0%	0	4.2%	4	3.8%	5	2.6%	3	4.7%	6	1.1%	1	3.4%	3	2.8%	2	0.7%	0	4.9%	7	0.6%
A theatre	0.4%	5	1.6%	2	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.4%	1	0.0%	0	0.0%	0	1.2%
A new multi-screen cinema	0.7%	7	0.0%	0	2.0%	2	0.0%	0	0.9%	1	0.7%	1	0.0%	0	3.7%	3	0.0%	0	1.0%	0	0.0%	0	0.0%
A new art house cinema	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bingo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cheaper prices	2.4%	26	0.5%	1	3.9%	4	4.8%	7	0.6%	1	4.9%	6	1.3%	1	0.8%	1	0.0%	0	1.4%	0	3.8%	5	0.0%
Improved access by foot and cycle	0.6%	6	0.0%	0	1.7%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.5%	0	0.7%	1	0.0%
Improved public transport	0.9%	9	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.5%	1	4.3%	5	0.0%	0	0.6%	0	2.1%	1	1.2%	2	0.0%
Improved security / CCTV	0.6%	6	0.7%	1	1.7%	2	1.8%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Improved street furniture	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Improvements in the built environment	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
More / better car parking	1.0%	10	0.5%	1	2.4%	2	0.0%	0	0.0%	0	2.7%	3	0.8%	1	0.8%	1	0.0%	0	0.0%	0	1.8%	2	0.0%
More / better cultural facilities	0.7%	8	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.4%	1	0.0%	0	2.2%	3	0.0%
More / better disabled access	0.3%	3	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More / better health clubs / gyms	1.0%	11	3.5%	5	0.7%	1	0.0%	0	2.1%	2	0.0%	0	0.0%	0	2.5%	2	0.9%	1	1.5%	0	0.0%	0	0.0%
More / better policing & safety	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More / better public houses	0.8%	9	1.7%	3	3.4%	3	0.0%	0	1.2%	1	0.0%	0	0.8%	1	0.0%	0	0.6%	0	0.7%	0	0.0%	0	0.0%
More / better seats	0.5%	5	0.0%	0	0.0%	0	1.8%	3	2.0%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More / better signposting and information	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%
More better parks / green spaces	1.1%	12	2.2%	3	0.0%	0	3.8%	5	0.9%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	2.4%
More for children	2.5%	28	2.7%	4	0.5%	0	5.3%	8	4.5%	4	7.3%	9	1.9%	2	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%
More local sports & recreation facilities	2.8%	31	2.2%	3	4.2%	4	5.9%	8	2.7%	3	4.5%	6	1.8%	2	3.1%	3	0.6%	0	0.0%	0	0.7%	1	0.8%
More nightclubs	0.2%	3	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More pavement cafes	0.6%	7	0.0%	0	2.0%	2	0.5%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%
More quality restaurants	3.2%	35	7.4%	11	6.6%	7	0.0%	0	0.0%	0	4.2%	5	4.8%	5	0.0%	0	1.4%	1	3.5%	1	3.2%	4	1.2%
More street cleaning	0.4%	4	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%
Provision of public toilets	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	3.3%	4	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%
Ten-pin bowling	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Concert hall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Cycling track	0.3%	3	0.0%	0	0.0%	0	0.5%	1	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Go karting	0.4%	5	1.7%	3	0.0%	0	0.8%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ice rink / improve/keep the current ice rink	2.1%	24	2.3%	3	0.0%	0	2.8%	4	0.0%	0	2.7%	3	4.1%	5	3.9%	3	2.8%	2	1.0%	0	1.5%	2	1.2%
Improve all leisure facilities	0.4%	4	0.0%	0	0.0%	0	0.8%	1	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%
Indoor ski slope	0.4%	5	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Laser quest	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure venues open later	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Live music events	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.2%	1
More activities for disabled people	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More activities for older people	0.4%	4	0.5%	1	0.5%	0	0.5%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.6%	0
More arts & craft activities	0.4%	4	1.1%	2	0.0%	0	0.5%	1	0.0%	0	0.7%	1	0.8%	1	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
More for older children / teenagers to do	0.7%	8	1.7%	3	3.8%	4	0.0%	0	0.0%	0	0.5%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outdoor swimming pool	0.1%	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	0.7%	0	0.0%	0	0.8%	0
Petting zoo	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rock climbing wall	1.1%	12	0.7%	1	0.0%	0	3.0%	4	0.0%	0	3.7%	5	0.0%	0	2.5%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Roller skating	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skatepark	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Softplay Venues	0.5%	6	0.5%	1	0.7%	1	2.3%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spa resort	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Street festivals	0.2%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Update Basingstoke Aquadrome	0.6%	7	0.0%	0	0.0%	0	3.0%	4	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Update Basingstoke Leisure Park	0.8%	9	2.2%	3	0.0%	0	0.0%	0	0.0%	0	2.9%	4	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	65.7%	724	54.4%	79	52.7%	54	58.5%	83	75.7%	75	52.0%	64	61.6%	70	78.4%	67	82.5%	60	75.1%	21	76.5%	103	84.9%	48
(Don't know)	8.8%	97	17.4%	25	14.6%	15	5.1%	7	4.9%	5	12.6%	16	11.2%	13	0.8%	1	6.4%	5	8.1%	2	5.4%	7	3.1%	2
Weighted base:		1103		145		102		142		99		124		114		85		73		28		135		56
Sample:		1103		101		100		100		100		100		101		101		100		100		100		100

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q41 Where within Basingstoke & Deane Borough should the improvements/facilities you mentioned be made/provided?																								
<i>Not those who said '(Nothing)' or '(Don't know)' at Q40</i>																								
Basingstoke Town Centre: Festival Place Shopping Centre	14.6%	41	28.8%	12	15.9%	5	19.7%	10	9.3%	2	7.0%	3	4.0%	1	0.0%	0	25.2%	2	8.6%	0	22.0%	5	0.0%	0
Basingstoke Town Centre: The Malls Shopping Centre	0.9%	3	0.0%	0	0.0%	0	4.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	3.6%	10	17.5%	7	6.2%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	8.6%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	12.4%	35	13.2%	5	11.8%	4	10.7%	6	4.4%	1	15.4%	7	19.4%	6	12.0%	2	20.7%	2	16.8%	1	8.1%	2	0.0%	0
Basingstoke Town Centre: Anywhere within Basingstoke Town Centre	6.1%	17	0.0%	0	5.1%	2	4.9%	3	10.3%	2	6.2%	3	14.8%	5	0.0%	0	0.0%	0	0.0%	0	15.4%	4	0.0%	0
Beggarwood	0.2%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill	2.6%	7	0.0%	0	18.5%	6	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chineham	3.3%	9	0.0%	0	0.0%	0	0.0%	0	10.7%	2	12.6%	6	5.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastrop	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatch Warren	1.3%	4	0.0%	0	10.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Furlong	0.9%	3	6.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsclere	0.2%	0	0.0%	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	0.0%	0	0.0%	0
Oakley	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Basing	0.4%	1	0.0%	0	1.5%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Overton	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Popley	0.6%	2	0.0%	0	0.0%	0	0.0%	0	8.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherborne St John	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ham	0.4%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tadley	4.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	31.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upton Grey	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0
Whitchurch	1.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winklebury	0.4%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alton Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.0%	2	0.0%	0	0.0%	0
Andover Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.9%	1
Anvil Arts Theatre, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Basingstoke Aquadrome	1.7%	5	0.0%	0	0.0%	0	8.3%	4	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Leisure Park	16.0%	45	13.3%	5	8.2%	3	10.5%	5	4.4%	1	36.1%	16	15.9%	5	18.8%	3	0.0%	0	10.1%	0	24.2%	6	0.0%	0
Basingstoke: Outside Town Centre	0.9%	3	0.0%	0	0.0%	0	2.1%	1	3.0%	1	0.0%	0	0.0%	0	2.8%	0	5.8%	0	0.0%	0	0.0%	0	0.0%	0
Beechdown Park, Basingstoke	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	4.1%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Bradley Village	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	8.6%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.3%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chilbolton Village	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	0
Eversley Village	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Four Marks Village	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	4.1%	0	0.0%	0	0.0%	0
Hartley Wintney Village	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Headley Village	0.2%	0	0.0%	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	0.0%	0	0.0%	0
Hook Town Centre	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	3	0.0%	0
Old Common Road, Basingstoke	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston Candover Village	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	4.1%	0	0.0%	0	0.0%	0
South View Local Centre, Basingstoke	0.4%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Wonston Village	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	0
St Michael’s Retail Park, Basingstoke	1.5%	4	2.6%	1	0.0%	0	6.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.3%	2
Woolton Hill Village	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.2%	2	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies)	5.4%	15	0.0%	0	10.2%	3	12.4%	6	13.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1	20.3%	1
(Nowhere specifically in Basingstoke & Deane Borough)	12.4%	35	15.9%	6	5.1%	2	16.7%	9	23.7%	5	14.7%	6	8.4%	3	12.3%	2	11.6%	1	0.0%	0	0.0%	0	22.0%	1
Weighted base:	282			41		33		52		19		44		31		18		8		5		24		7
Sample:	241			25		33		30		19		34		26		19		9		18		17		11
GEN Gender of respondent.																								
Male	37.5%	414	33.5%	48	33.9%	34	46.5%	66	41.2%	41	38.7%	48	33.0%	38	43.6%	37	41.1%	30	31.8%	9	35.4%	48	25.9%	15
Female	62.5%	689	66.5%	96	66.1%	67	53.5%	76	58.8%	58	61.3%	76	67.0%	76	56.4%	48	58.9%	43	68.2%	19	64.6%	87	74.1%	42
Weighted base:	1103			145		102		142		99		124		114		85		73		28		135		56
Sample:	1103			101		100		100		100		100		101		101		100		100		100		100
AGE Could I ask how old you are?																								
18 to 24	10.0%	111	17.3%	25	14.9%	15	9.0%	13	8.0%	8	8.7%	11	12.5%	14	4.0%	3	4.4%	3	2.4%	1	10.4%	14	5.9%	3
25 to 34	11.7%	129	20.8%	30	21.6%	22	10.8%	15	10.0%	10	7.0%	9	14.3%	16	7.9%	7	4.4%	3	2.4%	1	8.6%	12	7.9%	4
35 to 44	20.7%	229	17.4%	25	16.7%	17	27.2%	39	20.2%	20	30.7%	38	18.0%	21	19.9%	17	11.1%	8	6.0%	2	26.2%	35	12.5%	7
45 to 54	20.3%	223	14.0%	20	14.1%	14	26.0%	37	12.0%	12	26.7%	33	32.6%	37	21.9%	19	15.1%	11	12.2%	3	22.8%	31	10.1%	6
55 to 64	16.3%	179	8.5%	12	16.3%	17	8.8%	12	18.4%	18	11.7%	15	8.7%	10	21.8%	19	31.1%	23	36.4%	10	16.9%	23	37.6%	21
65 +	21.0%	232	22.0%	32	16.4%	17	18.2%	26	31.4%	31	15.1%	19	13.9%	16	24.6%	21	33.9%	25	40.7%	11	15.0%	20	25.9%	15
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1103			145		102		142		99		124		114		85		73		28		135		56
Sample:	1103			101		100		100		100		100		101		101		100		100		100		100

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
QUOTA																							
Zone																							
Zone 1	13.1%	145	100.0%	145	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2	9.2%	102	0.0%	0	100.0%	102	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 3	12.9%	142	0.0%	0	0.0%	0	100.0%	142	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4	9.0%	99	0.0%	0	0.0%	0	0.0%	0	100.0%	99	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5	11.2%	124	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	124	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 6	10.3%	114	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	114	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 7	7.7%	85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	85	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 8	6.6%	73	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	73	0.0%	0	0.0%	0	0.0%
Zone 9	2.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	28	0.0%	0	0.0%
Zone 10	12.3%	135	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	135	0.0%
Zone 11	5.1%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%
Weighted base:		1103		145		102		142		99		124		114		85		73		28		135	
Sample:		1103		101		100		100		100		100		101		101		100		100		100	

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

		Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
PC	Postcode Sector																							
GU10 5		1.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	13	0.0%	0	
GU34 4		0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.8%	10	0.0%	0	0.0%	0	
GU34 5		0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	4	0.0%	0	0.0%	0	
GU51 1		0.1%	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	0.7%	1	0.0%	0	
RG19 8		0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	
RG20 0		0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	4	0.0%	0	0.0%	0	
RG20 4		0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	4	0.0%	0	0.0%	0	
RG20 5		1.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.4%	21	0.0%	0	0.0%	0	
RG20 9		3.0%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	46.2%	34	0.0%	0	0.0%	0	
RG21 3		4.2%	46	31.7%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
RG21 4		1.6%	18	12.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
RG21 5		2.5%	27	19.0%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
RG21 6		0.5%	6	3.9%	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	0.0%	0	
RG21 7		2.4%	26	18.0%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
RG21 8		1.7%	19	13.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
RG22 4		9.4%	103	0.0%	0	100.0%	102	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
RG22 5		4.7%	52	0.0%	0	0.0%	0	36.9%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
RG22 6		4.9%	54	0.0%	0	0.0%	0	38.3%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
RG23 7		2.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.8%	29	0.0%	0	0.0%	0	0.0%	0	
RG23 8		3.1%	34	0.0%	0	0.0%	0	23.7%	34	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
RG24 7		3.3%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.8%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
RG24 8		3.4%	38	2.2%	3	0.0%	0	0.0%	0	0.0%	0	27.8%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
RG24 9		8.2%	90	0.0%	0	0.0%	0	0.0%	0	91.4%	90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
RG25 2		2.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	7	0.0%	0	7.7%	7	0.0%	0	45.6%	13	0.0%	0	
RG25 3		1.7%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.4%	18	0.0%	0	0.0%	0	0.0%	0	
RG26 3		5.9%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	56.6%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
RG26 4		2.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.6%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
RG26 5		2.5%	28	0.0%	0	0.0%	0	0.0%	0	8.0%	8	6.5%	8	9.9%	11	0.0%	0	1.3%	1	0.0%	0	0.0%	0	
RG27 0		3.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	17	1.6%	2	0.0%	0	0.0%	0	0.0%	0	10.9%	15	
RG27 8		3.2%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.1%	35	
RG27 9		4.1%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.4%	41	
RG28 7		3.1%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.1%	32	3.9%	3	0.0%	0	0.0%	0	
RG29 1		2.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.9%	22	
RG51 1		0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	
RG7 1		0.6%	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	5.0%	7	
RG7 2		0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
RG7 3		0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
RG7 4		1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
RG7 5		0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
SO20 6		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	0.0%	0	0.0%	0	7.7%
SO21 2		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	0.0%	0	0.0%	0	9.2%
SO21 3		2.8%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	54.4%
SO22 5		0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%
SO22 6		0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%
SO24 9		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	5.9%	2	0.0%	0	0.0%

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

Weighted:

January 2020

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
SP11 6	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	4	0.0%	0	0.0%	0	11.0%	6
SP11 7	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3
Weighted base:		1103		145		102		142		99		124		114		85		73		28		135		56
Sample:		1103		101		100		100		100		100		101		101		100		100		100		100

Appendix 3:

Data Tabulations

By Zone – Filtered Nulls & SFT

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q01 Where do you NORMALLY shop for all your household's main food and grocery shopping needs (i.e. primarily bulk trolley purchases)?													
<i>Excl. Nulls & SFT</i>													
Aldi, Alton Retail Park, Alton	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0
Aldi, Basingstoke Road, Reading	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%
Aldi, Bath Road, Reading	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%
Aldi, Burnett Close, Winchester	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%
Aldi, London Road, Blackwater	0.2%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, London Road, Newbury	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Winchester Road, Basingstoke	1.6%	16	3.2%	3	7.7%	7	2.2%	2	2.1%	2	0.0%	0	0.0%
Aldi, Winklebury Way, Basingstoke	2.5%	25	1.1%	1	0.0%	0	7.5%	7	7.4%	7	1.1%	1	4.5%
Asda, Anton Mill Road, Andover	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%
Asda, Bournemouth Road, Eastleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%
Asda, Brighton Hill District Centre, Basingstoke	7.5%	75	13.7%	13	36.3%	33	11.8%	11	4.3%	4	3.4%	3	2.3%
Asda, Chalfont Way, Lower Earley, Reading	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%
Asda, Honey End Lane, Tilehurst, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%
Asda, Princess Mead Shopping Centre, (Westmead), Farnborough	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Bell Street, Whitchurch	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%
Co-op, High Street, Odiham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Co-op, Park Prewett Road, Rooksdown	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%
Co-op, Winchester Street, Overton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%
Iceland, Festival Place, Basingstoke Town Centre	0.6%	6	4.2%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%
Lidl, Basingstoke Road, Reading	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%
Lidl, Gastons Wood, Basingstoke	2.4%	24	1.1%	1	1.1%	1	0.0%	0	9.6%	9	3.4%	3	5.7%
Lidl, London Road, Newbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%
Lidl, Western Avenue,	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	1.1%

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for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Andover																								
Lidl, Worting Road, Basingstoke	2.4%	24	3.2%	3	3.3%	3	3.2%	3	1.1%	1	1.1%	1	4.5%	4	6.5%	6	0.0%	0	2.1%	2	1.1%	1	0.0%	0
Marks & Spencer, Broad Street, Reading Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Chineham District Centre, Basingstoke	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Festival Place, Basingstoke Town Centre	0.3%	3	2.1%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	1.1%	1	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	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Meadows (Shopping Centre), 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	0.0%	0	1.1%	1	0.0%	0
Morrisons, Elvetham Heath, (The Key), Fleet	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	13	0.0%	0
Morrisons, Rose Kiln Lane, off Basingstoke Road, Reading	0.3%	3	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	2.3%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	9.7%	97	27.4%	26	11.0%	10	21.5%	20	8.5%	8	9.2%	8	1.1%	1	16.1%	15	2.2%	2	6.4%	6	1.1%	1	0.0%	0
Sainsbury's Superstore, Badger Farm Road, Badger Farm, Winchester	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	9
Sainsbury's Superstore, Bath Road, Calcot, Reading	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	5	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Blackwater Valley Road, Watchmoor Park, Camberley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Sainsbury's Superstore, Bridge St, Andover	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3
Sainsbury's Superstore, Draymans Way, Alton	2.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.8%	28	0.0%	0	0.0%	0
Sainsbury's Superstore, Farnham Trading Estate, Water Lane, 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	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Sainsbury's Superstore, 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	0.0%	0	1.1%	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		Zone 11	
Sainsbury's Superstore, Hector's Way, Newbury	1.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	18.3%	17	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Kings Street Lane, Winnersh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Sainsbury's Superstore, Middlebrook Street, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Sainsbury's Superstore, Mulfords Hill, Tadley	6.3%	63	0.0%	0	0.0%	0	1.1%	1	6.4%	6	2.3%	2	55.7%	49	0.0%	0	5.4%	5	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Shepherds Spring Lane, Andover	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3
Sainsbury's Superstore, Station Mall, Basingstoke Town Centre (The Malls)	1.6%	16	7.4%	7	0.0%	0	1.1%	1	2.1%	2	1.1%	1	0.0%	0	2.2%	2	2.2%	2	0.0%	0	1.1%	1	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	14.0%	141	14.7%	14	35.2%	32	39.8%	37	4.3%	4	3.4%	3	1.1%	1	26.9%	25	2.2%	2	19.1%	18	2.3%	2	3.3%	3
Tesco Express, Compton Square, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Oakridge 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	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Tesco Extra, Newbury Retail Park, Pinchington Lane, Newbury	4.9%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	8.0%	7	4.3%	4	39.8%	37	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, River Way, Andover	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	10	2.2%	2	0.0%	0	0.0%	0	7.8%	7
Tesco Extra, The Meadows Shopping Centre, Sandhurst	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	3.4%	3	0.0%	0
Tesco Extra, Winnall, Winchester	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	15.6%	14
Tesco Metro, Festival Place, Basingstoke Town Centre	0.7%	7	5.3%	5	0.0%	0	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, District Shopping Centre, Chineham, Basingstoke	11.8%	119	12.6%	12	1.1%	1	7.5%	7	43.6%	41	55.2%	48	3.4%	3	3.2%	3	0.0%	0	1.1%	1	3.4%	3	0.0%	0
Tesco Superstore, Finchampstead Road, Wokingham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Newbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.1%	1
Tesco Superstore, Station Road, Hook	3.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	4	35.6%	31	0.0%	0
Tesco Superstore,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	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		Zone 11		
Wellington Avenue, Aldershot																								
Waitrose, Basing View, Basingstoke	1.8%	18	2.1%	2	1.1%	1	2.2%	2	3.2%	3	1.1%	1	0.0%	0	5.4%	5	1.1%	1	2.1%	2	1.1%	1	0.0%	0
Waitrose, 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	0.0%	0	1.1%	1	0.0%	0
Waitrose, Oxford Road, Newbury	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	7	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Chantry Centre, Andover	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	2.2%	2	0.0%	0	0.0%	0	7.8%	7
Waitrose, Tresham Crescent, Yateley	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0
Local stores, Kingsclere	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Local stores, St Mary Bourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, St Michaels Retail Park, The Harroway	1.1%	11	1.1%	1	2.2%	2	1.1%	1	1.1%	1	1.1%	1	1.1%	1	1.1%	1	0.0%	0	0.0%	0	2.3%	2	1.1%	1
Aldi, Weyhill Road, Andover	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Co-op, High Street, Stockbridge	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	0.0%	0	2.2%	2
Dever Stores, Oxford Road, Sutton Scotney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Iceland, High Street, Alton	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	3.2%	3	0.0%	0	0.0%	0
Lidl, Bath Road, Calcot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Walworth Business Park, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Marks & Spencer, High Street, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Marks & Spencer, Tollbar Way, Hedge End, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Waitrose, Station Road, Alton	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	14	1.1%	1	0.0%	0
Waitrose, Stockbridge Road, Winchester	1.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	18.9%	17
Waitrose, The Hart, 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	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Base:	1005			95		91		93		94		87		88		93		93		94		87		90

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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		Zone 11	
Q01A Which retailer do you purchase your main food internet / home delivery shopping from?																							
Those who do said 'Internet / delivery' at Q01																							
Amazon Pantry	1.0%	1	16.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Abel & Cole	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda	8.2%	8	16.7%	1	11.1%	1	0.0%	0	16.7%	1	0.0%	0	7.7%	1	12.5%	1	0.0%	0	16.7%	1	15.4%	2	0.0%
Iceland	1.0%	1	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons	3.1%	3	0.0%	0	0.0%	0	28.6%	2	16.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ocado	17.3%	17	0.0%	0	22.2%	2	14.3%	1	16.7%	1	15.4%	2	7.7%	1	12.5%	1	14.3%	1	33.3%	2	23.1%	3	30.0%
Sainsbury's	21.4%	21	0.0%	0	55.6%	5	0.0%	0	0.0%	0	7.7%	1	38.5%	5	50.0%	4	14.3%	1	33.3%	2	7.7%	1	20.0%
Tesco	42.9%	42	33.3%	2	11.1%	1	42.9%	3	50.0%	3	76.9%	10	46.2%	6	25.0%	2	57.1%	4	16.7%	1	46.2%	6	40.0%
Waitrose	5.1%	5	33.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0	7.7%	1	10.0%
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	0.0%
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:		98		6		9		7		6		13		13		8		7		6		13	
Q01B Whenever you do a main food shop at (LOCATION MENTIONED AT Q01) do you ever combine it with a visit to other shops or another activity in other centres / locations at the same time?																							
Not those who do said 'Internet / delivery' at Q01																							
Yes	32.6%	328	18.9%	18	18.7%	17	31.2%	29	29.8%	28	43.7%	38	22.7%	20	37.6%	35	45.2%	42	44.7%	42	32.2%	28	34.4%
No	67.4%	677	81.1%	77	81.3%	74	68.8%	64	70.2%	66	56.3%	49	77.3%	68	62.4%	58	54.8%	51	55.3%	52	67.8%	59	65.6%
Base:		1005		95		91		93		94		87		88		93		93		94		87	

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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	Zone 11
Q02 In addition to (LOCATION MENTIONED AT Q01), is there anywhere else you regularly use for your main-food shopping?													
Excl. Nulls & SFT													
Aldi, Alton Retail Park, Alton	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Bath Road, Reading	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.9%
Aldi, Burnett Close, Winchester	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%
Aldi, London Road, Blackwater	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, London Road, Newbury	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%
Aldi, Winchester Road, Basingstoke	3.0%	19	10.9%	6	0.0%	0	8.3%	5	0.0%	0	1.6%	1	3.8%
Aldi, Winklebury Way, Basingstoke	1.3%	8	0.0%	0	0.0%	0	3.3%	2	4.8%	3	0.0%	0	3.8%
Asda, Anton Mill Road, Andover	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%
Asda, Brighton Hill District Centre, Basingstoke	8.0%	51	5.5%	3	31.1%	19	20.0%	12	6.5%	4	1.6%	1	3.8%
Asda, Chalfont Way, Lower Earley, Reading	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%
Asda, Princess Mead Shopping Centre, (Westmead), Farnborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Bell Street, Whitchurch	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%
Co-op, Broadmere Road, Beggarwood	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Franklin Avenue, Tadley	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%
Co-op, High Street, Odiham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Kings Road, South Ham, Basingstoke	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Linden Avenue, Old Basing	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%
Co-op, Winchester Street, Overton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%
Iceland, Chineham District Centre, Basingstoke	0.9%	6	0.0%	0	0.0%	0	0.0%	0	3.2%	2	6.6%	4	0.0%
Iceland, Festival Place, Basingstoke Town Centre	0.5%	3	3.6%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Fleet Road, Fleet	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
John Burton Foodmarket, Winklebury Centre, Basingstoke	0.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%
Lidl, Basingstoke Road,	0.3%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.6%	1	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		Zone 11	
Reading																								
Lidl, Gastons Wood, Basingstoke	4.1%	26	3.6%	2	0.0%	0	1.7%	1	8.1%	5	18.0%	11	7.7%	4	0.0%	0	1.7%	1	0.0%	0	3.7%	2	0.0%	0
Lidl, London Road, Newbury	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.9%	1	0.0%	0	5.2%	3	0.0%	0	0.0%	0	0.0%	0
Lidl, Western Avenue, Andover	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3	1.7%	1	0.0%	0	0.0%	0	2.0%	1
Lidl, Worting Road, Basingstoke	3.4%	22	5.5%	3	3.3%	2	6.7%	4	4.8%	3	0.0%	0	9.6%	5	5.9%	4	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Marks & Spencer, Chineham District Centre, Basingstoke	2.2%	14	1.8%	1	0.0%	0	0.0%	0	6.5%	4	11.5%	7	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Marks & Spencer, Festival Place, Basingstoke Town Centre	2.3%	15	3.6%	2	3.3%	2	6.7%	4	1.6%	1	0.0%	0	1.9%	1	2.9%	2	0.0%	0	3.3%	2	1.9%	1	0.0%	0
Marks & Spencer, High Street, Alton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Marks & Spencer, Newbury Retail Park, Newbury	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	10.3%	6	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Northbrook Street, Newbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Meadows (Shopping Centre), Sandhurst	0.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Elvetham Heath, (The Key), Fleet	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	10.2%	65	20.0%	11	11.5%	7	15.0%	9	17.7%	11	6.6%	4	7.7%	4	23.5%	16	3.4%	2	0.0%	0	1.9%	1	0.0%	0
Sainsbury's Superstore, Badger Farm Road, Badger Farm, Winchester	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.3%	8
Sainsbury's Superstore, Bath Road, Calcot, Reading	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bridge St, Andover	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cambridge Walk, Camberley	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Draymans Way, Alton	1.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	9	1.9%	1	0.0%	0
Sainsbury's Superstore, Farnham Trading Estate, Water Lane, Farnham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0
Sainsbury's Superstore, Hector's Way, Newbury	2.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.4%	13	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		Zone 11	
Sainsbury's Superstore, Mulfords Hill, Tadley	2.8%	18	0.0%	0	0.0%	0	0.0%	0	6.5%	4	1.6%	1	21.2%	11	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Shepherds Spring Lane, Andover	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	2
Sainsbury's Superstore, Station Mall, Basingstoke Town Centre (The Malls)	2.0%	13	5.5%	3	3.3%	2	3.3%	2	4.8%	3	0.0%	0	1.9%	1	1.5%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, The Meads Shopping Centre, Farnborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	7.5%	48	5.5%	3	21.3%	13	8.3%	5	6.5%	4	1.6%	1	1.9%	1	19.1%	13	0.0%	0	10.0%	6	1.9%	1	2.0%	1
Tesco Express, Heath End Road, Baughurst, Tadley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, off Great Binfields Road, Lychpit	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Newbury Retail Park, Pinchington Lane, Newbury	1.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	19.0%	11	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Portman Road, Reading	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, River Way, Andover	1.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	6	1.7%	1	0.0%	0	0.0%	0	6.1%	3
Tesco Extra, The Meadows Shopping Centre, Sandhurst	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0
Tesco Extra, Winnall, Winchester	1.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3	0.0%	0	12.2%	6
Tesco Metro, Festival Place, Basingstoke Town Centre	1.7%	11	9.1%	5	1.6%	1	3.3%	2	1.6%	1	1.6%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, District Shopping Centre, Chineham, Basingstoke	5.8%	37	7.3%	4	1.6%	1	6.7%	4	21.0%	13	11.5%	7	0.0%	0	0.0%	0	0.0%	0	5.0%	3	9.3%	5	0.0%	0
Tesco Superstore, London Road, Newbury	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.9%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Station Road, Hook	3.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	3.3%	2	27.8%	15	0.0%	0
Tesco Superstore, Wellington Avenue, Aldershot	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Waitrose, Basing View, Basingstoke	5.8%	37	3.6%	2	8.2%	5	5.0%	3	3.2%	2	14.8%	9	7.7%	4	4.4%	3	0.0%	0	11.7%	7	1.9%	1	2.0%	1
Waitrose, Broadway, Thatcham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Waitrose, Oxford Road, Newbury	1.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	11	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Chantry Centre, Andover	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	3
Waitrose, Tresham Crescent, Yateley	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	3	0.0%	0
Local stores, Basingstoke Town Centre: Festival Place Shopping Centre	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Kingsclere	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, St Michaels Retail Park, The Harroway	2.8%	18	5.5%	3	8.2%	5	8.3%	5	1.6%	1	0.0%	0	1.9%	1	1.5%	1	0.0%	0	1.7%	1	0.0%	0	2.0%	1
Aldi, The Hundred, Romsey	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Aldi, Weyhill Road, Andover	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	2
Asda, Portland Road, Waterlooville	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, South Oak Way, Reading	0.8%	5	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.6%	1	3.8%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Costco, Templer Avenue, Farnborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Winchester Road, Basingstoke	0.3%	2	1.8%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Alton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Iceland, Middle Brook Street, Winchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Lidl, Walworth Business Park, Andover	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Local stores, Stockbridge	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Marks & Spencer, High Street, Winchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Marks & Spencer, Kensington High Street, Kensington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Tesco Express, Priors Dean Road, Harestock, Winchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
The Shop, Reading Road, Sherfield on Loddon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Totland Supermarket, Mayfield Road, Farnborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Waitrose, Station Road, Alton	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	5	0.0%	0	0.0%	0
Waitrose, Stockbridge Road, Winchester	1.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.4%	10
Waitrose, The Hart, Farnham	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3	9.3%	5	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Base:	640	55		61		60		62		61		52		68		58		60		54		49	
Q02AWhich retailer do you purchase your main food internet / home delivery shopping from?																							
Those who do said 'Internet / delivery' at Q02																							
Amazon Pantry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Abel & Cole	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda	13.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1	100.0%	1	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%
Iceland	4.5%	1	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ocado	22.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1	33.3%	1	0.0%	0	40.0%	2	25.0%
Sainsbury's	27.3%	6	100.0%	1	0.0%	0	0.0%	0	50.0%	1	50.0%	1	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	50.0%
Tesco	18.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1	60.0%	3	0.0%
Waitrose	9.1%	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	50.0%	1	0.0%	0	25.0%
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	0.0%
Wilson & Sons The Greengrocer	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:	22	1		0		0		2		2		1		2		3		2		5		4	

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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	Zone 11
Q03 In addition to your main food shopping, where do you normally do most of your household's small scale top-up food shopping (i.e. the store you visit regularly (2+ times a week) to buy bread, milk, etc., on a day-to-day basis)?													
<i>Excl. Nulls & SFT</i>													
Aldi, Alton Retail Park, Alton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Basingstoke Road, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Burnett Close, Winchester	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Winchester Road, Basingstoke	0.5%	4	1.4%	1	1.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%
Aldi, Winklebury Way, Basingstoke	1.5%	11	1.4%	1	0.0%	0	10.3%	8	1.6%	1	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%
Asda, Brighton Hill District Centre, Basingstoke	6.2%	46	10.1%	7	43.3%	29	7.7%	6	1.6%	1	0.0%	0	0.0%
Asda, Chalfont Way, Lower Earley, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%
Budgens, Newbury Road, Kingsclere	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Buttress Stores (Mace), Winchester Road, Kings Furlong	0.3%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Bell Street, Whitchurch	1.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Broadmere Road, Beggarwood	0.7%	5	0.0%	0	6.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Franklin Avenue, Tadley	1.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.6%	14	0.0%
Co-op, Grove Road, Basingstoke	1.5%	11	10.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, High Street, Odiham	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Kings Road, Fleet	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Kings Road, South Ham, Basingstoke	0.3%	2	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%
Co-op, Limes Park, Rooksdown, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%
Co-op, Linden Avenue, Old Basing	2.8%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.7%	20	0.0%
Co-op, Park Prewett Road, Rooksdown	0.7%	5	0.0%	0	0.0%	0	0.0%	0	7.8%	5	0.0%	0	0.0%
Co-op, Swan Street, Kingsclere, Newbury	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, West Street, Alresford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Co-op, Winchester Road, Alton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3	0.0%	0	0.0%	0
Co-op, Winchester Street, Overton	2.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Winklebury Way, Basingstoke	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastrop Stores, Eastrop Way, Eastrop	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Chineham District Centre, Basingstoke	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Festival Place, Basingstoke Town Centre	1.2%	9	5.8%	4	0.0%	0	1.3%	1	4.7%	3	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Burton Foodmarket, Winklebury Centre, Basingstoke	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Gastons Wood, Basingstoke	0.9%	7	1.4%	1	1.5%	1	0.0%	0	6.3%	4	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, The Forest Shopping Centre, Bordon	0.1%	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	1.7%	1	0.0%	0	0.0%	0
Lidl, Western Avenue, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Lidl, Worthing Road, Basingstoke	1.2%	9	0.0%	0	0.0%	0	5.1%	4	0.0%	0	0.0%	0	0.0%	0	5.5%	4	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Londis, Crown Heights, Alencon Link, Basingstoke	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Reading Road, Sherfield on Loddon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Grove Road, Cranbourne	0.3%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Marks & Spencer, Chineham District Centre, Basingstoke	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Festival Place, Basingstoke Town Centre	1.7%	13	2.9%	2	0.0%	0	2.6%	2	1.6%	1	0.0%	0	2.9%	2	4.1%	3	1.6%	1	0.0%	0	2.7%	2	0.0%	0
Marks & Spencer, High Street, Alton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0
Marks & Spencer, Newbury Retail Park, Newbury	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	6	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Northbrook Street, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColl's, Buckland Avenue, South Ham, Basingstoke	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Elvetham Heath, (The Key), 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	0.0%	0	1.3%	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		Zone 11	
Morrisons, Rose Kiln Lane, off Basingstoke Road, Reading	0.3%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Morrisons, Summit Avenue, Southwood, Farnborough	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	2.7%	20	2.9%	2	3.0%	2	11.5%	9	3.1%	2	1.3%	1	1.5%	1	2.7%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Nisa Local, Cranbourne Lane, Basingstoke	0.9%	7	8.7%	6	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Guinea Court, Chineham	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, High Street, Hartley Wintney	1.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.7%	14	0.0%	0
One Stop, Longfellow Parade, Basingstoke	0.3%	2	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Oakley Lane, Oakley	2.5%	19	1.4%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	23.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Sark Way, Popley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Shakespeare Road, Popley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Sherborne Road, South View	0.5%	4	2.9%	2	0.0%	0	1.3%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, St Michael's Road, Buckskin	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Stanford Road, Brighton Hill	1.1%	8	1.4%	1	9.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Premier, Abbey Road, Popley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Draymans Way, Alton	1.2%	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	15.0%	9	0.0%	0	0.0%	0
Sainsbury's Superstore, Hector's Way, Newbury	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Middlebrook Street, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Sainsbury's Superstore, Mulfords Hill, Tadley	5.9%	44	0.0%	0	0.0%	0	0.0%	0	4.7%	3	5.3%	4	51.5%	35	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Shepherds Spring Lane, Andover	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Sainsbury's Superstore, Station Mall, Basingstoke Town Centre (The Malls)	1.6%	12	4.3%	3	1.5%	1	6.4%	5	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren,	4.0%	30	5.8%	4	20.9%	14	7.7%	6	1.6%	1	0.0%	0	1.5%	1	4.1%	3	0.0%	0	1.7%	1	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11											
Basingstoke 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	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Anstey Lane, 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	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Tesco Express, Buckingham Parade, Kempshott	2.0%	15	0.0%	0	4.5%	3	12.8%	10	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Carpenters Down, Popley	2.7%	20	0.0%	0	0.0%	0	0.0%	0	29.7%	19	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Charlton Road, 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	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Tesco Express, Compton Square, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Heath End Road, Baughurst, Tadley	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	8.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Oakridge Road, Basingstoke	1.3%	10	7.2%	5	0.0%	0	3.8%	3	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, off Great Binfields Road, Lychpit	1.5%	11	1.4%	1	0.0%	0	1.3%	1	0.0%	0	12.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Weyhill Road, 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	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Tesco Express, Winchester Street, Whitchurch	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	7	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Tesco Extra, Newbury Retail Park, Pinchington Lane, Newbury	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	12.9%	8	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, River Way, 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	0.0%	0	0.0%	0	0.0%	0	1.8%	1
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	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, 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	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Tesco Metro, Festival Place, Basingstoke Town Centre	1.6%	12	10.1%	7	1.5%	1	2.6%	2	1.6%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, District Shopping Centre, Chineham, Basingstoke	3.3%	25	1.4%	1	0.0%	0	1.3%	1	9.4%	6	17.3%	13	0.0%	0	1.4%	1	0.0%	0	0.0%	0	4.0%	3	0.0%	0
Tesco Superstore, Finchampstead Road, Wokingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Tesco Superstore, High Street, Bordon	0.1%	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	1.7%	1	0.0%	0	0.0%	0
Tesco Superstore, Station Road, Hook	3.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	1	32.0%	24	0.0%	0
Tesco Superstore, Wellington Avenue,	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Aldershot																								
Today's Extra (Oakridge Stores), Oakridge Road, Basingstoke	0.3%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Basing View, Basingstoke	1.5%	11	5.8%	4	0.0%	0	2.6%	2	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0
Waitrose, Broadway, Thatcham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Oxford Road, Newbury	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	4	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Chantry Centre, Andover	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	3.5%	2
Waitrose, Tresham Crescent, Yateley	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0
Local stores, Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Chineham District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, 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	0.0%	0	1.3%	1	0.0%	0
Local stores, 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	0.0%	0	1.3%	1	0.0%	0
Local stores, Kingsclere	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	8	0.0%	0	0.0%	0	0.0%	0
Local stores, Old Basing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Sherfield on Loddon	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, South Ham	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, St Mary Bourne	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0
Local stores, Tadley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Aldi, St Michaels Retail Park, The Harroway	0.9%	7	1.4%	1	0.0%	0	3.8%	3	1.6%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Aldi, Weyhill Road, 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	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Ashland Stores, The Square, Bishops Green, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Barton Stacey Post Office & Stores, The Street, Barton Stacey	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2
Bentley Village Stores, London Road, Bentley	0.1%	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	1.7%	1	0.0%	0	0.0%	0
Best One Store, Kingsfurlong Centre, Basingstoke	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Budgens, London Road, Hook	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0
Candover Valley Store, Alresford Road, Preston Candover	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	8	0.0%	0	0.0%	0
Chilbolton Stores, Village Street, Chilbolton	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	6
Co-op, Belle Vue, Road, Southbourne	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Monument Close, Essex Street, Newbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, Pound Street, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Wokingham Road, Earley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dever Stores, Oxford Road, Sutton Scotney	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3
Hen & Chicken Filling Station, Upper Froyle, 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	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Home Bargains, Winchester Road, Basingstoke	0.4%	3	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bridge Street, 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	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Lidl, High Street North, East Ham, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, London Road, Blackwater	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Local stores, Barton Stacey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Local stores, Crondall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Local stores, 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	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Local stores, Giles Road, Tadley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Headley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Local stores, Kings Worthy	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Local stores, Longparish	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2
Local stores, Mortimer West End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, North Waltham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Nutley	0.1%	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	1.7%	1	0.0%	0	0.0%	0
Local stores, Padworth Common	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Preston Candover	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	4	0.0%	0	0.0%	0
Local stores, Romsey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Local stores, South Wonston	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	4
Local stores, Sparsholt	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Local stores, Upton Grey	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3	0.0%	0	0.0%	0
Local stores, Wash Common, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Local stores, Woolton Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Local stores, Worting Road, Basingstoke	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manydown Farm Shop, Worting Road, Basingstoke	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Mill Lane, A287, 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	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Marks & Spencer (BP), Popham Services, Micheldever	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
McColl's, Giles Road, Tadley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NW Read Butchers, Lymington Bottom Road, 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	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Old Barn Stores, North Waltham, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Sherfield Road, Bramley, Tadley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office, Anstey Close, Basingstoke	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Petrol Station, Andover Road, Newbury	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	8	0.0%	0	0.0%	0	0.0%	0
Spar, Swan Street, Kingsclere	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Swan Street Stores, Swan Street, Kingsclere	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Priors Dean Road, Harestock, Winchester	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3
Tesco Express, Springvale Road, Kings Worthy	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	4
The Shop, Church Street, Upton Grey	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3	0.0%	0	0.0%	0
The Shop, Reading Road, Sherfield on Loddon	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Station Road, Alton	0.9%	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	11.7%	7	0.0%	0	0.0%	0
Waitrose, Stockbridge Road, Winchester	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	6
Waitrose, The Hart, 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	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Base:	748		69		67		78		64		75		68		73		62		60		75		57	

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11											
Q04 In addition to (LOCATION MENTIONED AT Q03), is there anywhere else you regularly use for your household's small scale top-up food shopping?																								
<i>Not those who said '(Don't know / varies)' or '(Don't do this type of shopping)' at Q03 AND Excl. Nulls & SFT</i>																								
Aldi, Alton Retail Park, Alton	1.2%	4	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	3	0.0%	0	0.0%	0
Aldi, Burnett Close, Winchester	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	3
Aldi, Winchester Road, Basingstoke	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Aldi, Winklebury Way, Basingstoke	1.8%	6	0.0%	0	0.0%	0	8.3%	3	11.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brighton Hill District Centre, Basingstoke	2.6%	9	6.3%	2	17.2%	5	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Aldermaston Road, Tadley	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Newbury Road, Kingsclere	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Bell Street, Whitchurch	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	3	3.8%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Broadmere Road, Beggarwood	1.2%	4	0.0%	0	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Co-op, Franklin Avenue, Tadley	1.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Grove Road, Basingstoke	0.3%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Harts Hill Road, Dunston Park, Thatcham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Alton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Co-op, High Street, Odiham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Co-op, Limes Park, Rooksdown, Basingstoke	0.3%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Linden Avenue, Old Basing	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, West Street, Alresford	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Co-op, Winchester Road, Alton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Co-op, Winchester Street, Overton	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Festival Place, Basingstoke Town Centre	0.9%	3	6.3%	2	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Burton Foodmarket, Winklebury Centre, Basingstoke	0.3%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Gastons Wood, Basingstoke	1.5%	5	0.0%	0	0.0%	0	0.0%	0	7.4%	2	8.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Western Avenue,	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	2

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Andover																								
Lidl, Worting Road, Basingstoke	3.2%	11	3.1%	1	3.4%	1	5.6%	2	7.4%	2	0.0%	0	0.0%	0	4.8%	2	0.0%	0	3.7%	1	6.7%	2	0.0%	0
Londis, Reading Road, Sherfield on Loddon	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Marks & Spencer (BP), Grove Road, Cranbourne	1.8%	6	12.5%	4	3.4%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Broad Street, Reading Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Marks & Spencer, Chineham District Centre, Basingstoke	1.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	4	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Festival Place, Basingstoke Town Centre	2.9%	10	3.1%	1	3.4%	1	2.8%	1	3.7%	1	0.0%	0	10.0%	3	4.8%	2	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Marks & Spencer, High Street, Alton	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2	0.0%	0	0.0%	0
Marks & Spencer, Newbury Retail Park, Newbury	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	4	0.0%	0	0.0%	0	0.0%	0
McColl's, Elmwood Way, Winklebury	0.3%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Elvetham Heath, (The Key), Fleet	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2	0.0%	0
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	4.7%	16	15.6%	5	6.9%	2	19.4%	7	3.7%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa Local, Amport Road, Sherfield Park	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Guinea Court, Chineham	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Oakley Lane, Oakley	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Shakespeare Road, Popley	0.6%	2	0.0%	0	0.0%	0	0.0%	0	7.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Sherborne Road, South View	0.3%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Stanford Road, Brighton Hill	1.2%	4	0.0%	0	10.3%	3	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Abbey Road, Popley	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Pack Lane, Kempshott	0.6%	2	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Badger Farm Road, Badger Farm, Winchester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Sainsbury's Superstore,	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0

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for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Draymans Way, Alton																								
Sainsbury's Superstore, Farnham Trading Estate, Water Lane, Farnham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Sainsbury's Superstore, Fleet Road, Fleet	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2	0.0%	0
Sainsbury's Superstore, Hector's Way, Newbury	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mulfords Hill, Tadley	3.5%	12	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	30.0%	9	2.4%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Sainsbury's Superstore, Station Mall, Basingstoke Town Centre (The Malls)	4.1%	14	15.6%	5	0.0%	0	5.6%	2	3.7%	1	0.0%	0	3.3%	1	4.8%	2	7.7%	2	0.0%	0	3.3%	1	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	3.5%	12	0.0%	0	24.1%	7	11.1%	4	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Linden Avenue, Old Basing	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Upper Bucklebury, Reading	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Anstey Lane, Alton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Tesco Express, Buckingham Parade, Kempshott	0.6%	2	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Carpenters Down, Popley	1.2%	4	0.0%	0	0.0%	0	0.0%	0	14.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Charlton Road, Andover	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Heath End Road, Baughurst, Tadley	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	3.3%	1	0.0%	0	7.7%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Oakridge Road, Basingstoke	1.2%	4	3.1%	1	0.0%	0	2.8%	1	7.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, off Great Binfields Road, Lychpit	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	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	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.8%	4	0.0%	0	0.0%	0
Tesco Express, Winchester Street, Whitchurch	2.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Newbury Retail Park, Pinchington Lane, Newbury	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2	0.0%	0	7.7%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, River Way, Andover	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Tesco Extra, Winnall, Winchester	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Tesco Metro, Festival Place,	2.0%	7	6.3%	2	3.4%	1	5.6%	2	7.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11											
Basingstoke Town Centre																								
Tesco Metro, Northbrook Street, Newbury Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, District Shopping Centre, Chineham, Basingstoke	2.9%	10	0.0%	0	0.0%	0	0.0%	0	7.4%	2	10.8%	4	6.7%	2	2.4%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Tesco Superstore, Station Road, Hook	2.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	11.1%	3	13.3%	4	0.0%	0
Waitrose, Basing View, Basingstoke	4.4%	15	9.4%	3	0.0%	0	2.8%	1	0.0%	0	10.8%	4	0.0%	0	11.9%	5	0.0%	0	0.0%	0	6.7%	2	0.0%	0
Waitrose, Hart Centre, Fleet	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Waitrose, Oxford Road, Newbury	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Tresham Crescent, Yateley	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2	0.0%	0
Local stores, Basingstoke Town Centre: Festival Place Shopping Centre	1.2%	4	3.1%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	0.6%	2	0.0%	0	0.0%	0	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Hartley Wintney	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2	0.0%	0
Local stores, Hook	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Local stores, Kingsclere	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0
Local stores, Oakley	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Old Basing	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Overton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, South Ham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Tadley	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldermaston Stores, Fisherman's Lane, Aldermaston	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, St Michaels Retail Park, The Harroway	2.9%	10	6.3%	2	13.8%	4	2.8%	1	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Avenue Nurseries, Avenue Road, Lasham, Alton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Barton Stacey Post Office & Stores, The Street, Barton Stacey	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Bentley Village Stores, London Road, Bentley	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Budgens, London Road, Hook	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Cobbs Farm Shop, Springvale Road, Headbourne Worthy	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Co-op, Byfleet Avenue, Old Basing, Basingstoke	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Stockbridge	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	2
Co-op, Pound Street, Newbury	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Reading Road, Yateley	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Good Taste Bakery, Hartley Witney, Hook	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2	0.0%	0
Home Bargains, Winchester Road, Basingstoke	0.3%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Buckskin Centre, Basingstoke	0.3%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, North Waltham	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Local stores, Preston Candover	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Local stores, Sherfield Park, Sherfield on Loddon	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, South Wonston	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	3
Local stores, Stockbridge	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Local stores, Upton Grey	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Local stores, Woolton Hill	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	3	0.0%	0	0.0%	0	0.0%	0
Manydown Farm Shop, Worting Road, Basingstoke	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Buck Garage, Micheldever Road, Longparish	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Marks & Spencer, Tollbar Way, Hedge End, Southampton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
One Stop, Sherfield Road, Bramley, Tadley	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office, Anstey Close, Basingstoke	0.3%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Petrol Station, Andover Road, Newbury	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	3	0.0%	0	0.0%	0	0.0%	0
Spar, Hook Road, North Warnborough	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Spar, Stoney Lane, Weeke	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Tesco Express, Priors Dean Road, Harestock, Winchester	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	3

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Tesco Express, Springvale Road, Kings Worthy	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	2
Waitrose, Stockbridge Road, Winchester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Winchester Farmers Market, High Street, Winchester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Woolton Hill Post Office, The Stores, Woolton Hill	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	2	0.0%	0	0.0%	0	0.0%	0
Base:	342		32		29		36		27		37		30		42		26		27		30		26	
Meanscore: [%]																								
Q05 Of all the money you spend on your main and top-up food shopping, what percentage on average goes on your main food shopping?																								
Not those who said '(Don't do this type of shopping)' at Q03																								
None	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
1 - 10%	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
11 - 20%	1.6%	12	1.4%	1	1.5%	1	1.2%	1	1.6%	1	2.6%	2	2.9%	2	1.4%	1	3.2%	2	0.0%	0	0.0%	0	1.7%	1
21 - 30%	2.9%	22	0.0%	0	4.4%	3	2.4%	2	1.6%	1	2.6%	2	5.7%	4	1.4%	1	1.6%	1	9.4%	6	2.5%	2	0.0%	0
31 - 40%	2.1%	16	4.3%	3	2.9%	2	1.2%	1	1.6%	1	1.3%	1	1.4%	1	2.7%	2	1.6%	1	1.6%	1	1.3%	1	3.4%	2
41 - 50%	8.6%	66	14.3%	10	4.4%	3	8.5%	7	6.3%	4	9.1%	7	1.4%	1	11.0%	8	12.7%	8	14.1%	9	8.9%	7	3.4%	2
51 - 60%	8.1%	62	7.1%	5	5.9%	4	11.0%	9	7.8%	5	9.1%	7	11.4%	8	2.7%	2	4.8%	3	14.1%	9	11.4%	9	1.7%	1
61 - 70%	8.7%	67	14.3%	10	7.4%	5	11.0%	9	3.1%	2	10.4%	8	10.0%	7	6.8%	5	4.8%	3	7.8%	5	7.6%	6	12.1%	7
71 - 80%	29.6%	227	24.3%	17	30.9%	21	20.7%	17	40.6%	26	29.9%	23	27.1%	19	41.1%	30	27.0%	17	31.3%	20	24.1%	19	31.0%	18
81 - 90%	22.8%	175	21.4%	15	23.5%	16	19.5%	16	25.0%	16	26.0%	20	20.0%	14	21.9%	16	22.2%	14	12.5%	8	26.6%	21	32.8%	19
91 - 99%	8.2%	63	5.7%	4	7.4%	5	12.2%	10	4.7%	3	9.1%	7	8.6%	6	4.1%	3	12.7%	8	6.3%	4	10.1%	8	8.6%	5
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	0.0%	0
(Don't know / varies)	7.2%	55	5.7%	4	11.8%	8	12.2%	10	7.8%	5	0.0%	0	10.0%	7	6.8%	5	7.9%	5	3.1%	2	7.6%	6	5.2%	3
(Refused)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Mean:	74.03		71.32		74.83		74.46		75.85		74.26		73.06		74.31		74.49		67.65		75.68		78.80	
Base:	768		70		68		82		64		77		70		73		63		64		79		58	

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Meanscore: [%]																							
Q05XOf all the money you spend on your main and top-up food shopping, what percentage on average goes on your main food shopping? (All respondents)																							
None	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
1 - 10%	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	0.0%
11 - 20%	1.1%	12	1.0%	1	1.0%	1	1.0%	1	1.0%	1	2.0%	2	2.0%	2	1.0%	1	2.0%	2	0.0%	0	0.0%	0	1.0%
21 - 30%	2.0%	22	0.0%	0	3.0%	3	2.0%	2	1.0%	1	2.0%	2	4.0%	4	1.0%	1	1.0%	1	6.0%	6	2.0%	2	0.0%
31 - 40%	1.5%	16	3.0%	3	2.0%	2	1.0%	1	1.0%	1	1.0%	1	1.0%	1	2.0%	2	1.0%	1	1.0%	1	1.0%	1	2.0%
41 - 50%	6.0%	66	9.9%	10	3.0%	3	7.0%	7	4.0%	4	7.0%	7	1.0%	1	7.9%	8	8.0%	8	9.0%	9	7.0%	7	2.0%
51 - 60%	5.6%	62	5.0%	5	4.0%	4	9.0%	9	5.0%	5	7.0%	7	7.9%	8	2.0%	2	3.0%	3	9.0%	9	9.0%	9	1.0%
61 - 70%	6.1%	67	9.9%	10	5.0%	5	9.0%	9	2.0%	2	8.0%	8	6.9%	7	5.0%	5	3.0%	3	5.0%	5	6.0%	6	7.0%
71 - 80%	20.6%	227	16.8%	17	21.0%	21	17.0%	17	26.0%	26	23.0%	23	18.8%	19	29.7%	30	17.0%	17	20.0%	20	19.0%	19	18.0%
81 - 90%	15.9%	175	14.9%	15	16.0%	16	16.0%	16	16.0%	16	20.0%	20	13.9%	14	15.8%	16	14.0%	14	8.0%	8	21.0%	21	19.0%
91 - 99%	5.7%	63	4.0%	4	5.0%	5	10.0%	10	3.0%	3	7.0%	7	5.9%	6	3.0%	3	8.0%	8	4.0%	4	8.0%	8	5.0%
100%	30.4%	335	30.7%	31	32.0%	32	18.0%	18	36.0%	36	23.0%	23	30.7%	31	27.7%	28	37.0%	37	36.0%	36	21.0%	21	42.0%
(Don't know / varies)	5.0%	55	4.0%	4	8.0%	8	10.0%	10	5.0%	5	0.0%	0	6.9%	7	5.0%	5	5.0%	5	2.0%	2	6.0%	6	3.0%
(Refused)	0.2%	2	0.0%	0	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	0.0%
Mean:	82.35		80.48		83.59		79.57		85.00		80.18		82.04		81.80		84.53		79.53		81.12		87.98
Base:	1103		101		100		100		100		100		101		101		100		100		100		100
Q06AWhenever you do main or top-up food shopping at Asda, Brighton Hill District Centre, Basingstoke do you ever combine it with a visit to other shops or another activity in Brighton Hill District Centre at the same time?																							
Yes	18.9%	209	29.7%	30	47.0%	47	32.0%	32	24.0%	24	8.0%	8	17.8%	18	20.8%	21	2.0%	2	16.0%	16	9.0%	9	2.0%
No	22.3%	246	33.7%	34	37.0%	37	32.0%	32	28.0%	28	20.0%	20	13.9%	14	28.7%	29	3.0%	3	16.0%	16	17.0%	17	16.0%
Never do main or top-up food shopping at Asda, Brighton Hill District Centre, Basingstoke	58.7%	648	36.6%	37	16.0%	16	36.0%	36	48.0%	48	72.0%	72	68.3%	69	50.5%	51	95.0%	95	68.0%	68	74.0%	74	82.0%
Base:	1103		101		100		100		100		100		101		101		100		100		100		100
Q06BWhenever you do main or top-up food shopping at Sainsbury's Superstore, Mulfords Hill, Tadley do you ever combine it with a visit to other shops or another activity in Tadley District Centre at the same time?																							
Yes	8.2%	90	4.0%	4	3.0%	3	1.0%	1	11.0%	11	7.0%	7	43.6%	44	3.0%	3	12.0%	12	1.0%	1	1.0%	1	3.0%
No	21.4%	236	32.7%	33	26.0%	26	16.0%	16	27.0%	27	18.0%	18	46.5%	47	16.8%	17	16.0%	16	7.0%	7	13.0%	13	16.0%
Never do main or top-up food shopping at Sainsbury's Superstore, Mulfords Hill, Tadley	70.4%	777	63.4%	64	71.0%	71	83.0%	83	62.0%	62	75.0%	75	9.9%	10	80.2%	81	72.0%	72	92.0%	92	86.0%	86	81.0%
Base:	1103		101		100		100		100		100		101		101		100		100		100		100

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q06CWhenever you do main or top-up food shopping at Tesco Superstore, District Shopping Centre, Chineham do you ever combine it with a visit to other shops or another activity in Chineham District Centre at the same time?																								
Yes	27.1%	299	39.6%	40	29.0%	29	27.0%	27	49.0%	49	51.0%	51	21.8%	22	27.7%	28	4.0%	4	18.0%	18	28.0%	28	3.0%	3
No	19.8%	218	20.8%	21	22.0%	22	21.0%	21	34.0%	34	30.0%	30	14.9%	15	17.8%	18	6.0%	6	12.0%	12	23.0%	23	16.0%	16
Never do main or top-up food shopping at Tesco Superstore, District Shopping Centre, Chineham	53.1%	586	39.6%	40	49.0%	49	52.0%	52	17.0%	17	19.0%	19	63.4%	64	54.5%	55	90.0%	90	70.0%	70	49.0%	49	81.0%	81
Base:	1103		101		100		100		100		100		101		101		100		100		100		100	
Q06DWhenever you do main or top-up food shopping at Waitrose, Basing View, Basingstoke do you ever combine it with a visit to other shops or another activity in Basingstoke Town Centre at the same time?																								
Yes	24.5%	270	37.6%	38	30.0%	30	30.0%	30	23.0%	23	32.0%	32	13.9%	14	32.7%	33	6.0%	6	21.0%	21	31.0%	31	12.0%	12
No	17.8%	196	27.7%	28	22.0%	22	18.0%	18	25.0%	25	15.0%	15	9.9%	10	20.8%	21	9.0%	9	14.0%	14	18.0%	18	16.0%	16
Never do main or top-up food shopping at Waitrose, Basing View, Basingstoke	57.8%	637	34.7%	35	48.0%	48	52.0%	52	52.0%	52	53.0%	53	76.2%	77	46.5%	47	85.0%	85	65.0%	65	51.0%	51	72.0%	72
Base:	1103		101		100		100		100		100		101		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		Zone 11	
Q07 Whenever you carry out linked trips as part of your main or top-up food shopping trip - what do you do? [MR]																								
Shopping for: Clothing / footwear	16.9%	186	10.9%	11	22.0%	22	25.0%	25	20.0%	20	14.0%	14	12.9%	13	19.8%	20	12.0%	12	13.0%	13	27.0%	27	9.0%	9
Shopping for: DIY and decorating goods	2.7%	30	0.0%	0	1.0%	1	2.0%	2	1.0%	1	0.0%	0	9.9%	10	0.0%	0	6.0%	6	6.0%	6	1.0%	1	3.0%	3
Shopping for: Domestic electrical appliances such as fridges, kettles, washing machines	1.4%	15	0.0%	0	0.0%	0	3.0%	3	1.0%	1	1.0%	1	2.0%	2	1.0%	1	2.0%	2	2.0%	2	1.0%	1	2.0%	2
Shopping for: Furniture / floorcoverings / household textiles	2.8%	31	0.0%	0	6.0%	6	5.0%	5	3.0%	3	4.0%	4	2.0%	2	2.0%	2	1.0%	1	4.0%	4	2.0%	2	2.0%	2
Shopping for: Mobile phones & accessories	0.3%	3	0.0%	0	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	0.0%	0
Shopping for: Personal / luxury goods such as books, jewellery, china, glass & cosmetics	6.4%	71	5.0%	5	1.0%	1	12.0%	12	10.0%	10	3.0%	3	5.0%	5	8.9%	9	5.0%	5	11.0%	11	9.0%	9	1.0%	1
Shopping for: TV, Hi-Fi, radio, photographic & computer equipment	0.5%	5	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Shopping for: Chemist goods / toiletries	7.6%	84	4.0%	4	9.0%	9	7.0%	7	10.0%	10	15.0%	15	5.0%	5	5.9%	6	8.0%	8	11.0%	11	5.0%	5	4.0%	4
Other FOOD shopping	9.6%	106	10.9%	11	8.0%	8	10.0%	10	12.0%	12	21.0%	21	7.9%	8	8.9%	9	6.0%	6	5.0%	5	12.0%	12	4.0%	4
Meeting family / friends	4.7%	52	5.0%	5	3.0%	3	6.0%	6	5.0%	5	1.0%	1	4.0%	4	10.9%	11	6.0%	6	2.0%	2	4.0%	4	5.0%	5
Visit advice centre / CAB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit cafes - daytime eating / drinking	5.3%	58	5.9%	6	6.0%	6	6.0%	6	4.0%	4	10.0%	10	2.0%	2	8.9%	9	3.0%	3	1.0%	1	7.0%	7	4.0%	4
Visit church	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit gym	1.0%	11	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	3	3.0%	3	2.0%	2	1.0%	1	0.0%	0
Visit library	1.6%	18	1.0%	1	1.0%	1	1.0%	1	1.0%	1	3.0%	3	4.0%	4	1.0%	1	0.0%	0	4.0%	4	1.0%	1	1.0%	1
Visit museum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit nail bar / beauticians	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit restaurants / bars	2.7%	30	3.0%	3	2.0%	2	3.0%	3	9.0%	9	1.0%	1	1.0%	1	3.0%	3	2.0%	2	1.0%	1	3.0%	3	2.0%	2
Visit solicitors / estate agent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit swimming pool	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Visit the bank	4.0%	44	4.0%	4	2.0%	2	1.0%	1	6.0%	6	3.0%	3	5.0%	5	5.0%	5	5.0%	5	2.0%	2	7.0%	7	4.0%	4
Visit the building society	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	0.0%	0
Visit the dry cleaners / laundrette	0.7%	8	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	1.0%	1	0.0%	0	2.0%	2	1.0%	1	0.0%	0	1.0%	1
Visit the hairdressers / barbers	1.0%	11	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	2.0%	2	1.0%	1	1.0%	1	3.0%	3	1.0%	1	1.0%	1
Visit the market	0.1%	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	0.0%	0
Visit the opticians	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the pharmacy	0.9%	10	3.0%	3	2.0%	2	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Visit the doctor / dentist / hospital	2.0%	22	2.0%	2	7.0%	7	3.0%	3	1.0%	1	2.0%	2	2.0%	2	0.0%	0	0.0%	0	3.0%	3	0.0%	0	2.0%	2
Get fuel	2.4%	27	1.0%	1	1.0%	1	3.0%	3	0.0%	0	2.0%	2	2.0%	2	5.9%	6	3.0%	3	4.0%	4	4.0%	4	1.0%	1
Get car washed	0.1%	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	0.0%	0
Recycling / go to the tip	0.8%	9	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	2.0%	2	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Window shopping / browsing / go for a walk	6.4%	71	8.9%	9	5.0%	5	3.0%	3	2.0%	2	20.0%	20	2.0%	2	8.9%	9	2.0%	2	5.0%	5	10.0%	10	4.0%	4
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	0.0%	0
Children's activities	0.3%	3	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	1.0%	1	0.0%	0
Dog walking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Donating to charity shops	0.5%	5	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dropping / picking people up	0.5%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	1.0%	1
Get car serviced	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
School run	0.5%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Shopping for: Pet products	0.9%	10	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	2.0%	2	1.0%	1	2.0%	2	0.0%	0
Shopping for: Stationery / cards	0.5%	5	1.0%	1	1.0%	1	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping in: Charity shops	0.8%	9	2.0%	2	3.0%	3	1.0%	1	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports activity	0.7%	8	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	1.0%	1	2.0%	2	1.0%	1	0.0%	0
Use train station	0.4%	4	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%	2	1.0%	1
Visit bookmakers	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	0.0%	0
Visit cinema	1.3%	14	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	3.0%	3	0.0%	0	3.0%	3	5.0%	5	1.0%	1
Visit cobblers	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	0.0%	0
Visit community centre / local group	0.4%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Visit newsagents	0.2%	2	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	0.0%	0	0.0%	0
Visit post office	1.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	6.9%	7	2.0%	2	2.0%	2	0.0%	0	3.0%	3	1.0%	1
Visit recycling centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Visit travel agents	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	0.0%	0
Visit vets	0.3%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Work	1.8%	20	2.0%	2	2.0%	2	3.0%	3	2.0%	2	2.0%	2	2.0%	2	2.0%	2	0.0%	0	2.0%	2	2.0%	2	1.0%	1
(Don't know)	0.7%	8	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	2.0%	2	1.0%	1	1.0%	1	0.0%	0
(Never carry out-linked trips when food shopping)	46.1%	509	53.5%	54	48.0%	48	38.0%	38	47.0%	47	36.0%	36	50.5%	51	36.6%	37	54.0%	54	43.0%	43	38.0%	38	63.0%	63
Base:	1103		101		100		100		100		100		101		101		100		100		100		100	

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q08 Where do you normally shop for household purchases of mens, womens, childrens and baby clothing/footwear? NOTE we mean fashion items not sports clothing and footwear Excl. Nulls & SFT																								
Asda, Brighton Hill District Centre, Basingstoke	1.6%	13	1.4%	1	6.3%	5	8.2%	6	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Festival Place, Basingstoke Town Centre	3.1%	25	6.8%	5	5.0%	4	1.4%	1	3.8%	3	2.6%	2	2.8%	2	4.1%	3	0.0%	0	4.1%	3	2.8%	2	0.0%	0
Marks & Spencer, The Meadows (Shopping Centre), Sandhurst	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.4%	1	0.0%	0	2.7%	2	4.2%	3	0.0%	0
Sainsbury's Superstore, 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	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Sainsbury's Superstore, Bath Road, Calcot, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Hector's Way, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mulfords Hill, Tadley	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	1.5%	12	0.0%	0	5.0%	4	4.1%	3	1.3%	1	0.0%	0	0.0%	0	4.1%	3	0.0%	0	1.4%	1	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	1.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Tesco Extra, 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	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Tesco Superstore, District Shopping Centre, Chineham	0.2%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Wellington Avenue, Aldershot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Avenue Nurseries, Lasham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Boots, Brighton Hill District Centre, 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	0.0%	0	0.0%	0	1.5%	1
Homesense (TK Maxx), Festival Place, Basingstoke	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
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	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
John Lewis, Westquay Shopping Centre, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Matalan, Chineham District Centre, Basingstoke	0.5%	4	0.0%	0	1.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Next, Festival Place, Basingstoke	0.5%	4	0.0%	0	0.0%	0	1.4%	1	1.3%	1	1.3%	1	1.4%	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	0.0%	0	1.4%	1	0.0%	0	1.5%	1
Alton Town Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	6	0.0%	0	0.0%	0
Andover Town Centre	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0	6.1%	4
Basingstoke Town Centre: Festival Place Shopping Centre	53.2%	434	75.7%	56	62.5%	50	63.0%	46	72.5%	58	63.2%	48	65.3%	47	55.4%	41	17.1%	13	37.0%	27	44.4%	32	24.2%	16
Basingstoke Town Centre: The Malls Shopping Centre	2.9%	24	6.8%	5	3.8%	3	2.7%	2	5.0%	4	2.6%	2	2.8%	2	1.4%	1	0.0%	0	1.4%	1	5.6%	4	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	0.5%	4	2.7%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: The whole of Basingstoke Town Centre	3.8%	31	1.4%	1	6.3%	5	12.3%	9	5.0%	4	1.3%	1	4.2%	3	2.7%	2	0.0%	0	6.8%	5	1.4%	1	0.0%	0
Brighton Hill District Centre	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.5%	4	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0
Central London / West End	1.6%	13	1.4%	1	0.0%	0	0.0%	0	1.3%	1	1.3%	1	1.4%	1	1.4%	1	0.0%	0	5.5%	4	1.4%	1	4.5%	3
Chineham District Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Farnham Town Centre	1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	11.0%	8	4.2%	3	0.0%	0
Fleet Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	4	0.0%	0
Guildford Town Centre	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	5	5.6%	4	0.0%	0
Kingsclere Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Newbury Town Centre	8.1%	66	1.4%	1	1.3%	1	1.4%	1	1.3%	1	3.9%	3	2.8%	2	4.1%	3	69.7%	53	0.0%	0	0.0%	0	1.5%	1
Overton District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Portsmouth City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre (includes The Oracle Shopping Centre)	3.9%	32	0.0%	0	5.0%	4	1.4%	1	2.5%	2	9.2%	7	8.3%	6	0.0%	0	2.6%	2	2.7%	2	11.1%	8	0.0%	0
Salisbury City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Southampton City Centre (includes Westquay Shopping Centre)	1.6%	13	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	16.7%	11
Tadley District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitchurch 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	0.0%	0	0.0%	0	1.5%	1
Winchester City Centre	4.2%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	8	2.6%	2	4.1%	3	0.0%	0	31.8%	21
Brighton Hill Retail Park, Basingstoke	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End Retail Park,	0.5%	4	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	2

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Southampton																								
Houndmills Industrial Estate, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Retail Park, Pinchington Lane, Newbury	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.4%	1	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Carlisle City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cirencester Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templer Avenue, 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	1.4%	1	0.0%	0	0.0%	0
Country Market Retail Centre, Kingsley, Bordon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gunwharf Quays Designer Outlet, Portsmouth	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hungerford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Llanelli Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romsey Town Centre	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockbridge Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
The Meadows Centre, Marshall Road, 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	0.0%	0	2.8%	2	0.0%	0
Base:		816		74		80		73		80		76		72		74		76		73		72		66
Meanscore: [Number of visits per month]																								
Q09 How often do you visit (LOCATION MENTIONED AT Q08) for clothing and footwear purchases ?																								
Not those who said '(Don't know / varies)' or '(Don't do this type of shopping)' at Q08																								
Everyday	0.5%	5	1.0%	1	3.1%	3	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
4-6 days a week	0.2%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 days a week	1.1%	12	1.0%	1	1.0%	1	0.0%	0	3.1%	3	1.0%	1	3.1%	3	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1
1 day a week	4.8%	51	8.3%	8	8.3%	8	7.0%	7	5.2%	5	5.2%	5	4.1%	4	2.0%	2	3.1%	3	1.0%	1	5.2%	5	3.0%	3
Once every 2 weeks	7.8%	84	8.3%	8	7.3%	7	7.0%	7	8.3%	8	14.6%	14	7.2%	7	8.1%	8	5.2%	5	5.1%	5	10.3%	10	5.1%	5
Once every month	21.6%	232	27.1%	26	17.7%	17	27.0%	27	20.8%	20	16.7%	16	22.7%	22	25.3%	25	16.5%	16	17.2%	17	19.6%	19	27.3%	27
Once every two months	14.9%	160	15.6%	15	14.6%	14	12.0%	12	13.5%	13	14.6%	14	15.5%	15	18.2%	18	17.5%	17	10.1%	10	20.6%	20	12.1%	12
3-4 times a year	32.1%	344	19.8%	19	28.1%	27	28.0%	28	31.3%	30	31.3%	30	26.8%	26	37.4%	37	38.1%	37	41.4%	41	32.0%	31	38.4%	38
Once a year	7.5%	80	6.3%	6	4.2%	4	5.0%	5	5.2%	5	6.3%	6	8.2%	8	6.1%	6	9.3%	9	16.2%	16	5.2%	5	10.1%	10
Less often	1.7%	18	2.1%	2	3.1%	3	1.0%	1	3.1%	3	0.0%	0	2.1%	2	0.0%	0	1.0%	1	3.0%	3	2.1%	2	1.0%	1
(Don't know / varies / no particular pattern)	7.8%	84	10.4%	10	11.5%	11	11.0%	11	9.4%	9	10.4%	10	10.3%	10	2.0%	2	9.3%	9	6.1%	6	4.1%	4	2.0%	2
Mean:		1.09		1.42		2.10		1.42		1.18		1.05		1.13		0.82		0.67		0.54		0.96		0.80
Base:		1072		96		96		100		96		96		97		99		97		99		97		99

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q10 How do you usually travel to (LOCATION MENTIONED AT Q08) for clothing and footwear shopping?																								
<i>Not those who said '(Don't know / varies)', (Don't do this type of shopping)' or 'Internet / delivery' at Q08</i>																								
Car / van (as driver)	70.1%	572	32.4%	24	67.5%	54	63.0%	46	53.8%	43	77.6%	59	66.7%	48	82.4%	61	89.5%	68	76.7%	56	86.1%	62	77.3%	51
Car / van (as passenger)	6.7%	55	4.1%	3	7.5%	6	6.8%	5	11.3%	9	6.6%	5	9.7%	7	4.1%	3	1.3%	1	6.8%	5	6.9%	5	9.1%	6
Bus, minibus or coach	11.3%	92	10.8%	8	13.8%	11	19.2%	14	25.0%	20	7.9%	6	13.9%	10	8.1%	6	7.9%	6	6.8%	5	1.4%	1	7.6%	5
Using park & ride facility	1.2%	10	1.4%	1	0.0%	0	2.7%	2	0.0%	0	1.3%	1	2.8%	2	2.7%	2	0.0%	0	0.0%	0	1.4%	1	1.5%	1
Motorcycle, scooter or moped	0.2%	2	0.0%	0	1.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	5.9%	48	45.9%	34	3.8%	3	2.7%	2	5.0%	4	1.3%	1	2.8%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Taxi	0.7%	6	0.0%	0	1.3%	1	1.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	0
Train	2.2%	18	1.4%	1	1.3%	1	1.4%	1	2.5%	2	5.3%	4	1.4%	1	1.4%	1	0.0%	0	2.7%	2	4.2%	3	3.0%	2
Bicycle	0.2%	2	1.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0
Not applicable / goods delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aeroplane	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
(Don't know / varies)	1.1%	9	2.7%	2	2.5%	2	1.4%	1	0.0%	0	0.0%	0	2.8%	2	0.0%	0	1.3%	1	1.4%	1	0.0%	0	0.0%	0
Base:		816		74		80		73		80		76		72		74		76		73		72		66

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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		Zone 11		
Q11 Where else do you shop to buy clothing / footwear goods?																								
<i>Not those who said '(Don't know / varies)' or '(Don't do this type of shopping)' at Q08 AND Excl. Nulls & SFT</i>																								
Asda, Bournemouth Road, Eastleigh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Asda, Brighton Hill District Centre, Basingstoke	2.8%	15	0.0%	0	13.3%	6	7.3%	3	5.1%	2	2.1%	1	2.2%	1	1.6%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Marks & Spencer, Chineham District Centre, Basingstoke	0.2%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Festival Place, Basingstoke Town Centre	2.4%	13	13.3%	4	2.2%	1	2.4%	1	5.1%	2	2.1%	1	2.2%	1	3.1%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Marks & Spencer, High Street, Alton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Marks & Spencer, The Meadows (Shopping Centre), Sandhurst	2.0%	11	10.0%	3	2.2%	1	0.0%	0	2.6%	1	2.1%	1	0.0%	0	1.6%	1	0.0%	0	2.0%	1	4.8%	3	0.0%	0
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	0.2%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Badger Farm Road, Badger Farm, Winchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Sainsbury's Superstore, Mulford's Hill, Tadley	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	2.0%	11	3.3%	1	6.7%	3	4.9%	2	0.0%	0	2.1%	1	0.0%	0	3.1%	2	0.0%	0	3.9%	2	0.0%	0	0.0%	0
Tesco Extra, Winnall, Winchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, District Shopping Centre, Chineham	0.6%	3	0.0%	0	0.0%	0	4.9%	2	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos, The Hart Centre, Fleet	0.2%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Easton Lane, Winnall, Winchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
John Lewis, Basing View, Basingstoke	0.2%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Westquay Shopping Centre, Southampton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Matalan, Chineham District Centre, Basingstoke	1.1%	6	0.0%	0	0.0%	0	0.0%	0	5.1%	2	4.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.6%	1	0.0%	0
Next, Festival Place,	0.7%	4	0.0%	0	0.0%	0	7.3%	3	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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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		Zone 11		
Basingstoke																								
Wickes, Churchill Way West, Basingstoke	0.2%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alresford Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Alton Town Centre	0.9%	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	9.8%	5	0.0%	0	0.0%	0
Andover Town Centre	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3	0.0%	0	0.0%	0	0.0%	0	3.4%	2
Basingstoke Town Centre: Festival Place Shopping Centre	24.9%	134	26.7%	8	17.8%	8	26.8%	11	20.5%	8	31.3%	15	32.6%	15	34.4%	22	18.5%	10	15.7%	8	32.3%	20	15.5%	9
Basingstoke Town Centre: The Malls Shopping Centre	3.2%	17	13.3%	4	4.4%	2	4.9%	2	5.1%	2	2.1%	1	6.5%	3	1.6%	1	0.0%	0	0.0%	0	1.6%	1	1.7%	1
Basingstoke Town Centre: Top of Town / Old Basingstoke	0.4%	2	0.0%	0	2.2%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: The whole of Basingstoke Town Centre	1.5%	8	3.3%	1	4.4%	2	4.9%	2	0.0%	0	0.0%	0	2.2%	1	1.6%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Bicester Village Outlet Shopping Centre, Bicester	0.6%	3	0.0%	0	2.2%	1	2.4%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	1.1%	6	0.0%	0	2.2%	1	0.0%	0	5.1%	2	2.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.6%	1	0.0%	0
Central London / West End	4.8%	26	3.3%	1	0.0%	0	2.4%	1	5.1%	2	2.1%	1	2.2%	1	3.1%	2	11.1%	6	13.7%	7	6.5%	4	1.7%	1
Chineham District Centre	1.9%	10	6.7%	2	0.0%	0	0.0%	0	5.1%	2	0.0%	0	4.3%	2	4.7%	3	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Farnborough Town Centre	0.4%	2	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Farnham Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	3.9%	2	0.0%	0	0.0%	0
Fleet Town Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	4	0.0%	0
Guildford Town Centre	2.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.6%	1	1.9%	1	7.8%	4	9.7%	6	0.0%	0
Kingsclere Village	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	4.5%	24	0.0%	0	2.2%	1	0.0%	0	2.6%	1	8.3%	4	10.9%	5	3.1%	2	20.4%	11	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	0.6%	3	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Portsmouth City Centre	0.6%	3	0.0%	0	0.0%	0	4.9%	2	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre (includes The Oracle Shopping Centre)	9.5%	51	3.3%	1	6.7%	3	17.1%	7	17.9%	7	20.8%	10	10.9%	5	4.7%	3	7.4%	4	3.9%	2	14.5%	9	0.0%	0
Salisbury City Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	5.2%	3
Southampton City Centre (includes Westquay Shopping Centre)	4.8%	26	0.0%	0	6.7%	3	0.0%	0	2.6%	1	2.1%	1	0.0%	0	3.1%	2	1.9%	1	3.9%	2	3.2%	2	24.1%	14
Swindon Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tadley District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	7.2%	39	3.3%	1	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	7	7.4%	4	11.8%	6	1.6%	1	31.0%	18
Wokingham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	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		Zone 11		
Churchill Retail Park, Andover	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Hedge End Retail Park, Southampton	1.1%	6	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	1.9%	1	2.0%	1	0.0%	0	1.7%	1
Newbury Retail Park, Pinchington Lane, Newbury	2.4%	13	3.3%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	6.5%	3	0.0%	0	14.8%	8	0.0%	0	0.0%	0	0.0%	0
Abroad	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Aylsham Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Cheltenham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre	0.2%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chorley Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, South Oak Way, Reading	0.6%	3	0.0%	0	2.2%	1	2.4%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Country Market Retail Centre, Kingsley, Bordon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Crowthorne Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Glover & Riding Tailors, Queen's Avenue, Aldershot	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Go Outdoors, Reading Road, Chineham, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Gunwharf Quays Designer Outlet, Portsmouth	0.7%	4	0.0%	0	2.2%	1	2.4%	1	0.0%	0	0.0%	0	2.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0
Hook Town Centre	0.2%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keighley Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlborough Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0
Metrocentre, Gateshead	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, Newbury Road, Andover	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romsey Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Stockbridge Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	1.7%	1
Sunningdale Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Swansea City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Designer Outlet, Kemble Drive, Swindon	1.1%	6	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	3.7%	2	2.0%	1	0.0%	0	0.0%	0
The Meadows Centre, Marshall Road, Sandhurst	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	2.0%	1	1.6%	1	0.0%	0
Wellington Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Base:	538			30		45		41		39		48		46		64		54		51		62		58

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q12 Do you ever visit Basingstoke Town Centre for clothing, footwear or fashion purchases?																								
<i>Not those who said '(Don't do this type of shopping)' at Q08</i>																								
Yes	78.0%	845	96.9%	95	89.9%	89	87.0%	87	89.6%	86	84.5%	82	86.9%	86	87.0%	87	55.1%	54	63.6%	63	77.6%	76	40.4%	40
No	22.0%	238	3.1%	3	10.1%	10	13.0%	13	10.4%	10	15.5%	15	13.1%	13	13.0%	13	44.9%	44	36.4%	36	22.4%	22	59.6%	59
Base:		1083		98		99		100		96		97		99		100		98		99		98		99
Q13A Do you ever you drive to Basingstoke Town centre?																								
<i>Those who visit Basingstoke Town Centre at Q12</i>																								
Yes	78.8%	666	52.6%	50	76.4%	68	74.7%	65	64.0%	55	86.6%	71	83.7%	72	87.4%	76	81.5%	44	95.2%	60	90.8%	69	90.0%	36
No	21.2%	179	47.4%	45	23.6%	21	25.3%	22	36.0%	31	13.4%	11	16.3%	14	12.6%	11	18.5%	10	4.8%	3	9.2%	7	10.0%	4
Base:		845		95		89		87		86		82		86		87		54		63		76		40

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q13 When you drive to Basingstoke Town centre, which car park do you normally use?																								
<i>Those who drive to Basingstoke Town centre at Q13A</i>																								
Albert Yard (Short stay - car park off New Road, behind Dragon Palace Restaurant)	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brinkletts Yard (Long stay - car park on Winchester Road)	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castons (Long stay - car park near Premier Inn and All Saints Church)	1.2%	8	4.0%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	3.3%	2	0.0%	0	2.8%	1
Castons Yard (Short stay - car park off New Road, next to Castons Walk footpath)	1.1%	7	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	5	0.0%	0	0.0%	0
Central (Short stay - car park off Red Lion Lane, near The Wote Street Club)	3.0%	20	2.0%	1	5.9%	4	4.6%	3	3.6%	2	2.8%	2	2.8%	2	1.3%	1	2.3%	1	5.0%	3	1.4%	1	0.0%	0
Churchill Way (Long stay - car park to the right of The Moose Centre)	1.2%	8	4.0%	2	0.0%	0	1.5%	1	0.0%	0	5.6%	4	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Churchill Way East (Long stay - car park to the left of The Moose Centre)	0.9%	6	2.0%	1	0.0%	0	1.5%	1	1.8%	1	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Eastlands (Long stay - car park off London Road, near the Inigo Business Centre)	0.5%	3	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Feathers Yard (Short stay - small car park, has Inki Fingers Tattoo Studio on it)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Festival Place (Short & Long stay - large car park at the Festival Place Shopping Centre)	61.0%	406	44.0%	22	54.4%	37	44.6%	29	56.4%	31	62.0%	44	73.6%	53	61.8%	47	72.7%	32	56.7%	34	69.6%	48	80.6%	29
Jacobs Yard (Short stay - small car park off New Road, next to St Pancras House)	0.8%	5	4.0%	2	1.5%	1	1.5%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Joices Yard (Short stay - medium car park, has Oriental Wok takeaway on it)	1.8%	12	8.0%	4	0.0%	0	1.5%	1	0.0%	0	2.8%	2	0.0%	0	6.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sarum Hill (Long stay - car	1.5%	10	0.0%	0	1.5%	1	3.1%	2	0.0%	0	4.2%	3	0.0%	0	3.9%	3	0.0%	0	0.0%	0	1.4%	1	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
park next to Sovereign Housing Building)																								
Southern Road (Long stay - car park near Premier Inn)	1.1%	7	2.0%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.3%	1	0.0%	0	3.3%	2	1.4%	1	0.0%	0
The Malls / Alencon Link (Short & Long stay - large car park for The Malls Shopping Centre)	9.8%	65	18.0%	9	7.4%	5	21.5%	14	16.4%	9	1.4%	1	16.7%	12	6.6%	5	4.5%	2	1.7%	1	5.8%	4	8.3%	3
Vyne Meadow (Short & Long stay - large car park off Vyne Road, next To Glebe House)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0
On-street parking	2.0%	13	2.0%	1	4.4%	3	1.5%	1	1.8%	1	0.0%	0	0.0%	0	2.6%	2	2.3%	1	3.3%	2	2.9%	2	0.0%	0
Workplace car park	0.6%	4	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.4%	1	1.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home address	0.3%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Park & Ride	1.8%	12	0.0%	0	2.9%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	4	4.5%	2	3.3%	2	0.0%	0	2.8%	1
Basingstoke Hospital Car Park	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Basingstoke Irish Society Car Park	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Basingstoke Railway Station Car Park	0.5%	3	0.0%	0	0.0%	0	0.0%	0	5.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bounty Rise Road, Basingstoke	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Church Street, Basingstoke	0.5%	3	0.0%	0	0.0%	0	1.5%	1	1.8%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastrop Lane, Basingstoke	1.1%	7	0.0%	0	2.9%	2	1.5%	1	0.0%	0	4.2%	3	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Lower Basing View Car Park	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queen Mary Avenue, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Red Lion Hotel Car Park	0.9%	6	0.0%	0	1.5%	1	1.5%	1	1.8%	1	1.4%	1	0.0%	0	1.3%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0
St Michael's Church Car Park	0.5%	3	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Waitrose Car Park, Basingstoke	3.2%	21	2.0%	1	5.9%	4	1.5%	1	1.8%	1	1.4%	1	1.4%	1	5.3%	4	2.3%	1	6.7%	4	4.3%	3	0.0%	0
(Don't know / varies)	4.1%	27	2.0%	1	2.9%	2	7.7%	5	3.6%	2	5.6%	4	2.8%	2	2.6%	2	4.5%	2	3.3%	2	4.3%	3	5.6%	2
Base:	666			50		68		65		55		71		72		76		44		60		69		36

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q14 Why don't you visit Basingstoke Town Centre for clothing, footwear or fashion purchases? [MR]																								
Those who don't visit Basingstoke Town Centre at Q12																								
Difficult to park	5.8%	14	0.0%	0	10.0%	1	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	9.1%	4	11.1%	4	4.2%	1	5.1%	3
Difficult to park near shops	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	2.3%	1	5.6%	2	0.0%	0	0.0%	0
High cost of parking	2.1%	5	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	7.7%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	3.4%	2
Poor access for disabled	1.3%	3	0.0%	0	0.0%	0	15.4%	2	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor accessibility by foot / cycle	0.4%	1	0.0%	0	10.0%	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
Poor accessibility by public transport	3.3%	8	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	13.9%	5	0.0%	0	1.7%	1
Poor environment	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.7%	1
Poor lighting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor security for shoppers / don't feel safe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops: Don't like the shops	5.0%	12	0.0%	0	10.0%	1	15.4%	2	10.0%	1	0.0%	0	15.4%	2	15.4%	2	2.3%	1	5.6%	2	4.2%	1	0.0%	0
Shops: Lack of clothing and footwear (fashion) stores	5.0%	12	0.0%	0	0.0%	0	23.1%	3	10.0%	1	20.0%	3	0.0%	0	15.4%	2	2.3%	1	2.8%	1	4.2%	1	0.0%	0
Shops: Lack of department stores	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops: Lack of eating and drinking places	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops: Lack of independent / specialist / boutique shops	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Shops: Lack of multiple / branded shops	0.4%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops: Lack of shops in general	2.5%	6	33.3%	1	10.0%	1	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	4.2%	1	1.7%	1
Shops: Poor quality shops	3.3%	8	33.3%	1	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	8.3%	3	4.2%	1	0.0%	0
Shops: Prices are too expensive	0.4%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too expensive to get there	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Too long / inconvenient journey (too far from home)	29.6%	71	0.0%	0	10.0%	1	0.0%	0	0.0%	0	53.3%	8	7.7%	1	7.7%	1	52.3%	23	11.1%	4	29.2%	7	44.1%	26
Traffic congestion	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	3.4%	2
Vacant shops	0.4%	1	0.0%	0	10.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 drive so it's difficult to get there	1.3%	3	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Don't like big shopping centres	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	5.6%	2	0.0%	0	0.0%	0
Don't like driving that far	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Don't like Festival Place Shopping Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Health reasons / mobility problems	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	2	0.0%	0	0.0%	0	5.6%	2	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Just prefer to use other places	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2
Lost my car last time so it's put me off going there again	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Not familiar with the place	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	4.5%	2	2.8%	1	0.0%	0	0.0%	0
Poor atmosphere	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Prefer online shopping	2.1%	5	33.3%	1	0.0%	0	7.7%	1	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	1.7%	1
Prefer to use supermarkets	0.4%	1	0.0%	0	10.0%	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
Prefer towns with more charity shops	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Shops: Doesn't have my favourite store	0.8%	2	0.0%	0	10.0%	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	1.7%	1
Shops: Lack of clothing stores for larger sizes	2.1%	5	0.0%	0	10.0%	1	7.7%	1	10.0%	1	0.0%	0	7.7%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Shops: Lack of stores for older people	1.7%	4	0.0%	0	0.0%	0	7.7%	1	20.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Too big / shops too spread out	2.5%	6	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	2.3%	1	2.8%	1	0.0%	0	3.4%	2
Too crowded / busy	2.9%	7	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	7.7%	1	7.7%	1	0.0%	0	5.6%	2	8.3%	2	0.0%	0
Work there so don't want to visit there in my free time	0.4%	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	0.0%	0
(Don't know)	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	4.2%	1	1.7%	1
(No particular reason)	25.0%	60	0.0%	0	10.0%	1	15.4%	2	30.0%	3	20.0%	3	30.8%	4	23.1%	3	20.5%	9	25.0%	9	41.7%	10	27.1%	16
Base:		240		3		10		13		10		15		13		13		44		36		24		59

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q15 Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)? <i>Excl. Nulls & SFT</i>																								
Asda, Brighton Hill District Centre, Basingstoke	0.8%	5	2.2%	1	1.7%	1	2.0%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Marks & Spencer, The Meadows (Shopping Centre), Sandhurst	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0
Morrisons, Elvetham Heath, (The Key), Fleet	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Worting Road, Thorneycroft Industrial Estate, Basingstoke	0.3%	2	0.0%	0	1.7%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Lister Road, Basingstoke	0.8%	5	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.9%	1	1.7%	1	0.0%	0
Bensons for Beds, Brighton Hill Retail Park, Basingstoke	0.3%	2	0.0%	0	1.7%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpentryright, Brighton Hill Retail Park, Basingstoke	3.7%	22	10.9%	5	6.9%	4	7.8%	4	7.0%	4	2.0%	1	4.1%	2	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Brighton Hill Retail Park, Basingstoke	1.5%	9	2.2%	1	3.4%	2	3.9%	2	3.5%	2	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Gastons Wood, Basingstoke	4.5%	27	2.2%	1	5.2%	3	0.0%	0	10.5%	6	11.8%	6	4.1%	2	0.0%	0	0.0%	0	7.5%	4	8.6%	5	0.0%	0
Harveys Furniture, Brighton Hill Retail Park	1.2%	7	2.2%	1	1.7%	1	2.0%	1	1.8%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0
Homebase, Easton Lane, Winnall, Winchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Homebase, Winchester Road, Basingstoke	0.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homesense (TK Maxx), Festival Place, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Reading	5.9%	35	6.5%	3	5.2%	3	2.0%	1	10.5%	6	5.9%	3	10.2%	5	7.1%	4	7.0%	4	0.0%	0	10.3%	6	0.0%	0
IKEA, Southampton	1.5%	9	2.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	5.4%	3	1.8%	1	1.9%	1	0.0%	0	3.2%	2
John Lewis, Basing View, Basingstoke	5.7%	34	4.3%	2	8.6%	5	3.9%	2	3.5%	2	5.9%	3	4.1%	2	7.1%	4	3.5%	2	17.0%	9	5.2%	3	0.0%	0
John Lewis, Broad Street, Reading Town Centre	2.0%	12	0.0%	0	0.0%	0	2.0%	1	3.5%	2	3.9%	2	2.0%	1	0.0%	0	1.8%	1	1.9%	1	6.9%	4	0.0%	0
John Lewis, Westquay Shopping Centre, Southampton	1.2%	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	1.9%	1	0.0%	0	9.7%	6
Oak Furniture Land, St	0.8%	5	0.0%	0	1.7%	1	0.0%	0	1.8%	1	2.0%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11											
Michael's Retail Park, Basingstoke																								
Reading Warehouses, New Road, Tadley	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tapi Carpets and Floors, St. Michaels Retail Park, Basingstoke	1.2%	7	4.3%	2	6.9%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Entertainer, Festival Place, Basingstoke	0.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Churchill Way West, Basingstoke	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alresford Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Alton Town Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	5	0.0%	0	0.0%	0
Andover Town Centre	1.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.8%	1	0.0%	0	0.0%	0	11.3%	7
Basingstoke Town Centre: Festival Place Shopping Centre	4.2%	25	6.5%	3	1.7%	1	5.9%	3	5.3%	3	2.0%	1	8.2%	4	3.6%	2	0.0%	0	9.4%	5	5.2%	3	0.0%	0
Basingstoke Town Centre: The Malls Shopping Centre	0.3%	2	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	0.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: The whole of Basingstoke Town Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.8%	1	0.0%	0	1.9%	1	1.7%	1	0.0%	0
Brighton Hill District Centre	0.3%	2	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	1.2%	7	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	5.7%	3	3.4%	2	0.0%	0
Chandlers Ford, Winchester	1.2%	7	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	6.5%	4
Chineham District Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Eastleigh Town Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	4
Farnborough Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0
Farnham Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0
Fleet Town Centre	0.3%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Guildford Town Centre	1.0%	6	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	5.7%	3	1.7%	1	0.0%	0
Kingston upon Thames Town Centre	0.3%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Newbury Town Centre	4.7%	28	2.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.0%	1	5.4%	3	36.8%	21	0.0%	0	0.0%	0	1.6%	1
Oakley Village	1.7%	10	0.0%	0	1.7%	1	3.9%	2	1.8%	1	2.0%	1	0.0%	0	8.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Overton District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth City Centre	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Reading Town Centre (includes The Oracle Shopping Centre)	1.5%	9	0.0%	0	0.0%	0	3.9%	2	0.0%	0	3.9%	2	2.0%	1	1.8%	1	3.5%	2	1.9%	1	0.0%	0	0.0%	0
Salisbury City Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	3.2%	2
Southampton City Centre (includes Westquay Shopping Centre)	2.2%	13	0.0%	0	1.7%	1	2.0%	1	1.8%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	3.8%	2	0.0%	0	11.3%	7
Whitchurch District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	1.8%	11	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.8%	1	1.9%	1	0.0%	0	11.3%	7
Wokingham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Basingstoke Leisure Park, Worting Road, Basingstoke	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	17.2%	103	26.1%	12	31.0%	18	21.6%	11	24.6%	14	29.4%	15	18.4%	9	23.2%	13	5.3%	3	5.7%	3	3.4%	2	4.8%	3
Churchill Retail Park, Andover	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Farnborough Gate Retail Park, Farnborough	1.8%	11	2.2%	1	0.0%	0	3.9%	2	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	6	1.6%	1
Forbury Retail Park, Reading	1.0%	6	0.0%	0	0.0%	0	2.0%	1	3.5%	2	0.0%	0	2.0%	1	0.0%	0	1.8%	1	0.0%	0	1.7%	1	0.0%	0
Hatch Warren Retail Park, Wallop Drive, Basingstoke	1.2%	7	4.3%	2	3.4%	2	0.0%	0	0.0%	0	2.0%	1	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End Retail Park, Southampton	2.5%	15	0.0%	0	1.7%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	7.1%	4	0.0%	0	0.0%	0	0.0%	0	14.5%	9
London Road Retail Park, Newbury	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0	0.0%	0	0.0%	0
Newbury Retail Park, Pinchington Lane, Newbury	2.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.0%	1	1.8%	1	21.1%	12	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	2.3%	14	2.2%	1	1.7%	1	2.0%	1	0.0%	0	7.8%	4	12.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
St Michael's Retail Park, Basingstoke	1.7%	10	6.5%	3	3.4%	2	2.0%	1	1.8%	1	0.0%	0	4.1%	2	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abingdon Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ash Vale Village Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.8%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Basingstoke Business Centre, Winchester Road, Basingstoke	0.3%	2	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boyatt Wood Industrial Estate, Eastleigh	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Cirencester Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Furniture Village, Europa Park Road, Guildford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hambridge Lane Industrial Estate, Newbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	3.4%	2	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Hatch Warren District Centre	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook Town Centre	1.2%	7	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	5	0.0%	0
Hungerford Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Invincible Road, Farnborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Moniton Trading Estate, West Ham Lane, Basingstoke	0.8%	5	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.0%	1	0.0%	0	3.6%	2	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Parkway Shopping Centre, Park Way, Newbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Poole Retail Park, Redlands, Poole	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Romans Business Park, East Street, Farnham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Romsey Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Sofas and Stuff, The Walled Garden, Herriard	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solartron Retail Park, Solartron Road, Farnborough	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0
The Meadows Centre, Marshall Road, Sandhurst	0.3%	2	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
The Range, Ivy Road, Aldershot	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Vale Furnishers, Wharf Road, Ash Vale	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wall to Wall Flooring, Tintern Close, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester Trade Park, Easton Lane, Winchester	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Winnall Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Worting Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Base:	598		46		58		51		57		51		49		56		57		53		58		62	

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q16 Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?													
<i>Excl. Nulls & SFT</i>													
Asda, Brighton Hill District Centre, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Gastons Wood, Basingstoke	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%
Morrisons, Elvetham Heath, (The Key), Fleet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%
Avenue Nurseries, Lasham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&M, Worting Road, Thorneycroft Industrial Estate, Basingstoke	0.6%	5	0.0%	0	2.6%	2	3.8%	3	0.0%	0	0.0%	0	0.0%
B&Q, Invincible Road, Farnborough	3.0%	26	1.4%	1	0.0%	0	1.3%	1	0.0%	0	1.3%	1	0.0%
B&Q, Lister Road, Basingstoke	29.2%	257	48.6%	34	43.6%	34	32.9%	26	48.1%	38	40.0%	32	33.7%
B&Q, London Road Retail Park, Newbury	6.0%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	1.2%
B&Q, Reading Gate Retail Park, Acre Road, Reading	2.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	9.6%
Basingstoke Garden Centre, North Waltham	0.3%	3	0.0%	0	1.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%
Conkers Garden Centre, Old Basing	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%
Dunelm, Gastons Wood, Basingstoke	0.2%	2	1.4%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%
Elm Park Garden Centre, Pamber End	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.2%
Home Bargains, Winchester Road, Basingstoke	0.7%	6	2.9%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	2.4%
Homebase, Easton Lane, Winnall, Winchester	4.9%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Enham Arch Retail Park, Newbury Road, Andover	3.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%
Homebase, Kenavon Drive, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%
Homebase, Winchester Road, Basingstoke	20.4%	180	17.1%	12	35.9%	28	36.7%	29	27.8%	22	16.3%	13	10.8%
Homesense (TK Maxx), Festival Place,	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Basingstoke																								
IKEA, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Warehouses, New Road, Tadley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rosebourne Garden Centre, Basingstoke Road, Aldermaston	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Thorneycroft Industrial Estate, Basingstoke	1.0%	9	5.7%	4	1.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	2.7%	2	0.0%	0	0.0%	0
Sherfield on Loddon Garden Centre (Capital Gardens), Sherfield on Loddon	0.2%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
The Range, Gastons Wood, Basingstoke	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Winchester Road Trade Park, Basingstoke	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Churchill Way West, Basingstoke	6.8%	60	11.4%	8	9.0%	7	12.7%	10	10.1%	8	13.8%	11	3.6%	3	7.1%	6	6.6%	6	1.3%	1	0.0%	0	0.0%	0
Wickes, Enham Arch Retail Park, Newbury Road, Andover	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.1%	1	0.0%	0	0.0%	0	6.1%	5
Wilko, The Malls Shopping Centre, Basingstoke Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alton Town Centre	1.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.7%	11	0.0%	0	0.0%	0
Andover Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Basingstoke Town Centre: Festival Place Shopping Centre	1.1%	10	7.1%	5	0.0%	0	2.5%	2	0.0%	0	1.3%	1	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: The Malls Shopping Centre	0.9%	8	1.4%	1	1.3%	1	3.8%	3	0.0%	0	1.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old 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	1.3%	1	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0
Newbury Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	4.4%	4	0.0%	0	0.0%	0	0.0%	0
Overton District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11											
(includes The Oracle Shopping Centre)																								
Tadley District Centre	2.6%	23	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	1	21.7%	18	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0
Whitchurch District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Brighton Hill Retail Park, Basingstoke	1.1%	10	1.4%	1	0.0%	0	0.0%	0	3.8%	3	2.5%	2	1.2%	1	1.2%	1	0.0%	0	1.3%	1	0.0%	0	1.2%	1
Enham Arch Retail Park, Newbury Road, Andover	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	2.4%	2
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	0.0%	0	1.3%	1	0.0%	0
Farnham Retail Park, Guildford Road, 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	0.0%	0	0.0%	0	1.3%	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	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Newbury Retail Park, Pinchington Lane, Newbury	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	8.8%	8	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	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thornycroft Industrial Estate, Basingstoke	0.2%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Alton Retail Park, Mill Lane, Alton	1.6%	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	18.7%	14	0.0%	0	0.0%	0
B&Q, Portrack Lane, Stockton-on-Tees	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Shakespeare Road, Eastleigh	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	0.0%	0	2.4%	2
Basing View Business Park, Basingstoke	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templer Avenue, 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	1.3%	1	0.0%	0	0.0%	0
Dobbies Garden Centre, Salisbury Road, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forest Lodge Garden Centre, Holt Pound, 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	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Hillier Garden Centre, Romsey Road, Winchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Hook Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Longacres Garden Centre, London Road, Bagshot	0.2%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Mortimer West End Village Centre	0.2%	2	0.0%	0	0.0%	0	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
Nursling Industrial Estate, Nursling, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Penwood Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Redfields Garden Centre,	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	5	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Church Crookham, 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	0.0%	0	0.0%	0	1.2%	1
Rosebourne Garden Centre, Amesbury Road, Weyhill	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Screwfix, Bone Lane, Newbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0
Screwfix, The Rose Estate, 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	1.3%	1	0.0%	0	0.0%	0
Squire's Garden Centre, Badshot Lea Road, Badshot Lea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Michael's Hospice Furniture Shop, Onslow Close, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walworth Industrial Estate, South Way, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Portway Industrial Estate, Andover	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, 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	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Wolverton Plants, Wolverton, Tadley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wykeham Industrial Estate, Moorside Road, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Yew Tree Garden Centre, Hatt Common, Ball Hill	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0
Base:	881		70		78		79		79		80		83		84		91		75		80		82	

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q17 Where do you normally do most of your household's shopping for CDs, vinyl, DVDs, Blurays, etc.) (Excluding gaming)? Excl. Nulls & SFT																								
Asda, Brighton Hill District Centre, Basingstoke	5.5%	14	11.5%	3	31.6%	6	10.7%	3	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0
Asda, Chalfont Way, Lower Earley, Reading	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0
Asda, Princess Mead Shopping Centre, (Westmead), Farnborough	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	2.4%	6	3.8%	1	0.0%	0	3.6%	1	10.0%	3	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Badger Farm Road, Badger Farm, Winchester	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1
Sainsbury's Superstore, Draymans Way, Alton	3.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.0%	8	0.0%	0	0.0%	0
Sainsbury's Superstore, Farnham Trading Estate, Water Lane, Farnham	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0
Sainsbury's Superstore, Hector's Way, Newbury	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mulfords Hill, Tadley	2.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Shepherds Spring Lane, Andover	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Station Mall, Basingstoke Town Centre (The Malls)	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	2	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	2.0%	5	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	15.0%	3	0.0%	0	0.0%	0
Tesco Extra, Newbury Retail Park, Pinchington Lane, Newbury	2.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.1%	5	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows Shopping Centre, Sandhurst	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0
Tesco Extra, Winnall, Winchester	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	2
Tesco Superstore, District Shopping Centre, Chineham	1.2%	3	0.0%	0	0.0%	0	3.6%	1	3.3%	1	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Road, Newbury																								
Tesco Superstore, Station Road, Hook	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0
Waitrose, Basing View, Basingstoke	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0
Currys PC World, Brighton Hill Retail Park, Basingstoke	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0
John Lewis, Basing View, Basingstoke	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alton Town Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	2	0.0%	0	0.0%	0
Andover Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Festival Place Shopping Centre	55.3%	141	73.1%	19	52.6%	10	71.4%	20	86.7%	26	72.7%	16	73.9%	17	59.1%	13	16.1%	5	15.0%	3	50.0%	9	18.8%	3
Basingstoke Town Centre: The Malls Shopping Centre	1.6%	4	3.8%	1	10.5%	2	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	0.4%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: The whole of Basingstoke Town Centre	1.6%	4	3.8%	1	0.0%	0	7.1%	2	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.8%	2	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0
Chineham District Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0
Newbury Town Centre	5.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.9%	13	0.0%	0	0.0%	0	0.0%	0
Overton District Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre (includes The Oracle Shopping Centre)	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0
Tadley District Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	4.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	62.5%	10
Farnborough Gate Retail Park, Farnborough	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0
Newbury Retail Park, Pinchington Lane, Newbury	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Abroad	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0
Base:		255		26		19		28		30		22		23		22		31		20		18		16

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q18 Where do you normally do most of your household's shopping for audio visual, photographic, computer items (such as TVs, cameras, ipads, telephones etc) and all other domestic electrical goods (such as irons, kettles, fridges, freezers, dishwashers etc)?																								
Excl. Nulls & SFT																								
Asda, Brighton Hill District Centre, Basingstoke	1.8%	12	3.8%	2	8.3%	5	0.0%	0	3.8%	2	1.8%	1	0.0%	0	1.5%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Asda, Princess Mead Shopping Centre, (Westmead), Farnborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Lidl, Worting Road, Basingstoke	0.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	0.8%	5	1.9%	1	0.0%	0	0.0%	0	1.9%	1	3.6%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Badger Farm Road, Badger Farm, Winchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Sainsbury's Superstore, Bath Road, Calcot, Reading	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Draymans Way, Alton	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	4	0.0%	0	0.0%	0
Sainsbury's Superstore, Hector's Way, Newbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mulfords Hill, Tadley	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Shepherds Spring Lane, Andover	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	1.2%	8	0.0%	0	3.3%	2	1.7%	1	1.9%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	4.4%	3	0.0%	0	0.0%	0
Tesco Extra, River Way, Andover	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Tesco Extra, The Meadows Shopping Centre, Sandhurst	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Tesco Extra, Winnall, Winchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Tesco Superstore, District Shopping Centre, Chineham	0.5%	3	1.9%	1	0.0%	0	0.0%	0	1.9%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Newbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Basing View, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos (in Sainsbury's), South	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Street, Farnham																								
Argos (in Sainsbury's), Wallop Drive, Kempshott	0.6%	4	0.0%	0	0.0%	0	5.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Argos, Old Basing Mall, Basingstoke	0.8%	5	1.9%	1	0.0%	0	0.0%	0	1.9%	1	3.6%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos, The Hart Centre, Fleet	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
B&Q, Lister Road, Basingstoke	0.5%	3	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.8%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Reading Gate Retail Park, Acre Road, Reading	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Currys PC World, Brighton Hill Retail Park, Basingstoke	32.7%	216	36.5%	19	51.7%	31	50.0%	29	50.9%	27	36.4%	20	35.7%	20	35.3%	24	6.6%	5	47.1%	32	13.0%	7	3.3%	2
Currys PC World, Churchill Retail Park, Andover	2.1%	14	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	4	3.9%	3	0.0%	0	0.0%	0	9.8%	6
Currys PC World, Farnborough Gate, Farnborough	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	6	0.0%	0
Currys PC World, Moorside Road, Winchester	2.7%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.5%	1	0.0%	0	26.2%	16
Currys PC World, Newbury Retail Park, Newbury	3.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	3.6%	2	1.5%	1	27.6%	21	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Reading Gate Retail Park, Reading	1.4%	9	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.8%	1	7.1%	4	0.0%	0	1.3%	1	0.0%	0	3.7%	2	0.0%	0
Dunelm, Gastons Wood, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Easton Lane, Winnall, Winchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Homebase, Winchester Road, Basingstoke	0.9%	6	0.0%	0	3.3%	2	1.7%	1	0.0%	0	0.0%	0	1.8%	1	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Basing View, Basingstoke	9.4%	62	5.8%	3	3.3%	2	10.3%	6	7.5%	4	14.5%	8	5.4%	3	20.6%	14	1.3%	1	19.1%	13	13.0%	7	1.6%	1
John Lewis, Broad Street, Reading Town Centre	1.2%	8	0.0%	0	0.0%	0	0.0%	0	1.9%	1	3.6%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	7.4%	4	0.0%	0
John Lewis, Westquay Shopping Centre, Southampton	1.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	13.1%	8
Reading Warehouses, New Road, Tadley	1.8%	12	0.0%	0	0.0%	0	1.7%	1	3.8%	2	1.8%	1	12.5%	7	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Thorneycroft Industrial Estate, Basingstoke	0.3%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Gastons Wood, Basingstoke	0.5%	3	1.9%	1	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alton Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Andover Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	4.9%	3

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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		Zone 11		
Basingstoke Town Centre: Festival Place Shopping Centre	8.3%	55	32.7%	17	15.0%	9	13.8%	8	7.5%	4	1.8%	1	10.7%	6	7.4%	5	0.0%	0	1.5%	1	3.7%	2	3.3%	2
Basingstoke Town Centre: The Malls Shopping Centre	0.3%	2	0.0%	0	1.7%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	0.5%	3	1.9%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: The whole of Basingstoke Town Centre	0.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.5%	3	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Fleet Town Centre	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	7	0.0%	0
Newbury Town Centre	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	8	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre (includes The Oracle Shopping Centre)	1.8%	12	0.0%	0	0.0%	0	0.0%	0	1.9%	1	7.3%	4	1.8%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	6	0.0%	0
Southampton City Centre (includes Westquay Shopping Centre)	0.8%	5	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	4.9%	3
Tadley District Centre	1.2%	8	0.0%	0	0.0%	0	0.0%	0	5.7%	3	0.0%	0	7.1%	4	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3
Brighton Hill Retail Park, Basingstoke	4.1%	27	5.8%	3	5.0%	3	8.6%	5	3.8%	2	7.3%	4	1.8%	1	4.4%	3	1.3%	1	2.9%	2	5.6%	3	0.0%	0
Churchill Retail Park, Andover	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.0%	0	0.0%	0	6.6%	4
Farnborough Gate Retail Park, Farnborough	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	9.3%	5	0.0%	0
Hatch Warren Retail Park, Wallop Drive, Basingstoke	0.3%	2	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End Retail Park, Southampton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Newbury Retail Park, Pinchington Lane, Newbury	4.2%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.8%	1	0.0%	0	34.2%	26	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos (in Sainsbury's), Draymans Way, Alton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Costco, South Oak Way, Reading	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	2.9%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Easton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2

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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	Zone 11
Lane, Winchester													
Currys PC World, Woodbridge Road, Guildford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Daneshill East Industrial Estate, Bell Road, Basingstoke	0.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Easton Lane, Winnall, Winchester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Parkway Shopping Centre, Park Way, Newbury	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	5	0.0%
Teesside Shopping Park, Thornaby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%
Base:	661		52		60		58		53		55		56
									68		76		68
												54	
													61

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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		Zone 11	
Q19 Where do you normally do most of your household's shopping for books (incl. encyclopaedias, text books, guidebooks and musical scores) and stationery (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?																								
Excl. Nulls & SFT																								
Asda, Anton Mill Road, Andover	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Asda, Brighton Hill District Centre, Basingstoke	3.6%	19	1.9%	1	15.2%	7	10.9%	5	4.0%	2	2.4%	1	0.0%	0	2.1%	1	0.0%	0	1.7%	1	2.0%	1	0.0%	0
Asda, Honey End Lane, Tilehurst, Reading	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Marks & Spencer, Festival Place, Basingstoke Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Morrisons, Elvetham Heath, (The Key), Fleet	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	1.1%	6	1.9%	1	4.3%	2	2.2%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Badger Farm Road, Badger Farm, Winchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Sainsbury's Superstore, Draymans Way, Alton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0
Sainsbury's Superstore, Hector's Way, Newbury	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mulfords Hill, Tadley	1.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	8	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Station Mall, Basingstoke Town Centre (The Malls)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	3.0%	16	1.9%	1	15.2%	7	2.2%	1	6.0%	3	0.0%	0	0.0%	0	4.2%	2	0.0%	0	3.3%	2	0.0%	0	0.0%	0
Tesco Extra, Newbury Retail Park, Pinchington Lane, Newbury	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, River Way, Andover	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Tesco Extra, The Meadows Shopping Centre, Sandhurst	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	2.0%	1	0.0%	0
Tesco Extra, Winnall, Winchester	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	3
Tesco Superstore, District Shopping Centre, Chineham	1.3%	7	0.0%	0	0.0%	0	0.0%	0	8.0%	4	7.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Tesco Superstore, London Road, Newbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Station Road, Hook	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Currys PC World, Brighton Hill Retail Park, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hobbycraft, Winchester Road, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Home Bargains, Winchester Road, Basingstoke	0.8%	4	1.9%	1	4.3%	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	0.0%	0
Homesense (TK Maxx), Festival Place, Basingstoke	0.2%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pound Stretcher, Hatch Warren Retail Park, Basingstoke	0.2%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smyths Toys, St Michael's Retail Park, Basingstoke	0.6%	3	0.0%	0	2.2%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Gastons Wood, Basingstoke	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Alresford Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Alton Town Centre	5.1%	27	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	43.3%	26	0.0%	0	0.0%	0
Andover Town Centre	2.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	2.2%	1	0.0%	0	0.0%	0	23.1%	12
Basingstoke Town Centre: Festival Place Shopping Centre	42.0%	224	71.7%	38	32.6%	15	63.0%	29	50.0%	25	70.7%	29	54.8%	23	68.8%	33	6.7%	3	21.7%	13	30.0%	15	1.9%	1
Basingstoke Town Centre: The Malls Shopping Centre	4.1%	22	5.7%	3	10.9%	5	8.7%	4	2.0%	1	2.4%	1	0.0%	0	0.0%	0	2.2%	1	1.7%	1	10.0%	5	1.9%	1
Basingstoke Town Centre: Top of Town / Old Basingstoke	1.3%	7	3.8%	2	4.3%	2	2.2%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	0.8%	4	0.0%	0	2.2%	1	2.2%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Basingstoke Town Centre: The whole of Basingstoke Town Centre	0.6%	3	1.9%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Brighton Hill District Centre	0.4%	2	0.0%	0	2.2%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0
Central London / West End	0.6%	3	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.9%	1
Chineham District Centre	1.7%	9	1.9%	1	0.0%	0	0.0%	0	10.0%	5	4.9%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Farnham Town Centre	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	8.0%	4	0.0%	0
Fleet Town Centre	1.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	8	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Kingsclere Village	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	6.8%	36	1.9%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	75.6%	34	0.0%	0	0.0%	0	0.0%	0
Oakley Village	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odiham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Overton District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre (includes The Oracle Shopping Centre)	1.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	4.8%	2	0.0%	0	0.0%	0	1.7%	1	8.0%	4	0.0%	0
Tadley District Centre	1.3%	7	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	11.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	6.2%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	6.3%	3	0.0%	0	3.3%	2	0.0%	0	51.9%	27
Basingstoke Leisure Park, Worting Road, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.4%	2	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Newbury Retail Park, Pinchington Lane, Newbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
St Michael's Retail Park, Basingstoke	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Aldermaston Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, South Oak Way, Reading	0.2%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gastons Wood Industrial Estate, Reading Road, Basingstoke	0.2%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook Town Centre	0.6%	3	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	2.0%	1	0.0%	0
Northern Business Park, Northern Avenue, Andover	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Popley Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherfield on Loddon Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Carpenters Down, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upton Grey Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0
Wellington Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Base:	533		53		46		46		50		41		42		48		45		60		50		52	

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q20 Where do you normally do most of your household's shopping for games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments?																								
Excl. Nulls & SFT																								
Asda, Brighton Hill District Centre, Basingstoke	1.6%	8	4.3%	2	3.8%	2	3.8%	2	2.7%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Honey End Lane, Tilehurst, Reading	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Lidl, Gastons Wood, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Elvetham Heath, (The Key), Fleet	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	1.4%	7	10.6%	5	1.9%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Draymans Way, Alton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Hector's Way, Newbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mulfords Hill, Tadley	1.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	2.0%	10	0.0%	0	1.9%	1	7.5%	4	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0	7.5%	3	0.0%	0	0.0%	0
Tesco Extra, Newbury Retail Park, Pinchington Lane, Newbury	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, River Way, Andover	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Tesco Extra, Winnall, Winchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Tesco Superstore, District Shopping Centre, Chineham	0.8%	4	0.0%	0	0.0%	0	0.0%	0	5.4%	2	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Tresham Crescent, Yateley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Argos (in Sainsbury's), South Street, Farnham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Argos (in Sainsbury's), Wallop Drive, Kempshott	0.4%	2	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos, Newbury Retail Park, Pinchington Lane, Newbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Argos, Old Basing Mall, Basingstoke	0.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Avenue Nurseries, Lasham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
B&M, Worting Road, Thorneycroft Industrial Estate, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Boots, Chineham District Centre, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hobbycraft, Winchester Road, Basingstoke	4.1%	20	0.0%	0	7.5%	4	9.4%	5	5.4%	2	6.5%	2	2.3%	1	4.3%	2	2.0%	1	2.5%	1	4.3%	2	0.0%	0
Home Bargains, Winchester Road, Basingstoke	0.4%	2	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Easton Lane, Winnall, Winchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
John Lewis, Westquay Shopping Centre, Southampton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2
Matalan, Chineham District Centre, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mole Country Stores, Sherfield on Loddon	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0
Pets at Home, Hatch Warren Retail Park, Basingstoke	7.1%	35	8.5%	4	26.4%	14	11.3%	6	10.8%	4	9.7%	3	2.3%	1	2.1%	1	0.0%	0	5.0%	2	0.0%	0	0.0%	0
Sherfield on Loddon Garden Centre (Capital Gardens), Sherfield on Loddon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smyths Toys, St Michael's Retail Park, Basingstoke	5.7%	28	6.4%	3	7.5%	4	3.8%	2	13.5%	5	3.2%	1	6.8%	3	10.6%	5	0.0%	0	2.5%	1	6.5%	3	2.3%	1
Sports Direct, Festival Place, Basingstoke	1.8%	9	2.1%	1	0.0%	0	1.9%	1	0.0%	0	6.5%	2	2.3%	1	4.3%	2	0.0%	0	2.5%	1	2.2%	1	0.0%	0
The Entertainer, Festival Place, Basingstoke	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Gastons Wood, Basingstoke	0.4%	2	2.1%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alresford Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Alton Town Centre	1.4%	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	17.5%	7	0.0%	0	0.0%	0
Andover Town Centre	1.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	2.0%	1	0.0%	0	0.0%	0	11.4%	5
Basingstoke Town Centre: Festival Place Shopping Centre	26.8%	132	38.3%	18	30.2%	16	43.4%	23	27.0%	10	35.5%	11	38.6%	17	31.9%	15	8.0%	4	5.0%	2	23.9%	11	11.4%	5
Basingstoke Town Centre: The Malls Shopping Centre	0.8%	4	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	1.0%	5	2.1%	1	0.0%	0	1.9%	1	2.7%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old	0.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11											
Basingstoke)																								
Basingstoke Town Centre: The whole of Basingstoke Town Centre	0.6%	3	0.0%	0	0.0%	0	1.9%	1	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Central London / West End	0.6%	3	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	2.3%	1	2.3%	1
Chineham District Centre	1.0%	5	4.3%	2	1.9%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	1	0.0%	0
Eastleigh Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Farnborough Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Farnham Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	2.2%	1	0.0%	0
Fleet Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	3	0.0%	0
Newbury Town Centre	4.9%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	46.0%	23	0.0%	0	0.0%	0	0.0%	0
Odiham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Overton District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre (includes The Oracle Shopping Centre)	0.2%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre (includes Westquay Shopping Centre)	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	6.8%	3
Tadley District Centre	1.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	6	2.1%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	3.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	2.5%	1	0.0%	0	29.5%	13
Woking Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Basingstoke Leisure Park, Worting Road, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	2.2%	11	4.3%	2	3.8%	2	3.8%	2	2.7%	1	3.2%	1	0.0%	0	6.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enham Arch Retail Park, Newbury Road, Andover	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	6.8%	3
Farnborough Gate Retail Park, Farnborough	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0
Hatch Warren Retail Park, Wallop Drive, Basingstoke	2.4%	12	4.3%	2	1.9%	1	1.9%	1	2.7%	1	3.2%	1	2.3%	1	2.1%	1	0.0%	0	10.0%	4	0.0%	0	0.0%	0
Hedge End Retail Park, Southampton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
London Road Retail Park, Newbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Newbury Retail Park, Pinchington Lane, Newbury	3.0%	15	0.0%	0	0.0%	0	0.0%	0	2.7%	1	3.2%	1	0.0%	0	0.0%	0	26.0%	13	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0
St Michael's Retail Park, Basingstoke	1.4%	7	2.1%	1	3.8%	2	0.0%	0	2.7%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	4.3%	2	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11											
Alton Retail Park, Mill Lane, Alton	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	3	2.2%	1	0.0%	0
Andover Trade Park, Churchill Way West, Andover	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Basingstoke Golf Club, Basingstoke	0.2%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beech Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Burghfield Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templer Avenue, Farnborough	0.2%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daneshill East Industrial Estate, Bell Road, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Exeter City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go Outdoors, Reading Road, Chineham, Basingstoke	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Hartley Wintney Village Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	4	0.0%	0
Henry Street Garden Centre, Swallowfield Road, Arborfield Cross	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Hook Town Centre	0.8%	4	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	4.3%	2	0.0%	0
Kempshott Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metrocentre, Gateshead	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parkway Shopping Centre, Park Way, Newbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Pets at Home, Easton Lane, Winchester	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	3
Pets Corner, Andover Road, Winchester	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	2.3%	1
Smyths Toys, Churchill Way West, Salisbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solartron Retail Park, Solartron Road, Farnborough	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0
Sports Direct, Bath Road, Calcot	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Designer Outlet, Kemble Drive, Swindon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Test Valley Golf Club, Micheldever Road, Overton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thatcham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Weybrook Park Golf Club, Rooksdown Lane, Sherborne St John	0.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Base:	492	47	53	53	37	31	44	47	50	40	46	44

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q21 Where do you normally do most of your household's shopping on all goods for personal care (including, electric razors, hair dryers, bathroom scales, cosmetics, perfume, toothpaste, etc), other medical and pharmaceutical products (e.g. vitamins, plasters) and therapeutic appliances (e.g. spectacles, hearing aids, wheelchairs, contact lenses etc)?													
<i>Excl. Nulls & SFT</i>													
Aldi, Alton Retail Park, Alton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, London Road, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Winchester Road, Basingstoke	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Winklebury Way, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%
Asda, Brighton Hill District Centre, Basingstoke	1.7%	17	0.0%	0	8.5%	7	5.5%	5	0.0%	0	1.1%	1	1.1%
Asda, Chalfont Way, Lower Earley, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Gastons Wood, Basingstoke	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%
Lidl, London Road, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Lidl, Worting Road, Basingstoke	0.2%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%
Marks & Spencer, Chineham District Centre, Basingstoke	0.2%	2	1.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%
Marks & Spencer, Festival Place, Basingstoke Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%
Morrisons, Elvetham Heath, (The Key), Fleet	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%
Morrisons, Rose Kiln Lane, off Basingstoke Road, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	2.0%	20	4.7%	4	1.2%	1	6.6%	6	0.0%	0	4.5%	4	0.0%
Sainsbury's Superstore, Badger Farm Road, Badger Farm, Winchester	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Bath Road, Calcot, Reading	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	4	0.0%
Sainsbury's Superstore, Cambridge Walk, Camberley	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Draymans Way, Alton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%
Sainsbury's Superstore,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Farnham Trading Estate, Water Lane, Farnham																								
Sainsbury's Superstore, Hector's Way, Newbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mulford's Hill, Tadley	2.8%	28	0.0%	0	0.0%	0	0.0%	0	2.2%	2	3.4%	3	23.7%	22	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Sainsbury's Superstore, Station Mall, Basingstoke Town Centre (The Malls)	0.3%	3	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	6.3%	62	8.1%	7	18.3%	15	23.1%	21	2.2%	2	1.1%	1	0.0%	0	7.4%	7	0.0%	0	7.7%	7	1.2%	1	1.1%	1
Tesco Extra, Newbury Retail Park, Pinchington Lane, Newbury	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	1	4.3%	4	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, River Way, Andover	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	8	1.1%	1	0.0%	0	0.0%	0	5.6%	5
Tesco Extra, The Meadows Shopping Centre, 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	1.1%	1	1.2%	1	0.0%	0
Tesco Extra, Winnall, Winchester	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	12.4%	11
Tesco Superstore, District Shopping Centre, Chineham	4.5%	44	1.2%	1	1.2%	1	2.2%	2	14.0%	13	27.0%	24	1.1%	1	1.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Tesco Superstore, Finchampstead Road, Wokingham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Newbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Station Road, Hook	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	11.6%	10	0.0%	0
Tesco Superstore, Wellington Avenue, Aldershot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Waitrose, Basing View, Basingstoke	0.3%	3	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	1.2%	1	0.0%	0
Waitrose, Tresham Crescent, Yateley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Argos (in Sainsbury's), Wallop Drive, Kempshott	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Brighton Hill District Centre, Basingstoke	2.0%	20	0.0%	0	17.1%	14	3.3%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.1%	1

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Boots, Chineham District Centre, Basingstoke	2.4%	24	3.5%	3	0.0%	0	0.0%	0	6.5%	6	9.0%	8	1.1%	1	1.1%	1	0.0%	0	1.1%	1	4.7%	4	0.0%	0
Currys PC World, Brighton Hill Retail Park, Basingstoke	0.2%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Winchester Road, Basingstoke	0.9%	9	1.2%	1	1.2%	1	3.3%	3	0.0%	0	2.2%	2	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smyths Toys, St Michael's Retail Park, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, The Malls Shopping Centre, Basingstoke Town Centre	0.2%	2	1.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	0.0%	0	4.4%	4	0.0%	0	0.0%	0
Alton Town Centre	3.7%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.6%	36	1.2%	1	0.0%	0
Andover Town Centre	2.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	3.2%	3	0.0%	0	0.0%	0	21.3%	19
Basingstoke Town Centre: Festival Place Shopping Centre	20.8%	205	54.7%	47	18.3%	15	26.4%	24	35.5%	33	11.2%	10	23.7%	22	27.7%	26	6.5%	6	9.9%	9	12.8%	11	2.2%	2
Basingstoke Town Centre: The Malls Shopping Centre	2.8%	28	5.8%	5	11.0%	9	4.4%	4	4.3%	4	2.2%	2	0.0%	0	1.1%	1	1.1%	1	0.0%	0	2.3%	2	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	0.4%	4	1.2%	1	1.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	1.4%	14	4.7%	4	2.4%	2	2.2%	2	2.2%	2	1.1%	1	2.2%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Basingstoke Town Centre: The whole of Basingstoke Town Centre	0.4%	4	0.0%	0	1.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Brighton Hill District Centre	1.5%	15	0.0%	0	13.4%	11	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Camberley Town Centre	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	2.2%	2	0.0%	0	1.1%	1
Chineham District Centre	3.6%	36	2.3%	2	0.0%	0	1.1%	1	11.8%	11	21.3%	19	2.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	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	0.0%	0	3.3%	3	1.2%	1	0.0%	0
Fleet 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	0.0%	0	0.0%	0	8.1%	7	0.0%	0
Kingsclere Village	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	10	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	4.0%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	38.7%	36	0.0%	0	0.0%	0	1.1%	1
Oakley Village	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odiham 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	0.0%	0	6.6%	6	2.3%	2	0.0%	0
Overton District Centre	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre (includes The Oracle Shopping Centre)	0.6%	6	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	1	2.2%	2	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0
Southampton City 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	1.1%	1	0.0%	0	0.0%	0	2.2%	2

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11											
(includes Westquay Shopping Centre)																								
Tadley District Centre	3.3%	33	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	31.2%	29	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0
Whitchurch District Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	6	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	3.4%	34	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0	34.8%	31
Yately 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	0.0%	0	2.3%	2	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.2%	2	0.0%	0	1.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Retail Park, Pinchington Lane, Newbury	2.2%	22	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1	1.1%	1	20.4%	19	0.0%	0	0.0%	0	0.0%	0
St Michael's Retail Park, Basingstoke	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abbey Road, Basingstoke	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Weyhill Road, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beggarwood Local Centre	0.4%	4	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0
Costco, South Oak Way, Reading	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templer Avenue, 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	0.0%	0	1.2%	1	0.0%	0
Four Marks Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Hartley Wintney Village Centre	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	11	0.0%	0
Hook Town Centre	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	16.3%	14	0.0%	0
Kings Furlong Local Centre	0.3%	3	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mortimer West End Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakridge Village Centre	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Basing Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Popley Local Centre	0.8%	8	0.0%	0	0.0%	0	1.1%	1	6.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Rooksdown Local Centre	0.5%	5	0.0%	0	0.0%	0	3.3%	3	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ham Local Centre	0.4%	4	0.0%	0	0.0%	0	2.2%	2	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Mary Bourne Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Stockbridge 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	0.0%	0	0.0%	0	2.2%	2
Sutton Scotney Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Upton Grey Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Waitrose, Station Road, 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	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Waitrose, Stockbridge Road, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Waitrose, The Hart, 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	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Weeke Local 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	0.0%	0	0.0%	0	0.0%	0	5.6%	5
Winklebury Local Centre	0.4%	4	0.0%	0	0.0%	0	4.4%	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
Woolton Hill Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Base:	987	86	82	91	93	89	93	94	93	91	86	89

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11											
Q22 Where do you normally do most of your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses);																								
<i>Excl. Nulls & SFT</i>																								
Aldi, Winklebury Way, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brighton Hill District Centre, Basingstoke	0.6%	3	2.1%	1	2.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Honey End Lane, Tilehurst, Reading	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Marks & Spencer, Festival Place, Basingstoke Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Meadows (Shopping Centre), Sandhurst	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	4.2%	2	0.0%	0
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	0.7%	4	4.2%	2	2.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mulfords Hill, Tadley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	2.0%	11	0.0%	0	10.2%	5	4.1%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	2.1%	1	0.0%	0
Tesco Extra, Newbury Retail Park, Pinchington Lane, Newbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, District Shopping Centre, Chineham	0.7%	4	0.0%	0	0.0%	0	0.0%	0	3.9%	2	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Basing View, Basingstoke	0.4%	2	0.0%	0	2.0%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos (in Sainsbury's), Wallop Drive, Kempshott	0.6%	3	0.0%	0	2.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos, Newbury Retail Park, Pinchington Lane, Newbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Argos, Old Basing Mall, Basingstoke	0.6%	3	2.1%	1	0.0%	0	2.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Gastons Wood, Basingstoke	1.3%	7	2.1%	1	2.0%	1	0.0%	0	2.0%	1	2.3%	1	3.7%	2	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Home Bargains, Winchester Road, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Easton Lane, Winnall, Winchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Homesense (TK Maxx),	0.4%	2	2.1%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Festival Place, Basingstoke																								
IKEA, Reading	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
IKEA, Southampton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0
John Lewis, Basing View, Basingstoke	3.7%	20	6.3%	3	2.0%	1	2.0%	1	0.0%	0	4.7%	2	1.9%	1	8.3%	4	1.9%	1	13.0%	6	2.1%	1	0.0%	0
John Lewis, Broad Street, Reading Town Centre	0.9%	5	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	5.6%	3	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
John Lewis, Westquay Shopping Centre, Southampton	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	11.8%	6
Alresford Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	2.0%	1
Alton Town Centre	2.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.9%	11	0.0%	0	0.0%	0
Andover Town Centre	1.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	17.6%	9
Basingstoke Town Centre: Festival Place Shopping Centre	49.2%	265	68.8%	33	59.2%	29	65.3%	32	68.6%	35	58.1%	25	61.1%	33	64.6%	31	9.6%	5	23.9%	11	45.8%	22	17.6%	9
Basingstoke Town Centre: The Malls Shopping Centre	1.5%	8	2.1%	1	4.1%	2	0.0%	0	2.0%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	3	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	0.7%	4	4.2%	2	4.1%	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
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	0.7%	4	0.0%	0	0.0%	0	2.0%	1	2.0%	1	2.3%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: The whole of Basingstoke Town Centre	2.2%	12	2.1%	1	0.0%	0	14.3%	7	2.0%	1	0.0%	0	1.9%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Bicester Village Outlet Shopping Centre, Bicester	0.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.2%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	3.2%	17	0.0%	0	0.0%	0	0.0%	0	5.9%	3	2.3%	1	3.7%	2	4.2%	2	1.9%	1	13.0%	6	0.0%	0	3.9%	2
Farnham Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	2.1%	1	0.0%	0
Fleet Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	4.2%	2	0.0%	0
Guildford Town Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0
Newbury Town Centre	6.9%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	3.7%	2	4.2%	2	61.5%	32	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre (includes The Oracle Shopping Centre)	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	4.2%	2	0.0%	0
Southampton City Centre (includes Westquay Shopping Centre)	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.9%	1	0.0%	0	0.0%	0	3.9%	2
Tadley District Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	4.1%	22	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.9%	1	4.2%	2	0.0%	0	0.0%	0	0.0%	0	35.3%	18

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Brighton Hill Retail Park, Basingstoke	0.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Newbury Retail Park, Pinchington Lane, Newbury	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	7.7%	4	0.0%	0	0.0%	0	0.0%
Abroad	2.0%	11	2.1%	1	2.0%	1	2.0%	1	2.0%	1	2.3%	1	1.9%	1	2.1%	1	0.0%	0	2.2%	1	4.2%	2	2.0%
Chester City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%
Costco, South Oak Way, Reading	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hartley Wintney Village Centre	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	10.4%	5	0.0%
Heathrow Airport, Longford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hook Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%
Hungerford Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%
Monmouth Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Newcastle City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Parkway Shopping Centre, Park Way, Newbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%
Romsey Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%
Swindon Designer Outlet, Kemble Drive, Swindon	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%
Thatcham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Viabes Craft Centre, The Harrow Way, Basingstoke	0.4%	2	0.0%	0	4.1%	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%
Base:	539			48		49		49		51		43		54		48		52		46		48	

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q23 What do you like about Basingstoke Town Centre? [MR]																								
Attractive environment	9.0%	99	12.9%	13	10.0%	10	16.0%	16	8.0%	8	14.0%	14	6.9%	7	10.9%	11	7.0%	7	7.0%	7	4.0%	4	2.0%	2
Cheap car parking	1.1%	12	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	4.0%	4	3.0%	3	1.0%	1	0.0%	0	2.0%	2	0.0%	0
Cleanliness	4.4%	49	7.9%	8	6.0%	6	3.0%	3	3.0%	3	5.0%	5	4.0%	4	6.9%	7	2.0%	2	4.0%	4	3.0%	3	4.0%	4
Close to education facilities	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	0.0%	0
Close to home	13.7%	151	16.8%	17	17.0%	17	11.0%	11	24.0%	24	12.0%	12	30.7%	31	21.8%	22	2.0%	2	6.0%	6	9.0%	9	0.0%	0
Close to work / en route to work	1.0%	11	0.0%	0	1.0%	1	2.0%	2	0.0%	0	2.0%	2	3.0%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1
Good accessibility by bus	2.6%	29	1.0%	1	3.0%	3	4.0%	4	4.0%	4	1.0%	1	8.9%	9	0.0%	0	3.0%	3	0.0%	0	3.0%	3	1.0%	1
Good accessibility by foot	1.6%	18	11.9%	12	0.0%	0	3.0%	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
Good accessibility by cycle	0.2%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good accessibility by train	1.5%	16	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.0%	2	1.0%	1	2.0%	2	4.0%	4	1.0%	1	4.0%	4	0.0%	0
Good car parking provision	8.4%	93	3.0%	3	4.0%	4	7.0%	7	3.0%	3	9.0%	9	11.9%	12	10.9%	11	9.0%	9	12.0%	12	12.0%	12	11.0%	11
Good choice of chain (multiples) / well known stores	21.4%	236	20.8%	21	26.0%	26	13.0%	13	26.0%	26	19.0%	19	27.7%	28	21.8%	22	14.0%	14	19.0%	19	28.0%	28	20.0%	20
Good choice of independent / specialist / boutique stores	6.2%	68	6.9%	7	10.0%	10	3.0%	3	5.0%	5	3.0%	3	8.9%	9	6.9%	7	4.0%	4	5.0%	5	9.0%	9	6.0%	6
Good choice of places to eat and drink	4.7%	52	4.0%	4	11.0%	11	5.0%	5	3.0%	3	9.0%	9	3.0%	3	3.0%	3	8.0%	8	3.0%	3	2.0%	2	1.0%	1
Good disabled access	0.5%	6	1.0%	1	0.0%	0	1.0%	1	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Good prices / lower value goods	0.5%	6	0.0%	0	2.0%	2	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
Good street market	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Safe environment	1.3%	14	3.0%	3	1.0%	1	2.0%	2	0.0%	0	1.0%	1	1.0%	1	2.0%	2	0.0%	0	2.0%	2	2.0%	2	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	0.0%	0
Compact / good layout	11.0%	121	9.9%	10	7.0%	7	14.0%	14	15.0%	15	11.0%	11	15.8%	16	11.9%	12	7.0%	7	8.0%	8	14.0%	14	7.0%	7
Familiar / know where everything is	1.2%	13	1.0%	1	2.0%	2	4.0%	4	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1	2.0%	2	0.0%	0
Friendly people / nice atmosphere	0.8%	9	1.0%	1	2.0%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	1.0%	1	2.0%	2	0.0%	0	0.0%	0
Good accessibility by car	1.6%	18	0.0%	0	1.0%	1	0.0%	0	2.0%	2	3.0%	3	2.0%	2	4.0%	4	2.0%	2	0.0%	0	3.0%	3	1.0%	1
Good banks	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	1.0%	1	0.0%	0
Good cinema	1.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	6.0%	6	2.0%	2	2.0%	2	4.0%	4
Good foodhalls	0.3%	3	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	1.0%	1	0.0%	0
Good leisure facilities	1.6%	18	0.0%	0	1.0%	1	2.0%	2	4.0%	4	0.0%	0	1.0%	1	1.0%	1	2.0%	2	3.0%	3	2.0%	2	2.0%	2
Good library	0.2%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good museum	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	0.0%	0
Good opening hours	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	0.0%	0
Good range of services	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	0.0%	0
Good seating	0.3%	3	1.0%	1	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
Good theatre	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	1.0%	1	2.0%	2	1.0%	1	2.0%	2
Has my favourite store	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	4.0%	4	2.0%	2	0.0%	0
I can get everything I need there	1.4%	15	1.0%	1	2.0%	2	2.0%	2	1.0%	1	1.0%	1	2.0%	2	5.0%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Level shopping area	0.3%	3	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Like Festival Place Shopping Centre	1.9%	21	0.0%	0	4.0%	4	1.0%	1	0.0%	0	3.0%	3	1.0%	1	2.0%	2	3.0%	3	4.0%	4	2.0%	2	1.0%	1
Like the modernised area	0.8%	9	0.0%	0	0.0%	0	2.0%	2	1.0%	1	1.0%	1	2.0%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1
Nice traditional area	0.5%	6	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Not too busy	0.9%	10	3.0%	3	1.0%	1	1.0%	1	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Offers undercover shopping	8.5%	94	8.9%	9	7.0%	7	10.0%	10	5.0%	5	8.0%	8	8.9%	9	11.9%	12	9.0%	9	8.0%	8	8.0%	8	9.0%	9
Pedestrianisation	1.0%	11	1.0%	1	0.0%	0	1.0%	1	1.0%	1	3.0%	3	2.0%	2	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0
(Nothing)	22.7%	250	21.8%	22	26.0%	26	28.0%	28	25.0%	25	21.0%	21	11.9%	12	17.8%	18	26.0%	26	34.0%	34	24.0%	24	14.0%	14
(Don't know)	1.8%	20	3.0%	3	3.0%	3	3.0%	3	1.0%	1	3.0%	3	2.0%	2	0.0%	0	1.0%	1	0.0%	0	3.0%	3	1.0%	1
(Don't visit Basingstoke Town Centre)	8.5%	94	0.0%	0	1.0%	1	2.0%	2	3.0%	3	7.0%	7	2.0%	2	4.0%	4	18.0%	18	9.0%	9	7.0%	7	41.0%	41
Base:		1103		101		100		100		100		100		101		101		100		100		100		100

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q24 Is there anything that would make you shop in or visit Basingstoke Town Centre more often than you currently do? [MR]												
Another cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better access by bus	1.9%	21	1.0%	1	4.0%	4	1.0%	1	4.0%	4	1.0%	1
Better access by train	0.3%	3	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Better disabled access	0.8%	9	2.0%	2	1.0%	1	4.0%	4	1.0%	1	0.0%	0
Better / safer access by bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better / safer access by foot	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	6.0%	66	2.0%	2	23.0%	23	4.0%	4	6.0%	6	6.0%	6
Cheaper prices	1.1%	12	3.0%	3	1.0%	1	2.0%	2	2.0%	2	0.0%	0
Free parking	3.4%	38	3.0%	3	7.0%	7	2.0%	2	1.0%	1	1.0%	1
More department stores	2.4%	26	0.0%	0	2.0%	2	2.0%	2	3.0%	3	4.0%	4
More fashion stores	1.8%	20	1.0%	1	0.0%	0	2.0%	2	0.0%	0	6.0%	6
More food stores	0.7%	8	2.0%	2	0.0%	0	1.0%	1	4.0%	4	0.0%	0
More green spaces / parks	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent / specialist / boutique stores	10.3%	114	16.8%	17	12.0%	12	13.0%	13	9.0%	9	10.0%	10
More leisure facilities	0.4%	4	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
More multiple stores / brands	3.2%	35	3.0%	3	4.0%	4	4.0%	4	5.0%	5	5.0%	5
More non-food stores generally	6.3%	69	8.9%	9	6.0%	6	11.0%	11	8.0%	8	8.0%	8
More parking	3.9%	43	3.0%	3	2.0%	2	4.0%	4	4.0%	4	1.0%	1
More pedestrianised streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More places to eat / drink	1.9%	21	4.0%	4	3.0%	3	2.0%	2	4.0%	4	4.0%	4
More security / better personal safety	0.5%	5	3.0%	3	1.0%	1	0.0%	0	0.0%	0	1.0%	1
More services (e.g. bank, library, hairdressers etc.)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Nicer environment	1.2%	13	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A smoke-free zone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
A water feature	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Art gallery	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better access by car	1.7%	19	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Better market	0.4%	4	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Better Park & Ride	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signposting	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Bigger John Lewis store	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Bigger Marks & Spencer store	0.3%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Car park layout at Festival Place improved	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Cleaner streets	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Less bookmakers	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Less busy / crowded	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Less cafes	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Less empty shops	4.9%	54	4.0%	4	7.0%	7	7.0%	7	8.0%	8	5.0%	5	5.0%	5	12.9%	13	0.0%	0	2.0%	2	3.0%	3	0.0%	0
Less hairdressers / barbers	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Less homeless people	0.3%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Less road works	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	0.0%	0
Less takeaways	0.1%	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	0.0%	0
Less traffic congestion	0.6%	7	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	1.0%	1	1.0%	1
Longer opening hours	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	0.0%	0
Lower business rates	1.3%	14	0.0%	0	1.0%	1	4.0%	4	0.0%	0	5.0%	5	2.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public toilets	0.5%	6	2.0%	2	0.0%	0	2.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More art and craft shops	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	0.0%	0
More charity shops	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	0.0%	0
More children's activities	0.3%	3	0.0%	0	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
More compact / better layout	0.5%	6	0.0%	0	1.0%	1	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
More free water refilling stations	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	0.0%	0
More open-air	0.3%	3	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	1.0%	1	0.0%	0
More seating areas	0.9%	10	3.0%	3	0.0%	0	2.0%	2	3.0%	3	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More shops for older people	1.5%	16	4.0%	4	2.0%	2	0.0%	0	3.0%	3	1.0%	1	3.0%	3	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0
More shops offering larger sizes	0.5%	5	0.0%	0	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More undercover shopping areas	0.6%	7	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Pavements improved	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	0.0%	0
Post office brought back	0.3%	3	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Top of the town area improved	1.5%	17	3.0%	3	2.0%	2	1.0%	1	2.0%	2	3.0%	3	0.0%	0	4.0%	4	0.0%	0	0.0%	0	2.0%	2	0.0%	0
(Nothing)	50.2%	554	40.6%	41	43.0%	43	44.0%	44	42.0%	42	48.0%	48	52.5%	53	42.6%	43	69.0%	69	56.0%	56	50.0%	50	65.0%	65
(Don't know)	3.9%	43	5.0%	5	2.0%	2	3.0%	3	2.0%	2	6.0%	6	2.0%	2	1.0%	1	2.0%	2	8.0%	8	6.0%	6	6.0%	6
Base:	1103		101		100		100		100		100		101		101		100		100		100		100	

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q25 What improvements to Chineham District Centre would make you visit it more often than you currently do? [MR]																								
Better disabled access	0.3%	3	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport	0.5%	5	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	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	1.0%	1	0.0%	0	0.0%	0	0.0%	0
More / better park & ride 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%	0	0.0%	0
More / better car parking	3.1%	34	3.0%	3	5.0%	5	6.0%	6	4.0%	4	1.0%	1	3.0%	3	3.0%	3	1.0%	1	5.0%	5	3.0%	3	0.0%	0
More traffic free pedestrianised streets	0.2%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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%	0	0.0%	0
Cleaner streets	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	0.0%	0
Better value for money / lower prices	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	0.0%	0
More / better higher quality shop offer	0.5%	6	0.0%	0	2.0%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Department store	0.7%	8	0.0%	0	2.0%	2	0.0%	0	1.0%	1	2.0%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Larger shops	0.5%	5	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	3.0%	3	0.0%	0
More / better independent & specialist shops	2.2%	24	2.0%	2	2.0%	2	3.0%	3	3.0%	3	5.0%	5	2.0%	2	2.0%	2	0.0%	0	2.0%	2	3.0%	3	0.0%	0
More / better foodstores	0.8%	9	1.0%	1	0.0%	0	0.0%	0	1.0%	1	4.0%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0
More / better retail brands	1.1%	12	1.0%	1	0.0%	0	1.0%	1	2.0%	2	4.0%	4	0.0%	0	0.0%	0	1.0%	1	1.0%	1	2.0%	2	0.0%	0
More / better non-food shops	2.9%	32	3.0%	3	2.0%	2	1.0%	1	5.0%	5	12.0%	12	4.0%	4	1.0%	1	1.0%	1	1.0%	1	2.0%	2	0.0%	0
More / better fashion shops	1.0%	11	2.0%	2	2.0%	2	0.0%	0	1.0%	1	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	2.0%	2	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%	0	0.0%	0
Better policing /safer	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	0.0%	0
More / better cafes / restaurants	1.8%	20	4.0%	4	1.0%	1	1.0%	1	4.0%	4	10.0%	10	0.0%	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%	0	0.0%	0
More / better entertainment facilities (e.g. Cinema)	0.5%	5	1.0%	1	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	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	0.0%	0
More / better parks / green spaces	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public houses	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	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	0.0%	0
Better access by car	0.8%	9	0.0%	0	2.0%	2	2.0%	2	4.0%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better lighting	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Better market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Bigger Tesco	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fish and chip shop	0.5%	6	0.0%	0	0.0%	0	1.0%	1	1.0%	1	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less busy / crowded	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Less charity shops	0.3%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less empty shops	0.6%	7	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Less homeless people	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Less roadworks	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	0.0%	0
Less traffic congestion	0.5%	6	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Library	0.5%	6	2.0%	2	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	0.0%	0
Lower business rates	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Modernising / revamp	0.7%	8	1.0%	1	1.0%	1	1.0%	1	1.0%	1	2.0%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
More / better public toilets	0.6%	7	2.0%	2	1.0%	1	0.0%	0	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More banks	0.5%	6	0.0%	0	1.0%	1	0.0%	0	0.0%	0	3.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
More cash machines	0.5%	6	0.0%	0	0.0%	0	0.0%	0	3.0%	3	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
More compact / better layout	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
More newsagents	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More shops offering larger sizes	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	0.0%	0
More undercover shopping areas	0.5%	6	2.0%	2	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Nail bar / salon	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	0.0%	0
Nicer environment	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post office	1.8%	20	0.0%	0	0.0%	0	1.0%	1	5.0%	5	9.0%	9	2.0%	2	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0
(Nothing)	32.5%	359	35.6%	36	42.0%	42	44.0%	44	45.0%	45	39.0%	39	37.6%	38	31.7%	32	10.0%	10	25.0%	25	33.0%	33	15.0%	15
(Don't know)	2.4%	26	7.9%	8	4.0%	4	3.0%	3	2.0%	2	2.0%	2	2.0%	2	2.0%	2	0.0%	0	1.0%	1	2.0%	2	0.0%	0
(Don't visit Chineham District Centre)	46.0%	507	36.6%	37	35.0%	35	32.0%	32	15.0%	15	15.0%	15	42.6%	43	53.5%	54	87.0%	87	61.0%	61	43.0%	43	85.0%	85
Base:	1103		101		100		100		100		100		101		101		100		100		100		100	

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q26 What improvements to Brighton Hill District Centre would make you visit it more often than you currently do? [MR]																								
Better disabled access	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%	1	0.0%	0
Better public transport	0.5%	5	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signposting	0.2%	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	0.0%	0	0.0%	0
More / better park & ride facilities	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	0.0%	0
More / better car parking	3.0%	33	4.0%	4	5.0%	5	6.0%	6	3.0%	3	2.0%	2	4.0%	4	1.0%	1	0.0%	0	4.0%	4	2.0%	2	2.0%	2
More traffic free pedestrianised streets	0.2%	2	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	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%	0	0.0%	0
Cleaner streets	0.5%	5	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0
Better value for money / lower prices	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	0.0%	0
More / better higher quality shop offer	0.3%	3	0.0%	0	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
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%	0	0.0%	0
Larger shops	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	0.0%	0
More / better independent & specialist shops	1.3%	14	2.0%	2	6.0%	6	2.0%	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
More / better foodstores	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	1.0%	1	0.0%	0	0.0%	0
More / better retail brands	0.3%	3	1.0%	1	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
More / better non-food shops	1.1%	12	3.0%	3	2.0%	2	1.0%	1	1.0%	1	0.0%	0	2.0%	2	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0
More / better fashion shops	0.5%	5	0.0%	0	3.0%	3	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
Shops and services open later in the evening	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better policing /safer	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	1.0%	1	0.0%	0
More / better cafes / restaurants	0.5%	6	0.0%	0	3.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	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%	0	0.0%	0
More / better entertainment facilities (e.g. Cinema)	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	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	0.0%	0
More / better parks / green spaces	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.1%	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	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	0.0%	0
(Nothing)	37.2%	410	45.5%	46	57.0%	57	59.0%	59	57.0%	57	27.0%	27	35.6%	36	42.6%	43	14.0%	14	33.0%	33	22.0%	22	16.0%	16
Better access by car	1.0%	11	0.0%	0	2.0%	2	3.0%	3	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Better access by foot	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	0.0%	0
Bigger Asda store	0.3%	3	0.0%	0	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	0.0%	0
Free parking	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	0.0%	0
Less charity shops	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less empty shops	0.6%	7	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Less traffic congestion	0.5%	6	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Lower business rates	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	1.0%	1	0.0%	0
Modernised / revamp	0.4%	4	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%	2	0.0%	0
More compact / better layout	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	0.0%	0
More undercover shopping areas	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Nicer environment	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	2.0%	2	0.0%	0	1.0%	1	1.0%	1
Post office	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.4%	37	6.9%	7	6.0%	6	5.0%	5	5.0%	5	8.0%	8	4.0%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
(Don't visit Brighton Hill District Centre)	47.4%	523	30.7%	31	11.0%	11	19.0%	19	29.0%	29	58.0%	58	46.5%	47	47.5%	48	83.0%	83	52.0%	52	65.0%	65	80.0%	80
Base:	1103		101		100		100		100		100		101		101		100		100		100		100	

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q27 What improvements to Tadly District Centre 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%	0	0.0%	0
Better public transport	0.3%	3	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0
More / better park & ride 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%	0	0.0%	0
More / better car parking	0.6%	7	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	3.0%	3	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
More traffic free pedestrianised streets	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	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%	0	0.0%	0
Cleaner streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0
More / better higher quality shop offer	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Department store	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	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	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 independent & specialist shops	0.8%	9	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	3.0%	3	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0
More / better foodstores	4.4%	48	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.0%	2	41.6%	42	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
More / better retail brands	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
More / better non-food shops	1.5%	17	0.0%	0	1.0%	1	0.0%	0	2.0%	2	2.0%	2	10.9%	11	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
More / better fashion shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	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%	0	0.0%	0
Better policing /safer	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better cafes / restaurants	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better cultural facilities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better entertainment facilities (e.g. Cinema)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	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	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	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public houses	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	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	0.0%	0
(Nothing)	20.4%	225	20.8%	21	25.0%	25	26.0%	26	34.0%	34	18.0%	18	14.9%	15	16.8%	17	31.0%	31	14.0%	14	11.0%	11	13.0%	13
Another pelican crossing or footbridge	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	0.0%	0
Better access by car	0.4%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better lighting	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	0.0%	0
Better market	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	0.0%	0
Fish and chip shop	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	0.0%	0
Less traffic congestion	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	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Lidl store	1.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	10.9%	11	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
More banks	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	0.0%	0
More compact / better layout	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More undercover shopping areas	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	0.0%	0
NHS dentist	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	0.0%	0
Road side hedges cut more often	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	0.0%	0
(Don't know)	1.6%	18	5.0%	5	4.0%	4	1.0%	1	1.0%	1	1.0%	1	2.0%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	2.0%	2
(Don't visit Tadly District Centre)	68.4%	754	74.3%	75	70.0%	70	69.0%	69	59.0%	59	71.0%	71	8.9%	9	82.2%	83	62.0%	62	84.0%	84	87.0%	87	85.0%	85
Base:	1103		101		100		100		100		100		101		101		100		100		100		100	

Meanscore: [Number of visits per month]

Q28 How often do you visit Basingstoke Town Centre in the evenings ?

Everyday	0.5%	5	2.0%	2	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	0.0%	0
4-6 days a week	0.4%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 days a week	1.6%	18	6.9%	7	1.0%	1	5.0%	5	2.0%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Once a week	2.1%	23	5.9%	6	3.0%	3	2.0%	2	2.0%	2	7.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1
Once a fortnight	3.2%	35	2.0%	2	5.0%	5	2.0%	2	5.0%	5	4.0%	4	5.9%	6	2.0%	2	0.0%	0	4.0%	4	4.0%	4	1.0%	1
Once a month	9.4%	104	6.9%	7	14.0%	14	11.0%	11	10.0%	10	11.0%	11	11.9%	12	12.9%	13	3.0%	3	9.0%	9	13.0%	13	1.0%	1
Once every 3 months	15.9%	175	24.8%	25	19.0%	19	17.0%	17	11.0%	11	15.0%	15	13.9%	14	18.8%	19	9.0%	9	16.0%	16	21.0%	21	9.0%	9
Twice a year	10.6%	117	7.9%	8	5.0%	5	11.0%	11	11.0%	11	11.0%	11	13.9%	14	13.9%	14	7.0%	7	14.0%	14	12.0%	12	10.0%	10
Once a year	4.1%	45	4.0%	4	5.0%	5	0.0%	0	3.0%	3	1.0%	1	1.0%	1	6.9%	7	13.0%	13	3.0%	3	3.0%	3	5.0%	5
Less often than once a year	2.4%	26	2.0%	2	1.0%	1	2.0%	2	2.0%	2	1.0%	1	1.0%	1	1.0%	1	3.0%	3	3.0%	3	6.0%	6	4.0%	4
Never	48.9%	539	36.6%	37	46.0%	46	47.0%	47	50.0%	50	46.0%	46	46.5%	47	43.6%	44	65.0%	65	51.0%	51	38.0%	38	68.0%	68
(Don't know / varies / no particular pattern)	1.1%	12	1.0%	1	1.0%	1	1.0%	1	3.0%	3	1.0%	1	4.0%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Mean:		0.66		1.63		0.54		1.24		0.80		1.07		0.69		0.36		0.09		0.25		0.39		0.23
Base:		1103		101		100		100		100		100		101		101		100		100		100		100

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q29 What are your main reasons for visiting Basingstoke Town Centre in the evenings? e.g. what do you do there?																								
Not those who said 'Never' at Q28																								
1st mention																								
For late night shopping	6.7%	38	17.2%	11	3.7%	2	11.3%	6	8.0%	4	7.4%	4	5.6%	3	1.8%	1	0.0%	0	4.1%	2	6.5%	4	3.1%	1
For outdoor 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	0.0%	0
For work purposes	0.5%	3	1.6%	1	0.0%	0	1.9%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	2.1%	12	1.6%	1	1.9%	1	3.8%	2	6.0%	3	0.0%	0	5.6%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	1	3.1%	1
To visit a music venue	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit gym / fitness venue	0.4%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night club or other late night venue	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
To visit pubs / bars	5.1%	29	4.7%	3	9.3%	5	7.5%	4	8.0%	4	7.4%	4	7.4%	4	5.3%	3	0.0%	0	0.0%	0	3.2%	2	0.0%	0
To visit restaurants / cafes	25.2%	142	32.8%	21	46.3%	25	28.3%	15	38.0%	19	29.6%	16	35.2%	19	28.1%	16	2.9%	1	8.2%	4	8.1%	5	3.1%	1
To visit the cinema	36.9%	208	20.3%	13	24.1%	13	30.2%	16	20.0%	10	40.7%	22	33.3%	18	31.6%	18	54.3%	19	57.1%	28	56.5%	35	50.0%	16
To visit the theatre	21.1%	119	17.2%	11	14.8%	8	13.2%	7	16.0%	8	9.3%	5	9.3%	5	33.3%	19	42.9%	15	28.6%	14	22.6%	14	40.6%	13
For a group meeting (reading group, church society, etc)	0.4%	2	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
To go tenpin bowling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a health service (doctors, dentists, etc)	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit escape rooms	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the bank	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To watch ice hockey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0
(Don't know)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular / nothing else)	0.4%	2	1.6%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	564		64		54		53		50		54		54		57		35		49		62		32	

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
2nd mention																								
For late night shopping	1.6%	9	6.3%	4	1.9%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0
For outdoor events	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work purposes	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	1.8%	10	0.0%	0	0.0%	0	3.8%	2	2.0%	1	1.9%	1	1.9%	1	3.5%	2	0.0%	0	2.0%	1	1.6%	1	3.1%	1
To visit a music venue	0.5%	3	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0
To visit gym / fitness venue	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
To visit night club or other late night venue	1.4%	8	3.1%	2	0.0%	0	3.8%	2	4.0%	2	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
To visit pubs / bars	5.7%	32	9.4%	6	13.0%	7	5.7%	3	8.0%	4	3.7%	2	14.8%	8	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit restaurants / cafes	22.9%	129	25.0%	16	22.2%	12	26.4%	14	26.0%	13	27.8%	15	14.8%	8	22.8%	13	14.3%	5	22.4%	11	24.2%	15	21.9%	7
To visit the cinema	15.4%	87	14.1%	9	27.8%	15	15.1%	8	14.0%	7	20.4%	11	16.7%	9	22.8%	13	2.9%	1	12.2%	6	11.3%	7	3.1%	1
To visit the theatre	6.2%	35	1.6%	1	0.0%	0	1.9%	1	6.0%	3	7.4%	4	5.6%	3	8.8%	5	22.9%	8	2.0%	1	8.1%	5	12.5%	4
For a group meeting (reading group, church society, 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	0.0%	0
To go tenpin bowling	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
To visit a health service (doctors, dentists, 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	0.0%	0
To visit escape rooms	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the bank	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To watch ice hockey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular / nothing else)	43.4%	245	39.1%	25	35.2%	19	43.4%	23	38.0%	19	37.0%	20	38.9%	21	36.8%	21	57.1%	20	55.1%	27	50.0%	31	59.4%	19
Base:		564		64		54		53		50		54		54		57		35		49		62		32

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
3rd mention																								
For late night shopping	1.1%	6	3.1%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0
For outdoor 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	0.0%	0
For work purposes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
To visit a music venue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit gym / fitness venue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night club or other late night venue	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit pubs / bars	2.3%	13	7.8%	5	0.0%	0	3.8%	2	6.0%	3	0.0%	0	0.0%	0	1.8%	1	0.0%	0	2.0%	1	1.6%	1	0.0%	0
To visit restaurants / cafes	4.4%	25	3.1%	2	5.6%	3	5.7%	3	4.0%	2	3.7%	2	5.6%	3	3.5%	2	2.9%	1	4.1%	2	4.8%	3	6.3%	2
To visit the cinema	2.3%	13	4.7%	3	1.9%	1	5.7%	3	2.0%	1	0.0%	0	1.9%	1	5.3%	3	0.0%	0	0.0%	0	0.0%	0	3.1%	1
To visit the theatre	1.4%	8	0.0%	0	0.0%	0	0.0%	0	2.0%	1	3.7%	2	0.0%	0	3.5%	2	0.0%	0	2.0%	1	3.2%	2	0.0%	0
For a group meeting (reading group, church society, 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	0.0%	0
To go tenpin bowling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a health service (doctors, dentists, 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	0.0%	0
To visit escape rooms	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the bank	0.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To watch ice hockey	0.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0
(Don't know)	0.9%	5	1.6%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular / nothing else)	86.5%	488	79.7%	51	88.9%	48	81.1%	43	86.0%	43	90.7%	49	90.7%	49	75.4%	43	97.1%	34	91.8%	45	87.1%	54	90.6%	29
Base:		564		64		54		53		50		54		54		57		35		49		62		32

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Any mention																								
For late night shopping	9.4%	53	26.6%	17	7.4%	4	11.3%	6	8.0%	4	7.4%	4	9.3%	5	5.3%	3	0.0%	0	4.1%	2	11.3%	7	3.1%	1
For outdoor events	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work purposes	0.9%	5	1.6%	1	0.0%	0	1.9%	1	2.0%	1	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	4.1%	23	1.6%	1	1.9%	1	7.5%	4	8.0%	4	1.9%	1	7.4%	4	3.5%	2	0.0%	0	2.0%	1	4.8%	3	6.3%	2
To visit a music venue	0.9%	5	1.6%	1	0.0%	0	0.0%	0	2.0%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0
To visit gym / fitness venue	0.7%	4	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.9%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
To visit night club or other late night venue	2.1%	12	3.1%	2	0.0%	0	3.8%	2	4.0%	2	0.0%	0	5.6%	3	1.8%	1	0.0%	0	2.0%	1	1.6%	1	0.0%	0
To visit pubs / bars	13.1%	74	21.9%	14	22.2%	12	17.0%	9	22.0%	11	11.1%	6	22.2%	12	10.5%	6	0.0%	0	2.0%	1	4.8%	3	0.0%	0
To visit restaurants / cafes	52.5%	296	60.9%	39	74.1%	40	60.4%	32	68.0%	34	61.1%	33	55.6%	30	54.4%	31	20.0%	7	34.7%	17	37.1%	23	31.3%	10
To visit the cinema	54.6%	308	39.1%	25	53.7%	29	50.9%	27	36.0%	18	61.1%	33	51.9%	28	59.6%	34	57.1%	20	69.4%	34	67.7%	42	56.3%	18
To visit the theatre	28.7%	162	18.8%	12	14.8%	8	15.1%	8	24.0%	12	20.4%	11	14.8%	8	45.6%	26	65.7%	23	32.7%	16	33.9%	21	53.1%	17
For a group meeting (reading group, church society, etc)	0.4%	2	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
To go tenpin bowling	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
To visit a health service (doctors, dentists, etc)	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit escape rooms	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the bank	0.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To watch ice hockey	0.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		564		64		54		53		50		54		54		57		35		49		62		32
Q30 Do you or your household visit the following leisure or cultural attractions? [MR/PR]																								
Bingo / casino / bookmaker	5.4%	60	5.9%	6	9.0%	9	9.0%	9	11.0%	11	2.0%	2	5.0%	5	5.9%	6	4.0%	4	2.0%	2	6.0%	6	0.0%	0
Cinema	62.9%	694	59.4%	60	57.0%	57	65.0%	65	53.0%	53	66.0%	66	55.4%	56	69.3%	70	72.0%	72	62.0%	62	73.0%	73	60.0%	60
Gym / health club / sports facility	22.1%	244	19.8%	20	24.0%	24	22.0%	22	11.0%	11	29.0%	29	13.9%	14	24.8%	25	23.0%	23	21.0%	21	23.0%	23	32.0%	32
Theatre / concert / music venue	55.7%	614	54.5%	55	46.0%	46	49.0%	49	40.0%	40	48.0%	48	50.5%	51	70.3%	71	63.0%	63	63.0%	63	66.0%	66	62.0%	62
Museum / gallery or place of historical / cultural interest	35.2%	388	29.7%	30	26.0%	26	36.0%	36	29.0%	29	31.0%	31	26.7%	27	44.6%	45	45.0%	45	39.0%	39	43.0%	43	37.0%	37
Pub / bar / nightclub	47.1%	519	40.6%	41	43.0%	43	36.0%	36	36.0%	36	49.0%	49	50.5%	51	57.4%	58	48.0%	48	44.0%	44	61.0%	61	52.0%	52
Restaurant / café / eating out	77.7%	857	74.3%	75	75.0%	75	73.0%	73	76.0%	76	79.0%	79	74.3%	75	83.2%	84	83.0%	83	72.0%	72	82.0%	82	83.0%	83
Family entertainment - tenpin bowling	20.7%	228	18.8%	19	27.0%	27	14.0%	14	18.0%	18	27.0%	27	24.8%	25	23.8%	24	23.0%	23	11.0%	11	26.0%	26	14.0%	14
Family entertainment - trampoline centre	7.7%	85	9.9%	10	8.0%	8	8.0%	8	6.0%	6	14.0%	14	12.9%	13	7.9%	8	6.0%	6	2.0%	2	6.0%	6	4.0%	4
Family entertainment - ice rink / roller skating	9.0%	99	12.9%	13	7.0%	7	5.0%	5	7.0%	7	14.0%	14	13.9%	14	7.9%	8	7.0%	7	4.0%	4	15.0%	15	5.0%	5
Other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't visit ANY leisure activities)	9.4%	104	9.9%	10	13.0%	13	9.0%	9	14.0%	14	11.0%	11	10.9%	11	5.0%	5	6.0%	6	9.0%	9	8.0%	8	8.0%	8
Base:		1103		101		100		100		100		100		101		101		100		100		100		100

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q31 Where do you or members of your household normally go to play bingo or visit casinos or bookmakers?																								
<i>Those who said 'Bingo / casino / bookmaker' at Q30 AND Excl. Nulls & SFT</i>																								
Buzz Bingo, Aldershot	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0
Buzz Bingo, Basingstoke Leisure Park	75.0%	45	50.0%	3	77.8%	7	100.0%	9	72.7%	8	100.0%	2	80.0%	4	100.0%	6	25.0%	1	50.0%	1	66.7%	4	0.0%	0
Alton Town Centre	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0
Basingstoke Town Centre: Festival Place Shopping Centre	1.7%	1	16.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	3.3%	2	33.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill District Centre	3.3%	2	0.0%	0	11.1%	1	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre (includes The Oracle Shopping Centre)	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burghclere Village Centre	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0
Halifax Town Centre	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0
Melrose Community Association, Abbey Road, Basingstoke	1.7%	1	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherborne St John Village Centre	1.7%	1	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westside Community Centre, Paddock Road, Basingstoke	1.7%	1	0.0%	0	11.1%	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
Base:		60		6		9		9		11		2		5		6		4		2		6		0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q32 Where do you or members of your household normally go to the cinema?												
<i>Those who said 'Cinema' at Q30 AND Excl. Nulls & SFT</i>												
Cineworld, Aldershot	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corn Exchange Arts Centre & Cinema, Newbury	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Everyman Cinema, Winchester	3.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Odeon, Andover	2.9%	20	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.9%	2
Odeon, Basingstoke Leisure Park	18.6%	128	18.3%	11	21.4%	12	24.6%	16	25.0%	13	19.7%	13
Palace Cinema, Alton	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Film Theatre, Reading	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Showcase Cinema de Lux Reading, Winnersh, Wokingham	1.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Vue, Camberley	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, Farnborough	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, Festival Place, Basingstoke	60.9%	419	81.7%	49	76.8%	43	75.4%	49	75.0%	39	69.7%	46
Vue, Newbury	6.8%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3
Vue, Reading	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Cineworld, Cheltenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Harbour Lights Picturehouse, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Maidenhead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Salisbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Showcase Cinema de Lux Southampton, West Quay, Southampton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tadley Community Centre, Newchurch Road, Tadley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Vue, Eastleigh	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	688		60		56		65		52		66	

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q33 Where do you or members of your household normally go to use a gym / healthclub / sports facility / swimming pool?																								
<i>Those who said 'Gym / health club / sports facility' at Q30 AND Excl. Nulls & SFT</i>																								
Alton Sports Centre, Chawton Park Road, Alton	3.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.9%	9	0.0%	0	0.0%	0
Andover Leisure Centre, Andover College	2.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	3	0.0%	0	0.0%	0	0.0%	0	6.5%	2
Aspects of Fitness, Manydown, Basingstoke	1.7%	4	0.0%	0	4.3%	1	4.5%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Aquadrome, Basingstoke	8.8%	21	10.0%	2	8.7%	2	27.3%	6	9.1%	1	14.3%	4	0.0%	0	20.8%	5	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Basingstoke Sports Centre, Festival Place, Basingstoke	9.2%	22	15.0%	3	17.4%	4	13.6%	3	9.1%	1	10.7%	3	14.3%	2	12.5%	3	4.3%	1	4.8%	1	4.5%	1	0.0%	0
Beechdown Health and Fitness Club, Basingstoke	7.1%	17	10.0%	2	17.4%	4	4.5%	1	0.0%	0	3.6%	1	0.0%	0	12.5%	3	4.3%	1	19.0%	4	4.5%	1	0.0%	0
Northcroft Leisure Centre, Newbury	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Queen Mary's College Sports Centre, Basingstoke	2.5%	6	15.0%	3	8.7%	2	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
River Park Leisure Centre, Winchester	2.9%	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	22.6%	7
Tadley Swimming Pool, New Road, Tadley	2.5%	6	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	35.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, St Michael's Retail Park, Basingstoke	6.3%	15	25.0%	5	8.7%	2	22.7%	5	9.1%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0
The Hampshire Court Hotel, Chineham, Basingstoke	5.0%	12	5.0%	1	0.0%	0	0.0%	0	9.1%	1	17.9%	5	7.1%	1	0.0%	0	0.0%	0	4.8%	1	13.6%	3	0.0%	0
Willink Leisure Centre, Burghfield	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Festival Place Shopping Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	0.8%	2	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Brighton Hill District Centre	1.3%	3	0.0%	0	8.7%	2	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Chineham District Centre	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0
Fleet Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Kingsclere Village	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	2.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	26.1%	6	0.0%	0	0.0%	0	0.0%	0
Oakley Village	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
(includes The Oracle Shopping Centre)																								
Tadley District Centre	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitchurch District Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	2.1%	5	5.0%	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	12.9%	4
Basingstoke Leisure Park, Worthing Road, Basingstoke	5.9%	14	15.0%	3	13.0%	3	9.1%	2	9.1%	1	7.1%	2	0.0%	0	8.3%	2	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.8%	2	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abingdon Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Andover College, Charlton Road, Andover	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Apollo Hotel, Aldermaston Road Roundabout, Basingstoke	0.8%	2	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ArenaFit, Lodge farm, North Warnborough, Hook	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Basingstoke Country Hotel, Scures Hill, Nately Scures	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	2	0.0%	0
Basingstoke Golf Club, Winchester Road, Kempshott Hill	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blacknest Golf and Country Club, Frith End Road, Blacknest	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0
Chilbolton Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
CrossFit Basingstoke, Joule Road, Basingstoke	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Monks Lane, Newbury	3.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.8%	8	0.0%	0	0.0%	0	0.0%	0
De Vere Wokefield Estate, Mortimer Common, Reading	0.4%	1	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DW Fitness First, Chineham Business Park, Chineham	1.3%	3	0.0%	0	0.0%	0	4.5%	1	0.0%	0	7.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Energique Health Club, Anstey Lane, Alton	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	2	0.0%	0	0.0%	0
Everest Community Academy, Oxford Way, Sherborne St John	0.8%	2	0.0%	0	0.0%	0	0.0%	0	9.1%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hart Leisure Centre, Emerald Avenue, Fleet	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	2	0.0%	0
Hartley Wintney Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Hook Community Centre, Ravenscroft, Hook	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0

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	Zone 11										
Hook Town Centre	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	3	0.0%	0	
Hurst Leisure Centre, Brimpton Road, Baughurst	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Medstead Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	
Mercure Winchester Wessex Hotel, Paternoster Row, Winchester	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	
Norton Park Hotel, Norton Park, Sutton Scotney	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	3	
Nuffield Health, Lime Square, Reading	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	
Nuffield Health, Links Way, Farnborough	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	
Nuffield Health, Racecourse Road, Newbury	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	8.7%	2	0.0%	0	0.0%	0	0.0%	0	
Pamber Heath Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	
Pippa Wylde Pilates, Manor Court, Herriard	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	
Popley Fields Community Centre, Popley Way, Basingstoke	0.4%	1	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
PureGym, Basingstoke Road, Reading	0.4%	1	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Romsey Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	
Sparshot Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	
Stockbridge Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	
Sutton Scotney Village Centre	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	3	
The Park Health Club, Titchener Park, Hook	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	
Tylney Park Golf Club, Ridge Lane, Hook	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Village Hotel Basingstoke, Basing View, Basingstoke	0.4%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Wherwell Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	
Winchester Racquets and Fitness, Bereweke Road, Winchester	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	
Wootton St Lawrence Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
YouFitGym, Newbury Rugby Football Club, Newbury	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	
Base:	239		20		23		22		11		28		14		24		23		21		22		31

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q34 Where do you or members of your household normally go to visit the theatre, watch a concert or watch live music?																								
<i>Those who said 'Theatre / concert / music venue' at Q30 AND Excl. Nulls & SFT</i>																								
Anvil Arts Centre, Basingstoke	47.3%	285	65.5%	36	65.9%	29	59.2%	29	59.0%	23	39.6%	19	40.8%	20	53.5%	38	38.1%	24	44.3%	27	46.0%	29	18.0%	11
Corn Exchange Arts Centre & Cinema, Newbury	1.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	14.3%	9	0.0%	0	0.0%	0	0.0%	0
Mayflower Theatre, Southampton	4.5%	27	1.8%	1	4.5%	2	4.1%	2	2.6%	1	4.2%	2	0.0%	0	7.0%	5	0.0%	0	4.9%	3	0.0%	0	18.0%	11
Milestones Museum, Leisure Park, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Haymarket Theatre, Basingstoke	10.4%	63	16.4%	9	18.2%	8	20.4%	10	10.3%	4	18.8%	9	6.1%	3	9.9%	7	3.2%	2	8.2%	5	9.5%	6	0.0%	0
The Hexagon Arts Centre, Reading	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Theatre Royal, Winchester	2.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	1.4%	1	1.6%	1	1.6%	1	0.0%	0	14.8%	9
Andover Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Basingstoke Town Centre: Festival Place Shopping Centre	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Central London / West End	23.2%	140	12.7%	7	9.1%	4	14.3%	7	20.5%	8	25.0%	12	38.8%	19	18.3%	13	19.0%	12	29.5%	18	33.3%	21	31.1%	19
Farnham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Guildford Town Centre	0.5%	3	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	3.2%	2	0.0%	0
Newbury Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.6%	1
Oxford City Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0
Salisbury City Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	6.6%	4
Southampton City Centre (includes Westquay Shopping Centre)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Winchester City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Woking Town Centre	1.0%	6	0.0%	0	0.0%	0	0.0%	0	2.6%	1	2.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	4.8%	3	0.0%	0
Abroad	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arlington Arts, Mary Hare, Newbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre	0.3%	2	0.0%	0	2.3%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Chichester Festival Theatre, Oaklands Way, Chichester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Everyman Theatre, Regent Street, Cheltenham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor House Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Theatre, George Sreett, Oxford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
New Victoria Theatre, The Ambassadors, Woking	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	4	0.0%	0	0.0%	0
O2 Academy Brixton,	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Stockwell Road, Brixton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swansea City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Anvil, Churchill Way	0.5%	3	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
East, Basingstoke												
The Lights, Andover	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Watermill Theatre and Restaurant, Bagnor, Newbury	1.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester Cathedral, The Close, Winchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yvonne Arnould Theatre, Millbrook, Guildford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	603	55	44	49	39	48	49	71	63	61	63	61

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q35 Where do you or members of your household normally go to a museum, gallery, or other place of historical / cultural interest?																								
<i>Those who said 'Museum / gallery or place of historical / cultural interest' at Q30 AND Excl. Nulls & SFT</i>																								
Anvil Arts Centre, Basingstoke	0.3%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basing House, Old Basing	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corn Exchange Arts Centre & Cinema, Newbury	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Milestones Museum, Leisure Park, Basingstoke	17.2%	61	21.4%	6	14.3%	3	41.2%	14	33.3%	9	13.8%	4	24.0%	6	16.3%	7	5.0%	2	9.1%	3	7.1%	3	12.1%	4
The Hexagon Arts Centre, Reading	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willis Museum and Sainsbury Gallery, Top of Town, Basingstoke	16.1%	57	35.7%	10	33.3%	7	29.4%	10	25.9%	7	13.8%	4	16.0%	4	16.3%	7	5.0%	2	12.1%	4	4.8%	2	0.0%	0
Alton Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Andover Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Festival Place Shopping Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	0.3%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: The whole of Basingstoke Town Centre	0.8%	3	3.6%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Central London / West End	53.8%	191	28.6%	8	47.6%	10	26.5%	9	40.7%	11	48.3%	14	56.0%	14	58.1%	25	52.5%	21	69.7%	23	81.0%	34	66.7%	22
Newbury Town Centre	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	4	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	4	0.0%	0	0.0%	0	0.0%	0
Salisbury City Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre (includes Westquay Shopping Centre)	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2
Winchester City Centre	3.4%	12	0.0%	0	4.8%	1	0.0%	0	0.0%	0	6.9%	2	0.0%	0	4.7%	2	2.5%	1	3.0%	1	0.0%	0	15.2%	5
Abroad	0.8%	3	3.6%	1	0.0%	0	0.0%	0	0.0%	0	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camden Town District Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haslemere Educational Museum, High Street, Haslemere	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Hendon Local Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Long Wittenham Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Middle Wallop Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Mottisfont Abbey, Mottisfont Lane, Romsey	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
The Lowry, The Quays, Salford	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		355		28		21		34		27		29		25		43		40		33		42		33

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q36 At what location, e.g. city, town, village, local area or retail / leisure park - do you or members of your household normally go to when visiting pubs / bars / nightclubs?																								
<i>Those who said 'Pub / bar / nightclub' at Q30 AND Excl. Nulls & SFT</i>																								
Alresford Town Centre	0.9%	4	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	2.3%	1
Alton Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	3	0.0%	0	0.0%	0
Andover Town Centre	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	6.8%	3
Basingstoke Town Centre: Festival Place Shopping Centre	14.1%	66	30.6%	11	31.6%	12	40.0%	12	21.9%	7	10.9%	5	22.4%	11	5.7%	3	2.3%	1	0.0%	0	5.1%	3	2.3%	1
Basingstoke Town Centre: The Malls Shopping Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	8.5%	40	27.8%	10	7.9%	3	16.7%	5	18.8%	6	21.7%	10	10.2%	5	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	1.1%	5	2.8%	1	2.6%	1	0.0%	0	3.1%	1	2.2%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: The whole of Basingstoke Town Centre	4.5%	21	13.9%	5	13.2%	5	0.0%	0	12.5%	4	0.0%	0	4.1%	2	9.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.6%	3	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0
Central London / West End	0.9%	4	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.6%	1	1.7%	1	0.0%	0
Chineham District Centre	1.9%	9	0.0%	0	0.0%	0	0.0%	0	6.3%	2	13.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Farnborough Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Fleet Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	3	0.0%	0
Kingsclere Village	2.6%	12	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	2.0%	1	0.0%	0	23.3%	10	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	2.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	25.6%	11	0.0%	0	0.0%	0	0.0%	0
Oakley Village	1.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odiham Town Centre	2.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	7.7%	3	11.9%	7	0.0%	0
Overton District Centre	3.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre (includes The Oracle Shopping Centre)	1.3%	6	0.0%	0	2.6%	1	0.0%	0	0.0%	0	2.2%	1	2.0%	1	1.9%	1	0.0%	0	0.0%	0	3.4%	2	0.0%	0
Tadley District Centre	4.3%	20	0.0%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0	36.7%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitchurch District Centre	2.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.9%	10	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Winchester City Centre	4.1%	19	5.6%	2	0.0%	0	3.3%	1	0.0%	0	2.2%	1	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	29.5%	13
Basingstoke Leisure Park, Worting Road, Basingstoke	0.9%	4	2.8%	1	0.0%	0	6.7%	2	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatch Warren Retail Park (Wallop Drive), Basingstoke	1.1%	5	0.0%	0	10.5%	4	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Barton Stacey Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2
Beenham Village Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beggarwood Local Centre	0.2%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentworth Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0
Broughton District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burghclere Village Centre	1.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	6	0.0%	0	0.0%	0	0.0%	0
Chapel Row Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chilbolton Village Centre	1.3%	6	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	5
Cliddesden Local Centre	0.6%	3	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0
Crawley Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Cron dall Village Centre	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	4	0.0%	0
Dummer Local Centre	0.9%	4	2.8%	1	5.3%	2	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eversley Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Fair Oak Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Fairfields Local Centre	0.2%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four Marks Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0
Froyle Village Centre	1.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.9%	7	0.0%	0	0.0%	0
Hartley Wintney Village Centre	3.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.4%	15	0.0%	0
Hatch Warren District Centre	0.6%	3	0.0%	0	7.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Headley Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	1.7%	1	0.0%	0
Herriard Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0
Highclere Village Centre	1.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	6	0.0%	0	0.0%	0	0.0%	0
Hook Town Centre	3.2%	15	0.0%	0	2.6%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.0%	13	0.0%	0
Inkpen Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Kempshott Local Centre	0.6%	3	0.0%	0	0.0%	0	10.0%	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
Kintbury Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
London Road, Basingstoke	0.2%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longparish Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Lower Wield Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0
Lychpit Local Centre	0.2%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Micheldever Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2
Newnham Village Centre	0.2%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Waltham Village Centre	1.1%	5	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	7.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Warnborough Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Old Basing Village Centre	1.7%	8	0.0%	0	0.0%	0	0.0%	0	3.1%	1	13.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Pamber End Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pamber Heath Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Popley Local Centre	0.9%	4	0.0%	0	0.0%	0	0.0%	0	12.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston Candover Village Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	3	0.0%	0	0.0%	0
Rotherwick Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Sandys Road, Basingstoke	0.2%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherborne St John Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Sherfield on Loddon Village Centre	1.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	6	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silchester Village Centre	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	6.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Wonston Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Sparshot Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2
St Mary Bourne Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Steventon Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockbridge Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Stratfield Saye Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Scotney, Village Centre	1.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	6
Swansea City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thatcham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thornborough Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Upton Grey Village Centre	1.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.9%	7	1.7%	1	0.0%	0
Well Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Westside Local Centre	0.2%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester Road, Basingstoke	0.4%	2	2.8%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchfield Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0
Wonston Village Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	3
Woolton Hill Village Centre	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	5	0.0%	0	0.0%	0	0.0%	0
Worting Road, Basingstoke	0.2%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	469		36		38		30		32		46		49		53		43		39		59		44	

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q37 At what location, e.g. city, town, village, local area or retail / leisure park - do you or members of your household normally go to for eating out, e.g. cafes and restaurants?																								
<i>Those who said 'Restaurant / café / eating out' at Q30 AND Excl. Nulls & SFT</i>																								
Alresford Town Centre	0.7%	5	1.5%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	3	0.0%	0	0.0%	0
Alton Town Centre	1.7%	13	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	11	1.4%	1	0.0%	0
Andover Town Centre	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	4.2%	3	0.0%	0	0.0%	0	4.1%	3
Basingstoke Town Centre: Festival Place Shopping Centre	33.0%	248	53.7%	36	48.5%	32	61.9%	39	48.4%	31	42.3%	30	33.3%	22	32.1%	25	12.5%	9	6.9%	4	19.2%	14	8.1%	6
Basingstoke Town Centre: The Malls Shopping Centre	1.6%	12	1.5%	1	0.0%	0	0.0%	0	4.7%	3	5.6%	4	3.0%	2	1.3%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	6.3%	47	13.4%	9	12.1%	8	4.8%	3	9.4%	6	16.9%	12	7.6%	5	2.6%	2	0.0%	0	1.7%	1	0.0%	0	1.4%	1
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	1.6%	12	0.0%	0	1.5%	1	3.2%	2	3.1%	2	1.4%	1	4.5%	3	2.6%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Basingstoke Town Centre: The whole of Basingstoke Town Centre	4.7%	35	7.5%	5	10.6%	7	7.9%	5	14.1%	9	0.0%	0	3.0%	2	6.4%	5	0.0%	0	1.7%	1	1.4%	1	0.0%	0
Brighton Hill District Centre	0.5%	4	1.5%	1	3.0%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	0.0%	0	1.4%	1	0.0%	0
Central London / West End	2.1%	16	4.5%	3	0.0%	0	1.6%	1	1.6%	1	1.4%	1	1.5%	1	1.3%	1	1.4%	1	5.2%	3	2.7%	2	2.7%	2
Chineham District Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.4%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Farnham Town Centre	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	8.6%	5	1.4%	1	0.0%	0
Fleet Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	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	0.0%	0	1.4%	1	0.0%	0
Kingsclere Village	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	6.0%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	6.1%	4	0.0%	0	54.2%	39	0.0%	0	0.0%	0	0.0%	0
Oakley Village	0.3%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odiham Town Centre	1.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	4	11.0%	8	0.0%	0
Overton District Centre	1.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pangbourne Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre (includes The Oracle Shopping Centre)	1.6%	12	0.0%	0	1.5%	1	0.0%	0	1.6%	1	2.8%	2	7.6%	5	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0
Salisbury City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre (includes Westquay Shopping Centre)	0.5%	4	1.5%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Tadley District Centre	1.9%	14	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	18.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitchurch District Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	4	0.0%	0	1.7%	1	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Winchester City Centre	8.9%	67	3.0%	2	1.5%	1	1.6%	1	0.0%	0	2.8%	2	0.0%	0	10.3%	8	5.6%	4	13.8%	8	0.0%	0	55.4%	41
Basingstoke Leisure Park, Worting Road, Basingstoke	2.8%	21	6.0%	4	3.0%	2	9.5%	6	1.6%	1	2.8%	2	0.0%	0	3.8%	3	0.0%	0	0.0%	0	1.4%	1	2.7%	2
Brighton Hill Retail Park, Basingstoke	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	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	1.6%	1	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	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
St Michael's Retail Park, Basingstoke	0.3%	2	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Arborfield Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Ashford Hill Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Avenue Nurseries, Avenue Road, 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	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Barton Stacey Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Basingstoke Golf Club, Winchester Road, Kempshott Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beenham Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Bramley Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brimpton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broughton District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burghclere Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chilbolton Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3
Cliddesden Local Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0
Crandall Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0
Dummer Local Centre	0.4%	3	1.5%	1	1.5%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eversley Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faccombe Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Four Marks Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Froyle Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Hartley Wintney Village Centre	2.5%	19	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	23.3%	17	0.0%	0
Headley Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Hook Town Centre	1.5%	11	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	11.0%	8	0.0%	0
Hungerford 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	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Kempshott Local Centre	0.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Worthy Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Lasham Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Long Sutton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Longparish Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Mapledurwell Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Mattingley Village Centre	0.4%	3	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Midgham Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Newtown Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
North Waltham Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0
North Warnborough Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Old Basing Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.4%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Padworth Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pamber End Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston Candover Village Centre	0.4%	3	0.0%	0	1.5%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Romsey Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Rotherwick Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Sherborne St John Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherfield on Loddon Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silchester Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Warnborough Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
South Wonston Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Steventon Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockbridge Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3
Stratfield Saye Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Scotney, Village Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	5
Swansea City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thatcham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thornborough Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Upton Grey Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.4%	1	0.0%	0
Viabes 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	1.7%	1	0.0%	0	0.0%	0
Well Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0
Winchester Road, Basingstoke	0.9%	7	1.5%	1	4.5%	3	1.6%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Woolhampton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woolton Hill Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0
Worting Road, Basingstoke	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	752		67		66		63		64		71		66		78		72		58		73		74	

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q38 Where do you or members of your household normally go for family entertainment, e.g. ten pin bowling, ice skating, outdoor adventure centres, etc?																								
Those who said a family entertainment activity at Q30 AND Excl. Nulls & SFT																								
Flip Out, Basingstoke	3.1%	8	0.0%	0	5.9%	2	0.0%	0	5.0%	1	6.9%	2	10.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Bowl, Leisure Park, Basingstoke	50.8%	130	45.5%	10	58.8%	20	26.7%	4	65.0%	13	44.8%	13	44.8%	13	73.1%	19	30.4%	7	66.7%	8	62.1%	18	29.4%	5
Ice Rink, The Spectrum, Guildford	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0	0.0%	0
Lakeside Superbowl, Thatcham, Newbury	5.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	56.5%	13	0.0%	0	0.0%	0	0.0%	0
Planet Ice, Basingstoke Leisure Park	2.7%	7	0.0%	0	5.9%	2	0.0%	0	0.0%	0	10.3%	3	0.0%	0	0.0%	0	0.0%	0	8.3%	1	3.4%	1	0.0%	0
Wokingham Superbowl, Wokingham	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Aldershot Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Andover Town Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Basingstoke Town Centre: Festival Place Shopping Centre	2.0%	5	0.0%	0	2.9%	1	6.7%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	5.9%	1
Basingstoke Town Centre: The whole of Basingstoke Town Centre	0.4%	1	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Central London / West End	0.4%	1	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastleigh Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Overton District Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre (includes Westquay Shopping Centre)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Winchester City Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Basingstoke Leisure Park, Worting Road, Basingstoke	30.1%	77	45.5%	10	26.5%	9	66.7%	10	30.0%	6	34.5%	10	31.0%	9	19.2%	5	13.0%	3	16.7%	2	17.2%	5	47.1%	8
Farnborough Gate Retail Park, Farnborough	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Michael's Retail Park, Basingstoke	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Atmosphere Trampoline Park, Daneshill Industrial Estate, Basingstoke	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	256		22		34		15		20		29		29		26		23		12		29		17	

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q40 What improvements could be made to the leisure/cultural offer in the Basingstoke & Deane Borough area that would make you visit or partake in leisure activities more often? [MR]																							
A casino	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
A swimming pool	2.2%	24	0.0%	0	4.0%	4	3.0%	3	2.0%	2	3.0%	3	1.0%	1	5.0%	5	1.0%	1	1.0%	1	3.0%	3	1.0%
A theatre	0.5%	6	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%
A new multi-screen cinema	0.7%	8	0.0%	0	3.0%	3	0.0%	0	1.0%	1	1.0%	1	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%
A new art house cinema	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%	0	0.0%
Bingo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cheaper prices	1.9%	21	1.0%	1	4.0%	4	3.0%	3	1.0%	1	4.0%	4	2.0%	2	1.0%	1	0.0%	0	2.0%	2	3.0%	3	0.0%
Improved access by foot and cycle	0.6%	7	0.0%	0	1.0%	1	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%
Improved public transport	1.1%	12	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	4.0%	4	0.0%	0	1.0%	1	2.0%	2	2.0%	2	0.0%
Improved security / CCTV	0.4%	4	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Improved street furniture	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Improvements in the built environment	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	0.0%	0	0.0%
More / better car parking	0.8%	9	1.0%	1	2.0%	2	0.0%	0	0.0%	0	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%
More / better cultural facilities	0.5%	5	2.0%	2	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%	1	0.0%
More / better disabled access	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	0.0%
More / better health clubs / gyms	0.7%	8	2.0%	2	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%
More / better policing & safety	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	0.0%
More / better public houses	0.7%	8	1.0%	1	3.0%	3	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%
More / better seats	0.3%	3	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More / better signposting and information	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	1.0%	1	0.0%	0	0.0%
More better parks / green spaces	0.9%	10	1.0%	1	0.0%	0	3.0%	3	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%
More for children	1.5%	17	2.0%	2	1.0%	1	3.0%	3	4.0%	4	4.0%	4	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
More local sports & recreation facilities	2.2%	24	1.0%	1	4.0%	4	4.0%	4	3.0%	3	6.0%	6	1.0%	1	2.0%	2	1.0%	1	0.0%	0	1.0%	1	1.0%
More nightclubs	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	0.0%
More pavement cafes	0.6%	7	0.0%	0	3.0%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%
More quality restaurants	2.9%	32	6.9%	7	9.0%	9	0.0%	0	0.0%	0	4.0%	4	3.0%	3	0.0%	0	1.0%	1	4.0%	4	3.0%	3	1.0%
More street cleaning	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	1.0%	1	0.0%
Provision of public toilets	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Ten-pin bowling	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
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	0.0%
Concert hall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Cycling track	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	0.0%
Go karting	0.3%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ice rink / improve/keep the current ice rink	2.1%	23	3.0%	3	0.0%	0	4.0%	4	0.0%	0	4.0%	4	4.0%	4	3.0%	3	1.0%	1	1.0%	1	2.0%	2	1.0%
Improve all leisure facilities	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	1.0%	1	0.0%	0	0.0%
Indoor ski slope	0.3%	3	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%	1	0.0%

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Laser quest	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	0.0%	0
Leisure venues open later	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	0.0%	0
Live music events	0.4%	4	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	1.0%	1	1.0%	1
More activities for disabled people	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	0.0%	0
More activities for older people	0.6%	7	1.0%	1	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1
More arts & craft activities	0.5%	6	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
More for older children / teenagers to do	0.5%	5	1.0%	1	2.0%	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
Outdoor swimming pool	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	0.0%	0	1.0%	1
Petting zoo	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	0.0%	0
Rock climbing wall	0.7%	8	1.0%	1	0.0%	0	2.0%	2	0.0%	0	3.0%	3	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Roller skating	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	0.0%	0
Skatepark	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	0.0%	0
Softplay Venues	0.4%	4	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spa resort	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Street festivals	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	0.0%	0
Update Basingstoke Aquadrome	0.3%	3	0.0%	0	0.0%	0	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
Update Basingstoke Leisure Park	0.4%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	72.8%	803	63.4%	64	59.0%	59	65.0%	65	78.0%	78	58.0%	58	67.3%	68	80.2%	81	87.0%	87	77.0%	77	79.0%	79	87.0%	87
(Don't know)	5.3%	59	11.9%	12	8.0%	8	5.0%	5	3.0%	3	8.0%	8	6.9%	7	1.0%	1	4.0%	4	5.0%	5	4.0%	4	2.0%	2
Base:	1103			101		100		100		100		100		101		101		100		100		100		100

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q41 Where within Basingstoke & Deane Borough should the improvements/facilities you mentioned be made/provided?																								
<i>Not those who said '(Nothing)' or '(Don't know)' at Q40</i>																								
Basingstoke Town Centre: Festival Place Shopping Centre	12.9%	31	28.0%	7	15.2%	5	23.3%	7	10.5%	2	11.8%	4	3.8%	1	0.0%	0	11.1%	1	5.6%	1	17.6%	3	0.0%	0
Basingstoke Town Centre: The Malls Shopping Centre	0.4%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	3.3%	8	16.0%	4	6.1%	2	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	12.4%	30	16.0%	4	12.1%	4	10.0%	3	5.3%	1	14.7%	5	19.2%	5	5.3%	1	22.2%	2	16.7%	3	11.8%	2	0.0%	0
Basingstoke Town Centre: Anywhere within Basingstoke Town Centre	3.3%	8	0.0%	0	3.0%	1	3.3%	1	5.3%	1	2.9%	1	7.7%	2	0.0%	0	0.0%	0	0.0%	0	11.8%	2	0.0%	0
Beggarwood	0.4%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill	2.5%	6	0.0%	0	15.2%	5	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chineham	4.1%	10	0.0%	0	0.0%	0	0.0%	0	10.5%	2	17.6%	6	7.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastrop	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatch Warren	1.2%	3	0.0%	0	9.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Furlong	0.4%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsclere	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0
Oakley	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Basing	0.8%	2	0.0%	0	3.0%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Overton	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Popley	0.8%	2	0.0%	0	0.0%	0	0.0%	0	10.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherborne St John	0.4%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ham	0.4%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tadley	5.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	2	38.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upton Grey	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0
Whitchurch	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winklebury	0.4%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alton Town Centre	2.9%	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	38.9%	7	0.0%	0	0.0%	0
Andover Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1
Anvil Arts Theatre, Basingstoke	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0
Basingstoke Aquadrome	1.2%	3	0.0%	0	0.0%	0	6.7%	2	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Leisure Park	14.5%	35	12.0%	3	12.1%	4	16.7%	5	5.3%	1	29.4%	10	11.5%	3	15.8%	3	0.0%	0	11.1%	2	23.5%	4	0.0%	0
Basingstoke: Outside Town Centre	1.7%	4	0.0%	0	0.0%	0	3.3%	1	5.3%	1	0.0%	0	0.0%	0	5.3%	1	11.1%	1	0.0%	0	0.0%	0	0.0%	0
Beechdown Park, Basingstoke	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Bradley Village	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.4%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chilbolton Village	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1
Eversley Village	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0
Four Marks Village	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0
Hartley Wintney Village	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0
Headley Village	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0
Hook Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0
Old Common Road, Basingstoke	0.4%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston Candover Village	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0
South View Local Centre, Basingstoke	0.4%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Wonston Village	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1
St Michael's Retail Park, Basingstoke	0.8%	2	4.0%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.3%	3
Woolton Hill Village	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.1%	10	0.0%	0	12.1%	4	6.7%	2	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	18.2%	2
(Nowhere specifically in Basingstoke & Deane Borough)	12.9%	31	16.0%	4	3.0%	1	16.7%	5	26.3%	5	11.8%	4	11.5%	3	21.1%	4	22.2%	2	0.0%	0	0.0%	0	27.3%	3
Base:		241		25		33		30		19		34		26		19		9		18		17		11
GEN Gender of respondent.																								
Male	37.7%	416	32.7%	33	36.0%	36	47.0%	47	34.0%	34	40.0%	40	35.6%	36	46.5%	47	42.0%	42	36.0%	36	34.0%	34	31.0%	31
Female	62.3%	687	67.3%	68	64.0%	64	53.0%	53	66.0%	66	60.0%	60	64.4%	65	53.5%	54	58.0%	58	64.0%	64	66.0%	66	69.0%	69
Base:		1103		101		100		100		100		100		101		101		100		100		100		100
AGE Could I ask how old you are?																								
18 to 24	4.9%	54	9.9%	10	9.0%	9	5.0%	5	4.0%	4	5.0%	5	6.9%	7	2.0%	2	2.0%	2	1.0%	1	6.0%	6	3.0%	3
25 to 34	5.8%	64	11.9%	12	13.0%	13	6.0%	6	5.0%	5	4.0%	4	7.9%	8	4.0%	4	2.0%	2	1.0%	1	5.0%	5	4.0%	4
35 to 44	8.1%	89	7.9%	8	8.0%	8	12.0%	12	8.0%	8	14.0%	14	7.9%	8	7.9%	8	4.0%	4	2.0%	2	12.0%	12	5.0%	5
45 to 54	23.8%	263	18.8%	19	20.0%	20	34.0%	34	14.0%	14	36.0%	36	42.6%	43	25.7%	26	16.0%	16	12.0%	12	31.0%	31	12.0%	12
55 to 64	16.2%	179	7.9%	8	16.0%	16	8.0%	8	15.0%	15	11.0%	11	7.9%	8	17.8%	18	23.0%	23	25.0%	25	16.0%	16	31.0%	31
65 +	41.2%	454	43.6%	44	34.0%	34	35.0%	35	54.0%	54	30.0%	30	26.7%	27	42.6%	43	53.0%	53	59.0%	59	30.0%	30	45.0%	45
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1103		101		100		100		100		100		101		101		100		100		100		100

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

		Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
QUOTA	Zone																								
Zone 1		9.2%	101	100.0%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2		9.1%	100	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3		9.1%	100	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4		9.1%	100	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5		9.1%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6		9.2%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7		9.2%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8		9.1%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0
Zone 9		9.1%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0
Zone 10		9.1%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0
Zone 11		9.1%	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	100.0%	100
Base:			1103		101		100		100		100		100		101		101		100		100		100		100

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

		Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
PC	Postcode Sector																							
	GU10 5	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8	0.0%	0	
	GU34 4	2.8%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.0%	31	0.0%	0	0.0%
	GU34 5	1.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	15	0.0%	0	0.0%
	GU51 1	0.1%	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	
	RG19 8	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%
	RG20 0	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%
	RG20 4	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%
	RG20 5	2.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.0%	26	0.0%	0	0.0%	0	0.0%
	RG20 9	4.4%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	49.0%	49	0.0%	0	0.0%	0	0.0%
	RG21 3	3.1%	34	33.7%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	RG21 4	1.0%	11	10.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	RG21 5	2.1%	23	22.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	RG21 6	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	0.0%
	RG21 7	1.3%	14	13.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	RG21 8	1.5%	16	15.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	RG22 4	9.2%	101	0.0%	0	100.0%	100	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%
	RG22 5	3.5%	39	0.0%	0	0.0%	0	39.0%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	RG22 6	3.0%	33	0.0%	0	0.0%	0	33.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	RG23 7	3.6%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.6%	40	0.0%	0	0.0%	0	0.0%	0	0.0%
	RG23 8	2.5%	28	0.0%	0	0.0%	0	27.0%	27	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	RG24 7	3.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	RG24 8	2.6%	29	1.0%	1	0.0%	0	0.0%	0	0.0%	0	28.0%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	RG24 9	8.3%	92	0.0%	0	0.0%	0	0.0%	0	92.0%	92	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	RG25 2	5.4%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	8.9%	9	0.0%	0	47.0%	47	0.0%	0	0.0%
	RG25 3	2.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.7%	26	0.0%	0	0.0%	0	0.0%	0	0.0%
	RG26 3	5.3%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	57.4%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	RG26 4	2.3%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	RG26 5	2.3%	25	0.0%	0	0.0%	0	0.0%	0	7.0%	7	6.0%	6	9.9%	10	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%
	RG27 0	1.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	11	2.0%	2	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%
	RG27 8	3.1%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.0%	34	0.0%
	RG27 9	3.2%	35	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	32.0%	32	0.0%
	RG28 7	2.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.7%	26	4.0%	4	0.0%	0	0.0%	0	0.0%
	RG29 1	1.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	14	0.0%
	RG51 1	0.1%	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	
	RG7 1	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%
	RG7 2	0.4%	4	0.0%	0	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	0.0%
	RG7 3	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	RG7 4	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	RG7 5	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	SO20 6	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%
	SO21 2	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%
	SO21 3	5.0%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	55.0%
	SO22 5	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	0.0%	0	2.0%
	SO22 6	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%
	SO24 9	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%	0	0.0%	0	0.0%

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
SP11 6	1.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0	8.0%	8
SP11 7	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	0.0%	0	0.0%	0	5.0%	5
Base:		1103		101		100		100		100		100		101		101		100		100		100		100

Appendix 4:

Data Tabulations

By Zone – Filtered Nulls & SFT
(Weighted)

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q01 Where do you NORMALLY shop for all your household's main food and grocery shopping needs (i.e. primarily bulk trolley purchases)? Excl. Nulls & SFT																								
Aldi, Alton Retail Park, Alton	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	7.3%	2	0.8%	1	0.0%	0
Aldi, Basingstoke Road, Reading	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0
Aldi, Bath Road, Reading	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Aldi, Burnett Close, 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	0.0%	0	0.0%	0	0.0%	0	12.0%	6
Aldi, London Road, Blackwater	0.3%	3	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Aldi, London Road, Newbury	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	4	0.0%	0	0.0%	0	0.0%	0
Aldi, Winchester Road, Basingstoke	2.5%	24	2.1%	3	13.8%	13	3.9%	5	1.5%	1	0.0%	0	0.0%	0	2.3%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, Winklebury Way, Basingstoke	4.2%	41	2.4%	3	0.0%	0	9.9%	13	12.5%	12	0.6%	1	6.2%	6	4.5%	3	3.0%	2	0.0%	0	0.8%	1	0.0%	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	1.4%	1	0.0%	0	0.0%	0	0.0%	0	8.0%	4
Asda, Bournemouth Road, Eastleigh	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brighton Hill District Centre, Basingstoke	9.1%	90	17.4%	23	37.3%	34	12.7%	17	4.5%	4	4.3%	4	3.0%	3	3.7%	3	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Asda, Chalfont Way, Lower Earley, Reading	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Honey End Lane, Tilehurst, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Princess Mead Shopping Centre, (Westmead), 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	0.0%	0	0.0%	0	3.4%	4	2.2%	1
Co-op, Bell Street, Whitchurch	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, 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	0.0%	0	0.6%	1	0.0%	0
Co-op, Park Prewett Road, Rooksdown	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Winchester Street, Overton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Festival Place, Basingstoke Town Centre	1.2%	11	6.2%	8	0.0%	0	0.8%	1	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Basingstoke Road, Reading	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0
Lidl, Gastons Wood, Basingstoke	2.4%	24	2.4%	3	0.5%	0	0.0%	0	6.8%	6	3.2%	3	7.8%	8	0.0%	0	1.7%	1	2.3%	1	0.8%	1	0.0%	0
Lidl, London Road, Newbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Western Avenue,	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	5	0.7%	0	0.0%	0	0.0%	0	3.8%	2

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Andover																								
Lidl, Worting Road, Basingstoke	2.5%	24	2.1%	3	2.2%	2	2.5%	3	2.1%	2	0.9%	1	5.9%	6	5.0%	4	0.0%	0	2.6%	1	2.5%	3	0.0%	0
Marks & Spencer, Broad Street, Reading Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Chineham District Centre, Basingstoke	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Festival Place, Basingstoke Town Centre	0.3%	3	1.1%	1	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	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	0.0%	0	0.6%	1	0.0%	0
Marks & Spencer, Newbury Retail Park, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Meadows (Shopping Centre), 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	0.0%	0	0.6%	1	0.0%	0
Morrisons, Elvetham Heath, (The Key), Fleet	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	11	0.0%	0
Morrisons, Rose Kiln Lane, off Basingstoke Road, Reading	0.7%	7	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	4	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	10.5%	103	25.5%	34	10.5%	10	21.2%	28	7.2%	7	6.7%	7	1.3%	1	16.6%	12	2.2%	1	6.8%	2	0.8%	1	0.0%	0
Sainsbury's Superstore, Badger Farm Road, Badger Farm, 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	0.0%	0	0.0%	0	0.0%	0	11.2%	6
Sainsbury's Superstore, Bath Road, Calcot, Reading	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Blackwater Valley Road, Watchmoor Park, Camberley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Sainsbury's Superstore, Bridge St, 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	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Sainsbury's Superstore, Draymans Way, Alton	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	29.9%	8	0.0%	0	0.0%	0
Sainsbury's Superstore, Farnham Trading Estate, Water Lane, Farnham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0
Sainsbury's Superstore, 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	0.0%	0	0.6%	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		Zone 11	
Sainsbury's Superstore, Hector's Way, Newbury	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	18.2%	12	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Kings Street Lane, Winnersh	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0
Sainsbury's Superstore, Middlebrook Street, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Sainsbury's Superstore, Mulfords Hill, Tadley	6.3%	62	0.0%	0	0.0%	0	2.4%	3	6.0%	6	1.6%	2	48.5%	47	0.0%	0	6.6%	4	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Shepherds Spring Lane, Andover	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Sainsbury's Superstore, Station Mall, Basingstoke Town Centre (The Malls)	2.2%	22	8.4%	11	0.0%	0	0.6%	1	1.2%	1	2.2%	2	0.0%	0	1.3%	1	3.9%	3	0.0%	0	2.5%	3	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	12.6%	124	10.8%	14	30.2%	28	33.6%	44	5.3%	5	4.1%	4	2.1%	2	21.7%	16	1.4%	1	14.6%	4	2.8%	3	3.4%	2
Tesco Express, Compton Square, Andover	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Oakridge Road, Basingstoke	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0
Tesco Extra, Newbury Retail Park, Pinchington Lane, Newbury	3.5%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	5.9%	6	3.3%	2	37.6%	25	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, River Way, Andover	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	10	1.7%	1	0.0%	0	0.0%	0	6.6%	3
Tesco Extra, The Meadows Shopping Centre, Sandhurst	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	1.5%	0	2.5%	3	0.0%	0
Tesco Extra, Winnall, Winchester	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	13.8%	7
Tesco Metro, Festival Place, Basingstoke Town Centre	1.4%	14	7.2%	10	0.0%	0	0.0%	0	2.1%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, District Shopping Centre, Chineham, Basingstoke	12.5%	123	10.8%	14	0.5%	0	8.7%	12	39.1%	37	51.3%	50	2.8%	3	2.3%	2	0.0%	0	0.7%	0	3.9%	5	0.0%	0
Tesco Superstore, Finchampstead Road, Wokingham	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Newbury	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	2.2%	1
Tesco Superstore, Station Road, Hook	4.3%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	34.2%	40	0.0%	0
Tesco Superstore,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0

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Weighted:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Wellington Avenue, Aldershot																								
Waitrose, Basing View, Basingstoke	1.7%	17	1.1%	1	1.8%	2	1.4%	2	4.5%	4	0.6%	1	0.0%	0	5.0%	4	1.5%	1	2.3%	1	1.2%	1	0.0%	0
Waitrose, 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	0.0%	0	0.8%	1	0.0%	0
Waitrose, Oxford Road, Newbury	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	4	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Chantry Centre, Andover	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.2%	1	0.0%	0	0.0%	0	4.9%	2
Waitrose, Tresham Crescent, Yateley	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	0.0%	0	4.3%	5	0.0%	0
Local stores, Kingsclere	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Local stores, St Mary Boume	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	0.0%	0
Aldi, St Michaels Retail Park, The Harroway	1.5%	14	0.8%	1	1.3%	1	2.4%	3	0.9%	1	0.9%	1	2.6%	3	1.0%	1	0.0%	0	0.0%	0	3.1%	4	0.7%	0
Aldi, Weyhill 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	1.4%	1
Co-op, High Street, Stockbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Dever Stores, Oxford Road, Sutton Scotney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Iceland, High Street, 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	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Lidl, Bath Road, Calcot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Walworth Business 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	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	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Marks & Spencer, High Street, Winchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Marks & Spencer, Tollbar Way, Hedge End, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Waitrose, Station Road, Alton	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	18.7%	5	0.8%	1	0.0%	0
Waitrose, Stockbridge Road, Winchester	1.1%	10	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	19.6%	10
Waitrose, The Hart, 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	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Weighted base:		984		134		92		132		95		98		98		74		67		26		118		50
Sample:		1005		95		91		93		94		87		88		93		93		94		87		90

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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		Zone 11		
Q01AWhich retailer do you purchase your main food internet / home delivery shopping from?																								
<i>Those who do said 'Internet / delivery' at Q01</i>																								
Amazon Pantry	2.1%	3	22.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abel & Cole	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda	9.5%	11	22.7%	3	17.7%	2	0.0%	0	13.2%	1	0.0%	0	5.3%	1	6.1%	1	0.0%	0	18.2%	0	27.2%	5	0.0%	0
Iceland	2.7%	3	0.0%	0	0.0%	0	33.8%	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
Morrisons	2.5%	3	0.0%	0	0.0%	0	19.2%	2	27.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	15.4%	18	0.0%	0	33.1%	3	16.4%	2	19.4%	1	21.1%	5	5.3%	1	6.1%	1	8.2%	0	30.7%	0	20.6%	4	20.3%	1
Sainsbury's	21.5%	26	0.0%	0	41.8%	4	0.0%	0	0.0%	0	10.6%	3	42.1%	7	63.4%	7	28.4%	2	38.7%	1	5.8%	1	20.9%	1
Tesco	41.5%	50	19.4%	2	7.5%	1	30.6%	3	39.6%	2	68.3%	18	47.4%	8	24.3%	3	55.1%	3	12.4%	0	40.6%	7	53.9%	4
Waitrose	4.8%	6	35.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	0	0.0%	0	5.8%	1	4.9%	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	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		119		11		10		10		4		26		16		12		6		2		17		7
Sample:		98		6		9		7		6		13		13		8		7		6		13		10
Q01BWhenever you do a main food shop at (LOCATION MENTIONED AT Q01) do you ever combine it with a visit to other shops or another activity in other centres / locations at the same time?																								
<i>Not those who do said 'Internet / delivery' at Q01</i>																								
Yes	31.3%	308	18.9%	25	16.9%	16	32.9%	44	32.9%	31	42.5%	42	18.9%	18	40.2%	30	50.4%	34	44.8%	12	33.3%	39	35.6%	18
No	68.7%	676	81.1%	109	83.1%	77	67.1%	89	67.1%	63	57.5%	56	81.1%	79	59.8%	44	49.6%	33	55.2%	15	66.7%	79	64.4%	32
Weighted base:		984		134		92		132		95		98		98		74		67		26		118		50
Sample:		1005		95		91		93		94		87		88		93		93		94		87		90

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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		Zone 11	
Q02 In addition to (LOCATION MENTIONED AT Q01), is there anywhere else you regularly use for your main-food shopping?																								
Excl. Nulls & SFT																								
Aldi, Alton Retail Park, Alton	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.7%	2	4.1%	3	0.0%	0
Aldi, Bath Road, Reading	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Burnett Close, Winchester	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	4.9%	1
Aldi, London Road, Blackwater	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	2.9%	2	0.0%	0
Aldi, London Road, Newbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0
Aldi, Winchester Road, Basingstoke	3.9%	24	11.9%	9	0.0%	0	9.3%	8	0.0%	0	2.0%	1	2.6%	1	3.1%	2	1.1%	0	3.5%	1	2.0%	1	0.0%	0
Aldi, Winklebury Way, Basingstoke	1.2%	8	0.0%	0	0.0%	0	2.2%	2	2.9%	2	0.0%	0	5.8%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Anton Mill Road, Andover	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brighton Hill District Centre, Basingstoke	8.9%	55	2.8%	2	35.6%	22	23.3%	19	5.9%	3	2.0%	1	3.1%	2	6.7%	4	0.0%	0	5.6%	1	0.0%	0	0.0%	0
Asda, Chalfont Way, Lower Earley, Reading	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Princess Mead Shopping Centre, (Westmead), Farnborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Co-op, Bell Street, Whitchurch	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Broadmere Road, Beggarwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Co-op, Franklin Avenue, Tadley	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Odiham	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0
Co-op, Kings Road, South Ham, Basingstoke	0.4%	3	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Linden Avenue, Old Basing	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0
Co-op, Winchester Street, Overton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Chineham District Centre, Basingstoke	1.1%	6	0.0%	0	0.0%	0	0.0%	0	2.0%	1	7.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Festival Place, Basingstoke Town Centre	0.6%	4	4.2%	3	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Fleet Road, Fleet	0.4%	3	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Burton Foodmarket, Winklebury Centre, Basingstoke	0.4%	3	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Basingstoke Road,	0.4%	3	0.0%	0	2.7%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Reading																								
Lidl, Gastons Wood, Basingstoke	4.4%	27	4.2%	3	0.0%	0	0.9%	1	6.3%	4	15.9%	11	8.2%	5	0.0%	0	2.3%	1	0.0%	0	4.7%	3	0.0%	0
Lidl, London Road, Newbury	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	4.5%	3	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, Western Avenue, Andover	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	4	1.6%	1	0.0%	0	0.0%	0	1.8%	0
Lidl, Worting Road, Basingstoke	3.8%	24	3.7%	3	5.0%	3	7.0%	6	3.4%	2	0.0%	0	9.7%	5	3.6%	2	0.0%	0	0.0%	0	3.3%	2	0.0%	0
Marks & Spencer, Chineham District Centre, Basingstoke	2.2%	14	1.4%	1	0.0%	0	0.0%	0	6.8%	4	8.2%	6	0.0%	0	1.3%	1	0.0%	0	0.0%	0	3.3%	2	0.0%	0
Marks & Spencer, Festival Place, Basingstoke Town Centre	2.0%	12	1.9%	1	3.5%	2	5.8%	5	1.0%	1	0.0%	0	1.0%	1	2.8%	2	0.0%	0	3.5%	1	1.0%	1	0.0%	0
Marks & Spencer, High Street, Alton	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	2.4%	0	0.0%	0	0.0%	0
Marks & Spencer, Newbury Retail Park, Newbury	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	8.3%	4	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Northbrook Street, Newbury	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Meadows (Shopping Centre), Sandhurst	0.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Elvetham Heath, (The Key), Fleet	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	10.0%	61	17.9%	14	9.3%	6	13.3%	11	16.2%	10	7.4%	5	5.7%	3	18.6%	10	3.4%	1	0.0%	0	2.0%	1	0.0%	0
Sainsbury's Superstore, Badger Farm Road, Badger Farm, Winchester	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.5%	5
Sainsbury's Superstore, Bath Road, Calcot, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bridge St, Andover	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cambridge Walk, Camberley	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Draymans Way, Alton	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.7%	3	1.4%	1	0.0%	0
Sainsbury's Superstore, Farnham Trading Estate, Water Lane, Farnham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Sainsbury's Superstore, Hector's Way, Newbury	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.6%	7	0.0%	0	0.0%	0	0.0%	0

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		Zone 11	
Sainsbury's Superstore, Mulfords Hill, Tadley	3.5%	21	0.0%	0	0.0%	0	0.0%	0	9.6%	6	0.9%	1	24.2%	14	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Shepherds Spring Lane, Andover	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Sainsbury's Superstore, Station Mall, Basingstoke Town Centre (The Malls)	1.8%	11	2.8%	2	1.9%	1	2.2%	2	5.3%	3	0.0%	0	3.6%	2	0.9%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, The Meads Shopping Centre, Farnborough	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	7.4%	46	3.3%	3	18.7%	12	10.9%	9	9.4%	6	0.9%	1	1.5%	1	19.5%	11	0.0%	0	9.8%	2	4.1%	3	1.2%	0
Tesco Express, Heath End Road, Baughurst, Tadley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, off Great Binfields Road, Lychpit	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Newbury Retail Park, Pinchington Lane, Newbury	1.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	21.2%	9	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Portman Road, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, River Way, Andover	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	6	1.1%	0	0.0%	0	0.0%	0	4.9%	1
Tesco Extra, The Meadows Shopping Centre, Sandhurst	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Tesco Extra, Winnall, Winchester	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0	14.4%	4
Tesco Metro, Festival Place, Basingstoke Town Centre	2.7%	16	11.4%	9	0.8%	0	4.0%	3	1.0%	1	4.0%	3	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, District Shopping Centre, Chineham, Basingstoke	7.3%	45	11.5%	9	1.1%	1	5.4%	4	23.6%	14	11.5%	8	0.0%	0	0.0%	0	0.0%	0	4.6%	1	12.2%	9	0.0%	0
Tesco Superstore, London Road, Newbury	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	2.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Station Road, Hook	3.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	4	0.0%	0	0.0%	0	0.0%	0	4.0%	1	24.9%	18	0.0%	0
Tesco Superstore, Wellington Avenue, Aldershot	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	2.4%	0	0.0%	0	0.0%	0
Waitrose, Basing View, Basingstoke	5.7%	35	5.2%	4	8.4%	5	5.3%	4	4.8%	3	16.8%	11	5.2%	3	2.7%	1	0.0%	0	9.7%	2	1.4%	1	1.2%	0
Waitrose, Broadway, Thatcham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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		Zone 11	
Waitrose, Oxford Road, Newbury	1.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.1%	10	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Chantry Centre, Andover	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	3
Waitrose, Tresham Crescent, Yateley	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0
Local stores, Basingstoke Town Centre: Festival Place Shopping Centre	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	0.0%	0
Local stores, Kingsclere	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0
Aldi, St Michaels Retail Park, The Harroway	3.0%	19	7.2%	6	7.8%	5	6.1%	5	1.0%	1	0.0%	0	1.5%	1	1.3%	1	0.0%	0	1.1%	0	0.0%	0	2.6%	1
Aldi, The Hundred, Romsey	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Aldi, Weyhill Road, Andover	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	6.6%	2
Asda, Portland Road, Waterlooville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, South Oak Way, Reading	0.8%	5	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.9%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Costco, Templer Avenue, Farnborough	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	0.0%	0
Home Bargains, Winchester Road, Basingstoke	0.4%	2	1.4%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Alton	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	2.4%	0	0.0%	0	0.0%	0
Iceland, Middle Brook Street, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Lidl, Walworth Business 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	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Local stores, Stockbridge	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Marks & Spencer, High Street, Winchester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Marks & Spencer, Kensington High Street, Kensington	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Tesco Express, Priors Dean Road, Harestock, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
The Shop, Reading Road, Sherfield on Loddon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Totland Supermarket, Mayfield Road, 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	0.0%	0	1.0%	1	0.0%	0
Waitrose, Station Road, Alton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	1	0.0%	0	0.0%	0
Waitrose, Stockbridge Road, Winchester	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.7%	5
Waitrose, The Hart, Farnham	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	1	10.1%	7	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Weighted base:	616	78		63		83		59		68		56		54		42		17		71		26	
Sample:	640	55		61		60		62		61		52		68		58		60		54		49	
Q02AWhich retailer do you purchase your main food internet / home delivery shopping from?																							
Those who do said 'Internet / delivery' at Q02																							
Amazon Pantry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Abel & Cole	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda	15.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.5%	1	100.0%	2	0.0%	0	20.2%	1	0.0%	0	0.0%	0	0.0%
Iceland	2.6%	1	0.0%	0	0.0%	0	0.0%	0	32.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ocado	25.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	55.8%	2	20.2%	1	0.0%	0	44.8%	2	18.3%
Sainsbury's	27.1%	6	100.0%	1	0.0%	0	0.0%	0	67.9%	1	59.5%	1	0.0%	0	44.2%	2	0.0%	0	0.0%	0	0.0%	0	55.4%
Tesco	15.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	0	55.2%	3	0.0%
Waitrose	4.9%	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	50.0%	0	0.0%	0	26.3%
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	0.0%
Wilson & Sons The Greengrocer	9.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	59.7%	2	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	22	1		0		0		2		2		2		4		3		1		5		3	
Sample:	22	1		0		0		2		2		1		2		3		2		5		4	

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q03 In addition to your main food shopping, where do you normally do most of your household's small scale top-up food shopping (i.e. the store you visit regularly (2+ times a week) to buy bread, milk, etc., on a day-to-day basis)?													
<i>Excl. Nulls & SFT</i>													
Aldi, Alton Retail Park, Alton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Basingstoke Road, Reading	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Burnett Close, Winchester	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Winchester Road, Basingstoke	1.1%	8	0.7%	1	3.1%	2	2.9%	3	0.0%	0	0.0%	0	0.0%
Aldi, Winklebury Way, Basingstoke	2.3%	18	3.0%	3	0.0%	0	11.5%	13	1.7%	1	0.0%	0	0.0%
Asda, Anton Mill Road, Andover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Brighton Hill District Centre, Basingstoke	6.1%	48	6.8%	7	39.2%	27	8.8%	10	3.6%	2	0.0%	0	0.0%
Asda, Chalfont Way, Lower Earley, Reading	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%
Budgens, Newbury Road, Kingsclere	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Buttress Stores (Mace), Winchester Road, Kings Furlong	0.5%	4	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Bell Street, Whitchurch	2.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Broadmere Road, Beggarwood	0.4%	3	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Franklin Avenue, Tadley	2.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.9%	17	0.0%
Co-op, Grove Road, Basingstoke	1.2%	10	8.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, High Street, Odiham	1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Kings Road, Fleet	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Kings Road, South Ham, Basingstoke	0.4%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%
Co-op, Limes Park, Rooksdown, Basingstoke	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%
Co-op, Linden Avenue, Old Basing	3.6%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.9%	28	0.0%
Co-op, Park Prewett Road, Rooksdown	0.7%	5	0.0%	0	0.0%	0	0.0%	0	7.8%	5	0.0%	0	0.0%
Co-op, Swan Street, Kingsclere, Newbury	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, West Street, Alresford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

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		Zone 11		
Co-op, Winchester Road, 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	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Co-op, Winchester Street, Overton	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Winklebury Way, 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	0.0%	0
Eastrop Stores, Eastrop Way, Eastrop	0.3%	3	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Chineham District Centre, Basingstoke	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Festival Place, Basingstoke Town Centre	1.8%	14	7.2%	8	0.0%	0	2.3%	3	4.9%	3	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Burton Foodmarket, Winklebury Centre, 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	0.0%	0
Lidl, Gastons Wood, Basingstoke	0.9%	7	0.7%	1	2.4%	2	0.0%	0	5.0%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, The Forest Shopping Centre, Bordon	0.1%	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	3.8%	1	0.0%	0	0.0%	0
Lidl, Western Avenue, Andover	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Lidl, Worting Road, Basingstoke	1.2%	9	0.0%	0	0.0%	0	5.6%	6	0.0%	0	0.0%	0	0.0%	0	3.9%	2	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Crown Heights, Alencon Link, Basingstoke	0.2%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Reading Road, 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	0.0%	0
Marks & Spencer (BP), Grove Road, Cranbourne	0.3%	2	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Marks & Spencer, Chineham District Centre, Basingstoke	0.7%	6	0.0%	0	0.0%	0	0.0%	0	2.8%	2	3.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Festival Place, Basingstoke Town Centre	1.4%	11	1.4%	1	0.0%	0	1.3%	1	2.8%	2	0.0%	0	2.4%	2	3.1%	2	1.1%	0	0.0%	0	2.0%	2	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	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0
Marks & Spencer, Newbury Retail Park, Newbury	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	4	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Northbrook Street, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColl's, Buckland Avenue, South Ham, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Elvetham Heath, (The Key), 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	0.0%	0	0.7%	1	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Morrisons, Rose Kiln Lane, off Basingstoke Road, Reading	0.4%	3	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Morrisons, Summit Avenue, Southwood, Farnborough	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	3.9%	31	3.4%	4	2.2%	2	12.3%	14	7.2%	5	0.7%	1	3.4%	3	4.9%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Nisa Local, Cranbourne Lane, Basingstoke	1.4%	11	10.3%	11	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Guinea Court, Chineham	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	5	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, High Street, Hartley Wintney	1.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	13	0.0%	0
One Stop, Longfellow Parade, Basingstoke	0.5%	4	0.0%	0	5.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Oakley Lane, Oakley	1.8%	14	0.7%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	20.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Sark Way, Popley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Shakespeare Road, Popley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Sherborne Road, South View	0.5%	4	2.5%	3	0.0%	0	0.7%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, St Michael's Road, Buckskin	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	0.0%	0
One Stop, Stanford Road, Brighton Hill	1.3%	10	2.4%	3	9.4%	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	3.4%	1
Premier, Abbey Road, Popley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Draymans Way, Alton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.4%	3	0.0%	0	0.0%	0
Sainsbury's Superstore, Hector's Way, Newbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Middlebrook Street, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Sainsbury's Superstore, Mulfords Hill, Tadley	6.4%	50	0.0%	0	0.0%	0	0.0%	0	6.9%	5	4.7%	4	51.9%	40	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, 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	0.8%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Sainsbury's Superstore, Station Mall, Basingstoke Town Centre (The Malls)	2.3%	18	7.1%	8	3.1%	2	5.9%	7	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren,	3.8%	30	3.1%	3	17.5%	12	9.1%	10	0.8%	1	0.0%	0	1.1%	1	4.1%	3	0.0%	0	1.1%	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	Zone 11											
Basingstoke 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	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Anstey Lane, Alton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0
Tesco Express, Buckingham Parade, Kempshott	1.9%	15	0.0%	0	5.5%	4	8.7%	10	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Carpenters Down, Popley	2.3%	18	0.0%	0	0.0%	0	0.0%	0	25.2%	18	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Charlton Road, 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	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Tesco Express, Compton Square, Andover	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	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	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	6.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Oakridge Road, Basingstoke	1.3%	11	4.4%	5	0.0%	0	2.6%	3	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, off Great Binfields Road, Lychpit	1.8%	14	3.0%	3	0.0%	0	1.0%	1	0.0%	0	10.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Weyhill Road, Andover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0
Tesco Express, Winchester Street, Whitchurch	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	7	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Tesco Extra, Newbury Retail Park, Pinchington Lane, Newbury	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	14.0%	6	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, River Way, Andover	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
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	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, 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	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Tesco Metro, Festival Place, Basingstoke Town Centre	3.0%	24	14.7%	15	2.4%	2	2.0%	2	2.8%	2	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, District Shopping Centre, Chineham, Basingstoke	4.6%	37	2.4%	3	0.0%	0	1.0%	1	7.6%	5	20.0%	19	0.0%	0	2.6%	2	0.0%	0	0.0%	0	6.6%	7	0.0%	0
Tesco Superstore, Finchampstead Road, Wokingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Tesco Superstore, High Street, Bordon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Tesco Superstore, Station Road, Hook	4.5%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	0	32.5%	34	0.0%	0
Tesco Superstore, Wellington Avenue,	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Aldershot																							
Today's Extra (Oakridge Stores), Oakridge Road, Basingstoke	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Basing View, Basingstoke	1.8%	14	3.8%	4	0.0%	0	3.3%	4	0.0%	0	3.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%
Waitrose, Broadway, Thatcham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%
Waitrose, Oxford Road, Newbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	2	0.0%	0	0.0%	0	0.0%
Waitrose, The Chantry Centre, Andover	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	6.4%
Waitrose, Tresham Crescent, Yateley	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%
Local stores, Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, 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	0.0%	0	0.0%
Local stores, 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	0.0%	0	0.7%	1	0.0%
Local stores, 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	0.0%	0	0.7%	1	0.0%
Local stores, Kingsclere	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	6	0.0%	0	0.0%	0	0.0%
Local stores, Old Basing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Overton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Sherfield on Loddon	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, South Ham	0.4%	3	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, St Mary Bourne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%
Local stores, Tadley	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Winchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Aldi, St Michaels Retail Park, The Harroway	1.2%	9	3.0%	3	0.0%	0	3.0%	3	0.8%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Aldi, Weyhill Road, 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	0.0%	0	0.0%	0	0.0%	0	2.1%
Ashland Stores, The Square, Bishops Green, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%
Barton Stacey Post Office & Stores, The Street, Barton Stacey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%
Bentley Village Stores, London Road, Bentley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%
Best One Store, Kingsfurlong Centre, Basingstoke	0.2%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

**Basingstoke & Deane Household Survey
for Lambert Smith Hampton**

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Budgens, London Road, Hook	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	4	0.0%	0
Candover Valley Store, Alresford Road, Preston Candover	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.7%	2	0.0%	0	0.0%	0
Chilbolton Stores, Village Street, Chilbolton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	2
Co-op, Belle Vue, Road, Southbourne	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Monument Close, Essex Street, Newbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Pound Street, Newbury	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wokingham Road, Earley	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dever Stores, Oxford Road, Sutton Scotney	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1
Hen & Chicken Filling Station, Upper Froyle, Alton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Home Bargains, Winchester Road, Basingstoke	0.9%	7	0.0%	0	0.0%	0	6.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bridge Street, Andover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Lidl, High Street North, East Ham, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, London Road, Blackwater	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Local stores, Barton Stacey	0.0%	0	0.0%	0	0.0%	0	0.0%	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, Crondall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Local stores, Farnham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Local stores, Giles Road, Tadley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Headley	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Kings Worthy	0.0%	0	0.0%	0	0.0%	0	0.0%	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, Longparish	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Local stores, Mortimer West End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, North Waltham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Nutley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Local stores, Padworth Common	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Preston Candover	0.1%	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	5.6%	1	0.0%	0	0.0%	0
Local stores, Romsey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Local stores, South Wonston	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	3
Local stores, Sparsholt	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Local stores, Upton Grey	0.1%	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	5.5%	1	0.0%	0	0.0%	0
Local stores, Wash Common, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Local stores, Woolton Hill	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Worting Road, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manydown Farm Shop, Worting Road, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Mill Lane, A287, Farnham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Marks & Spencer (BP), Popham Services, Micheldever	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
McColl's, Giles Road, Tadley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NW Read Butchers, Lymington Bottom Road, Four Marks	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	2.3%	0	0.0%	0	0.0%	0
Old Barn Stores, North Waltham, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Sherfield Road, Bramley, Tadley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office, Anstey Close, Basingstoke	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Petrol Station, Andover Road, Newbury	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.7%	6	0.0%	0	0.0%	0	0.0%	0
Spar, Swan Street, Kingsclere	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Swan Street Stores, Swan Street, Kingsclere	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Priors Dean Road, Harestock, Winchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1
Tesco Express, Springvale Road, Kings Worthy	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	2
The Shop, Church Street, Upton Grey	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	1	0.0%	0	0.0%	0
The Shop, Reading Road, Sherfield on Loddon	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Station Road, Alton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	2	0.0%	0	0.0%	0
Waitrose, Stockbridge Road, Winchester	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	3
Waitrose, The Hart, Farnham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Weighted base:	789			105		70		110		70		96		76		64		43		18		104		33
Sample:	748			69		67		78		64		75		68		73		62		60		75		57

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

Weighted:

Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Q04 In addition to (LOCATION MENTIONED AT Q03), is there anywhere else you regularly use for your household's small scale top-up food shopping?																								
<i>Not those who said '(Don't know / varies)' or '(Don't do this type of shopping)' at Q03 AND Excl. Nulls & SFT</i>																								
Aldi, Alton Retail Park, Alton	0.6%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	1	0.0%	0	0.0%	0
Aldi, Burnett Close, Winchester	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	1
Aldi, Winchester Road, Basingstoke	0.3%	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	2.5%	0	0.0%	0	0.0%	0
Aldi, Winklebury Way, Basingstoke	2.3%	8	0.0%	0	0.0%	0	4.7%	2	19.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brighton Hill District Centre, Basingstoke	3.7%	12	9.3%	4	24.9%	6	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Aldermaston Road, Tadley	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Newbury Road, Kingsclere	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Bell Street, Whitchurch	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	2	5.5%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Broadmere Road, Beggarwood	0.8%	3	0.0%	0	5.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	5.2%	0	0.0%	0	0.0%	0
Co-op, Franklin Avenue, Tadley	1.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Grove Road, Basingstoke	0.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Harts Hill Road, Dunston Park, Thatcham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Alton	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	2.5%	0	0.0%	0	0.0%	0
Co-op, High Street, Odiham	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	2	0.0%	0
Co-op, Limes Park, Rooksdown, Basingstoke	0.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Linden Avenue, Old Basing	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, West Street, Alresford	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	2.5%	0	0.0%	0	0.0%	0
Co-op, Winchester Road, Alton	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	2.5%	0	0.0%	0	0.0%	0
Co-op, Winchester Street, Overton	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Festival Place, Basingstoke Town Centre	1.3%	4	7.8%	3	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Burton Foodmarket, Winklebury Centre, Basingstoke	0.3%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Gastons Wood, Basingstoke	1.8%	6	0.0%	0	0.0%	0	0.0%	0	5.8%	2	9.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Western Avenue,	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	2

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Andover																								
Lidl, Worting Road, Basingstoke	2.6%	9	2.6%	1	1.9%	0	3.1%	1	8.4%	2	0.0%	0	0.0%	0	2.7%	1	0.0%	0	3.6%	0	6.0%	2	0.0%	0
Londis, Reading Road, Sherfield on Loddon	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	3.6%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Grove Road, Cranbourne	1.7%	6	8.6%	4	1.9%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Broad Street, Reading Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Marks & Spencer, Chineham District Centre, Basingstoke	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	3	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Festival Place, Basingstoke Town Centre	2.7%	9	1.7%	1	1.9%	0	3.3%	2	2.0%	1	0.0%	0	8.3%	3	4.2%	2	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Marks & Spencer, High Street, Alton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0
Marks & Spencer, Newbury Retail Park, Newbury	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	3	0.0%	0	0.0%	0	0.0%	0
McColl's, Elmwood Way, Winklebury	0.3%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Elvetham Heath, (The Key), Fleet	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	5.1%	17	11.5%	5	3.8%	1	20.0%	10	2.9%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa Local, Amport Road, Sherfield Park	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Guinea Court, Chineham	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Oakley Lane, Oakley	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Shakespeare Road, Popley	0.3%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Sherborne Road, South View	0.3%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Stanford Road, Brighton Hill	1.5%	5	0.0%	0	12.8%	3	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Abbey Road, Popley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Pack Lane, Kempshott	0.3%	1	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Badger Farm Road, Badger Farm, Winchester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0
Sainsbury's Superstore,	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	2.5%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11											
Draymans Way, Alton Sainsbury's Superstore, Farnham Trading Estate, Water Lane, Farnham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Sainsbury's Superstore, Fleet Road, Fleet	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	2	0.0%	0
Sainsbury's Superstore, Hector's Way, Newbury	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mulford's Hill, Tadley	4.0%	13	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	30.3%	9	5.9%	2	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Sainsbury's Superstore, Station Mall, Basingstoke Town Centre (The Malls)	6.1%	20	18.4%	8	0.0%	0	9.0%	4	8.6%	2	0.0%	0	4.0%	1	4.2%	2	8.1%	1	0.0%	0	4.3%	1	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	4.3%	14	0.0%	0	25.0%	7	13.9%	7	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Linden Avenue, Old Basing	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Upper Bucklebury, Reading	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Anstey Lane, Alton	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	2.5%	0	0.0%	0	0.0%	0
Tesco Express, Buckingham Parade, Kempshott	0.6%	2	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Carpenters Down, Popley	1.2%	4	0.0%	0	0.0%	0	0.0%	0	13.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Charlton Road, Andover	0.6%	2	0.0%	0	0.0%	0	0.0%	0	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Heath End Road, Baughurst, Tadley	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.8%	1	0.0%	0	8.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Oakridge Road, Basingstoke	1.0%	3	2.6%	1	0.0%	0	2.3%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, off Great Binfields Road, Lychpit	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	3	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	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	1	0.0%	0	0.0%	0
Tesco Express, Winchester Street, Whitchurch	2.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Newbury Retail Park, Pinchington Lane, Newbury	1.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	4	0.0%	0	8.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, River Way, Andover	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0
Tesco Extra, Winnall, Winchester	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	0
Tesco Metro, Festival Place,	2.5%	8	8.6%	4	6.5%	2	3.8%	2	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Basingstoke Town Centre													
Tesco Metro, Northbrook Street, Newbury Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, District Shopping Centre, Chineham, Basingstoke	3.2%	11	0.0%	0	0.0%	0	0.0%	0	11.6%	3	9.8%	5	5.5%
Tesco Superstore, Station Road, Hook	2.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%
Waitrose, Basing View, Basingstoke	6.0%	20	11.9%	5	0.0%	0	6.7%	3	0.0%	0	11.1%	5	0.0%
Waitrose, Hart Centre, Fleet	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Oxford Road, Newbury	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%
Waitrose, Tresham Crescent, Yateley	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Basingstoke Town Centre: Festival Place Shopping Centre	0.8%	3	1.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%
Local stores, Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	1.2%	4	0.0%	0	0.0%	0	8.3%	4	0.0%	0	0.0%	0	0.0%
Local stores, Hartley Wintney	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Hook	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Kingsclere	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%
Local stores, Oakley	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%
Local stores, Old Basing	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%
Local stores, Overton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%
Local stores, South Ham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%
Local stores, Tadley	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%
Aldermaston Stores, Fisherman's Lane, Aldermaston	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%
Aldi, St Michaels Retail Park, The Harroway	3.7%	12	9.3%	4	11.4%	3	2.3%	1	0.0%	0	7.8%	4	0.0%
Avenue Nurseries, Avenue Road, Lasham, Alton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Barton Stacey Post Office & Stores, The Street, Barton Stacey	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bentley Village Stores, London Road, Bentley	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%
Budgens, London Road, Hook	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

**Basingstoke & Deane Household Survey
for Lambert Smith Hampton**

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Cobbs Farm Shop, Springvale Road, Headbourne Worthy	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0
Co-op, Byfleet Avenue, Old Basing, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Stockbridge	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1
Co-op, Pound Street, Newbury	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Reading Road, Yateley	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Good Taste Bakery, Hartley Witney, Hook	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0
Home Bargains, Winchester Road, Basingstoke	0.2%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Buckskin Centre, Basingstoke	0.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, North Waltham	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	2.5%	0	0.0%	0	0.0%	0
Local stores, Preston Candover	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	2.5%	0	0.0%	0	0.0%	0
Local stores, Sherfield Park, Sherfield on Loddon	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, South Wonston	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	2
Local stores, Stockbridge	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0
Local stores, Upton Grey	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	5.2%	0	0.0%	0	0.0%	0
Local stores, Woolton Hill	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	3	0.0%	0	0.0%	0	0.0%	0
Manydown Farm Shop, Worting Road, Basingstoke	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Buck Garage, Micheldever Road, Longparish	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1
Marks & Spencer, Tollbar Way, Hedge End, Southampton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1
One Stop, Sherfield Road, Bramley, Tadley	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office, Anstey Close, Basingstoke	0.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Petrol Station, Andover Road, Newbury	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	2	0.0%	0	0.0%	0	0.0%	0
Spar, Hook Road, North Warnborough	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Spar, Stoney Lane, Weeke	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0
Tesco Express, Priors Dean Road, Harestock, Winchester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	1

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		Zone 11		
Tesco Express, Springvale Road, Kings Worthy	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	2
Waitrose, Stockbridge Road, Winchester	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	1
Winchester Farmers Market, High Street, Winchester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0
Woolton Hill Post Office, The Stores, Woolton Hill	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:	332		42		26		48		29		47		31		36		18		8		33		15	
Sample:	342		32		29		36		27		37		30		42		26		27		30		26	

Meanscore: [%]

Q05 Of all the money you spend on your main and top-up food shopping, what percentage on average goes on your main food shopping?
Not those who said '(Don't do this type of shopping)' at Q03

None	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
1 - 10%	0.3%	3	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
11 - 20%	2.2%	18	2.3%	3	2.4%	2	0.9%	1	2.8%	2	4.0%	4	1.8%	1	1.6%	1	6.0%	3	0.0%	0	0.0%	0	4.2%	1
21 - 30%	2.9%	24	0.0%	0	6.9%	5	2.8%	3	2.8%	2	1.2%	1	6.2%	5	3.3%	2	1.0%	0	11.0%	2	2.5%	3	0.0%	0
31 - 40%	2.7%	22	7.0%	8	3.9%	3	0.9%	1	2.8%	2	1.3%	1	2.5%	2	2.4%	2	2.2%	1	2.2%	0	0.9%	1	4.3%	1
41 - 50%	9.4%	77	14.7%	16	5.8%	4	8.5%	10	10.8%	8	10.2%	10	1.1%	1	11.2%	7	13.6%	6	17.2%	3	9.4%	11	4.3%	1
51 - 60%	10.1%	83	8.7%	9	3.9%	3	14.6%	17	6.9%	5	10.7%	11	18.0%	14	4.1%	3	5.9%	3	14.4%	3	13.4%	15	1.0%	0
61 - 70%	7.7%	64	11.0%	12	4.5%	3	9.3%	11	2.6%	2	11.4%	11	9.0%	7	5.0%	3	5.4%	2	6.1%	1	6.5%	7	8.9%	3
71 - 80%	27.5%	226	25.9%	28	29.9%	21	22.6%	27	38.1%	27	27.9%	28	23.4%	19	41.2%	26	25.2%	11	28.1%	5	21.9%	25	27.5%	9
81 - 90%	22.5%	184	17.8%	19	17.0%	12	19.4%	23	22.9%	16	23.8%	24	21.2%	17	21.0%	13	21.9%	10	10.9%	2	31.9%	36	35.6%	12
91 - 99%	8.7%	72	6.9%	7	12.6%	9	10.7%	13	6.0%	4	9.4%	9	8.4%	7	5.3%	3	12.7%	6	5.8%	1	7.5%	8	10.4%	3
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	0.0%	0
(Don't know / varies)	5.8%	48	3.4%	4	13.2%	9	10.2%	12	4.1%	3	0.0%	0	7.0%	6	5.0%	3	5.2%	2	4.4%	1	5.9%	7	4.0%	1
(Refused)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	72.80		68.83		72.92		73.87		72.59		72.98		72.17		73.39		72.28		65.30		75.56		77.82	
Weighted base:	821		108		71		118		70		101		80		64		45		19		112		34	
Sample:	768		70		68		82		64		77		70		73		63		64		79		58	

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		Zone 11	
Meanscore: [%]																							
Q05XOf all the money you spend on your main and top-up food shopping, what percentage on average goes on your main food shopping? (All respondents)																							
None	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
1 - 10%	0.2%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
11 - 20%	1.6%	18	1.7%	3	1.7%	2	0.8%	1	2.0%	2	3.3%	4	1.3%	1	1.2%	1	3.7%	3	0.0%	0	0.0%	0	2.5%
21 - 30%	2.2%	24	0.0%	0	4.8%	5	2.3%	3	2.0%	2	1.0%	1	4.4%	5	2.5%	2	0.6%	0	7.4%	2	2.1%	3	0.0%
31 - 40%	2.0%	22	5.2%	8	2.7%	3	0.8%	1	2.0%	2	1.1%	1	1.8%	2	1.8%	2	1.4%	1	1.5%	0	0.7%	1	2.6%
41 - 50%	7.0%	77	11.0%	16	4.0%	4	7.0%	10	7.6%	8	8.3%	10	0.8%	1	8.4%	7	8.4%	6	11.5%	3	7.8%	11	2.6%
51 - 60%	7.5%	83	6.4%	9	2.7%	3	12.2%	17	4.9%	5	8.6%	11	12.7%	14	3.1%	3	3.6%	3	9.6%	3	11.2%	15	0.6%
61 - 70%	5.8%	64	8.2%	12	3.1%	3	7.8%	11	1.8%	2	9.3%	11	6.3%	7	3.8%	3	3.3%	2	4.1%	1	5.4%	7	5.3%
71 - 80%	20.5%	226	19.3%	28	20.8%	21	18.8%	27	26.8%	27	22.6%	28	16.5%	19	31.1%	26	15.6%	11	18.7%	5	18.2%	25	16.4%
81 - 90%	16.7%	184	13.3%	19	11.8%	12	16.2%	23	16.2%	16	19.3%	24	14.9%	17	15.8%	13	13.6%	10	7.3%	2	26.6%	36	21.3%
91 - 99%	6.5%	72	5.1%	7	8.7%	9	8.9%	13	4.2%	4	7.6%	9	5.9%	7	4.0%	3	7.9%	6	3.8%	1	6.3%	8	6.2%
100%	25.5%	282	25.5%	37	30.7%	31	16.7%	24	29.5%	29	18.9%	23	29.5%	34	24.6%	21	38.0%	28	33.3%	9	16.9%	23	40.2%
(Don't know / varies)	4.3%	48	2.6%	4	9.1%	9	8.5%	12	2.9%	3	0.0%	0	4.9%	6	3.8%	3	3.2%	2	2.9%	1	4.9%	7	2.4%
(Refused)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%
Mean:	80.07		77.00		82.07		78.66		80.93		78.09		80.91		80.19		83.23		77.20		79.90		86.95
Weighted base:	1103		145		102		142		99		124		114		85		73		28		135		56
Sample:	1103		101		100		100		100		100		101		101		100		100		100		100
Q06AWhenever you do main or top-up food shopping at Asda, Brighton Hill District Centre, Basingstoke do you ever combine it with a visit to other shops or another activity in Brighton Hill District Centre at the same time?																							
Yes	20.7%	228	27.6%	40	41.9%	43	36.6%	52	20.3%	20	10.2%	13	17.7%	20	25.6%	22	1.3%	1	15.5%	4	8.9%	12	2.4%
No	23.1%	254	30.8%	45	38.8%	39	31.7%	45	29.9%	30	20.0%	25	13.8%	16	24.8%	21	2.2%	2	13.2%	4	15.1%	20	15.0%
Never do main or top-up food shopping at Asda, Brighton Hill District Centre, Basingstoke	56.3%	621	41.6%	60	19.3%	20	31.7%	45	49.8%	49	69.8%	87	68.6%	78	49.6%	42	96.5%	70	71.3%	20	76.0%	103	82.6%
Weighted base:	1103		145		102		142		99		124		114		85		73		28		135		56
Sample:	1103		101		100		100		100		100		101		101		100		100		100		100
Q06BWhenever you do main or top-up food shopping at Sainsbury's Superstore, Mulfords Hill, Tadley do you ever combine it with a visit to other shops or another activity in Tadley District Centre at the same time?																							
Yes	8.9%	98	4.2%	6	4.2%	4	0.8%	1	14.8%	15	9.4%	12	38.7%	44	3.6%	3	13.0%	9	1.0%	0	0.7%	1	3.4%
No	21.6%	239	26.4%	38	21.5%	22	21.9%	31	26.5%	26	16.4%	20	45.5%	52	16.5%	14	13.7%	10	5.6%	2	11.7%	16	13.6%
Never do main or top-up food shopping at Sainsbury's Superstore, Mulfords Hill, Tadley	69.5%	766	69.4%	101	74.3%	76	77.4%	110	58.7%	58	74.2%	92	15.8%	18	79.8%	68	73.3%	53	93.4%	26	87.6%	118	83.0%
Weighted base:	1103		145		102		142		99		124		114		85		73		28		135		56
Sample:	1103		101		100		100		100		100		101		101		100		100		100		100

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q06CWhenever you do main or top-up food shopping at Tesco Superstore, District Shopping Centre, Chineham do you ever combine it with a visit to other shops or another activity in Chineham District Centre at the same time?																								
Yes	31.1%	343	41.8%	61	25.6%	26	28.8%	41	52.7%	52	54.7%	68	18.2%	21	31.4%	27	2.9%	2	20.3%	6	28.7%	39	2.9%	2
No	18.0%	199	14.1%	20	19.2%	20	17.7%	25	29.3%	29	24.6%	31	13.4%	15	15.2%	13	5.2%	4	9.8%	3	23.1%	31	14.7%	8
Never do main or top-up food shopping at Tesco Superstore, District Shopping Centre, Chineham	50.8%	561	44.0%	64	55.2%	56	53.6%	76	17.9%	18	20.7%	26	68.4%	78	53.4%	45	92.0%	67	69.9%	20	48.2%	65	82.4%	46
Weighted base:	1103		145		102		142		99		124		114		85		73		28		135		56	
Sample:	1103		101		100		100		100		100		101		101		100		100		100		100	
Q06DWhenever you do main or top-up food shopping at Waitrose, Basing View, Basingstoke do you ever combine it with a visit to other shops or another activity in Basingstoke Town Centre at the same time?																								
Yes	26.5%	292	37.6%	54	28.2%	29	28.4%	40	25.7%	25	33.6%	42	13.7%	16	31.3%	27	5.6%	4	22.2%	6	30.1%	41	14.9%	8
No	16.5%	182	23.0%	33	16.8%	17	15.6%	22	22.9%	23	14.5%	18	8.9%	10	21.8%	19	9.6%	7	12.9%	4	16.2%	22	14.1%	8
Never do main or top-up food shopping at Waitrose, Basing View, Basingstoke	57.0%	628	39.4%	57	55.0%	56	56.0%	79	51.4%	51	51.9%	64	77.4%	88	47.0%	40	84.8%	62	64.9%	18	53.7%	73	71.1%	40
Weighted base:	1103		145		102		142		99		124		114		85		73		28		135		56	
Sample:	1103		101		100		100		100		100		101		101		100		100		100		100	

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q07 Whenever you carry out linked trips as part of your main or top-up food shopping trip - what do you do? [MR]																								
Shopping for: Clothing / footwear	19.5%	216	12.7%	18	20.1%	20	28.7%	41	24.1%	24	16.4%	20	14.2%	16	22.8%	19	12.7%	9	16.0%	4	26.7%	36	11.5%	6
Shopping for: DIY and decorating goods	2.3%	25	0.0%	0	1.7%	2	3.6%	5	0.6%	1	0.0%	0	7.4%	8	0.0%	0	7.0%	5	5.2%	1	1.1%	1	2.4%	1
Shopping for: Domestic electrical appliances such as fridges, kettles, washing machines	1.5%	17	0.0%	0	0.0%	0	4.7%	7	0.9%	1	0.7%	1	2.8%	3	1.2%	1	1.6%	1	1.4%	0	0.7%	1	2.4%	1
Shopping for: Furniture / floorcoverings / household textiles	2.9%	32	0.0%	0	4.9%	5	6.9%	10	1.7%	2	4.4%	5	1.3%	1	1.8%	2	0.6%	0	2.8%	1	3.2%	4	2.1%	1
Shopping for: Mobile phones & accessories	0.4%	5	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Shopping for: Personal / luxury goods such as books, jewellery, china, glass & cosmetics	6.5%	72	6.0%	9	0.5%	0	13.4%	19	10.0%	10	3.7%	5	2.8%	3	10.7%	9	6.2%	4	10.5%	3	6.8%	9	1.2%	1
Shopping for: TV, Hi-Fi, radio, photographic & computer equipment	0.6%	7	0.0%	0	0.0%	0	3.6%	5	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Shopping for: Chemist goods / toiletries	7.8%	86	4.2%	6	8.5%	9	7.3%	10	10.4%	10	15.3%	19	4.3%	5	8.8%	8	7.4%	5	12.5%	3	6.1%	8	4.2%	2
Other FOOD shopping	9.7%	107	10.7%	15	6.2%	6	9.0%	13	11.0%	11	18.4%	23	6.9%	8	8.9%	8	5.6%	4	3.8%	1	11.6%	16	4.6%	3
Meeting family / friends	4.7%	52	4.4%	6	4.1%	4	3.9%	5	5.1%	5	2.2%	3	5.4%	6	10.3%	9	6.1%	4	2.9%	1	3.7%	5	5.4%	3
Visit advice centre / CAB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit cafes - daytime eating / drinking	5.4%	59	4.9%	7	4.4%	4	3.4%	5	3.9%	4	13.1%	16	1.3%	1	8.0%	7	1.9%	1	0.7%	0	7.0%	9	6.5%	4
Visit church	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit gym	1.4%	15	0.0%	0	1.7%	2	1.8%	3	0.0%	0	0.0%	0	0.0%	0	3.6%	3	5.5%	4	2.9%	1	2.2%	3	0.0%	0
Visit library	1.2%	13	2.2%	3	0.5%	0	0.8%	1	0.6%	1	1.5%	2	2.3%	3	0.6%	0	0.0%	0	5.1%	1	1.1%	1	0.6%	0
Visit museum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit nail bar / beauticians	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit restaurants / bars	3.8%	42	2.0%	3	2.7%	3	3.8%	5	12.5%	12	2.2%	3	2.2%	3	4.9%	4	2.8%	2	1.5%	0	3.7%	5	3.1%	2
Visit solicitors / estate agent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit swimming pool	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.9%	1	0.7%	0	0.0%	0	0.0%	0
Visit the bank	4.6%	51	6.1%	9	2.4%	2	1.8%	3	6.4%	6	3.4%	4	4.9%	6	7.5%	6	3.9%	3	2.1%	1	6.9%	9	3.7%	2
Visit the building society	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the dry cleaners / laundrette	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.6%	1	2.9%	4	0.8%	1	0.0%	0	1.3%	1	3.0%	1	0.0%	0	1.2%	1
Visit the hairdressers / barbers	0.5%	5	0.0%	0	0.5%	0	0.5%	1	0.0%	0	0.0%	0	1.0%	1	1.2%	1	0.6%	0	2.1%	1	0.5%	1	0.6%	0
Visit the market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Visit the opticians	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the pharmacy	1.6%	18	2.7%	4	2.6%	3	2.3%	3	2.5%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	4	0.0%	0

**Basingstoke & Deane Household Survey
for Lambert Smith Hampton**

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Visit the doctor / dentist / hospital	1.7%	18	3.5%	5	5.4%	6	1.8%	3	0.6%	1	1.5%	2	1.5%	2	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.1%	1
Get fuel	2.3%	25	0.5%	1	0.5%	0	3.6%	5	0.0%	0	2.9%	4	1.5%	2	5.4%	5	5.1%	4	3.4%	1	2.8%	4	0.6%	0
Get car washed	0.0%	0	0.0%	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	0.0%	0	0.0%	0
Recycling / go to the tip	0.8%	9	2.2%	3	0.5%	0	0.8%	1	0.0%	0	0.0%	0	1.6%	2	2.0%	2	0.6%	0	0.7%	0	0.0%	0	0.0%	0
Window shopping / browsing / go for a walk	6.7%	74	7.4%	11	4.0%	4	2.4%	3	4.5%	4	14.8%	18	1.9%	2	11.9%	10	1.3%	1	5.0%	1	11.0%	15	5.6%	3
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	0.0%	0
Children's activities	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Dog walking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Donating to charity shops	0.4%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.5%	1	0.8%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dropping / picking people up	0.7%	7	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.7%	0	2.2%	3	0.6%	0
Get car serviced	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
School run	0.5%	5	0.0%	0	0.0%	0	0.5%	1	0.0%	0	2.2%	3	0.8%	1	0.8%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Shopping for: Pet products	0.9%	10	0.7%	1	0.5%	0	0.0%	0	0.6%	1	0.7%	1	0.8%	1	0.0%	0	2.0%	1	1.0%	0	3.2%	4	0.0%	0
Shopping for: Stationery / cards	0.4%	4	0.5%	1	0.5%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping in: Charity shops	1.0%	11	1.0%	1	4.2%	4	0.8%	1	0.0%	0	1.2%	2	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports activity	0.7%	7	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.8%	1	0.8%	1	0.9%	1	2.1%	1	0.7%	1	0.0%	0
Use train station	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.8%	0
Visit bookmakers	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit cinema	0.9%	10	0.0%	0	0.7%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	3.0%	3	0.0%	0	3.6%	1	3.2%	4	1.2%	1
Visit cobblers	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.7%	0	0.0%	0	0.0%	0
Visit community centre / local group	0.3%	4	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.6%	0	0.7%	0	0.0%	0	0.0%	0
Visit newsagents	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit post office	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	4.3%	5	1.1%	1	1.6%	1	0.0%	0	3.4%	5	0.6%	0
Visit recycling centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Visit travel agents	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit vets	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.7%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Work	2.4%	27	2.5%	4	1.7%	2	6.3%	9	1.7%	2	2.5%	3	2.5%	3	1.4%	1	0.0%	0	2.5%	1	1.5%	2	1.2%	1
(Don't know)	0.9%	10	1.7%	3	0.0%	0	0.8%	1	0.0%	0	0.7%	1	0.8%	1	0.0%	0	3.7%	3	0.7%	0	1.1%	1	0.0%	0
(Never carry out-linked trips when food shopping)	45.0%	496	54.6%	79	52.8%	54	37.4%	53	40.7%	40	37.6%	47	53.9%	62	33.4%	28	52.4%	38	42.1%	12	36.3%	49	61.6%	35
Weighted base:		1103		145		102		142		99		124		114		85		73		28		135		56
Sample:		1103		101		100		100		100		100		101		101		100		100		100		100

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q08 Where do you normally shop for household purchases of mens, womens, childrens and baby clothing/footwear? NOTE we mean fashion items not sports clothing and footwear Excl. Nulls & SFT																								
Asda, Brighton Hill District Centre, Basingstoke	2.0%	16	1.0%	1	6.4%	5	8.7%	9	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Festival Place, Basingstoke Town Centre	2.5%	20	6.0%	6	3.9%	3	0.7%	1	2.1%	2	2.1%	2	2.2%	2	3.1%	2	0.0%	0	4.8%	1	1.7%	2	0.0%	0
Marks & Spencer, The Meadows (Shopping Centre), Sandhurst	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.8%	0	0.0%	0	3.7%	1	2.1%	2	0.0%	0
Sainsbury's Superstore, Badger Farm Road, Badger Farm, Winchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Sainsbury's Superstore, Bath Road, Calcot, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Hector's Way, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mulfords Hill, Tadley	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	1.0%	9	0.0%	0	2.7%	2	2.7%	3	1.5%	1	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.9%	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	1.4%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Tesco Extra, Winnall, Winchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Tesco Superstore, District Shopping Centre, Chineham	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	0.0%	0
Tesco Superstore, Wellington Avenue, Aldershot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Avenue Nurseries, Lasham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Boots, Brighton Hill District Centre, 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	0.0%	0	0.0%	0	3.0%	1
Homesense (TK Maxx), Festival Place, Basingstoke	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Southampton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
John Lewis, Broad Street, Reading Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
John Lewis, Westquay Shopping Centre, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Matalan, Chineham District Centre, Basingstoke	0.7%	6	0.0%	0	2.1%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Next, Festival Place, Basingstoke	0.7%	6	0.0%	0	0.0%	0	0.7%	1	1.0%	1	2.3%	2	2.4%	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	0.0%	0	0.9%	0	0.0%	0	1.8%	1
Alton Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	2	0.0%	0	0.0%	0
Andover Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0	5.5%	2
Basingstoke Town Centre: Festival Place Shopping Centre	60.1%	498	77.3%	80	65.4%	52	66.1%	70	75.0%	63	61.7%	58	71.7%	61	59.3%	38	19.9%	11	32.4%	7	48.2%	47	27.5%	10
Basingstoke Town Centre: The Malls Shopping Centre	4.6%	38	8.6%	9	3.3%	3	5.4%	6	6.1%	5	4.6%	4	2.0%	2	0.8%	0	0.0%	0	0.9%	0	9.5%	9	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	0.6%	5	2.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: The whole of Basingstoke Town Centre	3.6%	30	1.0%	1	4.7%	4	11.9%	13	6.6%	6	1.0%	1	2.4%	2	1.9%	1	0.0%	0	6.4%	1	1.0%	1	0.0%	0
Brighton Hill District Centre	0.2%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.7%	6	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	4.6%	4	0.0%	0
Central London / West End	1.0%	8	0.7%	1	0.0%	0	0.0%	0	1.5%	1	1.0%	1	1.0%	1	1.1%	1	0.0%	0	4.5%	1	1.5%	1	3.4%	1
Chineham District Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Farnham Town Centre	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	13.0%	3	3.6%	4	0.0%	0
Fleet Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0
Guildford Town Centre	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	2	6.9%	7	0.0%	0
Kingsclere Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Newbury Town Centre	5.6%	46	0.7%	1	2.1%	2	0.7%	1	0.7%	1	2.0%	2	1.7%	1	3.5%	2	67.7%	36	0.0%	0	0.0%	0	0.9%	0
Overton District Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Portsmouth City Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre (includes The Oracle Shopping Centre)	3.8%	32	0.0%	0	4.6%	4	0.7%	1	2.1%	2	10.7%	10	5.1%	4	0.0%	0	2.7%	1	2.8%	1	9.1%	9	0.0%	0
Salisbury City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Southampton City Centre (includes Westquay Shopping Centre)	0.9%	8	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	18.0%	7
Tadley District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitchurch District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Winchester City Centre	2.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	7	1.7%	1	3.1%	1	0.0%	0	29.3%	11
Brighton Hill Retail Park, Basingstoke	0.2%	2	0.0%	0	2.1%	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
Hedge End Retail Park,	0.3%	3	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Southampton																								
Houndmills Industrial Estate, Basingstoke	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Retail Park, Pinchington Lane, Newbury	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.6%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0
Carlisle City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cirencester Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templer Avenue, Farnborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0
Country Market Retail Centre, Kingsley, Bordon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gunwharf Quays Designer Outlet, Portsmouth	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hungerford 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	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Llanelli Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romsey Town Centre	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockbridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
The Meadows Centre, Marshall Road, Sandhurst	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Weighted base:	829		104		80		106		83		95		85		65		54		22		97		38	
Sample:	816		74		80		73		80		76		72		74		76		73		72		66	

Meanscore: [Number of visits per month]

Q09 How often do you visit (LOCATION MENTIONED AT Q08) for clothing and footwear purchases ?

Not those who said '(Don't know / varies)' or '(Don't do this type of shopping)' at Q08

Everyday	1.1%	11	1.8%	3	6.6%	6	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	0.4%	4	0.0%	0	1.8%	2	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 days a week	1.9%	20	1.8%	3	1.8%	2	0.0%	0	4.7%	5	1.1%	1	5.0%	5	2.5%	2	0.0%	0	0.0%	0	1.1%	1	2.0%	1
1 day a week	6.8%	72	13.2%	19	8.6%	8	9.5%	13	3.9%	4	5.7%	7	6.1%	7	2.1%	2	4.0%	3	0.7%	0	5.6%	7	5.4%	3
Once every 2 weeks	9.0%	96	8.5%	12	8.4%	8	5.2%	7	10.4%	10	15.7%	19	6.6%	7	9.6%	8	5.2%	4	4.6%	1	13.8%	18	3.5%	2
Once every month	23.6%	253	29.4%	41	18.5%	18	31.6%	45	22.2%	21	20.5%	24	21.0%	23	22.4%	19	16.5%	11	17.2%	5	22.6%	29	28.3%	16
Once every two months	15.2%	162	13.9%	20	14.6%	14	9.8%	14	16.9%	16	14.2%	17	18.7%	21	20.2%	17	16.7%	12	10.4%	3	17.9%	23	11.9%	7
3-4 times a year	27.9%	298	16.4%	23	25.5%	25	22.2%	32	28.5%	28	29.7%	35	26.7%	29	36.7%	31	38.2%	26	42.0%	12	28.4%	37	37.6%	21
Once a year	5.4%	57	4.5%	6	3.8%	4	3.4%	5	3.6%	4	5.4%	6	5.6%	6	4.7%	4	9.7%	7	16.6%	5	4.4%	6	9.6%	5
Less often	1.5%	16	2.3%	3	2.0%	2	0.8%	1	3.8%	4	0.0%	0	1.1%	1	0.0%	0	0.7%	0	2.9%	1	2.2%	3	0.6%	0
(Don't know / varies / no particular pattern)	7.4%	79	8.2%	11	8.3%	8	13.9%	20	6.0%	6	7.7%	9	9.2%	10	1.8%	2	9.1%	6	5.7%	2	4.0%	5	1.2%	1
Mean:	1.48		1.88		3.20		1.94		1.31		1.11		1.39		0.99		0.70		0.52		1.06		0.96	
Weighted base:	1070		140		96		142		97		119		110		84		69		28		129		56	
Sample:	1072		96		96		100		96		96		97		99		97		99		97		99	

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q10 How do you usually travel to (LOCATION MENTIONED AT Q08) for clothing and footwear shopping?																								
<i>Not those who said '(Don't know / varies)', (Don't do this type of shopping)' or 'Internet / delivery' at Q08</i>																								
Car / van (as driver)	68.6%	569	28.7%	30	62.4%	50	62.1%	66	61.5%	51	82.8%	79	65.1%	55	84.4%	55	90.8%	49	74.7%	16	89.9%	87	81.2%	31
Car / van (as passenger)	6.4%	53	4.1%	4	8.7%	7	10.4%	11	7.3%	6	3.3%	3	10.7%	9	5.0%	3	0.9%	0	4.4%	1	5.2%	5	6.5%	2
Bus, minibus or coach	10.4%	86	7.3%	8	14.0%	11	16.4%	17	21.8%	18	6.9%	7	14.8%	13	5.4%	3	7.1%	4	8.6%	2	0.7%	1	6.4%	2
Using park & ride facility	1.1%	9	2.4%	3	0.0%	0	1.4%	1	0.0%	0	0.7%	1	1.4%	1	3.4%	2	0.0%	0	0.0%	0	0.7%	1	0.9%	0
Motorcycle, scooter or moped	0.5%	4	0.0%	0	2.1%	2	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	8.9%	74	53.3%	55	5.5%	4	3.4%	4	6.0%	5	0.7%	1	3.9%	3	0.8%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Taxi	0.5%	4	0.0%	0	2.1%	2	0.7%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1	0.0%	0	0.0%	0
Train	1.8%	15	0.7%	1	0.6%	0	0.7%	1	2.1%	2	5.6%	5	1.0%	1	1.1%	1	0.0%	0	1.8%	0	3.5%	3	2.1%	1
Bicycle	0.3%	2	1.0%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0
Not applicable / goods delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aeroplane	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0
(Don't know / varies)	1.4%	11	2.5%	3	3.3%	3	2.4%	3	0.0%	0	0.0%	0	3.1%	3	0.0%	0	1.3%	1	0.9%	0	0.0%	0	0.0%	0
Weighted base:		829		104		80		106		83		95		85		65		54		22		97		38
Sample:		816		74		80		73		80		76		72		74		76		73		72		66

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q11 Where else do you shop to buy clothing / footwear goods?																								
<i>Not those who said '(Don't know / varies)' or '(Don't do this type of shopping)' at Q08 AND Excl. Nulls & SFT</i>																								
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	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Asda, Brighton Hill District Centre, Basingstoke	2.8%	14	0.0%	0	11.5%	5	5.1%	3	8.8%	3	1.6%	1	1.7%	1	0.9%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Marks & Spencer, Chineham District Centre, Basingstoke	0.2%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Festival Place, Basingstoke Town Centre	2.6%	13	14.8%	6	1.1%	0	1.3%	1	3.3%	1	1.1%	1	1.2%	1	2.8%	2	0.0%	0	0.0%	0	3.2%	2	0.0%	0
Marks & Spencer, High Street, Alton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Marks & Spencer, The Meadows (Shopping Centre), Sandhurst	1.6%	8	6.6%	3	2.4%	1	0.0%	0	3.5%	1	1.1%	1	0.0%	0	0.9%	0	0.0%	0	1.4%	0	2.8%	2	0.0%	0
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	0.1%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Badger Farm Road, Badger Farm, Winchester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Sainsbury's Superstore, Mulford's Hill, Tadley	1.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	2.0%	10	8.3%	3	5.8%	2	3.2%	2	0.0%	0	1.6%	1	0.0%	0	1.8%	1	0.0%	0	4.4%	1	0.0%	0	0.0%	0
Tesco Extra, Winnall, Winchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, District Shopping Centre, Chineham	0.7%	3	0.0%	0	0.0%	0	3.8%	2	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos, The Hart Centre, Fleet	0.3%	2	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Easton Lane, Winnall, Winchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
John Lewis, Basing View, Basingstoke	0.1%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Westquay Shopping Centre, Southampton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Matalan, Chineham District Centre, Basingstoke	1.3%	7	0.0%	0	0.0%	0	0.0%	0	4.0%	1	7.0%	4	0.0%	0	0.0%	0	0.0%	0	3.0%	0	0.9%	1	0.0%	0
Next, Festival Place,	1.3%	6	0.0%	0	0.0%	0	9.4%	5	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Basingstoke																							
Wickes, Churchill Way West, Basingstoke	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Alresford 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	1.4%	0	0.0%	0	0.0%	0	0.0%
Alton Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	1	0.0%	0	0.0%	0	0.0%
Andover Town Centre	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	4	0.0%	0	0.0%	0	0.0%	0	3.0%
Basingstoke Town Centre: Festival Place Shopping Centre	27.7%	138	28.0%	11	18.1%	8	26.7%	15	21.3%	7	32.5%	19	34.3%	17	33.1%	18	17.0%	7	17.4%	2	36.7%	27	18.9%
Basingstoke Town Centre: The Malls Shopping Centre	3.9%	19	10.6%	4	3.6%	2	6.3%	4	3.3%	1	1.6%	1	8.0%	4	0.9%	0	0.0%	0	0.0%	0	4.0%	3	2.1%
Basingstoke Town Centre: Top of Town / Old Basingstoke	0.2%	1	0.0%	0	1.1%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Basingstoke Town Centre: The whole of Basingstoke Town Centre	1.6%	8	2.8%	1	2.3%	1	7.5%	4	0.0%	0	0.0%	0	1.7%	1	0.9%	0	0.0%	0	2.1%	0	0.0%	0	0.0%
Bicester Village Outlet Shopping Centre, Bicester	1.4%	7	0.0%	0	5.0%	2	4.5%	3	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Camberley Town Centre	0.7%	4	0.0%	0	1.7%	1	0.0%	0	3.3%	1	1.1%	1	0.0%	0	0.0%	0	1.4%	0	1.4%	1	0.0%	0	0.0%
Central London / West End	4.5%	22	6.5%	3	0.0%	0	1.3%	1	8.1%	3	1.1%	1	4.0%	2	1.8%	1	12.2%	5	14.4%	2	7.0%	5	1.4%
Chineham District Centre	2.2%	11	10.2%	4	0.0%	0	0.0%	0	3.3%	1	0.0%	0	2.9%	1	6.1%	3	0.0%	0	0.0%	0	1.4%	1	0.0%
Farnborough Town Centre	0.3%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%
Farnham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	2.8%	0	0.0%	0	0.0%
Fleet Town Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3	0.0%
Guildford Town Centre	2.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3	0.0%	0	0.9%	0	2.4%	1	7.3%	1	9.1%	7	0.0%
Kingsclere Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%
Newbury Town Centre	3.5%	17	0.0%	0	1.1%	0	0.0%	0	1.6%	1	5.8%	3	7.0%	4	1.8%	1	20.7%	8	0.0%	0	0.0%	0	0.0%
Oxford City Centre	0.7%	4	0.0%	0	6.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%
Portsmouth City Centre	1.0%	5	0.0%	0	0.0%	0	6.9%	4	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Reading Town Centre (includes The Oracle Shopping Centre)	10.6%	53	1.9%	1	7.8%	3	14.0%	8	19.1%	7	16.9%	10	9.4%	5	5.1%	3	7.9%	3	8.3%	1	16.6%	12	0.0%
Salisbury City Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	4.0%
Southampton City Centre (includes Westquay Shopping Centre)	3.9%	19	0.0%	0	6.5%	3	0.0%	0	3.5%	1	1.6%	1	0.0%	0	3.2%	2	1.7%	1	4.4%	1	2.9%	2	27.9%
Swindon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tadley District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%
Winchester City Centre	5.4%	27	1.9%	1	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.3%	9	8.4%	3	10.1%	1	1.4%	1	28.4%
Wokingham Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Churchill Retail Park, Andover	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Hedge End Retail Park, Southampton	0.7%	3	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	1.1%	0	1.4%	0	0.0%	0	2.1%	1
Newbury Retail Park, Pinchington Lane, Newbury	2.5%	12	2.8%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	2	8.5%	4	0.0%	0	11.5%	5	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Aylsham Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Town Centre	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	3.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chorley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, South Oak Way, Reading	1.1%	6	0.0%	0	3.9%	2	5.6%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Country Market Retail Centre, Kingsley, Bordon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Crowthorne Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Glover & Riding Tailors, Queen's Avenue, Aldershot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Go Outdoors, Reading Road, Chineham, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Gunwharf Quays Designer Outlet, Portsmouth	0.7%	4	0.0%	0	2.4%	1	1.9%	1	0.0%	0	0.0%	0	1.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0
Hook Town Centre	0.2%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keighley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlborough Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Metrocentre, Gateshead	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, Newbury Road, Andover	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romsey Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Stockbridge Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0	1.0%	0
Sunningdale Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Swansea City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Designer Outlet, Kemble Drive, Swindon	0.9%	4	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	4.1%	2	1.4%	0	0.0%	0	0.0%	0
The Meadows Centre, Marshall Road, Sandhurst	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.4%	0	0.9%	1	0.0%	0
Wellington Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Weighted base:	498		38		43		57		35		58		50		54		41		14		74		33	
Sample:	538		30		45		41		39		48		46		64		54		51		62		58	

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q12 Do you ever visit Basingstoke Town Centre for clothing, footwear or fashion purchases?																								
<i>Not those who said '(Don't do this type of shopping)' at Q08</i>																								
Yes	84.2%	915	97.2%	139	90.5%	91	91.1%	129	90.2%	87	82.8%	101	91.2%	103	88.4%	75	57.4%	40	64.7%	18	80.1%	105	46.8%	26
No	15.8%	172	2.8%	4	9.5%	10	8.9%	13	9.8%	9	17.2%	21	8.8%	10	11.6%	10	42.6%	30	35.3%	10	19.9%	26	53.2%	30
Weighted base:		1086		143		101		142		97		122		113		85		70		28		131		56
Sample:		1083		98		99		100		96		97		99		100		98		99		98		99
Q13A Do you ever you drive to Basingstoke Town centre?																								
<i>Those who visit Basingstoke Town Centre at Q12</i>																								
Yes	76.9%	703	44.9%	62	76.5%	70	76.1%	98	68.6%	60	87.2%	88	80.3%	83	91.9%	69	86.5%	35	96.8%	17	92.6%	97	90.7%	24
No	23.1%	212	55.1%	76	23.5%	21	23.9%	31	31.4%	27	12.8%	13	19.7%	20	8.1%	6	13.5%	5	3.2%	1	7.4%	8	9.3%	2
Weighted base:		915		139		91		129		87		101		103		75		40		18		105		26
Sample:		845		95		89		87		86		82		86		87		54		63		76		40

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q13 When you drive to Basingstoke Town centre, which car park do you normally use?																								
<i>Those who drive to Basingstoke Town centre at Q13A</i>																								
Albert Yard (Short stay - car park off New Road, behind Dragon Palace Restaurant)	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brinkletts Yard (Long stay - car park on Winchester Road)	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castons (Long stay - car park near Premier Inn and All Saints Church)	1.0%	7	3.6%	2	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	3.5%	1	0.0%	0	2.9%	1
Castons Yard (Short stay - car park off New Road, next to Castons Walk footpath)	0.4%	3	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	5.5%	1	0.0%	0	0.0%	0
Central (Short stay - car park off Red Lion Lane, near The Wote Street Club)	2.7%	19	1.7%	1	6.3%	4	4.1%	4	3.0%	2	3.8%	3	2.1%	2	0.7%	0	1.3%	0	4.6%	1	0.7%	1	0.0%	0
Churchill Way (Long stay - car park to the right of The Moose Centre)	1.5%	11	4.2%	3	0.0%	0	3.3%	3	0.0%	0	5.2%	5	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Churchill Way East (Long stay - car park to the left of The Moose Centre)	1.1%	8	4.0%	3	0.0%	0	1.1%	1	2.0%	1	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Eastlands (Long stay - car park off London Road, near the Inigo Business Centre)	0.4%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Feathers Yard (Short stay - small car park, has Inki Fingers Tattoo Studio on it)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Festival Place (Short & Long stay - large car park at the Festival Place Shopping Centre)	63.2%	444	46.6%	29	59.1%	41	48.7%	48	58.4%	35	65.6%	58	77.3%	64	64.8%	45	78.8%	27	59.3%	10	70.1%	68	81.1%	19
Jacobs Yard (Short stay - small car park off New Road, next to St Pancras House)	1.3%	9	9.1%	6	2.4%	2	1.1%	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
Joices Yard (Short stay - medium car park, has Oriental Wok takeaway on it)	1.9%	14	9.2%	6	0.0%	0	2.6%	3	0.0%	0	1.8%	2	0.0%	0	5.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sarum Hill (Long stay - car	1.0%	7	0.0%	0	1.0%	1	1.5%	1	0.0%	0	2.5%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
park next to Sovereign Housing Building)																								
Southern Road (Long stay - car park near Premier Inn)	1.2%	8	1.2%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	2.4%	2	0.0%	0	4.9%	1	2.4%	2	0.0%	0
The Malls / Alencon Link (Short & Long stay - large car park for The Malls Shopping Centre)	9.6%	67	12.9%	8	7.3%	5	22.0%	22	10.6%	6	1.0%	1	14.5%	12	7.6%	5	5.7%	2	1.1%	0	3.9%	4	8.6%	2
Vyne Meadow (Short & Long stay - large car park off Vyne Road, next To Glebe House)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0
On-street parking	1.7%	12	1.2%	1	3.7%	3	1.1%	1	2.0%	1	0.0%	0	0.0%	0	2.2%	2	1.3%	0	2.7%	0	3.7%	4	0.0%	0
Workplace car park	0.9%	6	0.0%	0	0.0%	0	1.1%	1	0.0%	0	3.1%	3	1.5%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home address	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0
Park & Ride	1.0%	7	0.0%	0	3.1%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	2	2.7%	1	2.2%	0	0.0%	0	1.4%	0
Basingstoke Hospital Car Park	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Irish Society Car Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Basingstoke Railway Station Car Park	0.6%	5	0.0%	0	0.0%	0	0.0%	0	7.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bounty Rise Road, Basingstoke	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Church Street, Basingstoke	0.5%	3	0.0%	0	0.0%	0	1.1%	1	2.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastrop Lane, Basingstoke	0.8%	5	0.0%	0	2.1%	1	1.1%	1	0.0%	0	2.5%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Lower Basing View Car Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queen Mary Avenue, 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	0.0%	0	0.7%	1	0.0%	0
Red Lion Hotel Car Park	0.7%	5	0.0%	0	1.0%	1	1.6%	2	1.0%	1	1.5%	1	0.0%	0	1.0%	1	0.0%	0	1.1%	0	0.0%	0	0.0%	0
St Michael's Church Car Park	0.3%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Waitrose Car Park, Basingstoke	3.0%	21	1.2%	1	5.2%	4	1.1%	1	1.4%	1	3.1%	3	0.7%	1	5.9%	4	1.3%	0	9.4%	2	5.5%	5	0.0%	0
(Don't know / varies)	4.2%	30	1.2%	1	1.7%	1	6.7%	7	7.5%	4	5.1%	4	1.4%	1	2.1%	1	2.7%	1	2.2%	0	7.1%	7	6.1%	1
Weighted base:		703		62		70		98		60		88		83		69		35		17		97		24
Sample:		666		50		68		65		55		71		72		76		44		60		69		36

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q14 Why don't you visit Basingstoke Town Centre for clothing, footwear or fashion purchases? [MR]																								
<i>Those who don't visit Basingstoke Town Centre at Q12</i>																								
Difficult to park	4.1%	7	0.0%	0	17.6%	2	0.0%	0	6.1%	1	0.0%	0	0.0%	0	0.0%	0	8.8%	3	7.9%	1	2.3%	1	3.3%	1
Difficult to park near shops	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	1.6%	0	6.1%	1	0.0%	0	0.0%	0
High cost of parking	2.4%	4	0.0%	0	0.0%	0	0.0%	0	12.8%	1	0.0%	0	5.9%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	4.6%	1
Poor access for disabled	2.0%	3	0.0%	0	0.0%	0	17.2%	2	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor accessibility by foot / cycle	0.6%	1	0.0%	0	10.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor accessibility by public transport	1.6%	3	18.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	12.0%	1	0.0%	0	1.1%	0
Poor environment	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.1%	0
Poor lighting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor security for shoppers / don't feel safe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops: Don't like the shops	5.0%	9	0.0%	0	5.1%	0	11.7%	1	6.1%	1	0.0%	0	17.4%	2	9.9%	1	6.8%	2	4.9%	0	3.3%	1	0.0%	0
Shops: Lack of clothing and footwear (fashion) stores	7.6%	13	0.0%	0	0.0%	0	17.5%	2	8.9%	1	27.6%	6	0.0%	0	12.2%	1	2.3%	1	2.9%	0	7.8%	2	0.0%	0
Shops: Lack of department stores	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops: Lack of eating and drinking places	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops: Lack of independent / specialist / boutique shops	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	0.0%	0	1.1%	0
Shops: Lack of multiple / branded shops	0.7%	1	0.0%	0	0.0%	0	0.0%	0	12.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops: Lack of shops in general	2.2%	4	18.3%	1	5.1%	0	5.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	4.8%	1	1.1%	0
Shops: Poor quality shops	3.0%	5	18.3%	1	0.0%	0	5.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	2	6.8%	1	2.3%	1	0.0%	0
Shops: Prices are too expensive	0.5%	1	0.0%	0	0.0%	0	0.0%	0	8.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too expensive to get there	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Too long / inconvenient journey (too far from home)	28.1%	49	0.0%	0	7.5%	1	0.0%	0	0.0%	0	47.1%	10	5.9%	1	10.5%	1	46.3%	14	17.6%	2	30.4%	9	42.1%	13
Traffic congestion	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	2.2%	1
Vacant shops	1.2%	2	0.0%	0	22.2%	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
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	0.0%	0
Don't drive so it's difficult to get there	0.8%	1	0.0%	0	0.0%	0	5.8%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0
Don't like big shopping centres	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	6.1%	1	0.0%	0	0.0%	0
Don't like driving that far	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	2.0%	0	0.0%	0	0.0%	0
Don't like Festival Place Shopping Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0
Health reasons / mobility problems	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	1	0.0%	0	0.0%	0	3.9%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Just prefer to use other places	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1
Lost my car last time so it's put me off going there again	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	2.9%	0	0.0%	0	0.0%	0
Not familiar with the place	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	7.0%	2	8.6%	1	0.0%	0	0.0%	0
Poor atmosphere	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0
Prefer online shopping	4.5%	8	63.3%	3	0.0%	0	12.4%	2	26.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	3.8%	1
Prefer to use supermarkets	0.4%	1	0.0%	0	7.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prefer towns with more charity shops	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.1%	2	3.3%	1	0.0%	0	0.0%	0	0.0%	0
Shops: Doesn't have my favourite store	0.5%	1	0.0%	0	5.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Shops: Lack of clothing stores for larger sizes	2.1%	4	0.0%	0	10.8%	1	8.6%	1	6.1%	1	0.0%	0	8.7%	1	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0
Shops: Lack of stores for older people	1.7%	3	0.0%	0	0.0%	0	5.8%	1	18.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	0	0.0%	0	0.0%	0
Too big / shops too spread out	2.1%	4	0.0%	0	5.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	0	3.3%	1	6.8%	1	0.0%	0	3.4%	1
Too crowded / busy	3.0%	5	0.0%	0	0.0%	0	8.6%	1	0.0%	0	0.0%	0	5.9%	1	5.0%	0	0.0%	0	11.0%	1	7.0%	2	0.0%	0
Work there so don't want to visit there in my free time	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.0%	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	2.0%	0	9.8%	3	1.1%	0
(No particular reason)	24.3%	43	0.0%	0	10.8%	1	18.2%	2	21.0%	2	18.9%	4	41.0%	4	28.2%	3	18.1%	5	20.8%	2	34.7%	10	29.5%	9
Weighted base:	176			4		10		13		9		21		10		10		30		10		30		30
Sample:	240			3		10		13		10		15		13		13		44		36		24		59

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q15 Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)? Excl. Nulls & SFT																								
Asda, Brighton Hill District Centre, Basingstoke	1.1%	6	2.6%	2	1.8%	1	1.5%	1	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Marks & Spencer, The Meadows (Shopping Centre), Sandhurst	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0
Morrisons, Elvetham Heath, (The Key), Fleet	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Worting Road, Thorneycroft Industrial Estate, Basingstoke	0.4%	3	0.0%	0	2.9%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Lister Road, Basingstoke	0.9%	5	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.2%	0	3.8%	3	0.0%	0
Bensons for Beds, Brighton Hill Retail Park, Basingstoke	0.4%	2	0.0%	0	0.8%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpentryright, Brighton Hill Retail Park, Basingstoke	3.8%	22	7.8%	5	3.8%	2	8.0%	6	5.7%	3	2.3%	1	6.0%	3	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Brighton Hill Retail Park, Basingstoke	2.9%	17	5.3%	3	7.3%	4	3.7%	3	5.0%	3	0.0%	0	6.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Gastons Wood, Basingstoke	5.5%	32	1.2%	1	4.6%	3	0.0%	0	13.2%	7	13.0%	7	9.0%	5	0.0%	0	0.0%	0	9.1%	1	9.0%	7	0.0%	0
Harveys Furniture, Brighton Hill Retail Park	1.3%	7	4.2%	3	1.8%	1	1.0%	1	1.0%	1	3.8%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0
Homebase, Easton Lane, Winnall, Winchester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Homebase, Winchester Road, Basingstoke	0.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homesense (TK Maxx), Festival Place, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Reading	8.5%	49	11.0%	7	5.4%	3	3.5%	3	13.1%	7	7.4%	4	9.2%	5	8.2%	4	8.3%	3	0.0%	0	16.4%	13	0.0%	0
IKEA, Southampton	1.8%	10	5.3%	3	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	6.8%	3	1.1%	0	1.2%	0	0.0%	0	5.3%	2
John Lewis, Basing View, Basingstoke	5.4%	31	2.4%	1	10.8%	6	3.2%	2	2.5%	1	3.8%	2	4.6%	3	10.3%	5	7.3%	3	17.3%	3	5.1%	4	0.0%	0
John Lewis, Broad Street, Reading Town Centre	1.4%	8	0.0%	0	0.0%	0	1.0%	1	2.1%	1	2.2%	1	1.5%	1	0.0%	0	1.1%	0	1.2%	0	4.3%	3	0.0%	0
John Lewis, Westquay Shopping Centre, Southampton	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	9.6%	3
Oak Furniture Land, St	1.0%	6	0.0%	0	2.9%	2	0.0%	0	1.0%	1	1.6%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Michael's Retail Park, Basingstoke																								
Reading Warehouses, New Road, Tadley	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tapi Carpets and Floors, St. Michaels Retail Park, Basingstoke	1.7%	10	6.8%	4	8.8%	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
The Entertainer, Festival Place, Basingstoke	0.3%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Churchill Way West, Basingstoke	0.6%	3	0.0%	0	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Alton Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	2	0.0%	0	0.0%	0
Andover Town Centre	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	1.7%	1	0.0%	0	0.0%	0	15.8%	6
Basingstoke Town Centre: Festival Place Shopping Centre	4.7%	27	6.6%	4	2.9%	2	6.1%	4	6.7%	4	1.6%	1	12.9%	7	2.4%	1	0.0%	0	6.8%	1	4.0%	3	0.0%	0
Basingstoke Town Centre: The Malls Shopping Centre	0.6%	4	6.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Top of Town / Old 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	1.2%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: The whole of Basingstoke Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.0%	0	0.0%	0	1.2%	0	0.9%	1	0.0%	0
Brighton Hill District Centre	0.7%	4	0.0%	0	0.0%	0	5.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.8%	5	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	6.5%	1	2.5%	2	0.0%	0
Chandlers Ford, Winchester	0.5%	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	2.5%	0	0.0%	0	4.7%	2
Chineham District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0
Eastleigh Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	2
Farnborough Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0
Farnham Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0
Fleet Town Centre	0.3%	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	1.3%	1	0.0%	0
Guildford Town Centre	0.6%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	5.7%	1	1.8%	1	0.0%	0
Kingston upon Thames Town Centre	0.4%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Newbury Town Centre	2.8%	16	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	1	3.8%	2	29.0%	12	0.0%	0	0.0%	0	0.9%	0
Oakley Village	1.3%	7	0.0%	0	0.8%	0	2.0%	1	1.0%	1	1.1%	1	0.0%	0	8.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Overton District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth City Centre	0.4%	3	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Reading Town Centre (includes The Oracle Shopping Centre)	1.6%	9	0.0%	0	0.0%	0	2.5%	2	0.0%	0	6.4%	4	1.5%	1	1.4%	1	3.5%	1	5.4%	1	0.0%	0	0.0%	0
Salisbury City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	1.8%	1
Southampton City Centre (includes Westquay Shopping Centre)	1.1%	7	0.0%	0	0.8%	0	1.0%	1	2.2%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	3.9%	1	0.0%	0	8.9%	3
Whitchurch District Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	1.0%	6	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.1%	0	1.8%	0	0.0%	0	9.9%	3
Wokingham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Basingstoke Leisure Park, Worting Road, Basingstoke	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	18.6%	108	25.1%	15	29.0%	17	24.8%	18	24.2%	14	32.6%	19	16.6%	9	21.3%	11	3.4%	1	4.3%	1	2.5%	2	4.8%	2
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	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Farnborough Gate Retail Park, Farnborough	2.1%	12	1.8%	1	0.0%	0	5.7%	4	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	5	0.9%	0
Forbury Retail Park, Reading	1.1%	6	0.0%	0	0.0%	0	1.0%	1	2.1%	1	0.0%	0	1.5%	1	0.0%	0	4.9%	2	0.0%	0	1.8%	1	0.0%	0
Hatch Warren Retail Park, Wallop Drive, Basingstoke	0.9%	5	3.0%	2	1.7%	1	0.0%	0	0.0%	0	1.1%	1	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End Retail Park, Southampton	1.7%	10	0.0%	0	0.8%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	5.4%	3	0.0%	0	0.0%	0	0.0%	0	17.3%	6
London Road Retail Park, Newbury	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0
Newbury Retail Park, Pinchington Lane, Newbury	2.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.5%	1	2.0%	1	22.7%	9	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	1.8%	10	1.2%	1	1.2%	1	1.0%	1	0.0%	0	5.4%	3	8.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
St Michael's Retail Park, Basingstoke	1.8%	11	3.7%	2	2.1%	1	4.5%	3	1.0%	1	0.0%	0	4.6%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abingdon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ash Vale Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Basingstoke Business Centre, Winchester Road, Basingstoke	0.3%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boyatt Wood Industrial Estate, Eastleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Cirencester Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Furniture Village, Europa Park Road, Guildford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hambridge Lane Industrial Estate, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	2.1%	2	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Hatch Warren District Centre	0.3%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook Town Centre	1.8%	11	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	9	0.0%	0
Hungerford Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0
Invincible Road, Farnborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Moniton Trading Estate, West Ham Lane, Basingstoke	1.4%	8	0.0%	0	0.0%	0	1.5%	1	0.0%	0	4.7%	3	0.0%	0	7.5%	4	0.0%	0	1.8%	0	0.0%	0	0.0%	0
Parkway Shopping Centre, Park Way, Newbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Poole Retail Park, Redlands, Poole	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Romans Business Park, East Street, Farnham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Romsey Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Sofas and Stuff, The Walled Garden, Herriard	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solartron Retail Park, Solartron Road, Farnborough	0.5%	3	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	1.8%	1	0.0%	0
The Meadows Centre, Marshall Road, Sandhurst	0.3%	2	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
The Range, Ivy Road, Aldershot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0
Vale Furnishers, Wharf Road, Ash Vale	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wall to Wall Flooring, Tintern Close, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester Trade Park, Easton Lane, Winchester	0.3%	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	0.0%	0	2.9%	1
Winnall Local Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Worting Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Weighted base:	581		60		58		72		56		57		57		50		41		15		78		35	
Sample:	598		46		58		51		57		51		49		56		57		53		58		62	

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q16 Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?																								
<i>Excl. Nulls & SFT</i>																								
Asda, Brighton Hill 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	0.0%	0
Lidl, Gastons Wood, Basingstoke	0.4%	3	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Elvetham Heath, (The Key), 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	0.0%	0	0.6%	1	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Avenue Nurseries, Lasham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0
B&M, Worting Road, Thorneycroft Industrial Estate, Basingstoke	0.8%	7	0.0%	0	4.2%	3	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Invincible Road, Farnborough	3.7%	32	1.1%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	2.3%	2	0.0%	0	0.0%	0	0.0%	0	25.0%	27	0.0%	0
B&Q, Lister Road, Basingstoke	31.5%	272	44.8%	45	45.4%	37	32.7%	34	48.0%	38	38.8%	37	32.2%	28	17.5%	12	2.9%	2	27.4%	6	27.2%	30	4.7%	2
B&Q, London Road Retail Park, Newbury	4.5%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	2.3%	2	0.0%	0	51.8%	34	0.0%	0	0.0%	0	0.0%	0
B&Q, Reading Gate Retail Park, Acre Road, Reading	3.8%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	7	8.9%	8	0.0%	0	1.0%	1	0.0%	0	16.2%	18	0.0%	0
Basingstoke Garden Centre, North Waltham	0.4%	3	0.0%	0	2.1%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Conkers Garden Centre, Old Basing	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Dunelm, Gastons Wood, Basingstoke	0.3%	3	0.7%	1	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elm Park Garden Centre, Pamber End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Winchester Road, Basingstoke	1.2%	11	3.6%	4	0.0%	0	3.5%	4	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Easton Lane, Winnall, Winchester	2.8%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	51.8%	24
Homebase, Enham Arch Retail Park, Newbury Road, Andover	2.9%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	19.7%	14	3.6%	2	0.0%	0	0.0%	0	12.9%	6
Homebase, Kenavon Drive, 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	0.0%	0
Homebase, Winchester Road, Basingstoke	19.8%	170	19.0%	19	31.4%	26	32.2%	34	30.3%	24	14.0%	13	8.4%	7	39.7%	28	3.6%	2	16.8%	4	11.7%	13	1.4%	1
Homesense (TK Maxx), Festival Place,	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Basingstoke																								
IKEA, 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	0.0%	0
Reading Warehouses, New Road, Tadley	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rosebourne Garden Centre, Basingstoke Road, Aldermaston	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Thorneycroft Industrial Estate, Basingstoke	1.0%	9	5.5%	5	1.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0
Sherfield on Loddon Garden Centre (Capital Gardens), Sherfield on Loddon	0.2%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
The Range, Gastons Wood, Basingstoke	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Winchester Road Trade Park, Basingstoke	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	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	8.2%	71	11.5%	12	10.4%	8	13.1%	14	9.8%	8	14.0%	13	4.3%	4	7.1%	5	10.3%	7	0.9%	0	0.0%	0	0.0%	0
Wickes, Enham Arch Retail Park, Newbury Road, Andover	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.0%	1	0.0%	0	0.0%	0	9.3%	4
Wilko, The Malls Shopping Centre, Basingstoke Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alton Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	3	0.0%	0	0.0%	0
Andover Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Basingstoke Town Centre: Festival Place Shopping Centre	2.1%	18	7.5%	8	0.0%	0	5.5%	6	0.0%	0	1.0%	1	4.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: The Malls Shopping Centre	1.6%	14	2.5%	3	0.6%	0	4.2%	4	0.0%	0	2.9%	3	2.3%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old 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	0.9%	0	0.0%	0	0.0%	0
Farnborough 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	0.0%	0	2.7%	3	0.0%	0
Fleet Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Newbury 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	4.0%	3	0.0%	0	0.0%	0	0.0%	0
Overton District Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11											
(includes The Oracle Shopping Centre)																								
Tadley District Centre	2.8%	24	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.9%	3	20.3%	18	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0
Whitchurch District Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Brighton Hill Retail Park, Basingstoke	1.1%	9	0.7%	1	0.0%	0	0.0%	0	3.3%	3	3.2%	3	1.4%	1	0.7%	0	0.0%	0	1.9%	0	0.0%	0	1.5%	1
Enham Arch Retail Park, Newbury Road, Andover	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	3.9%	2
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	0.0%	0	0.6%	1	0.0%	0
Farnham Retail Park, Guildford Road, Farnham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	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	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Newbury Retail Park, Pinchington Lane, Newbury	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	9.3%	6	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	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thornycroft Industrial Estate, Basingstoke	0.2%	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	1.9%	0	0.0%	0	0.0%	0
Alton Retail Park, Mill Lane, 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	0.0%	0	21.7%	5	0.0%	0	0.0%	0
B&Q, Portrack Lane, Stockton-on-Tees	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Shakespeare Road, Eastleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Basing View Business Park, Basingstoke	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templer Avenue, Farnborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Salisbury Road, 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	0.0%	0
Forest Lodge Garden Centre, Holt Pound, Farnham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Hillier Garden Centre, Romsey Road, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Hook Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Longacres Garden Centre, London Road, Bagshot	0.3%	3	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Mortimer West End Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nursling Industrial Estate, Nursling, Southampton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Penwood Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Redfields Garden Centre,	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	5	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Church Crookham, Fleet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Rosebourne Garden Centre, Amesbury Road, Weyhill	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Bone Lane, Newbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3
Screwfix, The Rose Estate, Hook	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Squire's Garden Centre, Badshot Lea Road, Badshot Lea	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Michael's Hospice Furniture Shop, Onslow Close, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Walworth Industrial Estate, South Way, Andover	0.4%	3	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Portway Industrial Estate, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Wickes, Easton Lane, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverton Plants, Wolverton, Tadley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wykeham Industrial Estate, Moorside Road, Winchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0
Yew Tree Garden Centre, Hatt Common, Ball Hill												
Weighted base:	862	100	81	105	80	96	88	70	66	22	109	46
Sample:	881	70	78	79	79	80	83	84	91	75	80	82

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q17 Where do you normally do most of your household's shopping for CDs, vinyl, DVDs, Blurays, etc.) (Excluding gaming)?																								
Excl. Nulls & SFT																								
Asda, Brighton Hill District Centre, Basingstoke	5.2%	14	9.5%	3	28.4%	7	7.2%	3	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	3.3%	0	0.0%	0	0.0%	0
Asda, Chalfont Way, Lower Earley, Reading	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	3	0.0%	0
Asda, Princess Mead Shopping Centre, (Westmead), Farnborough	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	2.2%	6	3.0%	1	0.0%	0	1.8%	1	10.4%	4	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Badger Farm Road, Badger Farm, Winchester	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.7%	1
Sainsbury's Superstore, Draymans Way, Alton	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.0%	2	0.0%	0	0.0%	0
Sainsbury's Superstore, Farnham Trading Estate, Water Lane, Farnham	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0
Sainsbury's Superstore, Hector's Way, Newbury	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mulfords Hill, Tadley	2.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Shepherds Spring Lane, Andover	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Station Mall, Basingstoke Town Centre (The Malls)	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.5%	4	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	0.8%	2	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	13.5%	1	0.0%	0	0.0%	0
Tesco Extra, Newbury Retail Park, Pinchington Lane, Newbury	2.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.2%	6	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows Shopping Centre, Sandhurst	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	6.9%	0	0.0%	0	0.0%	0
Tesco Extra, Winnall, Winchester	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	1
Tesco Superstore, District Shopping Centre, Chineham	0.9%	3	0.0%	0	0.0%	0	2.7%	1	1.6%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Road, Newbury																								
Tesco Superstore, Station Road, Hook	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0
Waitrose, Basing View, Basingstoke	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	6.9%	0	0.0%	0	0.0%	0
Currys PC World, Brighton Hill Retail Park, Basingstoke	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Basing View, Basingstoke	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alton Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.3%	1	0.0%	0	0.0%	0
Andover 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	2.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Festival Place Shopping Centre	64.5%	180	76.2%	27	54.2%	14	81.9%	33	88.0%	31	70.5%	20	73.3%	22	63.6%	13	19.7%	4	9.9%	1	50.2%	13	25.9%	2
Basingstoke Town Centre: The Malls Shopping Centre	3.1%	9	7.1%	3	13.3%	3	0.0%	0	0.0%	0	9.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	0.3%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: The whole of Basingstoke Town Centre	1.2%	3	2.1%	1	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.5%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Chineham District Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	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	3.3%	0	0.0%	0	0.0%	0
Newbury Town Centre	2.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.8%	8	0.0%	0	0.0%	0	0.0%	0
Overton District Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre (includes The Oracle Shopping Centre)	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	2	0.0%	0	0.0%	0	0.0%	0
Tadley District Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	1.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	48.8%	5
Farnborough Gate Retail Park, Farnborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Newbury Retail Park, Pinchington Lane, Newbury	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1	2.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Weighted base:		279		35		25		40		35		28		30		20		23		6		27		10
Sample:		255		26		19		28		30		22		23		22		31		20		18		16

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q18 Where do you normally do most of your household's shopping for audio visual, photographic, computer items (such as TVs, cameras, ipads, telephones etc) and all other domestic electrical goods (such as irons, kettles, fridges, freezers, dishwashers etc)?																								
Excl. Nulls & SFT																								
Asda, Brighton Hill District Centre, Basingstoke	2.5%	16	5.9%	4	6.6%	4	0.0%	0	7.4%	4	4.0%	3	0.0%	0	0.8%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Asda, Princess Mead Shopping Centre, (Westmead), Farnborough	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0
Lidl, Worting Road, Basingstoke	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	0.5%	3	1.1%	1	0.0%	0	0.0%	0	1.0%	1	1.8%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Badger Farm Road, Badger Farm, Winchester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Sainsbury's Superstore, Bath Road, Calcot, Reading	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Draymans Way, Alton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Hector's Way, Newbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mulfords Hill, Tadley	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Shepherds Spring Lane, Andover	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	0.7%	5	0.0%	0	2.7%	2	1.4%	1	1.4%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0
Tesco Extra, River Way, Andover	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Tesco Extra, The Meadows Shopping Centre, Sandhurst	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	2.2%	0	0.0%	0	0.0%	0
Tesco Extra, Winnall, Winchester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Tesco Superstore, District Shopping Centre, Chineham	0.4%	2	1.1%	1	0.0%	0	0.0%	0	1.0%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Basing View, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos (in Sainsbury's), South	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Street, Farnham																								
Argos (in Sainsbury's), Wallop Drive, Kempshott	0.6%	4	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Argos, Old Basing Mall, Basingstoke	0.6%	4	1.1%	1	0.0%	0	0.0%	0	1.0%	1	2.2%	2	0.0%	0	1.2%	1	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	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
B&Q, Lister Road, Basingstoke	0.6%	4	0.0%	0	2.9%	2	0.0%	0	0.0%	0	1.9%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Reading Gate Retail Park, Acre Road, Reading	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0
Currys PC World, Brighton Hill Retail Park, Basingstoke	32.5%	203	36.6%	25	55.2%	32	41.5%	32	50.5%	30	35.7%	25	33.8%	21	29.6%	17	6.2%	3	47.0%	9	11.3%	8	3.2%	1
Currys PC World, Churchill Retail Park, Andover	1.7%	11	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	4	2.6%	1	0.0%	0	0.0%	0	9.1%	3
Currys PC World, Farnborough Gate, Farnborough	1.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.7%	9	0.0%	0
Currys PC World, Moorside Road, Winchester	1.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.6%	0	0.0%	0	25.9%	8
Currys PC World, Newbury Retail Park, Newbury	3.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	5.6%	3	3.6%	2	28.2%	15	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Reading Gate Retail Park, Reading	2.5%	16	0.0%	0	0.0%	0	1.0%	1	0.0%	0	4.0%	3	7.6%	5	0.0%	0	3.0%	2	0.0%	0	8.7%	6	0.0%	0
Dunelm, Gastons Wood, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Easton Lane, Winnall, Winchester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Homebase, Winchester Road, Basingstoke	0.6%	4	0.0%	0	1.7%	1	1.0%	1	0.0%	0	0.0%	0	2.0%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Basing View, Basingstoke	8.7%	54	4.3%	3	1.7%	1	9.5%	7	5.3%	3	11.8%	8	4.0%	2	27.5%	16	1.8%	1	18.4%	3	11.7%	8	1.5%	0
John Lewis, Broad Street, Reading Town Centre	1.9%	12	0.0%	0	0.0%	0	0.0%	0	2.0%	1	7.9%	5	0.0%	0	0.0%	0	0.0%	0	1.1%	0	7.3%	5	0.0%	0
John Lewis, Westquay Shopping Centre, Southampton	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0	12.7%	4
Reading Warehouses, New Road, Tadley	1.8%	11	0.0%	0	0.0%	0	1.0%	1	1.9%	1	0.9%	1	13.8%	8	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Thorneycroft Industrial Estate, Basingstoke	0.3%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Gastons Wood, Basingstoke	0.5%	3	2.2%	2	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alton Town Centre	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	2.6%	0	0.0%	0	0.0%	0
Andover Town Centre	0.4%	2	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	6.0%	2

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Basingstoke Town Centre: Festival Place Shopping Centre	12.8%	80	37.9%	26	18.5%	11	24.8%	19	6.6%	4	1.3%	1	16.2%	10	7.1%	4	0.0%	0	2.2%	0	4.4%	3	5.0%	2
Basingstoke Town Centre: The Malls Shopping Centre	0.5%	3	0.0%	0	1.3%	1	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	0.3%	2	1.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: The whole of Basingstoke Town Centre	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.2%	2	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	2.5%	1
Fleet Town Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	5	0.0%	0
Newbury Town Centre	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	6	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre (includes The Oracle Shopping Centre)	3.1%	19	0.0%	0	0.0%	0	0.0%	0	3.3%	2	10.1%	7	1.4%	1	0.0%	0	0.0%	0	0.0%	0	13.8%	9	0.0%	0
Southampton City Centre (includes Westquay Shopping Centre)	0.5%	3	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	4.2%	1
Tadley District Centre	1.0%	6	0.0%	0	0.0%	0	0.0%	0	6.1%	4	0.0%	0	3.9%	2	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1
Brighton Hill Retail Park, Basingstoke	4.6%	29	3.2%	2	3.9%	2	11.1%	9	6.2%	4	7.1%	5	2.0%	1	3.8%	2	0.9%	0	2.6%	0	4.1%	3	0.0%	0
Churchill Retail Park, Andover	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	5.2%	2
Farnborough Gate Retail Park, Farnborough	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	6.6%	4	0.0%	0
Hatch Warren Retail Park, Wallop Drive, Basingstoke	0.4%	3	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End Retail Park, Southampton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	3
Newbury Retail Park, Pinchington Lane, Newbury	3.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.4%	1	0.0%	0	32.3%	17	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos (in Sainsbury's), Draymans Way, Alton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Costco, South Oak Way, Reading	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.4%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Easton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Lane, Winchester													
Currys PC World, Woodbridge Road, Guildford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Daneshill East Industrial Estate, Bell Road, Basingstoke	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Easton Lane, Winnall, Winchester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%
Parkway Shopping Centre, Park Way, Newbury	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	4	0.0%
Teesside Shopping Park, Thornaby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%
Weighted base:	624		69	57	77	60	69	61	59	54	18	68	32
Sample:	661		52	60	58	53	55	56	68	76	68	54	61

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11											
Q19 Where do you normally do most of your household's shopping for books (incl. encyclopaedias, text books, guidebooks and musical scores) and stationery (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?																								
<i>Excl. Nulls & SFT</i>																								
Asda, Anton Mill Road, Andover	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Asda, Brighton Hill District Centre, Basingstoke	4.4%	23	2.0%	2	17.4%	8	8.4%	6	6.0%	3	5.2%	3	0.0%	0	1.6%	1	0.0%	0	1.2%	0	1.1%	1	0.0%	0
Asda, Honey End Lane, Tilehurst, Reading	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0
Marks & Spencer, Festival Place, Basingstoke Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Morrisons, Elvetham Heath, (The Key), Fleet	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	0.8%	4	1.0%	1	4.5%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, 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	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Sainsbury's Superstore, Draymans Way, Alton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Hector's Way, Newbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mulfords Hill, Tadley	1.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	6	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Station Mall, Basingstoke Town Centre (The Malls)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	2.2%	11	1.4%	1	9.6%	4	1.6%	1	5.9%	3	0.0%	0	0.0%	0	2.7%	1	0.0%	0	3.0%	0	0.0%	0	0.0%	0
Tesco Extra, Newbury Retail Park, Pinchington Lane, Newbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, River Way, Andover	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Tesco Extra, The Meadows Shopping Centre, Sandhurst	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	1.6%	1	0.0%	0
Tesco Extra, Winnall, Winchester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1
Tesco Superstore, District Shopping Centre, Chineham	1.3%	7	0.0%	0	0.0%	0	0.0%	0	4.5%	2	8.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Tesco Superstore, London Road, Newbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Station Road, Hook	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0
Currys PC World, Brighton Hill Retail Park, Basingstoke	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hobbycraft, Winchester Road, Basingstoke	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	2.6%	0	0.0%	0	0.0%	0
Home Bargains, Winchester Road, Basingstoke	1.3%	7	1.4%	1	7.4%	3	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homesense (TK Maxx), Festival Place, Basingstoke	0.5%	3	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pound Stretcher, Hatch Warren Retail Park, Basingstoke	0.5%	3	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smyths Toys, St Michael's Retail Park, Basingstoke	0.4%	2	0.0%	0	1.6%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Gastons Wood, Basingstoke	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0
Alresford 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	1.2%	0	0.0%	0	0.0%	0
Alton Town Centre	1.3%	7	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.6%	7	0.0%	0	0.0%	0
Andover Town Centre	1.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	1.6%	0	0.0%	0	0.0%	0	21.1%	6
Basingstoke Town Centre: Festival Place Shopping Centre	51.2%	268	72.7%	55	34.8%	16	69.8%	49	51.9%	26	67.0%	35	63.3%	30	67.0%	30	10.4%	3	21.1%	3	31.9%	20	1.1%	0
Basingstoke Town Centre: The Malls Shopping Centre	6.0%	32	5.7%	4	8.4%	4	8.7%	6	4.9%	2	5.2%	3	0.0%	0	0.0%	0	1.6%	0	1.2%	0	16.3%	10	3.9%	1
Basingstoke Town Centre: Top of Town / Old Basingstoke	1.9%	10	5.3%	4	4.7%	2	3.6%	3	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	0.6%	3	0.0%	0	1.6%	1	1.6%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Basingstoke Town Centre: The whole of Basingstoke Town Centre	0.5%	3	1.0%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Brighton Hill District Centre	0.5%	3	0.0%	0	3.7%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Central London / West End	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	1.1%	0
Chineham District Centre	1.1%	6	1.0%	1	0.0%	0	0.0%	0	6.2%	3	2.4%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0
Farnham Town Centre	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	6.7%	4	0.0%	0
Fleet Town Centre	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	7	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Kingsclere Village	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	4.5%	24	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	76.1%	22	0.0%	0	0.0%	0	0.0%	0
Oakley Village	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odiham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Overton District Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre (includes The Oracle Shopping Centre)	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.5%	1	0.0%	0	0.0%	0	1.2%	0	6.9%	4	0.0%	0
Tadley District Centre	1.8%	9	0.0%	0	0.0%	0	0.0%	0	6.0%	3	0.0%	0	12.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	4.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	7.7%	3	0.0%	0	3.0%	0	0.0%	0	56.5%	16
Basingstoke Leisure Park, 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	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	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	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
St Michael’s Retail Park, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Aldermaston Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, South Oak Way, Reading	0.3%	2	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gastons Wood Industrial Estate, Reading Road, Basingstoke	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook Town Centre	0.4%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	1.1%	1	0.0%	0
Northern Business Park, Northern Avenue, Andover	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Popley Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherfield on Loddon Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Carpenters Down, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upton Grey Village Centre	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	2.4%	0	0.0%	0	0.0%	0
Wellington Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Weighted base:	524		76		46		70		51		52		48		44		29		16		63		28	
Sample:	533		53		46		46		50		41		42		48		45		60		50		52	

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q20 Where do you normally do most of your household's shopping for games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments? Excl. Nulls & SFT																								
Asda, Brighton Hill District Centre, Basingstoke	1.7%	9	3.1%	2	5.2%	3	2.5%	2	3.0%	1	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Honey End Lane, Tilehurst, Reading	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0
Lidl, Gastons Wood, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Elvetham Heath, (The Key), 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	0.0%	0	1.1%	1	0.0%	0
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	1.2%	6	6.5%	5	0.9%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Draymans Way, Alton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Hector's Way, Newbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mulfords Hill, Tadley	1.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	1.9%	10	0.0%	0	1.9%	1	6.1%	4	0.0%	0	8.7%	4	0.0%	0	0.0%	0	0.0%	0	5.5%	1	0.0%	0	0.0%	0
Tesco Extra, Newbury Retail Park, Pinchington Lane, Newbury	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, River Way, Andover	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0
Tesco Extra, Winnall, Winchester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Tesco Superstore, District Shopping Centre, Chineham	0.7%	4	0.0%	0	0.0%	0	0.0%	0	4.4%	2	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Tresham Crescent, Yateley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Argos (in Sainsbury's), South Street, Farnham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Argos (in Sainsbury's), Wallop Drive, Kempshott	0.2%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos, Newbury Retail Park, Pinchington Lane, Newbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Argos, Old Basing Mall, Basingstoke	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Avenue Nurseries, Lasham	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	3.9%	0	0.0%	0	0.0%	0

**Basingstoke & Deane Household Survey
for Lambert Smith Hampton**

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
B&M, Worting Road, Thorneycroft Industrial Estate, 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	1.8%	0	0.0%	0	0.0%	0
Boots, Chineham District Centre, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hobbycraft, Winchester Road, Basingstoke	4.0%	21	0.0%	0	6.7%	4	9.1%	7	7.9%	3	6.7%	3	1.7%	1	2.4%	1	1.4%	0	3.9%	0	2.6%	2	0.0%	0
Home Bargains, Winchester Road, Basingstoke	0.4%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Easton Lane, Winnall, Winchester	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	2.7%	0	0.0%	0	0.0%	0
John Lewis, Westquay Shopping Centre, Southampton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Matalan, Chineham District Centre, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mole Country Stores, Sherfield on Loddon	0.1%	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	5.7%	1	0.0%	0	0.0%	0
Pets at Home, Hatch Warren Retail Park, Basingstoke	7.6%	39	9.9%	7	20.8%	11	11.3%	8	10.4%	4	13.9%	6	1.7%	1	1.7%	1	0.0%	0	5.7%	1	0.0%	0	0.0%	0
Sherfield on Loddon Garden Centre (Capital Gardens), Sherfield on Loddon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smyths Toys, St Michael's Retail Park, Basingstoke	8.4%	43	6.3%	5	9.7%	5	5.5%	4	20.0%	8	6.5%	3	9.7%	5	10.7%	4	0.0%	0	1.8%	0	12.8%	8	1.7%	0
Sports Direct, Festival Place, Basingstoke	2.5%	13	3.4%	3	0.0%	0	3.6%	3	0.0%	0	8.7%	4	1.7%	1	4.3%	2	0.0%	0	2.7%	0	1.5%	1	0.0%	0
The Entertainer, Festival Place, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Gastons Wood, Basingstoke	0.6%	3	3.4%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Alton Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.8%	2	0.0%	0	0.0%	0
Andover Town Centre	1.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	3	1.4%	0	0.0%	0	0.0%	0	15.4%	4
Basingstoke Town Centre: Festival Place Shopping Centre	33.1%	169	44.9%	33	37.0%	20	48.8%	35	24.6%	10	34.4%	14	39.6%	20	31.6%	13	12.5%	4	3.7%	0	22.8%	15	15.7%	4
Basingstoke Town Centre: The Malls Shopping Centre	0.7%	3	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	1.8%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	1.0%	5	2.1%	2	0.0%	0	1.0%	1	1.4%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old	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	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11											
Basingstoke)																								
Basingstoke Town Centre: The whole of Basingstoke Town Centre	0.8%	4	0.0%	0	0.0%	0	1.5%	1	7.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	1.7%	1	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	0.0%	0	1.1%	1	0.0%	0
Central London / West End	0.6%	3	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	0	0.0%	0	0.0%	0	1.2%	0
Chineham District Centre	0.9%	4	2.5%	2	1.9%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	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	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Farnborough Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Farnham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	1.1%	1	0.0%	0
Fleet Town Centre	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	5	0.0%	0
Newbury Town Centre	3.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	48.2%	16	0.0%	0	0.0%	0	0.0%	0
Odiham 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	1.8%	0	0.0%	0	0.0%	0
Overton District Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre (includes The Oracle Shopping Centre)	0.3%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre (includes Westquay Shopping Centre)	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	7.6%	2
Tadley District Centre	2.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.4%	10	1.2%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	2.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2	0.0%	0	2.7%	0	0.0%	0	27.5%	8
Woking Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0
Basingstoke Leisure Park, Worting Road, Basingstoke	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	2.7%	14	5.3%	4	4.4%	2	2.5%	2	2.1%	1	3.2%	1	0.0%	0	8.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enham Arch Retail Park, Newbury Road, Andover	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	4.6%	1
Farnborough Gate Retail Park, Farnborough	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Hatch Warren Retail Park, Wallop Drive, Basingstoke	1.7%	9	2.5%	2	1.3%	1	1.5%	1	3.0%	1	2.2%	1	1.7%	1	2.5%	1	0.0%	0	9.4%	1	0.0%	0	0.0%	0
Hedge End Retail Park, Southampton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1
London Road Retail Park, Newbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Newbury Retail Park, Pinchington Lane, Newbury	1.7%	9	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.5%	1	0.0%	0	0.0%	0	21.2%	7	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	5	0.0%	0
St Michael's Retail Park, Basingstoke	1.1%	6	1.0%	1	2.8%	2	0.0%	0	3.0%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0

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for Lambert Smith Hampton

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11											
Alton Retail Park, Mill Lane, Alton	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	1	4.6%	3	0.0%	0
Andover Trade Park, Churchill Way West, Andover	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0
Basingstoke Golf Club, 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	0.0%	0
Beech Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0
Burghfield Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templer Avenue, Farnborough	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daneshill East Industrial Estate, Bell Road, Basingstoke	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	2.7%	0	0.0%	0	0.0%	0
Exeter City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go Outdoors, Reading Road, Chineham, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	3	0.0%	0
Henry Street Garden Centre, Swallowfield Road, Arborfield Cross	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Hook Town Centre	0.8%	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	1.8%	0	5.2%	3	0.0%	0
Kempshott Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metrocentre, Gateshead	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parkway Shopping Centre, Park Way, Newbury	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Pets at Home, Easton Lane, Winchester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1
Pets Corner, Andover Road, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	1.7%	0
Smyths Toys, Churchill Way West, Salisbury	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solartron Retail Park, Solartron Road, Farnborough	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0
Sports Direct, Bath Road, Calcot	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Designer Outlet, Kemble Drive, Swindon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Test Valley Golf Club, Micheldever Road, Overton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thatcham Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Weybrook Park Golf Club, Rooksdown Lane, Sherborne St John	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	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Weighted base:	511	73	55	72	41	42	51	41	34	10	64	28
Sample:	492	47	53	53	37	31	44	47	50	40	46	44

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q21 Where do you normally do most of your household's shopping on all goods for personal care (including, electric razors, hair dryers, bathroom scales, cosmetics, perfume, toothpaste, etc), other medical and pharmaceutical products (e.g. vitamins, plasters) and therapeutic appliances (e.g. spectacles, hearing aids, wheelchairs, contact lenses etc)?													
<i>Excl. Nulls & SFT</i>													
Aldi, Alton Retail Park, Alton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, London Road, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Winchester Road, Basingstoke	0.2%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Winklebury Way, Basingstoke	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Brighton Hill District Centre, Basingstoke	2.1%	20	0.0%	0	8.1%	6	6.5%	8	0.0%	0	2.5%	3	0.8%
Asda, Chalfont Way, Lower Earley, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Gastons Wood, Basingstoke	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%
Lidl, London Road, Newbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Worting Road, Basingstoke	0.3%	3	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%
Marks & Spencer, Chineham District Centre, Basingstoke	0.2%	2	0.9%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%
Marks & Spencer, Festival Place, Basingstoke Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%
Morrisons, Elvetham Heath, (The Key), Fleet	0.1%	1	0.0%	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	0.0%	0	0.0%	0	0.0%
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	2.2%	21	3.4%	4	2.1%	2	6.9%	8	0.0%	0	3.2%	3	0.0%
Sainsbury's Superstore, Badger Farm Road, Badger Farm, Winchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Bath Road, Calcot, Reading	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%
Sainsbury's Superstore, Cambridge Walk, Camberley	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Draymans Way, Alton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore,	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Farnham Trading Estate, Water Lane, Farnham																								
Sainsbury's Superstore, Hector's Way, Newbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mulford's Hill, Tadley	3.4%	32	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.6%	3	25.4%	27	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Sainsbury's Superstore, Station Mall, Basingstoke Town Centre (The Malls)	0.4%	4	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	5.8%	56	5.1%	6	15.4%	12	20.8%	26	3.5%	3	0.8%	1	0.0%	0	6.0%	4	0.0%	0	6.1%	2	0.9%	1	0.6%	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	0.8%	1	1.0%	1	4.7%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, River Way, Andover	1.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	8	0.7%	0	0.0%	0	0.0%	0	7.0%	4
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	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.9%	1	0.0%	0
Tesco Extra, Winnall, Winchester	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	11.0%	6
Tesco Superstore, District Shopping Centre, Chineham	4.5%	43	0.6%	1	0.6%	0	1.5%	2	12.0%	11	22.8%	25	0.8%	1	0.7%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0
Tesco Superstore, Finchampstead Road, Wokingham	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Newbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Station Road, Hook	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	11.8%	13	0.0%	0
Tesco Superstore, Wellington Avenue, Aldershot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Waitrose, Basing View, Basingstoke	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Waitrose, Tresham Crescent, Yateley	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	0.0%	0	3.5%	4	0.0%	0
Argos (in Sainsbury's), Wallop Drive, Kempshott	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Brighton Hill District Centre, Basingstoke	2.4%	23	0.0%	0	17.0%	14	4.8%	6	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	2.2%	1

**Basingstoke & Deane Household Survey
for Lambert Smith Hampton**

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Boots, Chineham District Centre, Basingstoke	3.1%	30	5.7%	7	0.0%	0	0.0%	0	5.9%	5	6.0%	7	0.8%	1	1.0%	1	0.0%	0	1.1%	0	8.3%	9	0.0%	0
Currys PC World, Brighton Hill Retail Park, Basingstoke	0.4%	4	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Winchester Road, Basingstoke	1.2%	11	1.3%	2	0.6%	0	4.8%	6	0.0%	0	1.8%	2	0.8%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smyths Toys, St Michael's Retail Park, Basingstoke	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, The Malls Shopping Centre, Basingstoke Town Centre	0.2%	2	0.9%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Alton Town Centre	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.0%	10	0.9%	1	0.0%	0
Andover Town Centre	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	2.8%	2	0.0%	0	0.0%	0	19.8%	10
Basingstoke Town Centre: Festival Place Shopping Centre	25.4%	243	59.1%	70	21.0%	17	28.9%	35	36.3%	33	12.2%	13	26.8%	28	31.4%	23	5.8%	4	9.8%	2	13.0%	15	2.3%	1
Basingstoke Town Centre: The Malls Shopping Centre	3.8%	36	4.8%	6	12.5%	10	4.2%	5	5.3%	5	4.5%	5	0.0%	0	1.0%	1	0.7%	0	0.0%	0	3.9%	4	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	0.4%	4	0.6%	1	1.3%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	1.7%	16	4.6%	5	2.7%	2	1.5%	2	2.8%	3	0.6%	1	3.2%	3	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: The whole of Basingstoke Town Centre	0.3%	3	0.0%	0	0.9%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Brighton Hill District Centre	1.1%	11	0.0%	0	10.9%	9	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.0%	0
Chineham District Centre	4.4%	42	2.2%	3	0.0%	0	0.6%	1	9.6%	9	24.9%	27	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	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	0.0%	0	4.8%	1	1.3%	1	0.0%	0
Fleet Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	5	0.0%	0
Kingsclere Village	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	9	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	2.9%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	35.6%	24	0.0%	0	0.0%	0	1.0%	0
Oakley Village	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odiham 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	9.7%	2	1.2%	1	0.0%	0
Overton District Centre	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre (includes The Oracle Shopping Centre)	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.6%	1	2.5%	3	1.4%	1	0.0%	0	0.0%	0	0.8%	0	2.1%	2	0.0%	0
Southampton City 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	0.0%	0	0.0%	0	5.0%	3

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11											
(includes Westquay Shopping Centre)																								
Tadley District Centre	3.3%	32	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	25.6%	27	0.0%	0	0.0%	0	1.6%	0	1.3%	1	0.0%	0
Whitchurch District Centre	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	8	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	2.1%	20	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.8%	0	0.0%	0	36.0%	18
Yately 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	0.0%	0	1.9%	2	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.3%	3	0.0%	0	2.1%	2	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
Newbury Retail Park, Pinchington Lane, Newbury	1.8%	17	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.8%	1	0.7%	0	21.8%	15	0.0%	0	0.0%	0	0.0%	0
St Michael's Retail Park, Basingstoke	0.3%	3	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abbey Road, Basingstoke	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Weyhill Road, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beggarwood Local Centre	0.1%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Costco, South Oak Way, Reading	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templer Avenue, 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	0.0%	0	1.3%	1	0.0%	0
Four Marks Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Hartley Wintney Village 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	0.0%	0	0.0%	0	7.8%	9	0.0%	0
Hook Town Centre	2.2%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	0	16.1%	18	0.0%	0
Kings Furlong Local Centre	0.7%	6	5.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mortimer West End Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakridge Village Centre	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Basing Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Popley Local Centre	0.6%	5	0.0%	0	0.0%	0	0.6%	1	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Rooksdown Local Centre	0.7%	7	0.0%	0	0.0%	0	2.4%	3	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ham Local Centre	0.4%	4	0.0%	0	0.0%	0	1.8%	2	1.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Mary Bourne Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Stockbridge Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Sutton Scotney Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Upton Grey Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Waitrose, Station Road, Alton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Waitrose, Stockbridge Road, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Waitrose, The Hart, Farnham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0
Weeke Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2
Winklebury Local Centre	0.8%	7	0.0%	0	0.0%	0	5.9%	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
Woolton Hill Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Weighted base:	958	119	81	123	92	109	106	75	68	25	111	50
Sample:	987	86	82	91	93	89	93	94	93	91	86	89

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11											
Q22 Where do you normally do most of your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses);																								
<i>Excl. Nulls & SFT</i>																								
Aldi, Winklebury Way, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brighton Hill District Centre, Basingstoke	0.9%	5	4.9%	3	1.4%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Honey End Lane, Tilehurst, Reading	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3	0.0%	0
Marks & Spencer, Festival Place, Basingstoke Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Meadows (Shopping Centre), Sandhurst	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	2.6%	2	0.0%	0
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	0.7%	4	2.8%	2	2.1%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mulfords Hill, Tadley	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	1.4%	8	0.0%	0	5.4%	3	3.2%	2	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	1.5%	1	0.0%	0
Tesco Extra, Newbury Retail Park, Pinchington Lane, Newbury	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, District Shopping Centre, Chineham	0.9%	5	0.0%	0	0.0%	0	0.0%	0	3.4%	2	6.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Basing View, Basingstoke	0.5%	3	0.0%	0	1.4%	1	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos (in Sainsbury's), Wallop Drive, Kempshott	0.7%	4	0.0%	0	4.3%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Argos, Old Basing Mall, Basingstoke	0.8%	4	4.9%	3	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Gastons Wood, Basingstoke	1.1%	6	1.1%	1	1.4%	1	0.0%	0	2.3%	1	2.6%	1	2.6%	2	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0
Home Bargains, Winchester Road, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Easton Lane, 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	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Homesense (TK Maxx),	0.4%	2	1.1%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Festival Place, Basingstoke																								
IKEA, Reading	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	3	0.0%	0
IKEA, Southampton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0
John Lewis, Basing View, Basingstoke	2.5%	14	4.6%	3	1.0%	0	1.6%	1	0.0%	0	3.6%	2	0.9%	1	6.2%	3	2.6%	1	13.3%	2	1.5%	1	0.0%	0
John Lewis, Broad Street, Reading Town Centre	0.9%	5	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	5.7%	4	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0
John Lewis, Westquay Shopping Centre, Southampton	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0	0.0%	0	13.8%	4
Alresford Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	2.2%	1
Alton Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.4%	3	0.0%	0	0.0%	0
Andover Town Centre	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	15.8%	5
Basingstoke Town Centre: Festival Place Shopping Centre	56.6%	310	70.2%	45	65.5%	33	70.2%	48	69.7%	37	56.6%	29	63.8%	43	66.9%	32	9.8%	4	23.7%	3	46.7%	30	21.5%	7
Basingstoke Town Centre: The Malls Shopping Centre	2.4%	13	2.4%	2	2.0%	1	0.0%	0	1.1%	1	5.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	7	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	0.6%	3	3.5%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	0.6%	3	0.0%	0	0.0%	0	1.1%	1	1.1%	1	1.8%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: The whole of Basingstoke Town Centre	2.8%	15	1.1%	1	0.0%	0	16.4%	11	1.1%	1	0.0%	0	3.1%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Bicester Village Outlet Shopping Centre, Bicester	0.4%	2	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	2.4%	13	0.0%	0	0.0%	0	0.0%	0	8.6%	5	1.8%	1	4.4%	3	3.0%	1	1.8%	1	12.6%	2	0.0%	0	3.1%	1
Farnham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0	1.0%	1	0.0%	0
Fleet Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	2.6%	2	0.0%	0
Guildford Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Newbury Town Centre	4.7%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.2%	1	4.4%	2	57.1%	22	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre (includes The Oracle Shopping Centre)	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	5.1%	3	0.0%	0
Southampton City Centre (includes Westquay Shopping Centre)	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.8%	1	0.0%	0	0.0%	0	5.6%	2
Tadley District Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	2.2%	12	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.9%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	28.5%	9

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Brighton Hill Retail Park, Basingstoke	0.3%	2	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Retail Park, Pinchington Lane, Newbury	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	10.4%	4	0.0%	0	0.0%	0	0.0%	0
Abroad	2.8%	15	1.7%	1	3.4%	2	1.1%	1	1.1%	1	5.3%	3	3.8%	3	4.5%	2	0.0%	0	1.5%	0	3.7%	2	3.6%	1
Chester City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Costco, South Oak Way, Reading	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	6.9%	4	0.0%	0
Heathrow Airport, Longford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0
Hungerford 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	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Monmouth Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parkway Shopping Centre, Park Way, Newbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Romsey Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Swindon Designer Outlet, Kemble Drive, Swindon	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Thatcham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Viabes Craft Centre, The Harrow Way, Basingstoke	0.2%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	548			65		50		68		53		52		67		47		38		13		65		31
Sample:	539			48		49		49		51		43		54		48		52		46		48		51

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q23 What do you like about Basingstoke Town Centre? [MR]																								
Attractive environment	8.4%	93	11.2%	16	7.6%	8	13.4%	19	7.2%	7	12.4%	15	7.2%	8	8.4%	7	7.2%	5	6.5%	2	2.8%	4	1.8%	1
Cheap car parking	1.4%	15	0.7%	1	0.0%	0	1.8%	3	0.0%	0	0.0%	0	3.0%	3	3.8%	3	1.4%	1	0.0%	0	2.9%	4	0.0%	0
Cleanliness	5.3%	59	7.9%	12	6.6%	7	3.9%	6	3.0%	3	6.6%	8	5.9%	7	5.4%	5	5.0%	4	5.1%	1	3.5%	5	4.5%	3
Close to education facilities	0.4%	5	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	15.6%	172	15.1%	22	22.8%	23	14.2%	20	22.7%	22	10.4%	13	29.9%	34	23.2%	20	1.3%	1	5.2%	1	11.0%	15	0.0%	0
Close to work / en route to work	1.9%	21	0.0%	0	2.1%	2	2.6%	4	0.0%	0	4.4%	5	5.1%	6	0.0%	0	0.0%	0	0.0%	0	2.9%	4	0.8%	0
Good accessibility by bus	3.7%	41	1.7%	3	3.8%	4	5.1%	7	4.0%	4	2.2%	3	10.3%	12	0.0%	0	1.9%	1	0.0%	0	4.6%	6	2.0%	1
Good accessibility by foot	3.2%	35	16.2%	23	0.0%	0	4.8%	7	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Good accessibility by cycle	0.3%	4	1.7%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good accessibility by train	1.9%	21	0.0%	0	0.0%	0	0.0%	0	3.2%	3	3.5%	4	0.5%	1	2.8%	2	3.3%	2	1.5%	0	5.4%	7	0.0%	0
Good car parking provision	7.6%	83	1.7%	3	3.6%	4	7.5%	11	5.1%	5	6.5%	8	10.4%	12	13.9%	12	11.9%	9	11.5%	3	9.0%	12	10.3%	6
Good choice of chain (multiples) / well known stores	24.7%	272	27.3%	40	24.3%	25	19.3%	27	29.4%	29	19.5%	24	29.8%	34	25.8%	22	14.5%	11	18.4%	5	31.1%	42	24.0%	13
Good choice of independent / specialist / boutique stores	6.8%	75	6.2%	9	9.0%	9	2.3%	3	6.4%	6	5.1%	6	9.9%	11	7.7%	7	6.1%	4	5.0%	1	10.0%	14	5.6%	3
Good choice of places to eat and drink	5.4%	59	5.9%	9	9.6%	10	6.1%	9	3.4%	3	11.9%	15	3.3%	4	2.3%	2	6.6%	5	2.4%	1	1.5%	2	1.2%	1
Good disabled access	0.5%	6	1.1%	2	0.0%	0	0.8%	1	2.5%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Good prices / lower value goods	0.8%	9	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	2	2.0%	2	0.6%	0	0.0%	0	0.0%	0	2.0%	1
Good street market	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.7%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Safe environment	1.3%	14	2.5%	4	1.0%	1	1.6%	2	0.0%	0	1.7%	2	0.8%	1	1.7%	1	0.0%	0	3.7%	1	1.2%	2	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	0.0%	0
Compact / good layout	11.0%	122	6.9%	10	8.1%	8	13.6%	19	14.2%	14	10.4%	13	14.7%	17	12.2%	10	8.3%	6	8.0%	2	12.7%	17	8.5%	5
Familiar / know where everything is	1.5%	16	1.7%	3	3.3%	3	2.3%	3	0.0%	0	0.5%	1	1.8%	2	0.0%	0	0.6%	0	1.5%	0	2.7%	4	0.0%	0
Friendly people / nice atmosphere	0.5%	6	0.5%	1	1.7%	2	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.6%	0	1.4%	1	1.7%	0	0.0%	0	0.0%	0
Good accessibility by car	1.7%	19	0.0%	0	1.0%	1	0.0%	0	2.1%	2	3.7%	5	1.3%	1	2.6%	2	1.9%	1	0.0%	0	4.0%	5	1.2%	1
Good banks	0.1%	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	0.7%	0	0.7%	1	0.0%	0
Good cinema	1.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	3.7%	3	6.2%	4	1.7%	0	1.0%	1	5.8%	3
Good foodhalls	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Good leisure facilities	1.2%	13	0.0%	0	0.5%	0	1.3%	2	3.9%	4	0.0%	0	0.8%	1	0.6%	0	2.0%	1	4.7%	1	1.2%	2	2.4%	1
Good library	0.4%	4	2.2%	3	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good museum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Good opening hours	0.2%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good seating	0.1%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Good theatre	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	1.4%	1	1.4%	1	2.1%	1	0.5%	1	2.4%	1
Has my favourite store	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	3.3%	3	0.0%	0	3.5%	1	1.6%	2	0.0%	0
I can get everything I need there	1.3%	15	0.7%	1	1.0%	1	2.3%	3	0.6%	1	2.2%	3	1.0%	1	4.4%	4	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Level shopping area	0.2%	2	0.0%	0	1.0%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Like Festival Place Shopping Centre	2.1%	23	0.0%	0	3.9%	4	1.8%	3	0.0%	0	3.7%	5	1.8%	2	3.7%	3	3.6%	3	3.8%	1	2.1%	3	0.6%	0
Like the modernised area	0.8%	9	0.0%	0	0.0%	0	1.6%	2	0.6%	1	0.7%	1	2.3%	3	0.0%	0	0.6%	0	0.0%	0	0.7%	1	1.2%	1
Nice traditional area	0.6%	6	1.7%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	2.2%	2	1.5%	0	0.0%	0	0.0%	0
Not too busy	1.2%	13	4.5%	7	1.0%	1	0.8%	1	1.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.7%	2	0.0%	0
Offers undercover shopping	7.7%	84	7.0%	10	9.1%	9	10.0%	14	2.9%	3	7.2%	9	5.9%	7	12.5%	11	7.1%	5	8.1%	2	5.9%	8	10.9%	6
Pedestrianisation	0.9%	10	0.7%	1	0.0%	0	0.8%	1	0.9%	1	3.2%	4	1.5%	2	0.0%	0	1.3%	1	0.7%	0	0.0%	0	0.0%	0
(Nothing)	20.2%	223	17.3%	25	24.9%	25	24.3%	34	20.4%	20	21.2%	26	9.6%	11	17.9%	15	25.5%	19	33.8%	9	21.7%	29	14.1%	8
(Don't know)	2.3%	25	1.5%	2	2.8%	3	4.1%	6	2.0%	2	3.4%	4	2.8%	3	0.0%	0	0.6%	0	0.0%	0	3.0%	4	0.6%	0
(Don't visit Basingstoke Town Centre)	5.1%	56	0.0%	0	1.0%	1	1.5%	2	2.4%	2	4.1%	5	1.0%	1	3.2%	3	15.4%	11	10.4%	3	5.3%	7	35.8%	20
Weighted base:		1103		145		102		142		99		124		114		85		73		28		135		56
Sample:		1103		101		100		100		100		100		101		101		100		100		100		100

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q24 Is there anything that would make you shop in or visit Basingstoke Town Centre more often than you currently do? [MR]												
Another cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better access by bus	1.9%	21	0.5%	1	2.7%	3	0.5%	1	3.7%	4	4.5%	6
Better access by train	0.2%	2	0.5%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Better disabled access	1.1%	12	2.2%	3	0.5%	0	4.1%	6	2.0%	2	0.0%	0
Better / safer access by bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better / safer access by foot	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Cheaper parking	6.5%	72	1.0%	1	25.6%	26	3.1%	4	7.6%	8	6.7%	8
Cheaper prices	2.0%	22	5.2%	8	2.1%	2	2.8%	4	2.6%	3	0.0%	0
Free parking	3.4%	37	3.4%	5	9.0%	9	1.9%	3	0.6%	1	0.7%	1
More department stores	2.7%	30	0.0%	0	2.8%	3	1.3%	2	3.8%	4	5.0%	6
More fashion stores	2.3%	25	0.5%	1	0.0%	0	1.3%	2	0.0%	0	6.5%	8
More food stores	1.0%	11	3.2%	5	0.0%	0	0.5%	1	5.6%	6	0.0%	0
More green spaces / parks	0.2%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent / specialist / boutique stores	11.8%	131	19.9%	29	8.8%	9	18.2%	26	6.8%	7	10.3%	13
More leisure facilities	0.5%	5	0.7%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
More multiple stores / brands	3.9%	43	4.6%	7	4.7%	5	5.0%	7	4.8%	5	6.9%	9
More non-food stores generally	6.7%	74	7.2%	10	4.6%	5	10.9%	15	6.1%	6	8.9%	11
More parking	4.0%	45	3.0%	4	2.7%	3	4.2%	6	5.5%	5	0.7%	1
More pedestrianised streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More places to eat / drink	2.0%	22	3.9%	6	1.7%	2	1.3%	2	4.7%	5	4.2%	5
More security / better personal safety	0.7%	8	3.0%	4	1.7%	2	0.0%	0	0.0%	0	1.8%	2
More services (e.g. bank, library, hairdressers etc.)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0
Nicer environment	1.2%	13	1.7%	3	0.7%	1	0.0%	0	0.0%	0	0.7%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
A smoke-free zone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
A water feature	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Art gallery	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Better access by car	1.2%	13	0.0%	0	0.0%	0	0.5%	1	0.9%	1	0.0%	0
Better market	0.4%	4	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Better Park & Ride	0.1%	1	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
Bigger John Lewis store	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bigger Marks & Spencer store	0.2%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.7%	1
Car park layout at Festival Place improved	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Cleaner streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less bookmakers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less busy / crowded	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Less cafes	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Less empty shops	4.8%	53	4.5%	6	7.8%	8	4.4%	6	7.0%	7	4.9%	6	3.6%	4	12.8%	11	0.0%	0	1.7%	0	3.0%	4	0.0%	0
Less hairdressers / barbers	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Less homeless people	0.1%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Less road works	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less takeaways	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Less traffic congestion	0.6%	7	0.0%	0	2.1%	2	0.5%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.6%	1	0.0%	0	0.7%	1	0.6%	0
Longer opening hours	0.4%	5	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower business rates	1.7%	19	0.0%	0	0.7%	1	5.3%	8	0.0%	0	4.4%	5	1.5%	2	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public toilets	0.5%	5	1.0%	1	0.0%	0	1.3%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More art and craft shops	0.2%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
More charity shops	0.1%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More children's activities	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More compact / better layout	0.6%	7	0.0%	0	0.7%	1	0.0%	0	3.1%	3	1.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.2%	1
More free water refilling stations	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More open-air	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	4	0.0%	0	0.0%	0	1.1%	1	0.0%	0
More seating areas	0.8%	9	2.7%	4	0.0%	0	1.3%	2	2.0%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More shops for older people	1.3%	14	4.2%	6	1.0%	1	0.0%	0	1.7%	2	0.5%	1	2.7%	3	0.6%	0	0.6%	0	0.0%	0	0.5%	1	0.0%	0
More shops offering larger sizes	0.4%	4	0.0%	0	2.0%	2	0.5%	1	0.6%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More undercover shopping areas	0.6%	7	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.6%	0
Pavements improved	0.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post office brought back	0.2%	2	0.0%	0	0.5%	0	0.5%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Top of the town area improved	1.7%	18	3.0%	4	1.5%	2	0.5%	1	1.2%	1	5.1%	6	0.0%	0	2.8%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0
(Nothing)	47.5%	524	35.3%	51	41.7%	42	47.4%	67	43.1%	43	46.8%	58	52.9%	60	35.1%	30	67.7%	49	53.1%	15	52.1%	70	66.3%	37
(Don't know)	3.6%	40	6.9%	10	3.3%	3	2.1%	3	1.2%	1	7.1%	9	1.5%	2	0.6%	0	1.3%	1	9.4%	3	4.1%	6	4.7%	3
Weighted base:	1103		145		102		142		99		124		114		85		73		28		135		56	
Sample:	1103		101		100		100		100		100		101		101		100		100		100		100	

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q25 What improvements to Chineham District Centre would make you visit it more often than you currently do? [MR]																								
Better disabled access	0.5%	6	1.7%	3	0.0%	0	1.8%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport	0.7%	8	0.0%	0	0.0%	0	2.6%	4	0.6%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	3	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	0.6%	0	0.0%	0	0.0%	0	0.0%	0
More / better park & ride 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%	0	0.0%	0
More / better car parking	3.6%	40	2.2%	3	6.2%	6	9.1%	13	5.5%	5	0.7%	1	2.3%	3	2.9%	2	0.6%	0	6.5%	2	3.0%	4	0.0%	0
More traffic free pedestrianised streets	0.2%	2	0.0%	0	0.7%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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%	0	0.0%	0
Cleaner streets	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better value for money / lower prices	0.4%	4	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better higher quality shop offer	1.0%	11	0.0%	0	2.4%	2	0.0%	0	0.0%	0	3.9%	5	0.0%	0	0.8%	1	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Department store	0.8%	8	0.0%	0	1.2%	1	0.0%	0	0.9%	1	2.9%	4	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Larger shops	0.7%	8	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	5	0.0%	0
More / better independent & specialist shops	3.2%	36	3.9%	6	1.2%	1	5.2%	7	2.6%	3	7.5%	9	1.5%	2	2.8%	2	0.0%	0	2.5%	1	3.7%	5	0.0%	0
More / better foodstores	1.0%	11	2.2%	3	0.0%	0	0.0%	0	0.9%	1	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.5%	2	0.0%	0
More / better retail brands	1.6%	17	1.1%	2	0.0%	0	0.8%	1	1.8%	2	5.7%	7	0.0%	0	0.0%	0	2.8%	2	0.7%	0	2.7%	4	0.0%	0
More / better non-food shops	3.5%	38	4.9%	7	1.7%	2	0.8%	1	3.8%	4	10.8%	13	3.8%	4	0.8%	1	2.8%	2	0.7%	0	2.9%	4	0.0%	0
More / better fashion shops	1.4%	16	1.2%	2	2.7%	3	0.0%	0	0.9%	1	2.5%	3	0.8%	1	0.8%	1	0.0%	0	0.0%	0	4.4%	6	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%	0	0.0%	0
Better policing /safer	0.2%	3	0.0%	0	0.0%	0	1.8%	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
More / better cafes / restaurants	2.2%	25	3.0%	4	1.0%	1	1.1%	2	2.3%	2	12.3%	15	0.0%	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%	0	0.0%	0
More / better entertainment facilities (e.g. Cinema)	0.6%	7	2.2%	3	0.0%	0	0.0%	0	0.9%	1	1.5%	2	0.8%	1	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	0.0%	0
More / better parks / green spaces	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public houses	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0
Better access by car	0.7%	8	0.0%	0	1.0%	1	1.5%	2	4.0%	4	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better lighting	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Better market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Bigger Tesco	0.2%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fish and chip shop	0.5%	5	0.0%	0	0.0%	0	0.5%	1	0.6%	1	1.5%	2	0.8%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less busy / crowded	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Less charity shops	0.2%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less empty shops	0.6%	7	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.7%	1	0.0%	0	3.1%	3	0.0%	0	0.0%	0	1.8%	2	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Less homeless people	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Less roadworks	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	0.5%	6	0.5%	1	0.7%	1	0.8%	1	0.0%	0	0.7%	1	1.8%	2	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Library	0.6%	6	1.6%	2	0.0%	0	0.0%	0	2.0%	2	0.5%	1	0.8%	1	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Lower business rates	0.6%	7	0.0%	0	0.0%	0	0.0%	0	2.5%	2	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Modernising / revamp	0.8%	8	1.1%	2	1.7%	2	0.8%	1	1.2%	1	1.2%	2	0.8%	1	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
More / better public toilets	0.6%	6	1.6%	2	0.7%	1	0.0%	0	1.2%	1	0.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More banks	0.8%	8	0.0%	0	1.0%	1	0.0%	0	0.0%	0	3.0%	4	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0
More cash machines	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.7%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
More compact / better layout	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
More newsagents	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More shops offering larger sizes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More undercover shopping areas	0.8%	8	2.2%	3	0.0%	0	2.3%	3	0.6%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Nail bar / salon	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nicer environment	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.3%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post office	1.9%	21	0.0%	0	0.0%	0	0.5%	1	2.9%	3	9.1%	11	1.6%	2	1.2%	1	0.0%	0	1.5%	0	2.2%	3	0.0%	0
(Nothing)	33.5%	370	31.5%	46	40.2%	41	39.4%	56	42.4%	42	38.6%	48	40.8%	47	28.9%	25	9.1%	7	25.6%	7	30.2%	41	21.1%	12
(Don't know)	3.6%	40	8.6%	12	5.9%	6	3.1%	4	3.8%	4	2.7%	3	3.3%	4	3.3%	3	0.0%	0	2.4%	1	2.2%	3	0.0%	0
(Don't visit Chineham District Centre)	40.5%	447	39.7%	58	35.2%	36	32.2%	46	19.6%	19	13.8%	17	40.8%	47	53.5%	46	86.8%	63	56.6%	16	41.5%	56	78.9%	44
Weighted base:	1103		145		102		142		99		124		114		85		73		28		135		56	
Sample:	1103		101		100		100		100		100		101		101		100		100		100		100	

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q26 What improvements to Brighton Hill District Centre would make you visit it more often than you currently do? [MR]																								
Better disabled access	0.4%	5	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Better public transport	0.8%	9	0.5%	1	1.0%	1	2.3%	3	0.0%	0	0.0%	0	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signposting	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better park & ride facilities	0.2%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better car parking	3.6%	40	2.9%	4	7.8%	8	7.5%	11	2.7%	3	1.5%	2	3.0%	3	2.5%	2	0.0%	0	5.8%	2	2.8%	4	2.6%	1
More traffic free pedestrianised streets	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.1%	1	0.0%	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%	0	0.0%	0
Cleaner streets	0.5%	5	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.5%	0	0.7%	1	0.0%	0
Better value for money / lower prices	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	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	0.5%	6	0.0%	0	2.8%	3	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	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%	0	0.0%	0
Larger shops	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better independent & specialist shops	1.7%	19	2.5%	4	4.9%	5	3.6%	5	2.5%	2	0.0%	0	0.8%	1	2.0%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0
More / better foodstores	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
More / better retail brands	0.4%	4	1.1%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better non-food shops	1.3%	14	2.7%	4	2.4%	2	2.3%	3	0.6%	1	0.0%	0	1.9%	2	0.6%	0	0.0%	0	1.5%	0	0.7%	1	0.0%	0
More / better fashion shops	0.6%	6	0.0%	0	4.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Shops and services open later in the evening	0.2%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better policing /safer	0.3%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
More / better cafes / restaurants	0.7%	8	0.0%	0	4.1%	4	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	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%	0	0.0%	0
More / better entertainment facilities (e.g. Cinema)	0.2%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0
More / better parks / green spaces	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.3%	3	0.0%	0	0.0%	0	2.3%	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
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	0.0%	0
(Nothing)	37.4%	413	42.6%	62	53.7%	55	52.4%	74	56.0%	55	30.2%	37	33.9%	39	37.5%	32	12.4%	9	31.1%	9	22.2%	30	19.3%	11
Better access by car	1.0%	10	0.0%	0	1.2%	1	3.3%	5	1.2%	1	0.0%	0	0.0%	0	2.5%	2	0.0%	0	4.7%	1	0.0%	0	0.0%	0
Better access by foot	0.3%	3	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bigger Asda store	0.2%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Free parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.2%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less empty shops	1.0%	11	2.2%	3	0.5%	0	2.3%	3	0.0%	0	0.7%	1	0.8%	1	2.0%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Less traffic congestion	0.7%	7	2.2%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Lower business rates	0.2%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Modernised / revamp	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	6	0.0%	0
More compact / better layout	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More undercover shopping areas	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Nicer environment	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	2.2%	3	0.6%	0	1.3%	1	0.0%	0	0.7%	1	1.2%	1
Post office	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	4.5%	50	7.9%	11	7.4%	8	4.6%	7	5.8%	6	9.1%	11	5.3%	6	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.8%	0
(Don't visit Brighton Hill District Centre)	43.0%	474	31.0%	45	10.0%	10	19.2%	27	28.1%	28	54.3%	67	44.6%	51	48.2%	41	85.7%	62	51.3%	14	63.2%	85	76.0%	43
Weighted base:	1103		145		102		142		99		124		114		85		73		28		135		56	
Sample:	1103		101		100		100		100		100		101		101		100		100		100		100	

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q27 What improvements to Tadly District Centre 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%	0	0.0%	0
Better public transport	0.5%	5	0.0%	0	0.0%	0	1.8%	3	0.6%	1	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signposting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better park & ride 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%	0	0.0%	0
More / better car parking	0.8%	9	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.7%	1	3.1%	3	0.0%	0	0.0%	0	1.0%	0	1.1%	1	0.0%	0
More traffic free pedestrianised streets	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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%	0	0.0%	0
Cleaner streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0
More / better higher quality shop offer	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Department store	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Larger shops	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better independent & specialist shops	1.1%	12	0.0%	0	0.0%	0	1.8%	3	3.1%	3	0.0%	0	2.0%	2	2.0%	2	3.4%	2	0.0%	0	0.0%	0	0.0%	0
More / better foodstores	4.8%	52	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.9%	4	40.3%	46	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
More / better retail brands	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.2%	3	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0
More / better non-food shops	1.5%	16	0.0%	0	0.5%	0	0.0%	0	1.2%	1	1.5%	2	9.5%	11	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0
More / better fashion shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	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%	0	0.0%	0
Better policing /safer	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better cafes / restaurants	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	6.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better cultural facilities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better entertainment facilities (e.g. Cinema)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	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	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	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public houses	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	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	0.0%	0
(Nothing)	19.4%	213	21.5%	31	22.6%	23	22.9%	33	31.7%	31	17.0%	21	12.3%	14	14.5%	12	30.0%	22	15.5%	4	10.6%	14	13.3%	7
Another pelican crossing or footbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Better access by car	0.7%	8	0.0%	0	0.0%	0	2.3%	3	0.0%	0	2.2%	3	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better lighting	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fish and chip shop	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Weighted:

Basingstoke & Deane Household Survey for Lambert Smith Hampton

January 2020

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Lidl store	1.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	9.2%	11	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
More banks	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More compact / better layout	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More undercover shopping areas	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NHS dentist	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Road side hedges cut more often	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.3%	25	6.6%	10	6.4%	7	0.5%	1	0.6%	1	2.2%	3	1.3%	1	0.0%	0	0.0%	0	1.5%	0	0.5%	1	4.0%	2
(Don't visit Tadly District Centre)	67.4%	743	71.8%	104	70.5%	72	69.5%	99	62.1%	61	70.0%	87	13.7%	16	83.6%	71	62.0%	45	82.0%	23	87.9%	119	82.8%	47
Weighted base:	1103		145		102		142		99		124		114		85		73		28		135		56	
Sample:	1103		101		100		100		100		100		101		101		100		100		100		100	

Meanscore: [Number of visits per month]

Q28 How often do you visit Basingstoke Town Centre in the evenings ?

Everyday	1.1%	12	3.5%	5	0.0%	0	1.8%	3	2.0%	2	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	0.8%	9	0.0%	0	0.0%	0	1.8%	3	0.0%	0	1.7%	2	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 days a week	3.4%	37	12.6%	18	1.7%	2	7.4%	10	3.2%	3	0.5%	1	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Once a week	3.7%	41	8.6%	12	3.4%	3	4.5%	6	1.4%	1	10.4%	13	0.0%	0	0.0%	0	0.0%	0	2.5%	3	1.2%	1	1.2%	1
Once a fortnight	3.8%	42	1.5%	2	6.8%	7	1.5%	2	6.8%	7	3.3%	4	7.6%	9	2.5%	2	0.0%	0	3.8%	1	5.4%	7	1.2%	1
Once a month	10.1%	112	7.6%	11	15.5%	16	10.1%	14	12.3%	12	9.2%	11	13.8%	16	13.7%	12	2.9%	2	9.6%	3	10.7%	14	0.8%	0
Once every 3 months	16.4%	181	26.1%	38	15.3%	16	16.0%	23	11.5%	11	15.1%	19	15.9%	18	16.5%	14	10.0%	7	19.0%	5	18.5%	25	9.5%	5
Twice a year	10.0%	110	8.6%	12	4.8%	5	9.9%	14	8.8%	9	10.4%	13	10.9%	12	15.7%	13	9.1%	7	15.8%	4	9.4%	13	14.0%	8
Once a year	3.2%	36	3.0%	4	5.2%	5	0.0%	0	3.7%	4	0.7%	1	1.1%	1	5.8%	5	10.9%	8	2.4%	1	3.0%	4	4.4%	2
Less often than once a year	2.9%	32	2.5%	4	0.5%	0	3.0%	4	2.6%	3	2.2%	3	2.2%	3	1.2%	1	2.6%	2	3.6%	1	7.8%	11	2.9%	2
Never	43.2%	477	25.6%	37	44.8%	46	43.2%	61	45.3%	45	43.7%	54	41.5%	47	42.0%	36	64.4%	47	45.7%	13	40.6%	55	63.9%	36
(Don't know / varies / no particular pattern)	1.2%	14	0.5%	1	2.1%	2	0.8%	1	2.4%	2	0.5%	1	3.4%	4	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Mean:		1.16		2.65		0.67		1.89		1.21		1.54		1.04		0.53		0.09		0.27		0.41		0.34
Weighted base:		1103		145		102		142		99		124		114		85		73		28		135		56
Sample:		1103		101		100		100		100		100		101		101		100		100		100		100

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q29 What are your main reasons for visiting Basingstoke Town Centre in the evenings? e.g. what do you do there?																								
<i>Not those who said 'Never' at Q28</i>																								
1st mention																								
For late night shopping	9.7%	61	19.0%	21	4.3%	2	15.8%	13	6.4%	3	9.6%	7	9.1%	6	2.1%	1	0.0%	0	7.1%	1	7.4%	6	3.4%	1
For outdoor 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	0.0%	0
For work purposes	1.2%	8	2.3%	3	0.0%	0	3.2%	3	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	3.9%	25	2.3%	3	3.8%	2	6.3%	5	11.0%	6	0.0%	0	7.4%	5	0.0%	0	0.0%	0	0.0%	0	3.7%	3	5.5%	1
To visit a music venue	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit gym / fitness venue	0.7%	5	2.3%	3	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night club or other late night venue	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
To visit pubs / bars	6.9%	43	5.6%	6	8.3%	5	9.8%	8	9.0%	5	7.6%	5	9.5%	6	5.0%	2	0.0%	0	0.0%	0	6.6%	5	0.0%	0
To visit restaurants / cafes	27.3%	171	33.9%	37	48.7%	27	22.1%	18	43.7%	24	27.9%	19	37.4%	25	27.0%	13	2.6%	1	6.3%	1	6.7%	5	2.3%	0
To visit the cinema	35.0%	219	22.3%	24	25.4%	14	29.2%	24	18.2%	10	38.3%	27	27.0%	18	37.4%	18	62.7%	16	59.1%	9	59.6%	48	54.3%	11
To visit the theatre	13.3%	83	8.8%	9	9.5%	5	9.1%	7	9.5%	5	8.7%	6	5.2%	4	28.5%	14	34.6%	9	26.2%	4	15.3%	12	34.6%	7
For a group meeting (reading group, church society, etc)	0.3%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
To go tenpin bowling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a health service (doctors, dentists, etc)	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit escape rooms	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the bank	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To watch ice hockey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0
(Don't know)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular / nothing else)	0.8%	5	2.3%	3	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	626	108		56		81		54		70		67		49		26		15		80		20		
Sample:	564	64		54		53		50		54		54		57		35		49		62		32		

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
2nd mention																								
For late night shopping	2.3%	14	7.1%	8	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	5.5%	4	0.0%	0
For outdoor events	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work purposes	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	2.4%	15	0.0%	0	0.0%	0	7.2%	6	1.1%	1	3.1%	2	3.0%	2	5.3%	3	0.0%	0	2.7%	0	1.2%	1	3.4%	1
To visit a music venue	0.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0
To visit gym / fitness venue	0.4%	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	2.7%	0	0.0%	0	0.0%	0
To visit night club or other late night venue	2.6%	16	5.9%	6	0.0%	0	2.7%	2	8.3%	4	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
To visit pubs / bars	6.3%	39	6.6%	7	12.0%	7	7.3%	6	8.8%	5	2.6%	2	17.0%	11	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit restaurants / cafes	24.2%	152	26.3%	28	19.1%	11	26.8%	22	25.2%	14	29.2%	20	12.1%	8	26.9%	13	17.9%	5	25.7%	4	26.2%	21	29.2%	6
To visit the cinema	15.9%	99	12.4%	13	30.8%	17	11.5%	9	16.5%	9	20.8%	15	18.3%	12	25.2%	12	3.8%	1	13.9%	2	9.5%	8	2.3%	0
To visit the theatre	4.6%	29	1.0%	1	0.0%	0	1.3%	1	3.2%	2	4.6%	3	6.0%	4	7.6%	4	23.2%	6	1.3%	0	6.0%	5	16.0%	3
For a group meeting (reading group, church society, 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	0.0%	0
To go tenpin bowling	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0
To visit a health service (doctors, dentists, 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	0.0%	0
To visit escape rooms	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the bank	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To watch ice hockey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular / nothing else)	40.3%	253	40.0%	43	36.8%	21	43.2%	35	35.9%	19	35.8%	25	36.6%	24	31.1%	15	51.3%	13	48.5%	7	48.8%	39	49.1%	10
Weighted base:	626			108		56		81		54		70		67		49		26		15		80		20
Sample:	564			64		54		53		50		54		54		57		35		49		62		32

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
3rd mention																								
For late night shopping	1.9%	12	4.7%	5	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	4	0.0%	0	0.0%	0	2.9%	2	0.0%	0
For outdoor 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	0.0%	0
For work purposes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
To visit a music venue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit gym / fitness venue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night club or other late night venue	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit pubs / bars	3.3%	20	10.2%	11	0.0%	0	5.3%	4	6.3%	3	0.0%	0	0.0%	0	1.0%	0	0.0%	0	1.9%	0	1.2%	1	0.0%	0
To visit restaurants / cafes	4.4%	27	3.0%	3	5.2%	3	8.5%	7	2.1%	1	2.2%	2	3.9%	3	3.1%	2	1.8%	0	5.4%	1	6.2%	5	6.7%	1
To visit the cinema	3.5%	22	5.3%	6	1.8%	1	9.1%	7	4.6%	2	0.0%	0	1.3%	1	6.7%	3	0.0%	0	0.0%	0	0.0%	0	5.5%	1
To visit the theatre	1.5%	9	0.0%	0	0.0%	0	0.0%	0	1.1%	1	4.8%	3	0.0%	0	3.1%	2	0.0%	0	5.5%	1	3.8%	3	0.0%	0
For a group meeting (reading group, church society, 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	0.0%	0
To go tenpin bowling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a health service (doctors, dentists, 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	0.0%	0
To visit escape rooms	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the bank	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To watch ice hockey	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0
(Don't know)	1.0%	6	1.4%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	7.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular / nothing else)	83.1%	521	75.4%	81	89.9%	51	74.4%	60	85.9%	46	89.9%	63	92.9%	62	66.6%	33	98.2%	25	87.2%	13	84.7%	68	87.8%	18
Weighted base:	626		108		56		81		54		70		67		49		26		15		80		20	
Sample:	564		64		54		53		50		54		54		57		35		49		62		32	

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Any mention																								
For late night shopping	13.9%	87	30.8%	33	7.4%	4	15.8%	13	6.4%	3	9.6%	7	11.7%	8	9.8%	5	0.0%	0	7.1%	1	15.8%	13	3.4%	1
For outdoor events	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work purposes	1.8%	11	2.3%	3	0.0%	0	3.2%	3	1.1%	1	7.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	6.4%	40	2.3%	3	3.8%	2	13.5%	11	12.1%	7	3.1%	2	9.3%	6	5.3%	3	0.0%	0	2.7%	0	6.2%	5	8.8%	2
To visit a music venue	0.4%	3	0.7%	1	0.0%	0	0.0%	0	1.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0
To visit gym / fitness venue	1.1%	7	2.3%	3	0.0%	0	0.0%	0	0.0%	0	3.1%	2	3.0%	2	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0
To visit night club or other late night venue	3.4%	21	5.9%	6	0.0%	0	2.7%	2	8.3%	4	0.0%	0	5.6%	4	4.3%	2	0.0%	0	1.3%	0	2.9%	2	0.0%	0
To visit pubs / bars	16.4%	103	22.5%	24	20.3%	11	22.5%	18	24.1%	13	10.3%	7	26.5%	18	8.9%	4	0.0%	0	1.9%	0	7.8%	6	0.0%	0
To visit restaurants / cafes	55.8%	350	63.2%	68	73.0%	41	57.4%	46	71.1%	38	59.3%	41	53.5%	36	57.0%	28	22.3%	6	37.3%	6	39.0%	31	38.3%	8
To visit the cinema	54.3%	340	40.1%	43	58.0%	33	49.8%	40	39.3%	21	59.0%	41	46.5%	31	69.4%	34	66.5%	17	73.0%	11	69.1%	55	62.1%	13
To visit the theatre	19.4%	122	9.8%	11	9.5%	5	10.4%	8	13.7%	7	18.1%	13	11.3%	8	39.1%	19	57.9%	15	33.0%	5	25.0%	20	50.5%	10
For a group meeting (reading group, church society, etc)	0.3%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
To go tenpin bowling	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0
To visit a health service (doctors, dentists, etc)	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit escape rooms	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the bank	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To watch ice hockey	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	626		108		56		81		54		70		67		49		26		15		80		20	
Sample:	564		64		54		53		50		54		54		57		35		49		62		32	

Basingstoke & Deane Household Survey for Lambert Smith Hampton

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January 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q30 Do you or your household visit the following leisure or cultural attractions? [MR/PR]																								
Bingo / casino / bookmaker	5.4%	59	3.8%	6	8.8%	9	9.0%	13	8.6%	9	1.5%	2	4.8%	5	8.2%	7	3.2%	2	2.1%	1	4.7%	6	0.0%	0
Cinema	63.7%	702	54.6%	79	58.1%	59	65.8%	93	55.7%	55	67.1%	83	57.6%	66	74.6%	64	73.2%	53	64.4%	18	70.5%	95	64.6%	36
Gym / health club / sports facility	21.8%	241	18.8%	27	20.3%	21	21.8%	31	12.1%	12	29.4%	36	16.5%	19	28.3%	24	23.9%	17	23.0%	6	21.8%	29	30.7%	17
Theatre / concert / music venue	48.2%	531	47.8%	69	36.8%	37	42.8%	61	33.3%	33	40.2%	50	42.4%	48	70.2%	60	61.7%	45	63.7%	18	57.0%	77	59.0%	33
Museum / gallery or place of historical / cultural interest	32.0%	353	25.3%	37	24.2%	25	29.7%	42	27.4%	27	30.3%	38	23.1%	26	48.6%	41	46.1%	33	39.7%	11	39.5%	53	35.0%	20
Pub / bar / nightclub	47.4%	523	46.1%	67	42.1%	43	33.7%	48	39.0%	39	50.3%	62	51.2%	58	61.4%	52	50.8%	37	43.2%	12	54.9%	74	53.5%	30
Restaurant / café / eating out	74.5%	821	68.6%	99	68.2%	69	69.3%	98	76.8%	76	76.5%	95	71.9%	82	82.6%	70	82.4%	60	70.5%	20	77.7%	105	82.0%	46
Family entertainment - tenpin bowling	24.3%	268	19.2%	28	29.0%	29	16.5%	23	21.8%	22	31.7%	39	27.8%	32	34.9%	30	23.2%	17	12.0%	3	26.0%	35	17.1%	10
Family entertainment - trampoline centre	10.8%	119	9.9%	14	8.6%	9	8.0%	11	10.5%	10	20.1%	25	16.2%	19	15.0%	13	9.0%	7	2.5%	1	5.9%	8	4.8%	3
Family entertainment - ice rink / roller skating	12.0%	132	14.8%	21	7.8%	8	5.3%	8	10.2%	10	17.7%	22	15.0%	17	16.3%	14	7.5%	5	4.9%	1	16.2%	22	6.0%	3
Other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't visit ANY leisure activities)	11.3%	125	11.6%	17	16.2%	17	11.5%	16	13.6%	13	12.9%	16	12.5%	14	4.4%	4	6.0%	4	10.5%	3	12.0%	16	8.1%	5
Weighted base:	1103		145		102		142		99		124		114		85		73		28		135		56	
Sample:	1103		101		100		100		100		100		101		101		100		100		100		100	

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q31 Where do you or members of your household normally go to play bingo or visit casinos or bookmakers?																								
<i>Those who said 'Bingo / casino / bookmaker' at Q30 AND Excl. Nulls & SFT</i>																								
Buzz Bingo, Aldershot	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	10.7%	1	0.0%	0
Buzz Bingo, Basingstoke Leisure Park	82.7%	49	45.8%	3	83.1%	7	100.0%	13	79.8%	7	100.0%	2	84.3%	5	100.0%	7	29.8%	1	67.9%	0	78.7%	5	0.0%	0
Alton Town Centre	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	32.2%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Festival Place Shopping Centre	1.2%	1	13.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	3.8%	2	41.0%	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	0.0%	0
Brighton Hill District Centre	2.7%	2	0.0%	0	11.5%	1	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.2%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre (includes The Oracle Shopping Centre)	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burghclere Village Centre	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.2%	0	0.0%	0	0.0%	0	0.0%	0
Halifax Town Centre	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.8%	1	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre	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	10.7%	1	0.0%	0
Melrose Community Association, Abbey Road, Basingstoke	1.0%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherborne St John Village Centre	1.0%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westside Community Centre, Paddock Road, Basingstoke	0.8%	0	0.0%	0	5.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		59		6		9		13		9		2		5		7		2		1		6		0
Sample:		60		6		9		9		11		2		5		6		4		2		6		0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q32 Where do you or members of your household normally go to the cinema?																								
Those who said 'Cinema' at Q30 AND Excl. Nulls & SFT																								
Cineworld, Aldershot	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	5.8%	5	0.0%	0
Corn Exchange Arts Centre & Cinema, Newbury	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	3	0.0%	0	0.0%	0	0.0%	0
Everyman Cinema, Winchester	1.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.6%	0	0.0%	0	31.7%	12
Odeon, Andover	2.1%	15	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	4	3.2%	2	0.0%	0	0.0%	0	23.0%	8
Odeon, Basingstoke Leisure Park	18.0%	125	13.0%	10	18.0%	10	26.9%	25	24.8%	14	17.2%	14	11.0%	7	30.4%	19	19.1%	10	18.8%	3	8.4%	8	10.9%	4
Palace Cinema, 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	0.0%	0	8.8%	2	0.0%	0	0.0%	0
Reading Film Theatre, Reading	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Showcase Cinema de Lux Reading, Winnersh, Wokingham	1.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	9.6%	6	0.0%	0	1.4%	1	0.0%	0	3.3%	3	0.0%	0
Vue, Camberley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Vue, Farnborough	1.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	10	0.0%	0
Vue, Festival Place, Basingstoke	65.5%	456	87.0%	69	80.2%	46	73.1%	68	75.2%	41	72.5%	60	72.3%	48	60.8%	38	12.3%	6	67.5%	12	63.1%	60	21.3%	8
Vue, Newbury	5.0%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	3.1%	2	1.6%	1	58.6%	30	0.0%	0	0.0%	0	0.0%	0
Vue, Reading	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0
Cineworld, Cheltenham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harbour Lights Picturehouse, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Odeon, Maidenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Odeon, Salisbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Showcase Cinema de Lux Southampton, West Quay, Southampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2
Tadley Community Centre, Newchurch Road, Tadley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, Eastleigh	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2
Weighted base:	696			79		57		93		54		83		66		63		51		18		94		36
Sample:	688			60		56		65		52		66		56		69		70		62		72		60

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q33 Where do you or members of your household normally go to use a gym / healthclub / sports facility / swimming pool?																								
<i>Those who said 'Gym / health club / sports facility' at Q30 AND Excl. Nulls & SFT</i>																								
Alton Sports Centre, Chawton Park Road, Alton	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.5%	3	0.0%	0	0.0%	0
Andover Leisure Centre, Andover College	2.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.5%	4	0.0%	0	0.0%	0	0.0%	0	8.4%	1
Aspects of Fitness, Manydown, Basingstoke	1.5%	4	0.0%	0	3.6%	1	3.5%	1	0.0%	0	0.0%	0	0.0%	0	7.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Aquadrome, Basingstoke	11.7%	28	14.2%	4	10.8%	2	21.1%	7	20.9%	2	13.6%	5	0.0%	0	20.8%	5	0.0%	0	0.0%	0	10.2%	3	0.0%	0
Basingstoke Sports Centre, Festival Place, Basingstoke	10.9%	26	15.8%	4	16.8%	3	9.4%	3	4.8%	1	13.0%	5	21.6%	4	15.5%	4	2.7%	0	6.3%	0	5.0%	1	0.0%	0
Beechdown Health and Fitness Club, Basingstoke	5.0%	12	7.8%	2	13.6%	3	2.4%	1	0.0%	0	3.7%	1	0.0%	0	8.2%	2	2.7%	0	16.8%	1	5.0%	1	0.0%	0
Northcroft Leisure Centre, Newbury	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0
Queen Mary’s College Sports Centre, Basingstoke	3.8%	9	15.8%	4	10.3%	2	8.3%	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
River Park Leisure Centre, Winchester	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.7%	3
Tadley Swimming Pool, New Road, Tadley	3.3%	8	0.0%	0	8.4%	2	0.0%	0	0.0%	0	0.0%	0	32.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, St Michael’s Retail Park, Basingstoke	11.0%	26	30.6%	8	7.6%	2	36.1%	11	10.1%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	3	0.0%	0
The Hampshire Court Hotel, Chineham, Basingstoke	5.3%	13	2.7%	1	0.0%	0	0.0%	0	10.1%	1	19.3%	7	3.1%	1	0.0%	0	0.0%	0	6.3%	0	9.7%	3	0.0%	0
Willink Leisure Centre, Burghfield	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Festival Place Shopping Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	0
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	0.7%	2	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0
Brighton Hill District Centre	1.0%	2	0.0%	0	7.6%	2	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Chineham District Centre	2.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	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	3.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Kingsclere Village	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	2.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	24.5%	4	0.0%	0	0.0%	0	0.0%	0
Oakley Village	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	2	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
(includes The Oracle Shopping Centre)																								
Tadley District Centre	2.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitchurch District Centre	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	1.2%	3	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	2
Basingstoke Leisure Park, Worthing Road, Basingstoke	5.2%	12	9.2%	3	7.3%	1	8.6%	3	10.1%	1	5.1%	2	0.0%	0	7.5%	2	5.7%	1	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	1.3%	3	0.0%	0	10.6%	2	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abingdon Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Andover College, Charlton Road, Andover	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Apollo Hotel, Aldermaston Road Roundabout, Basingstoke	0.7%	2	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ArenaFit, Lodge farm, North Warnborough, Hook	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	8.1%	2	0.0%	0
Basingstoke Country Hotel, Scures Hill, Nately Scures	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	2	0.0%	0
Basingstoke Golf Club, Winchester Road, Kempshott Hill	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blacknest Golf and Country Club, Frith End Road, Blacknest	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	6.3%	0	0.0%	0	0.0%	0
Chilbolton Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
CrossFit Basingstoke, Joule Road, Basingstoke	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Monks Lane, Newbury	2.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.2%	7	0.0%	0	0.0%	0	0.0%	0
De Vere Wokefield Estate, Mortimer Common, Reading	0.5%	1	0.0%	0	0.0%	0	0.0%	0	10.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DW Fitness First, Chineham Business Park, Chineham	2.0%	5	0.0%	0	0.0%	0	3.5%	1	0.0%	0	10.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Energique Health Club, Anstey Lane, Alton	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	6.0%	0	0.0%	0	0.0%	0
Everest Community Academy, Oxford Way, Sherborne St John	0.6%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hart Leisure Centre, Emerald Avenue, Fleet	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2	0.0%	0
Hartley Wintney Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Hook Community Centre, Ravenscroft, Hook	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Hook Town Centre	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	3	0.0%	0
Hurst Leisure Centre, Brimpton Road, Baughurst	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Medstead Village 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	6.3%	0	0.0%	0	0.0%	0
Mercure Winchester Wessex Hotel, Paternoster Row, Winchester	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	0.0%	0	2.9%	0
Norton Park Hotel, Norton Park, Sutton Scotney	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	2
Nuffield Health, Lime Square, Reading	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Nuffield Health, Links Way, Farnborough	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0
Nuffield Health, Racecourse Road, Newbury	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	9.6%	2	0.0%	0	0.0%	0	0.0%	0
Pamber Heath Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0	0.0%	0	0.0%	0
Pippa Wylde Pilates, Manor Court, Herriard	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	6.3%	0	0.0%	0	0.0%	0
Popley Fields Community Centre, Popley Way, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Basingstoke Road, Reading	0.5%	1	0.0%	0	0.0%	0	0.0%	0	10.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romsey Town Centre	0.1%	0	0.0%	0	0.0%	0	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
Sparshot Village 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	0.0%	0	2.9%	0
Stockbridge Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1
Sutton Scotney Village Centre	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.7%	2
The Park Health Club, Titchener Park, Hook	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0
Tylney Park Golf Club, Ridge Lane, Hook	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Village Hotel Basingstoke, Basing View, Basingstoke	0.3%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wherwell Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Winchester Racquets and Fitness, Bereweke Road, Winchester	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	2
Wootton St Lawrence Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
YouFitGym, Newbury Rugby Football Club, Newbury	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:	237			27		20		31		12		36		19		23		17		6		29		16
Sample:	239			20		23		22		11		28		14		24		23		21		22		31

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q34 Where do you or members of your household normally go to visit the theatre, watch a concert or watch live music?																								
<i>Those who said 'Theatre / concert / music venue' at Q30 AND Excl. Nulls & SFT</i>																								
Anvil Arts Centre, Basingstoke	46.1%	239	62.6%	43	60.5%	21	49.9%	30	52.3%	17	41.9%	21	37.5%	17	48.2%	29	37.4%	17	45.6%	8	41.6%	30	19.4%	6
Corn Exchange Arts Centre & Cinema, Newbury	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	10.8%	5	0.0%	0	0.0%	0	0.0%	0
Mayflower Theatre, Southampton	4.6%	24	4.6%	3	4.3%	2	7.1%	4	3.8%	1	4.5%	2	0.0%	0	7.2%	4	0.0%	0	6.4%	1	0.0%	0	18.5%	6
Milestones Museum, Leisure Park, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Haymarket Theatre, Basingstoke	12.5%	65	18.3%	13	19.0%	7	17.4%	11	7.2%	2	19.3%	10	9.2%	4	9.2%	6	5.8%	3	6.8%	1	13.3%	10	0.0%	0
The Hexagon Arts Centre, Reading	0.4%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Theatre Royal, Winchester	2.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	3	3.5%	2	1.0%	0	1.1%	0	0.0%	0	17.2%	6
Andover Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Basingstoke Town Centre: Festival Place Shopping Centre	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Central London / West End	23.9%	124	11.4%	8	10.0%	4	23.8%	14	29.2%	9	21.4%	11	38.9%	18	21.0%	13	21.0%	9	29.8%	5	32.9%	23	29.3%	10
Farnham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Guildford Town Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	4.7%	3	0.0%	0
Newbury Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	1.0%	0
Oxford City Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0
Salisbury City Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	6.1%	2
Southampton City Centre (includes Westquay Shopping Centre)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Winchester City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Woking Town Centre	1.0%	5	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.8%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	4.8%	3	0.0%	0
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arlington Arts, Mary Hare, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre	0.5%	3	0.0%	0	6.1%	2	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Chichester Festival Theatre, Oaklands Way, Chichester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Everyman Theatre, Regent Street, Cheltenham	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor House Local Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Theatre, George Sreett, Oxford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
New Victoria Theatre, The Ambassadors, Woking	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	1	0.0%	0	0.0%	0
O2 Academy Brixton,	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Stockwell Road, Brixton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swansea City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Anvil, Churchill Way	0.5%	3	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
East, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Lights, Andover	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Watermill Theatre and Restaurant, Bagnor, Newbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester Cathedral, The Close, Winchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yvonne Arnauld Theatre, Millbrook, Guildford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	519	69	35	61	32	50	47	60	45	17	71	33
Sample:	603	55	44	49	39	48	49	71	63	61	63	61

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11
Q35 Where do you or members of your household normally go to a museum, gallery, or other place of historical / cultural interest?																							
<i>Those who said 'Museum / gallery or place of historical / cultural interest' at Q30 AND Excl. Nulls & SFT</i>																							
Anvil Arts Centre, Basingstoke	0.8%	3	7.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Basing House, Old Basing	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Corn Exchange Arts Centre & Cinema, Newbury	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%
Milestones Museum, Leisure Park, Basingstoke	18.0%	59	20.8%	7	14.5%	3	35.8%	14	33.6%	9	8.2%	3	25.9%	6	18.2%	7	8.2%	2	10.6%	1	8.8%	5	9.6%
The Hexagon Arts Centre, Reading	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Willis Museum and Sainsbury Gallery, Top of Town, Basingstoke	16.8%	55	29.2%	10	35.4%	8	28.0%	11	20.5%	5	16.3%	6	15.5%	4	16.8%	7	4.8%	1	17.1%	2	3.8%	2	0.0%
Alton Town Centre	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	2.0%	0	0.0%	0	0.0%
Andover Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%
Basingstoke Town Centre: Festival Place Shopping Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%
Basingstoke Town Centre: Top of Town / Old Basingstoke	0.2%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Basingstoke Town Centre: The whole of Basingstoke Town Centre	0.8%	3	2.1%	1	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%
Central London / West End	54.7%	180	36.4%	13	46.7%	10	32.3%	13	45.9%	12	59.3%	20	56.2%	14	52.9%	21	53.5%	16	65.2%	6	82.9%	43	70.3%
Newbury Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%
Oxford City Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	2	0.0%	0	0.0%	0	0.0%
Salisbury City Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%
Southampton City Centre (includes Westquay Shopping Centre)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%
Winchester City Centre	2.2%	7	0.0%	0	3.4%	1	0.0%	0	0.0%	0	5.4%	2	0.0%	0	2.5%	1	3.2%	1	3.0%	0	0.0%	0	14.1%
Abroad	0.8%	3	2.1%	1	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Camden Town District Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Haslemere Educational Museum, High Street, Haslemere	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	2.0%	0	0.0%	0	0.0%
Hendon Local Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%
Long Wittenham Village Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	2	0.0%	0	0.0%	0	0.0%
Middle Wallop Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%
Mottisfont Abbey, Mottisfont Lane, Romsey	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

Weighted:

January 2020

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
The Lowry, The Quays, Salford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		329		34		21		40		25		34		25		40		30		10		52		17
Sample:		355		28		21		34		27		29		25		43		40		33		42		33

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q36 At what location, e.g. city, town, village, local area or retail / leisure park - do you or members of your household normally go to when visiting pubs / bars / nightclubs?																								
<i>Those who said 'Pub / bar / nightclub' at Q30 AND Excl. Nulls & SFT</i>																								
Alresford Town Centre	0.4%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	0	0.0%	0	2.8%	1
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	0.0%	0	6.2%	1	0.0%	0	0.0%	0
Andover Town Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	6.9%	2
Basingstoke Town Centre: Festival Place Shopping Centre	19.1%	92	27.4%	17	36.7%	14	42.0%	17	29.4%	10	15.9%	9	23.6%	13	5.3%	3	6.1%	2	0.0%	0	6.1%	4	5.7%	1
Basingstoke Town Centre: The Malls Shopping Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	12.4%	59	31.7%	20	6.5%	2	15.0%	6	21.0%	7	21.9%	13	14.7%	8	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	1.4%	7	2.5%	2	2.7%	1	0.0%	0	7.2%	2	1.1%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: The whole of Basingstoke Town Centre	5.2%	25	14.4%	9	10.6%	4	0.0%	0	9.2%	3	0.0%	0	8.1%	5	9.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.9%	4	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3	0.0%	0
Central London / West End	1.0%	5	0.0%	0	0.0%	0	0.0%	0	7.2%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	3.8%	0	1.4%	1	0.0%	0
Chineham District Centre	2.7%	13	0.0%	0	0.0%	0	0.0%	0	3.3%	1	15.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0
Farnborough Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	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	3.8%	0	0.0%	0	0.0%	0
Fleet Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0
Kingsclere Village	2.0%	10	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.0%	1	0.0%	0	26.0%	9	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	1.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	20.5%	7	0.0%	0	0.0%	0	0.0%	0
Oakley Village	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odiham Town Centre	3.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	11.3%	1	17.4%	12	0.0%	0
Overton District Centre	2.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre (includes The Oracle Shopping Centre)	1.3%	6	0.0%	0	2.7%	1	0.0%	0	0.0%	0	2.2%	1	1.5%	1	2.2%	1	0.0%	0	0.0%	0	2.8%	2	0.0%	0
Tadley District Centre	4.1%	20	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	32.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitchurch District Centre	2.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.6%	10	0.0%	0	1.8%	0	0.0%	0	0.0%	0
Winchester City Centre	3.2%	15	4.2%	3	0.0%	0	1.8%	1	0.0%	0	1.5%	1	0.0%	0	8.0%	4	0.0%	0	0.0%	0	0.0%	0	29.4%	7
Basingstoke Leisure Park, Worting Road, Basingstoke	0.7%	4	1.7%	1	0.0%	0	4.4%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatch Warren Retail Park (Wallop Drive), Basingstoke	1.5%	7	0.0%	0	10.1%	4	7.8%	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
Abroad	0.1%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Barton Stacey Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Beenham Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beggarwood Local Centre	0.1%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentworth Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0
Broughton District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burghclere Village Centre	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	4	0.0%	0	0.0%	0	0.0%	0
Chapel Row Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chilbolton Village Centre	0.8%	4	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	2
Cliddesden Local Centre	0.3%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1	0.0%	0	0.0%	0
Crawley Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1
Crandall Village Centre	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	6	0.0%	0
Dummer Local Centre	0.6%	3	1.2%	1	3.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eversley Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Fair Oak Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Fairfields Local Centre	0.7%	3	5.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four Marks Village Centre	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	4.4%	0	0.0%	0	0.0%	0
Froyle Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.3%	2	0.0%	0	0.0%	0
Hartley Wintney Village Centre	2.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	13	0.0%	0
Hatch Warren District Centre	1.2%	6	0.0%	0	15.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Headley Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	1.4%	1	0.0%	0
Herriard Village Centre	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	4.4%	0	0.0%	0	0.0%	0
Highclere Village Centre	1.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.3%	7	0.0%	0	0.0%	0	0.0%	0
Hook Town Centre	3.4%	16	0.0%	0	2.7%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.2%	14	0.0%	0
Inkpen Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Kempshott Local Centre	1.1%	6	0.0%	0	0.0%	0	13.4%	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
Kintbury Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
London Road, Basingstoke	0.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longparish Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1
Lower Wield Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0
Lychpit Local Centre	0.7%	3	5.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Micheldever Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Newnham Village Centre	0.3%	2	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Waltham Village Centre	0.7%	3	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	5.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Warnborough Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Old Basing Village Centre	2.2%	10	0.0%	0	0.0%	0	0.0%	0	3.5%	1	14.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Pamber End Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pamber Heath Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Popley Local Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	8.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston Candover Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0
Rotherwick Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Sandys Road, Basingstoke	0.2%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherborne St John Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Sherfield on Loddon Village Centre	2.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.1%	9	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silchester Village Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Wonston Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Sparshot Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
St Mary Bourne Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Steventon Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockbridge Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Stratfield Saye Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Scotney, Village Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	3
Swansea City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thatcham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thornborough Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Upton Grey Village Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.1%	2	2.0%	1	0.0%	0
Well Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0
Westside Local Centre	0.1%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester Road, Basingstoke	0.6%	3	4.0%	3	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchfield Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Wonston Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	1
Woolton Hill Village Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	3	0.0%	0	0.0%	0	0.0%	0
Worting Road, Basingstoke	0.2%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		480		62		38		41		35		60		57		48		33		11		71		25
Sample:		469		36		38		30		32		46		49		53		43		39		59		44

Basingstoke & Deane Household Survey for Lambert Smith Hampton

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January 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q37 At what location, e.g. city, town, village, local area or retail / leisure park - do you or members of your household normally go to for eating out, e.g. cafes and restaurants?																								
<i>Those who said 'Restaurant / café / eating out' at Q30 AND Excl. Nulls & SFT</i>																								
Alresford Town Centre	0.3%	2	0.8%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0
Alton Town Centre	0.8%	6	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	3	2.6%	2	0.0%	0
Andover Town Centre	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3	2.7%	1	0.0%	0	0.0%	0	5.1%	2
Basingstoke Town Centre: Festival Place Shopping Centre	41.4%	303	58.2%	53	48.4%	31	67.7%	60	50.7%	32	51.2%	43	37.5%	27	37.5%	25	14.3%	8	5.7%	1	19.4%	18	12.6%	5
Basingstoke Town Centre: The Malls Shopping Centre	1.9%	14	3.5%	3	0.0%	0	0.0%	0	5.7%	4	4.3%	4	3.6%	3	0.7%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	6.1%	45	11.4%	10	12.5%	8	3.3%	3	6.9%	4	14.2%	12	6.9%	5	1.8%	1	0.0%	0	2.5%	0	0.0%	0	1.7%	1
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	2.0%	15	0.0%	0	0.8%	0	4.9%	4	4.8%	3	0.7%	1	3.6%	3	1.8%	1	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Basingstoke Town Centre: The whole of Basingstoke Town Centre	5.0%	37	5.9%	5	10.9%	7	7.9%	7	11.4%	7	0.0%	0	4.4%	3	6.1%	4	0.0%	0	2.5%	0	2.6%	2	0.0%	0
Brighton Hill District Centre	0.6%	5	0.8%	1	4.3%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	0.0%	0	1.1%	1	0.0%	0
Central London / West End	2.6%	19	7.0%	6	0.0%	0	1.2%	1	3.9%	2	3.2%	3	1.2%	1	1.5%	1	1.9%	1	3.5%	1	2.2%	2	1.6%	1
Chineham District Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.7%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Farnham Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	9.7%	2	1.6%	1	0.0%	0
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	0.0%	0	1.8%	2	0.0%	0
Guildford Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Kingsclere Village	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	4.7%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	7.2%	5	0.0%	0	52.7%	28	0.0%	0	0.0%	0	0.0%	0
Oakley Village	0.2%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odiham Town Centre	2.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	2	14.7%	13	0.0%	0
Overton District Centre	1.1%	8	0.0%	0	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	0.0%	0
Oxford City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pangbourne Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre (includes The Oracle Shopping Centre)	2.1%	16	0.0%	0	2.7%	2	0.0%	0	1.3%	1	4.3%	4	7.3%	5	0.0%	0	0.0%	0	0.0%	0	4.8%	4	0.0%	0
Salisbury City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre (includes Westquay Shopping Centre)	0.5%	4	0.8%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2
Tadley District Centre	1.8%	14	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	16.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitchurch District Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3	0.0%	0	1.2%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Winchester City Centre	6.3%	46	2.8%	3	2.7%	2	0.8%	1	0.0%	0	3.6%	3	0.0%	0	14.8%	10	8.5%	4	14.3%	2	0.0%	0	50.8%	21
Basingstoke Leisure Park, Worting Road, Basingstoke	2.5%	18	4.8%	4	2.4%	2	7.0%	6	1.3%	1	2.6%	2	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.7%	1	2.4%	1
Brighton Hill Retail Park, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Hatch Warren Retail Park (Wallop Drive), Basingstoke	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.9%	2	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	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
St Michael’s Retail Park, Basingstoke	0.3%	2	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Arborfield Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Ashford Hill Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Avenue Nurseries, Avenue Road, Lasham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Barton Stacey Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Basingstoke Golf Club, Winchester Road, Kempshott Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beenham Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Bramley Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brimpton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broughton District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burghclere Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chilbolton Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Cliddesden Local Centre	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	2.9%	0	0.0%	0	0.0%	0
Crandall Village Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	4	0.0%	0
Dummer Local Centre	0.3%	2	0.8%	1	0.8%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eversley Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faccombe Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Four Marks Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Froyle Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre	2.3%	17	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	17.1%	16	0.0%	0
Headley Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Hook Town Centre	1.9%	14	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	2.5%	2	0.0%	0	0.0%	0	12.0%	11	0.0%	0
Hungerford 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	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Kempshott Local Centre	0.2%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Worthy Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Lasham Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Long Sutton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Longparish Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Mapledurwell Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Mattingley Village Centre	0.3%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Midgham Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Newtown Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
North Waltham Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.2%	0	0.0%	0	0.0%	0
North Warnborough Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Old Basing Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.7%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Padworth Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pamber End Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston Candover Village Centre	0.2%	1	0.0%	0	0.8%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Romsey Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Rotherwick Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Sherborne St John Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherfield on Loddon Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silchester Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Warnborough Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
South Wonston Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Steventon Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockbridge Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2
Stratfield Saye Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Scotney, Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2
Swansea City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thatcham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thornborough Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Upton Grey Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	1.6%	1	0.0%	0
Viables District Centre	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	2.5%	0	0.0%	0	0.0%	0
Well Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	1	0.0%	0	0.0%	0
Winchester Road, Basingstoke	0.8%	6	1.2%	1	4.9%	3	1.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Woolhampton Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woolton Hill Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Worting Road, Basingstoke	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	732		91		64		88		64		85		72		67		52		17		91		41	
Sample:	752		67		66		63		64		71		66		78		72		58		73		74	

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q38 Where do you or members of your household normally go for family entertainment, e.g. ten pin bowling, ice skating, outdoor adventure centres, etc?																								
<i>Those who said a family entertainment activity at Q30 AND Excl. Nulls & SFT</i>																								
Flip Out, Basingstoke	4.1%	12	0.0%	0	6.5%	2	0.0%	0	3.6%	1	7.5%	3	17.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Bowl, Leisure Park, Basingstoke	51.8%	155	49.6%	17	61.2%	23	34.5%	9	67.1%	16	48.1%	20	43.0%	15	67.1%	21	42.1%	7	61.9%	2	54.0%	22	35.9%	4
Ice Rink, The Spectrum, Guildford	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	11.2%	0	0.0%	0	0.0%	0
Lakeside Superbowl, Thatcham, Newbury	3.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	48.4%	8	0.0%	0	0.0%	0	0.0%	0
Planet Ice, Basingstoke Leisure Park	2.8%	8	0.0%	0	7.0%	3	0.0%	0	0.0%	0	11.1%	5	0.0%	0	0.0%	0	0.0%	0	7.8%	0	2.4%	1	0.0%	0
Wokingham Superbowl, Wokingham	1.0%	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	7.1%	3	0.0%	0
Aldershot Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0
Andover Town Centre	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	2	0.0%	0	0.0%	0	0.0%	0	4.3%	0
Basingstoke Town Centre: Festival Place Shopping Centre	1.4%	4	0.0%	0	2.8%	1	3.0%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	6.2%	1
Basingstoke Town Centre: The whole of Basingstoke Town Centre	0.2%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0
Central London / West End	0.8%	3	7.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastleigh Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0
Overton District Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre (includes Westquay Shopping Centre)	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	1
Winchester City Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0
Basingstoke Leisure Park, Worting Road, Basingstoke	30.3%	91	40.8%	14	22.5%	8	62.5%	16	29.3%	7	31.1%	13	30.0%	11	24.4%	8	9.6%	2	19.1%	1	21.5%	9	37.7%	4
Farnborough Gate Retail Park, Farnborough	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Michael's Retail Park, Basingstoke	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Atmosphere Trampoline Park, Daneshill Industrial Estate, Basingstoke	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	300			33		37		25		24		41		35		31		17		4		41		11
Sample:	256			22		34		15		20		29		29		26		23		12		29		17

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q40 What improvements could be made to the leisure/cultural offer in the Basingstoke & Deane Borough area that would make you visit or partake in leisure activities more often? [MR]												
A casino	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A swimming pool	2.8%	31	0.0%	0	4.2%	4	3.8%	5	2.6%	3	4.7%	6
A theatre	0.4%	5	1.6%	2	0.5%	0	0.0%	0	0.0%	0	0.6%	0
A new multi-screen cinema	0.7%	7	0.0%	0	2.0%	2	0.0%	0	0.9%	1	0.7%	1
A new art house cinema	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Bingo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper prices	2.4%	26	0.5%	1	3.9%	4	4.8%	7	0.6%	1	4.9%	6
Improved access by foot and cycle	0.6%	6	0.0%	0	1.7%	2	1.3%	2	0.0%	0	0.0%	0
Improved public transport	0.9%	9	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.5%	1
Improved security / CCTV	0.6%	6	0.7%	1	1.7%	2	1.8%	3	0.0%	0	0.0%	0
Improved street furniture	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improvements in the built environment	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
More / better car parking	1.0%	10	0.5%	1	2.4%	2	0.0%	0	0.0%	0	2.7%	3
More / better cultural facilities	0.7%	8	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	0
More / better disabled access	0.3%	3	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0
More / better health clubs / gyms	1.0%	11	3.5%	5	0.7%	1	0.0%	0	2.1%	2	0.0%	0
More / better policing & safety	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public houses	0.8%	9	1.7%	3	3.4%	3	0.0%	0	1.2%	1	0.0%	0
More / better seats	0.5%	5	0.0%	0	0.0%	0	1.8%	3	2.0%	2	0.0%	0
More / better signposting and information	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.7%	1
More better parks / green spaces	1.1%	12	2.2%	3	0.0%	0	3.8%	5	0.9%	1	0.0%	0
More for children	2.5%	28	2.7%	4	0.5%	0	5.3%	8	4.5%	4	7.3%	9
More local sports & recreation facilities	2.8%	31	2.2%	3	4.2%	4	5.9%	8	2.7%	3	4.5%	6
More nightclubs	0.2%	3	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0
More pavement cafes	0.6%	7	0.0%	0	2.0%	2	0.5%	1	0.0%	0	0.5%	1
More quality restaurants	3.2%	35	7.4%	11	6.6%	7	0.0%	0	0.0%	0	4.2%	5
More street cleaning	0.4%	4	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of public toilets	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.7%	1	3.3%	4
Ten-pin bowling	0.1%	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
Concert hall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cycling track	0.3%	3	0.0%	0	0.0%	0	0.5%	1	0.0%	0	2.2%	3
Go karting	0.4%	5	1.7%	3	0.0%	0	0.8%	1	0.0%	0	0.7%	1
Ice rink / improve/keep the current ice rink	2.1%	24	2.3%	3	0.0%	0	2.8%	4	0.0%	0	2.7%	3
Improve all leisure facilities	0.4%	4	0.0%	0	0.0%	0	0.8%	1	0.0%	0	2.5%	3
Indoor ski slope	0.4%	5	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Laser quest	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure venues open later	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Live music events	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.2%	1
More activities for disabled people	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More activities for older people	0.4%	4	0.5%	1	0.5%	0	0.5%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.6%	0
More arts & craft activities	0.4%	4	1.1%	2	0.0%	0	0.5%	1	0.0%	0	0.7%	1	0.8%	1	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
More for older children / teenagers to do	0.7%	8	1.7%	3	3.8%	4	0.0%	0	0.0%	0	0.5%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outdoor swimming pool	0.1%	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	0.7%	0	0.0%	0	0.8%	0
Petting zoo	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rock climbing wall	1.1%	12	0.7%	1	0.0%	0	3.0%	4	0.0%	0	3.7%	5	0.0%	0	2.5%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Roller skating	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skatepark	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Softplay Venues	0.5%	6	0.5%	1	0.7%	1	2.3%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spa resort	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Street festivals	0.2%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Update Basingstoke Aquadrome	0.6%	7	0.0%	0	0.0%	0	3.0%	4	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Update Basingstoke Leisure Park	0.8%	9	2.2%	3	0.0%	0	0.0%	0	0.0%	0	2.9%	4	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	65.7%	724	54.4%	79	52.7%	54	58.5%	83	75.7%	75	52.0%	64	61.6%	70	78.4%	67	82.5%	60	75.1%	21	76.5%	103	84.9%	48
(Don't know)	8.8%	97	17.4%	25	14.6%	15	5.1%	7	4.9%	5	12.6%	16	11.2%	13	0.8%	1	6.4%	5	8.1%	2	5.4%	7	3.1%	2
Weighted base:	1103		145		102		142		99		124		114		85		73		28		135		56	
Sample:	1103		101		100		100		100		100		101		101		100		100		100		100	

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q41 Where within Basingstoke & Deane Borough should the improvements/facilities you mentioned be made/provided?																								
Not those who said '(Nothing)' or '(Don't know)' at Q40																								
Basingstoke Town Centre: Festival Place Shopping Centre	14.6%	41	28.8%	12	15.9%	5	19.7%	10	9.3%	2	7.0%	3	4.0%	1	0.0%	0	25.2%	2	8.6%	0	22.0%	5	0.0%	0
Basingstoke Town Centre: The Malls Shopping Centre	0.9%	3	0.0%	0	0.0%	0	4.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	3.6%	10	17.5%	7	6.2%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	8.6%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	12.4%	35	13.2%	5	11.8%	4	10.7%	6	4.4%	1	15.4%	7	19.4%	6	12.0%	2	20.7%	2	16.8%	1	8.1%	2	0.0%	0
Basingstoke Town Centre: Anywhere within Basingstoke Town Centre	6.1%	17	0.0%	0	5.1%	2	4.9%	3	10.3%	2	6.2%	3	14.8%	5	0.0%	0	0.0%	0	0.0%	0	15.4%	4	0.0%	0
Beggarwood	0.2%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill	2.6%	7	0.0%	0	18.5%	6	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chineham	3.3%	9	0.0%	0	0.0%	0	0.0%	0	10.7%	2	12.6%	6	5.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastrop	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatch Warren	1.3%	4	0.0%	0	10.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Furlong	0.9%	3	6.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsclere	0.2%	0	0.0%	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	0.0%	0	0.0%	0
Oakley	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Basing	0.4%	1	0.0%	0	1.5%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Overton	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Popley	0.6%	2	0.0%	0	0.0%	0	0.0%	0	8.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherborne St John	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ham	0.4%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tadley	4.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	31.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upton Grey	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0
Whitchurch	1.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winklebury	0.4%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alton Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.0%	2	0.0%	0	0.0%	0
Andover Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.9%	1
Anvil Arts Theatre, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Basingstoke Aquadrome	1.7%	5	0.0%	0	0.0%	0	8.3%	4	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Leisure Park	16.0%	45	13.3%	5	8.2%	3	10.5%	5	4.4%	1	36.1%	16	15.9%	5	18.8%	3	0.0%	0	10.1%	0	24.2%	6	0.0%	0
Basingstoke: Outside Town Centre	0.9%	3	0.0%	0	0.0%	0	2.1%	1	3.0%	1	0.0%	0	0.0%	0	2.8%	0	5.8%	0	0.0%	0	0.0%	0	0.0%	0
Beechdown Park, Basingstoke	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	4.1%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

Weighted:

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Bradley Village	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	8.6%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.3%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chilbolton Village	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	0
Eversley Village	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Four Marks Village	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	4.1%	0	0.0%	0	0.0%	0
Hartley Wintney Village	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Headley Village	0.2%	0	0.0%	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	0.0%	0	0.0%	0
Hook Town Centre	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	3	0.0%	0
Old Common Road, Basingstoke	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston Candover Village	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	4.1%	0	0.0%	0	0.0%	0
South View Local Centre, Basingstoke	0.4%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Wonston Village	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	0
St Michael’s Retail Park, Basingstoke	1.5%	4	2.6%	1	0.0%	0	6.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.3%	2
Woolton Hill Village	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.2%	2	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies)	5.4%	15	0.0%	0	10.2%	3	12.4%	6	13.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1	20.3%	1
(Nowhere specifically in Basingstoke & Deane Borough)	12.4%	35	15.9%	6	5.1%	2	16.7%	9	23.7%	5	14.7%	6	8.4%	3	12.3%	2	11.6%	1	0.0%	0	0.0%	0	22.0%	1
Weighted base:	282			41		33		52		19		44		31		18		8		5		24		7
Sample:	241			25		33		30		19		34		26		19		9		18		17		11
GEN Gender of respondent.																								
Male	37.5%	414	33.5%	48	33.9%	34	46.5%	66	41.2%	41	38.7%	48	33.0%	38	43.6%	37	41.1%	30	31.8%	9	35.4%	48	25.9%	15
Female	62.5%	689	66.5%	96	66.1%	67	53.5%	76	58.8%	58	61.3%	76	67.0%	76	56.4%	48	58.9%	43	68.2%	19	64.6%	87	74.1%	42
Weighted base:	1103			145		102		142		99		124		114		85		73		28		135		56
Sample:	1103			101		100		100		100		100		101		101		100		100		100		100
AGE Could I ask how old you are?																								
18 to 24	10.0%	111	17.3%	25	14.9%	15	9.0%	13	8.0%	8	8.7%	11	12.5%	14	4.0%	3	4.4%	3	2.4%	1	10.4%	14	5.9%	3
25 to 34	11.7%	129	20.8%	30	21.6%	22	10.8%	15	10.0%	10	7.0%	9	14.3%	16	7.9%	7	4.4%	3	2.4%	1	8.6%	12	7.9%	4
35 to 44	20.7%	229	17.4%	25	16.7%	17	27.2%	39	20.2%	20	30.7%	38	18.0%	21	19.9%	17	11.1%	8	6.0%	2	26.2%	35	12.5%	7
45 to 54	20.3%	223	14.0%	20	14.1%	14	26.0%	37	12.0%	12	26.7%	33	32.6%	37	21.9%	19	15.1%	11	12.2%	3	22.8%	31	10.1%	6
55 to 64	16.3%	179	8.5%	12	16.3%	17	8.8%	12	18.4%	18	11.7%	15	8.7%	10	21.8%	19	31.1%	23	36.4%	10	16.9%	23	37.6%	21
65 +	21.0%	232	22.0%	32	16.4%	17	18.2%	26	31.4%	31	15.1%	19	13.9%	16	24.6%	21	33.9%	25	40.7%	11	15.0%	20	25.9%	15
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1103			145		102		142		99		124		114		85		73		28		135		56
Sample:	1103			101		100		100		100		100		101		101		100		100		100		100

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
QUOTA																							
Zone																							
Zone 1	13.1%	145	100.0%	145	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2	9.2%	102	0.0%	0	100.0%	102	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 3	12.9%	142	0.0%	0	0.0%	0	100.0%	142	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4	9.0%	99	0.0%	0	0.0%	0	0.0%	0	100.0%	99	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5	11.2%	124	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	124	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 6	10.3%	114	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	114	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 7	7.7%	85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	85	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 8	6.6%	73	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	73	0.0%	0	0.0%	0	0.0%
Zone 9	2.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	28	0.0%	0	0.0%
Zone 10	12.3%	135	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	135	0.0%
Zone 11	5.1%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%
Weighted base:		1103		145		102		142		99		124		114		85		73		28		135	
Sample:		1103		101		100		100		100		100		101		101		100		100		100	

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

		Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
PC	Postcode Sector																							
GU10 5		1.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	13	0.0%	0	
GU34 4		0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.8%	10	0.0%	0	0.0%	0	
GU34 5		0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	4	0.0%	0	0.0%	0	
GU51 1		0.1%	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	0.7%	1	0.0%	0	
RG19 8		0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	
RG20 0		0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	4	0.0%	0	0.0%	0	
RG20 4		0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	4	0.0%	0	0.0%	0	
RG20 5		1.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.4%	21	0.0%	0	0.0%	0	
RG20 9		3.0%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	46.2%	34	0.0%	0	0.0%	0	
RG21 3		4.2%	46	31.7%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
RG21 4		1.6%	18	12.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
RG21 5		2.5%	27	19.0%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
RG21 6		0.5%	6	3.9%	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	0.0%	0	
RG21 7		2.4%	26	18.0%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
RG21 8		1.7%	19	13.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
RG22 4		9.4%	103	0.0%	0	100.0%	102	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
RG22 5		4.7%	52	0.0%	0	0.0%	0	36.9%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
RG22 6		4.9%	54	0.0%	0	0.0%	0	38.3%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
RG23 7		2.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.8%	29	0.0%	0	0.0%	0	0.0%	0	
RG23 8		3.1%	34	0.0%	0	0.0%	0	23.7%	34	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
RG24 7		3.3%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.8%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
RG24 8		3.4%	38	2.2%	3	0.0%	0	0.0%	0	0.0%	0	27.8%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
RG24 9		8.2%	90	0.0%	0	0.0%	0	0.0%	0	91.4%	90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
RG25 2		2.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	7	0.0%	0	7.7%	7	0.0%	0	45.6%	13	0.0%	0	
RG25 3		1.7%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.4%	18	0.0%	0	0.0%	0	0.0%	0	
RG26 3		5.9%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	56.6%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
RG26 4		2.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.6%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
RG26 5		2.5%	28	0.0%	0	0.0%	0	0.0%	0	8.0%	8	6.5%	8	9.9%	11	0.0%	0	1.3%	1	0.0%	0	0.0%	0	
RG27 0		3.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	17	1.6%	2	0.0%	0	0.0%	0	0.0%	0	10.9%	15	
RG27 8		3.2%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.1%	35	
RG27 9		4.1%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.4%	41	
RG28 7		3.1%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.1%	32	3.9%	3	0.0%	0	0.0%	0	
RG29 1		2.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.9%	22	
RG51 1		0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	
RG7 1		0.6%	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	5.0%	7	
RG7 2		0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
RG7 3		0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
RG7 4		1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
RG7 5		0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
SO20 6		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	0.0%	0	0.0%	0	7.7%
SO21 2		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	0.0%	0	0.0%	0	9.2%
SO21 3		2.8%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	54.4%
SO22 5		0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%
SO22 6		0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%
SO24 9		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	5.9%	2	0.0%	0	0.0%

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

Weighted:

January 2020

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
SP11 6	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	4	0.0%	0	0.0%	0	11.0%	6
SP11 7	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3
Weighted base:		1103		145		102		142		99		124		114		85		73		28		135		56
Sample:		1103		101		100		100		100		100		101		101		100		100		100		100

Appendix 5:

Data Tabulations

By Zone – Filtered Nulls

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q01 Where do you NORMALLY shop for all your household's main food and grocery shopping needs (i.e. primarily bulk trolley purchases)? Excl. Nulls																								
Aldi, Alton Retail Park, Alton	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	7	1.0%	1	0.0%	0
Aldi, Basingstoke 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	1.0%	1	0.0%	0
Aldi, Bath Road, 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	1.0%	1	0.0%	0
Aldi, Burnett Close, Winchester	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	11
Aldi, London Road, Blackwater	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Aldi, London Road, Newbury	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Aldi, Winchester Road, Basingstoke	1.5%	16	3.0%	3	7.0%	7	2.0%	2	2.0%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, Winklebury Way, Basingstoke	2.3%	25	1.0%	1	0.0%	0	7.0%	7	7.0%	7	1.0%	1	4.0%	4	3.0%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	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	1.0%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Asda, Bournemouth Road, Eastleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brighton Hill District Centre, Basingstoke	6.8%	75	12.9%	13	33.0%	33	11.0%	11	4.0%	4	3.0%	3	2.0%	2	4.0%	4	0.0%	0	5.0%	5	0.0%	0	0.0%	0
Asda, Chalfont Way, Lower Earley, Reading	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	0.0%	0
Asda, Honey End Lane, Tilehurst, 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	0.0%	0
Asda, Princess Mead Shopping Centre, (Westmead), Farnborough	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	0.0%	0	3.0%	3	1.0%	1
Co-op, Bell Street, Whitchurch	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, 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	0.0%	0	1.0%	1	0.0%	0
Co-op, Park Prewett Road, Rooksdown	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	0.0%	0
Co-op, Winchester Street, Overton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Festival Place, Basingstoke Town Centre	0.5%	6	4.0%	4	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	0.0%	0
Lidl, Basingstoke Road, 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	1.0%	1	0.0%	0
Lidl, Gastons Wood, Basingstoke	2.2%	24	1.0%	1	1.0%	1	0.0%	0	9.0%	9	3.0%	3	5.0%	5	0.0%	0	2.0%	2	2.0%	2	1.0%	1	0.0%	0
Lidl, London Road, Newbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, Western Avenue,	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.0%	1	0.0%	0	0.0%	0	2.0%	2

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Andover																								
Lidl, Worting Road, Basingstoke	2.2%	24	3.0%	3	3.0%	3	3.0%	3	1.0%	1	1.0%	1	4.0%	4	5.9%	6	0.0%	0	2.0%	2	1.0%	1	0.0%	0
Marks & Spencer, Broad Street, Reading 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	0.0%	0
Marks & Spencer, Chineham District Centre, Basingstoke	0.3%	3	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	0.0%	0	0.0%	0
Marks & Spencer, Festival Place, Basingstoke Town Centre	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	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	0.0%	0	1.0%	1	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	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Meadows (Shopping Centre), 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	0.0%	0	1.0%	1	0.0%	0
Morrisons, Elvetham Heath, (The Key), Fleet	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	13	0.0%	0
Morrisons, Rose Kiln Lane, off Basingstoke Road, Reading	0.3%	3	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	2.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	8.8%	97	25.7%	26	10.0%	10	20.0%	20	8.0%	8	8.0%	8	1.0%	1	14.9%	15	2.0%	2	6.0%	6	1.0%	1	0.0%	0
Sainsbury's Superstore, Badger Farm Road, Badger Farm, Winchester	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	9
Sainsbury's Superstore, Bath Road, Calcot, Reading	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Blackwater Valley Road, Watchmoor Park, Camberley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Sainsbury's Superstore, Bridge St, Andover	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Sainsbury's Superstore, Draymans Way, Alton	2.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.0%	28	0.0%	0	0.0%	0
Sainsbury's Superstore, Farnham Trading Estate, Water Lane, 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	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Sainsbury's Superstore, 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	0.0%	0	1.0%	1	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Sainsbury's Superstore, Hector's Way, Newbury	1.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	17.0%	17	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Kings Street Lane, Winnersh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Sainsbury's Superstore, Middlebrook Street, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sainsbury's Superstore, Mulfords Hill, Tadley	5.7%	63	0.0%	0	0.0%	0	1.0%	1	6.0%	6	2.0%	2	48.5%	49	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Shepherds Spring Lane, Andover	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Sainsbury's Superstore, Station Mall, Basingstoke Town Centre (The Malls)	1.5%	16	6.9%	7	0.0%	0	1.0%	1	2.0%	2	1.0%	1	0.0%	0	2.0%	2	2.0%	2	0.0%	0	1.0%	1	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	12.8%	141	13.9%	14	32.0%	32	37.0%	37	4.0%	4	3.0%	3	1.0%	1	24.8%	25	2.0%	2	18.0%	18	2.0%	2	3.0%	3
Tesco Express, Compton Square, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Oakridge 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	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Extra, Newbury Retail Park, Pinchington Lane, Newbury	4.4%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	6.9%	7	4.0%	4	37.0%	37	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, River Way, Andover	1.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	10	2.0%	2	0.0%	0	0.0%	0	7.0%	7
Tesco Extra, The Meadows Shopping Centre, Sandhurst	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	3	0.0%	0
Tesco Extra, Winnall, Winchester	1.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	14.0%	14
Tesco Metro, Festival Place, Basingstoke Town Centre	0.6%	7	5.0%	5	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
Tesco Superstore, District Shopping Centre, Chineham, Basingstoke	10.8%	119	11.9%	12	1.0%	1	7.0%	7	41.0%	41	48.0%	48	3.0%	3	3.0%	3	0.0%	0	1.0%	1	3.0%	3	0.0%	0
Tesco Superstore, Finchampstead Road, Wokingham	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	0.0%	0
Tesco Superstore, London Road, Newbury	0.3%	3	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	0.0%	0	1.0%	1
Tesco Superstore, Station Road, Hook	3.3%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	4	31.0%	31	0.0%	0
Tesco Superstore,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Wellington Avenue, Aldershot																								
Waitrose, Basing View, Basingstoke	1.6%	18	2.0%	2	1.0%	1	2.0%	2	3.0%	3	1.0%	1	0.0%	0	5.0%	5	1.0%	1	2.0%	2	1.0%	1	0.0%	0
Waitrose, 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	0.0%	0	1.0%	1	0.0%	0
Waitrose, Oxford Road, Newbury	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Chantry Centre, Andover	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.0%	2	0.0%	0	0.0%	0	7.0%	7
Waitrose, Tresham Crescent, Yateley	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Local stores, Kingsclere	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	0.0%	0
Local stores, St Mary Boume	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	0.0%	0
Internet / delivery	8.9%	98	5.9%	6	9.0%	9	7.0%	7	6.0%	6	13.0%	13	12.9%	13	7.9%	8	7.0%	7	6.0%	6	13.0%	13	10.0%	10
Aldi, St Michaels Retail Park, The Harroway	1.0%	11	1.0%	1	2.0%	2	1.0%	1	1.0%	1	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	2.0%	2	1.0%	1
Aldi, Weyhill 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	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Co-op, High Street, Stockbridge	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	0.0%	0	2.0%	2
Dever Stores, Oxford Road, Sutton Scotney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Iceland, High Street, Alton	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	0.0%	0
Lidl, Bath Road, Calcot	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	0.0%	0
Lidl, Walworth Business 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	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	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Marks & Spencer, High Street, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Marks & Spencer, Tollbar Way, Hedge End, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Waitrose, Station Road, Alton	1.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	14	1.0%	1	0.0%	0
Waitrose, Stockbridge Road, Winchester	1.6%	18	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	17.0%	17
Waitrose, The Hart, 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	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Base:		1103		101		100		100		100		100		101		101		100		100		100		100

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q01A Which retailer do you purchase your main food internet / home delivery shopping from?																							
Those who do said 'Internet / delivery' at Q01																							
Amazon Pantry	1.0%	1	16.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Abel & Cole	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda	8.2%	8	16.7%	1	11.1%	1	0.0%	0	16.7%	1	0.0%	0	7.7%	1	12.5%	1	0.0%	0	16.7%	1	15.4%	2	0.0%
Iceland	1.0%	1	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons	3.1%	3	0.0%	0	0.0%	0	28.6%	2	16.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ocado	17.3%	17	0.0%	0	22.2%	2	14.3%	1	16.7%	1	15.4%	2	7.7%	1	12.5%	1	14.3%	1	33.3%	2	23.1%	3	30.0%
Sainsbury's	21.4%	21	0.0%	0	55.6%	5	0.0%	0	0.0%	0	7.7%	1	38.5%	5	50.0%	4	14.3%	1	33.3%	2	7.7%	1	20.0%
Tesco	42.9%	42	33.3%	2	11.1%	1	42.9%	3	50.0%	3	76.9%	10	46.2%	6	25.0%	2	57.1%	4	16.7%	1	46.2%	6	40.0%
Waitrose	5.1%	5	33.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0	7.7%	1	10.0%
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	0.0%
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:		98		6		9		7		6		13		13		8		7		6		13	
Q01B Whenever you do a main food shop at (LOCATION MENTIONED AT Q01) do you ever combine it with a visit to other shops or another activity in other centres / locations at the same time?																							
Not those who do said 'Internet / delivery' at Q01																							
Yes	32.6%	328	18.9%	18	18.7%	17	31.2%	29	29.8%	28	43.7%	38	22.7%	20	37.6%	35	45.2%	42	44.7%	42	32.2%	28	34.4%
No	67.4%	677	81.1%	77	81.3%	74	68.8%	64	70.2%	66	56.3%	49	77.3%	68	62.4%	58	54.8%	51	55.3%	52	67.8%	59	65.6%
Base:		1005		95		91		93		94		87		88		93		93		94		87	

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q02 In addition to (LOCATION MENTIONED AT Q01), is there anywhere else you regularly use for your main-food shopping?																								
Excl. Nulls																								
Aldi, Alton Retail Park, Alton	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	7	1.7%	1	0.0%	0
Aldi, Bath Road, Reading	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Burnett Close, Winchester	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	7.5%	4
Aldi, London Road, Blackwater	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	5.1%	3	0.0%	0
Aldi, London Road, Newbury	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3	0.0%	0	0.0%	0	0.0%	0
Aldi, Winchester Road, Basingstoke	2.9%	19	10.7%	6	0.0%	0	8.3%	5	0.0%	0	1.6%	1	3.8%	2	1.4%	1	1.6%	1	3.2%	2	1.7%	1	0.0%	0
Aldi, Winklebury Way, Basingstoke	1.2%	8	0.0%	0	0.0%	0	3.3%	2	4.7%	3	0.0%	0	3.8%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Anton Mill Road, Andover	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brighton Hill District Centre, Basingstoke	7.7%	51	5.4%	3	31.1%	19	20.0%	12	6.3%	4	1.6%	1	3.8%	2	8.6%	6	0.0%	0	6.5%	4	0.0%	0	0.0%	0
Asda, Chalfont Way, Lower Earley, Reading	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Princess Mead Shopping Centre, (Westmead), Farnborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Co-op, Bell Street, Whitchurch	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Broadmere Road, Beggarwood	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Co-op, Franklin Avenue, Tadley	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Odiham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Co-op, Kings Road, South Ham, Basingstoke	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Linden Avenue, Old Basing	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0
Co-op, Winchester Street, Overton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Chineham District Centre, Basingstoke	0.9%	6	0.0%	0	0.0%	0	0.0%	0	3.1%	2	6.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Festival Place, Basingstoke Town Centre	0.5%	3	3.6%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Fleet Road, Fleet	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Burton Foodmarket, Winklebury Centre, Basingstoke	0.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Basingstoke Road,	0.3%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Reading																								
Lidl, Gastons Wood, Basingstoke	3.9%	26	3.6%	2	0.0%	0	1.7%	1	7.8%	5	17.5%	11	7.5%	4	0.0%	0	1.6%	1	0.0%	0	3.4%	2	0.0%	0
Lidl, London Road, Newbury	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.9%	1	0.0%	0	4.9%	3	0.0%	0	0.0%	0	0.0%	0
Lidl, Western Avenue, Andover	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	1.6%	1	0.0%	0	0.0%	0	1.9%	1
Lidl, Worting Road, Basingstoke	3.3%	22	5.4%	3	3.3%	2	6.7%	4	4.7%	3	0.0%	0	9.4%	5	5.7%	4	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Marks & Spencer, Chineham District Centre, Basingstoke	2.1%	14	1.8%	1	0.0%	0	0.0%	0	6.3%	4	11.1%	7	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Marks & Spencer, Festival Place, Basingstoke Town Centre	2.3%	15	3.6%	2	3.3%	2	6.7%	4	1.6%	1	0.0%	0	1.9%	1	2.9%	2	0.0%	0	3.2%	2	1.7%	1	0.0%	0
Marks & Spencer, High Street, Alton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Marks & Spencer, Newbury Retail Park, Newbury	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	9.8%	6	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Northbrook Street, Newbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Meadows (Shopping Centre), Sandhurst	0.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Elvetham Heath, (The Key), Fleet	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	9.8%	65	19.6%	11	11.5%	7	15.0%	9	17.2%	11	6.3%	4	7.5%	4	22.9%	16	3.3%	2	0.0%	0	1.7%	1	0.0%	0
Sainsbury's Superstore, Badger Farm Road, Badger Farm, Winchester	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.1%	8
Sainsbury's Superstore, Bath Road, Calcot, Reading	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bridge St, Andover	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cambridge Walk, Camberley	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Draymans Way, Alton	1.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	9	1.7%	1	0.0%	0
Sainsbury's Superstore, Farnham Trading Estate, Water Lane, Farnham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0
Sainsbury's Superstore, Hector's Way, Newbury	2.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.3%	13	0.0%	0	0.0%	0	0.0%	0

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		Zone 11		
Sainsbury's Superstore, Mulfords Hill, Tadley	2.7%	18	0.0%	0	0.0%	0	0.0%	0	6.3%	4	1.6%	1	20.8%	11	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Shepherds Spring Lane, Andover	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	2
Sainsbury's Superstore, Station Mall, Basingstoke Town Centre (The Malls)	2.0%	13	5.4%	3	3.3%	2	3.3%	2	4.7%	3	0.0%	0	1.9%	1	1.4%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, The Meads Shopping Centre, Farnborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	7.3%	48	5.4%	3	21.3%	13	8.3%	5	6.3%	4	1.6%	1	1.9%	1	18.6%	13	0.0%	0	9.7%	6	1.7%	1	1.9%	1
Tesco Express, Heath End Road, Baughurst, Tadley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, off Great Binfields Road, Lychpit	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Newbury Retail Park, Pinchington Lane, Newbury	1.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	18.0%	11	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Portman Road, Reading	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, River Way, Andover	1.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	6	1.6%	1	0.0%	0	0.0%	0	5.7%	3
Tesco Extra, The Meadows Shopping Centre, Sandhurst	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0
Tesco Extra, Winnall, Winchester	1.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0	11.3%	6
Tesco Metro, Festival Place, Basingstoke Town Centre	1.7%	11	8.9%	5	1.6%	1	3.3%	2	1.6%	1	1.6%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, District Shopping Centre, Chineham, Basingstoke	5.6%	37	7.1%	4	1.6%	1	6.7%	4	20.3%	13	11.1%	7	0.0%	0	0.0%	0	0.0%	0	4.8%	3	8.5%	5	0.0%	0
Tesco Superstore, London Road, Newbury	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.9%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Station Road, Hook	2.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	2	25.4%	15	0.0%	0
Tesco Superstore, Wellington Avenue, Aldershot	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Waitrose, Basing View, Basingstoke	5.6%	37	3.6%	2	8.2%	5	5.0%	3	3.1%	2	14.3%	9	7.5%	4	4.3%	3	0.0%	0	11.3%	7	1.7%	1	1.9%	1
Waitrose, Broadway, Thatcham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Waitrose, Oxford Road, Newbury	1.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.0%	11	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Chantry Centre, Andover	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	3
Waitrose, Tresham Crescent, Yateley	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	3	0.0%	0
Local stores, Basingstoke Town Centre: Festival Place Shopping Centre	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Kingsclere	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	3.3%	22	1.8%	1	0.0%	0	0.0%	0	3.1%	2	3.2%	2	1.9%	1	2.9%	2	4.9%	3	3.2%	2	8.5%	5	7.5%	4
Aldi, St Michaels Retail Park, The Harroway	2.7%	18	5.4%	3	8.2%	5	8.3%	5	1.6%	1	0.0%	0	1.9%	1	1.4%	1	0.0%	0	1.6%	1	0.0%	0	1.9%	1
Aldi, The Hundred, Romsey	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Aldi, Weyhill Road, Andover	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	2
Asda, Portland Road, Waterlooville	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, South Oak Way, Reading	0.8%	5	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.6%	1	3.8%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Costco, Templer Avenue, Farnborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Winchester Road, Basingstoke	0.3%	2	1.8%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Alton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Iceland, Middle Brook Street, Winchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Lidl, Walworth Business Park, Andover	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Local stores, Stockbridge	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Marks & Spencer, High Street, Winchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Marks & Spencer, Kensington High Street, Kensington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Tesco Express, Priors Dean Road, Harestock, Winchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
The Shop, Reading Road, Sherfield on Loddon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Totland Supermarket, Mayfield Road, Farnborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Waitrose, Station Road, Alton	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	5	0.0%	0	0.0%	0
Waitrose, Stockbridge Road, Winchester	1.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.9%	10

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Waitrose, The Hart, Farnham	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3	8.5%	5	0.0%	0
Base:	662		56		61		60		64		63		53		70		61		62		59		53	
Q02AWhich retailer do you purchase your main food internet / home delivery shopping from?																								
Those who do said 'Internet / delivery' at Q02																								
Amazon Pantry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abel & Cole	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda	13.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1	100.0%	1	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0
Iceland	4.5%	1	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	22.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1	33.3%	1	0.0%	0	40.0%	2	25.0%	1
Sainsbury's	27.3%	6	100.0%	1	0.0%	0	0.0%	0	50.0%	1	50.0%	1	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	50.0%	2
Tesco	18.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1	60.0%	3	0.0%	0
Waitrose	9.1%	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	50.0%	1	0.0%	0	25.0%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilson & Sons The Greengrocer	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	22		1		0		0		2		2		1		2		3		2		5		4	

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q03 In addition to your main food shopping, where do you normally do most of your household's small scale top-up food shopping (i.e. the store you visit regularly (2+ times a week) to buy bread, milk, etc., on a day-to-day basis)?													
<i>Excl. Nulls</i>													
Aldi, Alton Retail Park, Alton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Basingstoke Road, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Burnett Close, Winchester	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Winchester Road, Basingstoke	0.5%	4	1.4%	1	1.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%
Aldi, Winklebury Way, Basingstoke	1.5%	11	1.4%	1	0.0%	0	10.3%	8	1.6%	1	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%
Asda, Brighton Hill District Centre, Basingstoke	6.1%	46	10.1%	7	43.3%	29	7.7%	6	1.6%	1	0.0%	0	0.0%
Asda, Chalfont Way, Lower Earley, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%
Budgens, Newbury Road, Kingsclere	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Buttress Stores (Mace), Winchester Road, Kings Furlong	0.3%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Bell Street, Whitchurch	1.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Broadmere Road, Beggarwood	0.7%	5	0.0%	0	6.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Franklin Avenue, Tadley	1.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.6%	14	0.0%
Co-op, Grove Road, Basingstoke	1.5%	11	10.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, High Street, Odiham	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Kings Road, Fleet	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Kings Road, South Ham, Basingstoke	0.3%	2	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%
Co-op, Limes Park, Rooksdown, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%
Co-op, Linden Avenue, Old Basing	2.8%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.7%	20	0.0%
Co-op, Park Prewett Road, Rooksdown	0.7%	5	0.0%	0	0.0%	0	0.0%	0	7.8%	5	0.0%	0	0.0%
Co-op, Swan Street, Kingsclere, Newbury	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, West Street, Alresford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Co-op, Winchester Road, Alton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0
Co-op, Winchester Street, Overton	2.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Winklebury Way, Basingstoke	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastrop Stores, Eastrop Way, Eastrop	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Chineham District Centre, Basingstoke	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Festival Place, Basingstoke Town Centre	1.2%	9	5.8%	4	0.0%	0	1.3%	1	4.7%	3	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Burton Foodmarket, Winklebury Centre, Basingstoke	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Gastons Wood, Basingstoke	0.9%	7	1.4%	1	1.5%	1	0.0%	0	6.3%	4	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, The Forest Shopping Centre, Bordon	0.1%	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	1.6%	1	0.0%	0	0.0%	0
Lidl, Western Avenue, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Lidl, Worting Road, Basingstoke	1.2%	9	0.0%	0	0.0%	0	5.1%	4	0.0%	0	0.0%	0	0.0%	0	5.5%	4	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Londis, Crown Heights, Alencon Link, Basingstoke	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Reading Road, Sherfield on Loddon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Grove Road, Cranbourne	0.3%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Marks & Spencer, Chineham District Centre, Basingstoke	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Festival Place, Basingstoke Town Centre	1.7%	13	2.9%	2	0.0%	0	2.6%	2	1.6%	1	0.0%	0	2.9%	2	4.1%	3	1.6%	1	0.0%	0	2.6%	2	0.0%	0
Marks & Spencer, High Street, Alton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0
Marks & Spencer, Newbury Retail Park, Newbury	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	6	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Northbrook Street, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColl's, Buckland Avenue, South Ham, Basingstoke	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Elvetham Heath, (The Key), 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	0.0%	0	1.3%	1	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Morrisons, Rose Kiln Lane, off Basingstoke Road, Reading	0.3%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Morrisons, Summit Avenue, Southwood, Farnborough	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	2.7%	20	2.9%	2	3.0%	2	11.5%	9	3.1%	2	1.3%	1	1.5%	1	2.7%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Nisa Local, Cranbourne Lane, Basingstoke	0.9%	7	8.7%	6	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Guinea Court, Chineham	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, High Street, Hartley Wintney	1.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.4%	14	0.0%	0
One Stop, Longfellow Parade, Basingstoke	0.3%	2	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Oakley Lane, Oakley	2.5%	19	1.4%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	23.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Sark Way, Popley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Shakespeare Road, Popley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Sherborne Road, South View	0.5%	4	2.9%	2	0.0%	0	1.3%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, St Michael's Road, Buckskin	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Stanford Road, Brighton Hill	1.1%	8	1.4%	1	9.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Premier, Abbey Road, Popley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Draymans Way, Alton	1.2%	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	14.3%	9	0.0%	0	0.0%	0
Sainsbury's Superstore, Hector's Way, Newbury	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Middlebrook Street, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Sainsbury's Superstore, Mulfords Hill, Tadley	5.9%	44	0.0%	0	0.0%	0	0.0%	0	4.7%	3	5.3%	4	51.5%	35	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Shepherds Spring Lane, Andover	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Sainsbury's Superstore, Station Mall, Basingstoke Town Centre (The Malls)	1.6%	12	4.3%	3	1.5%	1	6.4%	5	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren,	4.0%	30	5.8%	4	20.9%	14	7.7%	6	1.6%	1	0.0%	0	1.5%	1	4.1%	3	0.0%	0	1.6%	1	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Basingstoke 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	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Anstey Lane, 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	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Tesco Express, Buckingham Parade, Kempshott	2.0%	15	0.0%	0	4.5%	3	12.8%	10	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Carpenters Down, Popley	2.7%	20	0.0%	0	0.0%	0	0.0%	0	29.7%	19	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Charlton Road, 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	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Tesco Express, Compton Square, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Heath End Road, Baughurst, Tadley	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	8.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Oakridge Road, Basingstoke	1.3%	10	7.2%	5	0.0%	0	3.8%	3	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, off Great Binfields Road, Lychpit	1.5%	11	1.4%	1	0.0%	0	1.3%	1	0.0%	0	12.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Weyhill Road, 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	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Tesco Express, Winchester Street, Whitchurch	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	7	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Tesco Extra, Newbury Retail Park, Pinchington Lane, Newbury	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	12.9%	8	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, River Way, 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	0.0%	0	0.0%	0	0.0%	0	1.8%	1
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	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, 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	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Tesco Metro, Festival Place, Basingstoke Town Centre	1.6%	12	10.1%	7	1.5%	1	2.6%	2	1.6%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, District Shopping Centre, Chineham, Basingstoke	3.3%	25	1.4%	1	0.0%	0	1.3%	1	9.4%	6	17.3%	13	0.0%	0	1.4%	1	0.0%	0	0.0%	0	3.9%	3	0.0%	0
Tesco Superstore, Finchampstead Road, Wokingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Tesco Superstore, High Street, Bordon	0.1%	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	1.6%	1	0.0%	0	0.0%	0
Tesco Superstore, Station Road, Hook	3.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	31.6%	24	0.0%	0
Tesco Superstore, Wellington Avenue,	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Aldershot																								
Today's Extra (Oakridge Stores), Oakridge Road, Basingstoke	0.3%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Basing View, Basingstoke	1.5%	11	5.8%	4	0.0%	0	2.6%	2	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Waitrose, Broadway, Thatcham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Oxford Road, Newbury	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	4	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Chantry Centre, Andover	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	3.5%	2
Waitrose, Tresham Crescent, Yateley	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Local stores, Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Chineham District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, 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	0.0%	0	1.3%	1	0.0%	0
Local stores, 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	0.0%	0	1.3%	1	0.0%	0
Local stores, Kingsclere	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	8	0.0%	0	0.0%	0	0.0%	0
Local stores, Old Basing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Sherfield on Loddon	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, South Ham	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, St Mary Bourne	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0
Local stores, Tadley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Internet / delivery	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3	1.3%	1	0.0%	0
Aldi, St Michaels Retail Park, The Harroway	0.9%	7	1.4%	1	0.0%	0	3.8%	3	1.6%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Aldi, Weyhill Road, 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	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Ashland Stores, The Square, Bishops Green, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Barton Stacey Post Office & Stores, The Street, Barton Stacey	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2
Bentley Village Stores, London Road, Bentley	0.1%	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	1.6%	1	0.0%	0	0.0%	0
Best One Store, Kingsfurlong Centre,	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Basingstoke													
Budgens, London Road, Hook	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Candover Valley Store, Alresford Road, Preston Candover	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chilbolton Stores, Village Street, Chilbolton	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Belle Vue, Road, Southbourne	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%
Co-op, Monument Close, Essex Street, Newbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Pound Street, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Wokingham Road, Earley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dever Stores, Oxford Road, Sutton Scotney	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hen & Chicken Filling Station, Upper Froyle, Alton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Winchester Road, Basingstoke	0.4%	3	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%
Iceland, Bridge Street, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, High Street North, East Ham, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, London Road, Blackwater	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Barton Stacey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Crondall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Farnham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Giles Road, Tadley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Headley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Kings Worthy	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Longparish	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Mortimer West End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, North Waltham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Nutley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Padworth Common	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Preston Candover	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Romsey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, South Wonston	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Local stores, Sparsholt	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2
Local stores, Upton Grey	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0
Local stores, Wash Common, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Local stores, Woolton Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Local stores, Worting Road, Basingstoke	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manydown Farm Shop, Worting Road, Basingstoke	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Mill Lane, A287, 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	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Marks & Spencer (BP), Popham Services, Micheldever	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
McColl's, Giles Road, Tadley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NW Read Butchers, Lymington Bottom Road, 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	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Old Barn Stores, North Waltham, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Sherfield Road, Bramley, Tadley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office, Anstey Close, Basingstoke	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Petrol Station, Andover Road, Newbury	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	8	0.0%	0	0.0%	0	0.0%	0
Spar, Swan Street, Kingsclere	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Swan Street Stores, Swan Street, Kingsclere	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Priors Dean Road, Harestock, Winchester	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3
Tesco Express, Springvale Road, Kings Worthy	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	4
The Shop, Church Street, Upton Grey	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0
The Shop, Reading Road, Sherfield on Loddon	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Station Road, Alton	0.9%	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	11.1%	7	0.0%	0	0.0%	0
Waitrose, Stockbridge Road, Winchester	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	6
Waitrose, The Hart, 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	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Base:	752		69		67		78		64		75		68		73		62		63		76		57	

Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q04 In addition to (LOCATION MENTIONED AT Q03), is there anywhere else you regularly use for your household's small scale top-up food shopping?																								
<i>Not those who said '(Don't know / varies)' or '(Don't do this type of shopping)' at Q03 AND Excl. Nulls</i>																								
Aldi, Alton Retail Park, Alton	1.2%	4	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	3	0.0%	0	0.0%	0
Aldi, Burnett Close, Winchester	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	3
Aldi, Winchester Road, Basingstoke	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0
Aldi, Winklebury Way, Basingstoke	1.7%	6	0.0%	0	0.0%	0	8.3%	3	11.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brighton Hill District Centre, Basingstoke	2.6%	9	6.3%	2	17.2%	5	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Aldermaston Road, Tadley	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Newbury Road, Kingsclere	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Bell Street, Whitchurch	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	3	3.8%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Broadmere Road, Beggarwood	1.2%	4	0.0%	0	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0
Co-op, Franklin Avenue, Tadley	1.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Grove Road, Basingstoke	0.3%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Harts Hill Road, Dunston Park, Thatcham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Alton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0
Co-op, High Street, Odiham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Co-op, Limes Park, Rooksdown, Basingstoke	0.3%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Linden Avenue, Old Basing	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, West Street, Alresford	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0
Co-op, Winchester Road, Alton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0
Co-op, Winchester Street, Overton	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Festival Place, Basingstoke Town Centre	0.9%	3	6.3%	2	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Burton Foodmarket, Winklebury Centre, Basingstoke	0.3%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Gastons Wood, Basingstoke	1.4%	5	0.0%	0	0.0%	0	0.0%	0	7.4%	2	8.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Western Avenue,	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Andover																								
Lidl, Worting Road, Basingstoke	3.2%	11	3.1%	1	3.4%	1	5.6%	2	7.4%	2	0.0%	0	0.0%	0	4.8%	2	0.0%	0	3.6%	1	6.5%	2	0.0%	0
Londis, Reading Road, Sherfield on Loddon	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0
Marks & Spencer (BP), Grove Road, Cranbourne	1.7%	6	12.5%	4	3.4%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Broad Street, Reading Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Marks & Spencer, Chineham District Centre, Basingstoke	1.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	4	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Festival Place, Basingstoke Town Centre	2.9%	10	3.1%	1	3.4%	1	2.8%	1	3.7%	1	0.0%	0	9.7%	3	4.8%	2	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Marks & Spencer, High Street, Alton	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	2	0.0%	0	0.0%	0
Marks & Spencer, Newbury Retail Park, Newbury	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	4	0.0%	0	0.0%	0	0.0%	0
McColl's, Elmwood Way, Winklebury	0.3%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Elvetham Heath, (The Key), Fleet	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	4.6%	16	15.6%	5	6.9%	2	19.4%	7	3.7%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa Local, Amport Road, Sherfield Park	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Guinea Court, Chineham	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Oakley Lane, Oakley	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Shakespeare Road, Popley	0.6%	2	0.0%	0	0.0%	0	0.0%	0	7.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Sherborne Road, South View	0.3%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Stanford Road, Brighton Hill	1.2%	4	0.0%	0	10.3%	3	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Abbey Road, Popley	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Pack Lane, Kempshott	0.6%	2	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Badger Farm Road, Badger Farm, Winchester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Sainsbury's Superstore,	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Draymans Way, Alton																								
Sainsbury's Superstore, Farnham Trading Estate, Water Lane, Farnham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Sainsbury's Superstore, Fleet Road, Fleet	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0
Sainsbury's Superstore, Hector's Way, Newbury	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mulfords Hill, Tadley	3.5%	12	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	29.0%	9	2.4%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Sainsbury's Superstore, Station Mall, Basingstoke Town Centre (The Malls)	4.0%	14	15.6%	5	0.0%	0	5.6%	2	3.7%	1	0.0%	0	3.2%	1	4.8%	2	7.7%	2	0.0%	0	3.2%	1	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	3.5%	12	0.0%	0	24.1%	7	11.1%	4	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Linden Avenue, Old Basing	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Upper Bucklebury, Reading	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Anstey Lane, Alton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0
Tesco Express, Buckingham Parade, Kempshott	0.6%	2	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Carpenters Down, Popley	1.2%	4	0.0%	0	0.0%	0	0.0%	0	14.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Charlton Road, Andover	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Heath End Road, Baughurst, Tadley	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	3.2%	1	0.0%	0	7.7%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Oakridge Road, Basingstoke	1.2%	4	3.1%	1	0.0%	0	2.8%	1	7.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, off Great Binfields Road, Lychpit	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	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	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	4	0.0%	0	0.0%	0
Tesco Express, Winchester Street, Whitchurch	2.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Newbury Retail Park, Pinchington Lane, Newbury	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	7.7%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, River Way, Andover	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Tesco Extra, Winnall, Winchester	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Tesco Metro, Festival Place,	2.0%	7	6.3%	2	3.4%	1	5.6%	2	7.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11											
Basingstoke Town Centre																								
Tesco Metro, Northbrook Street, Newbury Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, District Shopping Centre, Chineham, Basingstoke	2.9%	10	0.0%	0	0.0%	0	0.0%	0	7.4%	2	10.8%	4	6.5%	2	2.4%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0
Tesco Superstore, Station Road, Hook	2.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	10.7%	3	12.9%	4	0.0%	0
Waitrose, Basing View, Basingstoke	4.3%	15	9.4%	3	0.0%	0	2.8%	1	0.0%	0	10.8%	4	0.0%	0	11.9%	5	0.0%	0	0.0%	0	6.5%	2	0.0%	0
Waitrose, Hart Centre, Fleet	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Waitrose, Oxford Road, Newbury	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Tresham Crescent, Yateley	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0
Local stores, Basingstoke Town Centre: Festival Place Shopping Centre	1.2%	4	3.1%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	0.6%	2	0.0%	0	0.0%	0	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Hartley Wintney	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0
Local stores, Hook	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Local stores, Kingsclere	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0
Local stores, Oakley	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Old Basing	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Overton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, South Ham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Tadley	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	3.6%	1	3.2%	1	3.7%	1
Aldermaston Stores, Fisherman's Lane, Aldermaston	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, St Michaels Retail Park, The Harroway	2.9%	10	6.3%	2	13.8%	4	2.8%	1	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Avenue Nurseries, Avenue Road, Lasham, Alton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0
Barton Stacey Post Office & Stores, The Street, Barton Stacey	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Bentley Village Stores, London Road, Bentley	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0
Budgens, London Road,	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0

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	Zone 11			
Hook																
Cobbs Farm Shop, Springvale Road, Headbourne Worthy	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1		
Co-op, Byfleet Avenue, Old Basing, Basingstoke	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Co-op, High Street, Stockbridge	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2		
Co-op, Pound Street, Newbury	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0		
Co-op, Reading Road, Yateley	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Good Taste Bakery, Hartley Witney, Hook	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0
Home Bargains, Winchester Road, Basingstoke	0.3%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Buckskin Centre, Basingstoke	0.3%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, North Waltham	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0
Local stores, Preston Candover	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Local stores, Sherfield Park, Sherfield on Loddon	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Local stores, South Wonston	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Stockbridge	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Local stores, Upton Grey	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Local stores, Woolton Hill	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	3	0.0%	0
Manydown Farm Shop, Worting Road, Basingstoke	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Marks & Spencer, Buck Garage, Micheldever Road, Longparish	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Marks & Spencer, Tollbar Way, Hedge End, Southampton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
One Stop, Sherfield Road, Bramley, Tadley	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Post Office, Anstey Close, Basingstoke	0.3%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Petrol Station, Andover Road, Newbury	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	3	0.0%	0
Spar, Hook Road, North Warnborough	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Spar, Stoney Lane, Weeke	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Tesco Express, Priors Dean Road, Harestock,	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	3

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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		Zone 11	
Winchester																								
Tesco Express, Springvale Road, Kings Worthy	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2
Waitrose, Stockbridge Road, Winchester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Winchester Farmers Market, High Street, Winchester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Woolton Hill Post Office, The Stores, Woolton Hill	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	2	0.0%	0	0.0%	0	0.0%	0
Base:		346		32		29		36		27		37		31		42		26		28		31		27
Meanscore: [%]																								
Q05 Of all the money you spend on your main and top-up food shopping, what percentage on average goes on your main food shopping?																								
Not those who said '(Don't do this type of shopping)' at Q03																								
None	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
1 - 10%	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
11 - 20%	1.6%	12	1.4%	1	1.5%	1	1.2%	1	1.6%	1	2.6%	2	2.9%	2	1.4%	1	3.2%	2	0.0%	0	0.0%	0	1.7%	1
21 - 30%	2.9%	22	0.0%	0	4.4%	3	2.4%	2	1.6%	1	2.6%	2	5.7%	4	1.4%	1	1.6%	1	9.4%	6	2.5%	2	0.0%	0
31 - 40%	2.1%	16	4.3%	3	2.9%	2	1.2%	1	1.6%	1	1.3%	1	1.4%	1	2.7%	2	1.6%	1	1.6%	1	1.3%	1	3.4%	2
41 - 50%	8.6%	66	14.3%	10	4.4%	3	8.5%	7	6.3%	4	9.1%	7	1.4%	1	11.0%	8	12.7%	8	14.1%	9	8.9%	7	3.4%	2
51 - 60%	8.1%	62	7.1%	5	5.9%	4	11.0%	9	7.8%	5	9.1%	7	11.4%	8	2.7%	2	4.8%	3	14.1%	9	11.4%	9	1.7%	1
61 - 70%	8.7%	67	14.3%	10	7.4%	5	11.0%	9	3.1%	2	10.4%	8	10.0%	7	6.8%	5	4.8%	3	7.8%	5	7.6%	6	12.1%	7
71 - 80%	29.6%	227	24.3%	17	30.9%	21	20.7%	17	40.6%	26	29.9%	23	27.1%	19	41.1%	30	27.0%	17	31.3%	20	24.1%	19	31.0%	18
81 - 90%	22.8%	175	21.4%	15	23.5%	16	19.5%	16	25.0%	16	26.0%	20	20.0%	14	21.9%	16	22.2%	14	12.5%	8	26.6%	21	32.8%	19
91 - 99%	8.2%	63	5.7%	4	7.4%	5	12.2%	10	4.7%	3	9.1%	7	8.6%	6	4.1%	3	12.7%	8	6.3%	4	10.1%	8	8.6%	5
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	0.0%	0
(Don't know / varies)	7.2%	55	5.7%	4	11.8%	8	12.2%	10	7.8%	5	0.0%	0	10.0%	7	6.8%	5	7.9%	5	3.1%	2	7.6%	6	5.2%	3
(Refused)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Mean:		74.03		71.32		74.83		74.46		75.85		74.26		73.06		74.31		74.49		67.65		75.68		78.80
Base:		768		70		68		82		64		77		70		73		63		64		79		58

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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		Zone 11	
Meanscore: [%]																							
Q05XOf all the money you spend on your main and top-up food shopping, what percentage on average goes on your main food shopping? (All respondents)																							
None	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
1 - 10%	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	0.0%
11 - 20%	1.1%	12	1.0%	1	1.0%	1	1.0%	1	1.0%	1	2.0%	2	2.0%	2	1.0%	1	2.0%	2	0.0%	0	0.0%	0	1.0%
21 - 30%	2.0%	22	0.0%	0	3.0%	3	2.0%	2	1.0%	1	2.0%	2	4.0%	4	1.0%	1	1.0%	1	6.0%	6	2.0%	2	0.0%
31 - 40%	1.5%	16	3.0%	3	2.0%	2	1.0%	1	1.0%	1	1.0%	1	1.0%	1	2.0%	2	1.0%	1	1.0%	1	1.0%	1	2.0%
41 - 50%	6.0%	66	9.9%	10	3.0%	3	7.0%	7	4.0%	4	7.0%	7	1.0%	1	7.9%	8	8.0%	8	9.0%	9	7.0%	7	2.0%
51 - 60%	5.6%	62	5.0%	5	4.0%	4	9.0%	9	5.0%	5	7.0%	7	7.9%	8	2.0%	2	3.0%	3	9.0%	9	9.0%	9	1.0%
61 - 70%	6.1%	67	9.9%	10	5.0%	5	9.0%	9	2.0%	2	8.0%	8	6.9%	7	5.0%	5	3.0%	3	5.0%	5	6.0%	6	7.0%
71 - 80%	20.6%	227	16.8%	17	21.0%	21	17.0%	17	26.0%	26	23.0%	23	18.8%	19	29.7%	30	17.0%	17	20.0%	20	19.0%	19	18.0%
81 - 90%	15.9%	175	14.9%	15	16.0%	16	16.0%	16	16.0%	16	20.0%	20	13.9%	14	15.8%	16	14.0%	14	8.0%	8	21.0%	21	19.0%
91 - 99%	5.7%	63	4.0%	4	5.0%	5	10.0%	10	3.0%	3	7.0%	7	5.9%	6	3.0%	3	8.0%	8	4.0%	4	8.0%	8	5.0%
100%	30.4%	335	30.7%	31	32.0%	32	18.0%	18	36.0%	36	23.0%	23	30.7%	31	27.7%	28	37.0%	37	36.0%	36	21.0%	21	42.0%
(Don't know / varies)	5.0%	55	4.0%	4	8.0%	8	10.0%	10	5.0%	5	0.0%	0	6.9%	7	5.0%	5	5.0%	5	2.0%	2	6.0%	6	3.0%
(Refused)	0.2%	2	0.0%	0	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	0.0%
Mean:	82.35		80.48		83.59		79.57		85.00		80.18		82.04		81.80		84.53		79.53		81.12		87.98
Base:	1103		101		100		100		100		100		101		101		100		100		100		100
Q06AWhenever you do main or top-up food shopping at Asda, Brighton Hill District Centre, Basingstoke do you ever combine it with a visit to other shops or another activity in Brighton Hill District Centre at the same time?																							
Yes	18.9%	209	29.7%	30	47.0%	47	32.0%	32	24.0%	24	8.0%	8	17.8%	18	20.8%	21	2.0%	2	16.0%	16	9.0%	9	2.0%
No	22.3%	246	33.7%	34	37.0%	37	32.0%	32	28.0%	28	20.0%	20	13.9%	14	28.7%	29	3.0%	3	16.0%	16	17.0%	17	16.0%
Never do main or top-up food shopping at Asda, Brighton Hill District Centre, Basingstoke	58.7%	648	36.6%	37	16.0%	16	36.0%	36	48.0%	48	72.0%	72	68.3%	69	50.5%	51	95.0%	95	68.0%	68	74.0%	74	82.0%
Base:	1103		101		100		100		100		100		101		101		100		100		100		100
Q06BWhenever you do main or top-up food shopping at Sainsbury's Superstore, Mulfords Hill, Tadley do you ever combine it with a visit to other shops or another activity in Tadley District Centre at the same time?																							
Yes	8.2%	90	4.0%	4	3.0%	3	1.0%	1	11.0%	11	7.0%	7	43.6%	44	3.0%	3	12.0%	12	1.0%	1	1.0%	1	3.0%
No	21.4%	236	32.7%	33	26.0%	26	16.0%	16	27.0%	27	18.0%	18	46.5%	47	16.8%	17	16.0%	16	7.0%	7	13.0%	13	16.0%
Never do main or top-up food shopping at Sainsbury's Superstore, Mulfords Hill, Tadley	70.4%	777	63.4%	64	71.0%	71	83.0%	83	62.0%	62	75.0%	75	9.9%	10	80.2%	81	72.0%	72	92.0%	92	86.0%	86	81.0%
Base:	1103		101		100		100		100		100		101		101		100		100		100		100

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q06CWhenever you do main or top-up food shopping at Tesco Superstore, District Shopping Centre, Chineham do you ever combine it with a visit to other shops or another activity in Chineham District Centre at the same time?																								
Yes	27.1%	299	39.6%	40	29.0%	29	27.0%	27	49.0%	49	51.0%	51	21.8%	22	27.7%	28	4.0%	4	18.0%	18	28.0%	28	3.0%	3
No	19.8%	218	20.8%	21	22.0%	22	21.0%	21	34.0%	34	30.0%	30	14.9%	15	17.8%	18	6.0%	6	12.0%	12	23.0%	23	16.0%	16
Never do main or top-up food shopping at Tesco Superstore, District Shopping Centre, Chineham	53.1%	586	39.6%	40	49.0%	49	52.0%	52	17.0%	17	19.0%	19	63.4%	64	54.5%	55	90.0%	90	70.0%	70	49.0%	49	81.0%	81
Base:	1103		101		100		100		100		100		101		101		100		100		100		100	
Q06DWhenever you do main or top-up food shopping at Waitrose, Basing View, Basingstoke do you ever combine it with a visit to other shops or another activity in Basingstoke Town Centre at the same time?																								
Yes	24.5%	270	37.6%	38	30.0%	30	30.0%	30	23.0%	23	32.0%	32	13.9%	14	32.7%	33	6.0%	6	21.0%	21	31.0%	31	12.0%	12
No	17.8%	196	27.7%	28	22.0%	22	18.0%	18	25.0%	25	15.0%	15	9.9%	10	20.8%	21	9.0%	9	14.0%	14	18.0%	18	16.0%	16
Never do main or top-up food shopping at Waitrose, Basing View, Basingstoke	57.8%	637	34.7%	35	48.0%	48	52.0%	52	52.0%	52	53.0%	53	76.2%	77	46.5%	47	85.0%	85	65.0%	65	51.0%	51	72.0%	72
Base:	1103		101		100		100		100		100		101		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		Zone 11	
Q07 Whenever you carry out linked trips as part of your main or top-up food shopping trip - what do you do? [MR]																								
Shopping for: Clothing / footwear	16.9%	186	10.9%	11	22.0%	22	25.0%	25	20.0%	20	14.0%	14	12.9%	13	19.8%	20	12.0%	12	13.0%	13	27.0%	27	9.0%	9
Shopping for: DIY and decorating goods	2.7%	30	0.0%	0	1.0%	1	2.0%	2	1.0%	1	0.0%	0	9.9%	10	0.0%	0	6.0%	6	6.0%	6	1.0%	1	3.0%	3
Shopping for: Domestic electrical appliances such as fridges, kettles, washing machines	1.4%	15	0.0%	0	0.0%	0	3.0%	3	1.0%	1	1.0%	1	2.0%	2	1.0%	1	2.0%	2	2.0%	2	1.0%	1	2.0%	2
Shopping for: Furniture / floorcoverings / household textiles	2.8%	31	0.0%	0	6.0%	6	5.0%	5	3.0%	3	4.0%	4	2.0%	2	2.0%	2	1.0%	1	4.0%	4	2.0%	2	2.0%	2
Shopping for: Mobile phones & accessories	0.3%	3	0.0%	0	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	0.0%	0
Shopping for: Personal / luxury goods such as books, jewellery, china, glass & cosmetics	6.4%	71	5.0%	5	1.0%	1	12.0%	12	10.0%	10	3.0%	3	5.0%	5	8.9%	9	5.0%	5	11.0%	11	9.0%	9	1.0%	1
Shopping for: TV, Hi-Fi, radio, photographic & computer equipment	0.5%	5	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Shopping for: Chemist goods / toiletries	7.6%	84	4.0%	4	9.0%	9	7.0%	7	10.0%	10	15.0%	15	5.0%	5	5.9%	6	8.0%	8	11.0%	11	5.0%	5	4.0%	4
Other FOOD shopping	9.6%	106	10.9%	11	8.0%	8	10.0%	10	12.0%	12	21.0%	21	7.9%	8	8.9%	9	6.0%	6	5.0%	5	12.0%	12	4.0%	4
Meeting family / friends	4.7%	52	5.0%	5	3.0%	3	6.0%	6	5.0%	5	1.0%	1	4.0%	4	10.9%	11	6.0%	6	2.0%	2	4.0%	4	5.0%	5
Visit advice centre / CAB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit cafes - daytime eating / drinking	5.3%	58	5.9%	6	6.0%	6	6.0%	6	4.0%	4	10.0%	10	2.0%	2	8.9%	9	3.0%	3	1.0%	1	7.0%	7	4.0%	4
Visit church	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit gym	1.0%	11	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	3	3.0%	3	2.0%	2	1.0%	1	0.0%	0
Visit library	1.6%	18	1.0%	1	1.0%	1	1.0%	1	1.0%	1	3.0%	3	4.0%	4	1.0%	1	0.0%	0	4.0%	4	1.0%	1	1.0%	1
Visit museum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit nail bar / beauticians	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit restaurants / bars	2.7%	30	3.0%	3	2.0%	2	3.0%	3	9.0%	9	1.0%	1	1.0%	1	3.0%	3	2.0%	2	1.0%	1	3.0%	3	2.0%	2
Visit solicitors / estate agent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit swimming pool	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Visit the bank	4.0%	44	4.0%	4	2.0%	2	1.0%	1	6.0%	6	3.0%	3	5.0%	5	5.0%	5	5.0%	5	2.0%	2	7.0%	7	4.0%	4
Visit the building society	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	0.0%	0
Visit the dry cleaners / laundrette	0.7%	8	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	1.0%	1	0.0%	0	2.0%	2	1.0%	1	0.0%	0	1.0%	1
Visit the hairdressers / barbers	1.0%	11	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	2.0%	2	1.0%	1	1.0%	1	3.0%	3	1.0%	1	1.0%	1
Visit the market	0.1%	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	0.0%	0
Visit the opticians	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the pharmacy	0.9%	10	3.0%	3	2.0%	2	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Visit the doctor / dentist / hospital	2.0%	22	2.0%	2	7.0%	7	3.0%	3	1.0%	1	2.0%	2	2.0%	2	0.0%	0	0.0%	0	3.0%	3	0.0%	0	2.0%	2
Get fuel	2.4%	27	1.0%	1	1.0%	1	3.0%	3	0.0%	0	2.0%	2	2.0%	2	5.9%	6	3.0%	3	4.0%	4	4.0%	4	1.0%	1
Get car washed	0.1%	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	0.0%	0
Recycling / go to the tip	0.8%	9	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	2.0%	2	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Window shopping / browsing / go for a walk	6.4%	71	8.9%	9	5.0%	5	3.0%	3	2.0%	2	20.0%	20	2.0%	2	8.9%	9	2.0%	2	5.0%	5	10.0%	10	4.0%	4
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	0.0%	0
Children's activities	0.3%	3	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	1.0%	1	0.0%	0
Dog walking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Donating to charity shops	0.5%	5	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dropping / picking people up	0.5%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	1.0%	1
Get car serviced	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
School run	0.5%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Shopping for: Pet products	0.9%	10	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	2.0%	2	1.0%	1	2.0%	2	0.0%	0
Shopping for: Stationery / cards	0.5%	5	1.0%	1	1.0%	1	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping in: Charity shops	0.8%	9	2.0%	2	3.0%	3	1.0%	1	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports activity	0.7%	8	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	1.0%	1	2.0%	2	1.0%	1	0.0%	0
Use train station	0.4%	4	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%	2	1.0%	1
Visit bookmakers	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	0.0%	0
Visit cinema	1.3%	14	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	3.0%	3	0.0%	0	3.0%	3	5.0%	5	1.0%	1
Visit cobblers	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	0.0%	0
Visit community centre / local group	0.4%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Visit newsagents	0.2%	2	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	0.0%	0	0.0%	0
Visit post office	1.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	6.9%	7	2.0%	2	2.0%	2	0.0%	0	3.0%	3	1.0%	1
Visit recycling centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Visit travel agents	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	0.0%	0
Visit vets	0.3%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Work	1.8%	20	2.0%	2	2.0%	2	3.0%	3	2.0%	2	2.0%	2	2.0%	2	2.0%	2	0.0%	0	2.0%	2	2.0%	2	1.0%	1
(Don't know)	0.7%	8	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	2.0%	2	1.0%	1	1.0%	1	0.0%	0
(Never carry out-linked trips when food shopping)	46.1%	509	53.5%	54	48.0%	48	38.0%	38	47.0%	47	36.0%	36	50.5%	51	36.6%	37	54.0%	54	43.0%	43	38.0%	38	63.0%	63
Base:	1103		101		100		100		100		100		101		101		100		100		100		100	

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q08 Where do you normally shop for household purchases of mens, womens, childrens and baby clothing/footwear? NOTE we mean fashion items not sports clothing and footwear Excl. Nulls																								
Asda, Brighton Hill District Centre, Basingstoke	1.2%	13	1.0%	1	5.2%	5	6.0%	6	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, Festival Place, Basingstoke Town Centre	2.3%	25	5.2%	5	4.2%	4	1.0%	1	3.1%	3	2.1%	2	2.1%	2	3.0%	3	0.0%	0	3.0%	3	2.1%	2	0.0%	0
Marks & Spencer, The Meadows (Shopping Centre), Sandhurst	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	2.0%	2	3.1%	3	0.0%	0
Sainsbury's Superstore, 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	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sainsbury's Superstore, Bath Road, 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	0.0%	0
Sainsbury's Superstore, Hector's Way, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mulfords Hill, Tadley	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	1.1%	12	0.0%	0	4.2%	4	3.0%	3	1.0%	1	0.0%	0	0.0%	0	3.0%	3	0.0%	0	1.0%	1	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	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Extra, 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	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Superstore, District Shopping Centre, Chineham	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	0.0%	0
Tesco Superstore, Wellington Avenue, Aldershot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Avenue Nurseries, Lasham	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	0.0%	0
Boots, Brighton Hill District Centre, 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	0.0%	0	0.0%	0	1.0%	1
Homesense (TK Maxx), Festival Place, Basingstoke	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	0.0%	0
IKEA, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
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	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
John Lewis, Westquay Shopping Centre, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Matalan, Chineham District Centre, Basingstoke	0.4%	4	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Next, Festival Place, Basingstoke	0.4%	4	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	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	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Alton 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	6.1%	6	0.0%	0	0.0%	0
Andover Town Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Basingstoke Town Centre: Festival Place Shopping Centre	40.5%	434	58.3%	56	52.1%	50	46.0%	46	60.4%	58	50.0%	48	48.5%	47	41.4%	41	13.4%	13	27.3%	27	33.0%	32	16.2%	16
Basingstoke Town Centre: The Malls Shopping Centre	2.2%	24	5.2%	5	3.1%	3	2.0%	2	4.2%	4	2.1%	2	2.1%	2	1.0%	1	0.0%	0	1.0%	1	4.1%	4	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	0.4%	4	2.1%	2	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
Basingstoke Town Centre: The whole of Basingstoke Town Centre	2.9%	31	1.0%	1	5.2%	5	9.0%	9	4.2%	4	1.0%	1	3.1%	3	2.0%	2	0.0%	0	5.1%	5	1.0%	1	0.0%	0
Brighton Hill District 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	0.0%	0	0.0%	0
Camberley Town Centre	0.4%	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	0.0%	0	3.1%	3	0.0%	0
Central London / West End	1.2%	13	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	1.0%	1	0.0%	0	4.0%	4	1.0%	1	3.0%	3
Chineham District Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Farnham Town Centre	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	8.1%	8	3.1%	3	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	0.0%	0	4.1%	4	0.0%	0
Guildford Town Centre	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	5	4.1%	4	0.0%	0
Kingsclere Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Newbury Town Centre	6.2%	66	1.0%	1	1.0%	1	1.0%	1	1.0%	1	3.1%	3	2.1%	2	3.0%	3	54.6%	53	0.0%	0	0.0%	0	1.0%	1
Overton 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	0.0%	0
Oxford City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Portsmouth City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre (includes The Oracle Shopping Centre)	3.0%	32	0.0%	0	4.2%	4	1.0%	1	2.1%	2	7.3%	7	6.2%	6	0.0%	0	2.1%	2	2.0%	2	8.2%	8	0.0%	0
Salisbury City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Southampton City Centre (includes Westquay Shopping Centre)	1.2%	13	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	0.0%	0	11.1%	11
Tadley District 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	0.0%	0
Whitchurch 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	0.0%	0	0.0%	0	1.0%	1
Winchester City Centre	3.2%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	8	2.1%	2	3.0%	3	0.0%	0	21.2%	21
Brighton Hill Retail Park, Basingstoke	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End Retail Park,	0.4%	4	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	0.0%	0	2.0%	2

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Southampton																								
Houndmills Industrial Estate, 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	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	1.0%	1	1.0%	1	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Abroad	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	0.0%	0
Internet / delivery	23.9%	256	22.9%	22	16.7%	16	27.0%	27	16.7%	16	20.8%	20	25.8%	25	25.3%	25	21.6%	21	26.3%	26	25.8%	25	33.3%	33
Carlisle City 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	0.0%	0
Cheltenham 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	0.0%	0
Cirencester 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	0.0%	0
Costco, Templer Avenue, 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	0.0%	0
Country Market Retail Centre, Kingsley, Bordon	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	0.0%	0
Gunwharf Quays Designer Outlet, Portsmouth	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hungerford 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	0.0%	0
Llanelli 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	0.0%	0
Romsey Town Centre	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockbridge Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
The Meadows Centre, Marshall Road, 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	0.0%	0	2.1%	2	0.0%	0
Base:	1072		96		96		100		96		96		97		99		97		99		97		99	
Meanscore: [Number of visits per month]																								
Q09 How often do you visit (LOCATION MENTIONED AT Q08) for clothing and footwear purchases ?																								
Not those who said '(Don't know / varies)' or (Don't do this type of shopping)' at Q08																								
Everyday	0.5%	5	1.0%	1	3.1%	3	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
4-6 days a week	0.2%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 days a week	1.1%	12	1.0%	1	1.0%	1	0.0%	0	3.1%	3	1.0%	1	3.1%	3	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1
1 day a week	4.8%	51	8.3%	8	8.3%	8	7.0%	7	5.2%	5	5.2%	5	4.1%	4	2.0%	2	3.1%	3	1.0%	1	5.2%	5	3.0%	3
Once every 2 weeks	7.8%	84	8.3%	8	7.3%	7	7.0%	7	8.3%	8	14.6%	14	7.2%	7	8.1%	8	5.2%	5	5.1%	5	10.3%	10	5.1%	5
Once every month	21.6%	232	27.1%	26	17.7%	17	27.0%	27	20.8%	20	16.7%	16	22.7%	22	25.3%	25	16.5%	16	17.2%	17	19.6%	19	27.3%	27
Once every two months	14.9%	160	15.6%	15	14.6%	14	12.0%	12	13.5%	13	14.6%	14	15.5%	15	18.2%	18	17.5%	17	10.1%	10	20.6%	20	12.1%	12
3-4 times a year	32.1%	344	19.8%	19	28.1%	27	28.0%	28	31.3%	30	31.3%	30	26.8%	26	37.4%	37	38.1%	37	41.4%	41	32.0%	31	38.4%	38
Once a year	7.5%	80	6.3%	6	4.2%	4	5.0%	5	5.2%	5	6.3%	6	8.2%	8	6.1%	6	9.3%	9	16.2%	16	5.2%	5	10.1%	10
Less often	1.7%	18	2.1%	2	3.1%	3	1.0%	1	3.1%	3	0.0%	0	2.1%	2	0.0%	0	1.0%	1	3.0%	3	2.1%	2	1.0%	1
(Don't know / varies / no particular pattern)	7.8%	84	10.4%	10	11.5%	11	11.0%	11	9.4%	9	10.4%	10	10.3%	10	2.0%	2	9.3%	9	6.1%	6	4.1%	4	2.0%	2
Mean:	1.09		1.42		2.10		1.42		1.18		1.05		1.13		0.82		0.67		0.54		0.96		0.80	
Base:	1072		96		96		100		96		96		97		99		97		99		97		99	

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q10 How do you usually travel to (LOCATION MENTIONED AT Q08) for clothing and footwear shopping?																								
<i>Not those who said '(Don't know / varies)', (Don't do this type of shopping)' or 'Internet / delivery' at Q08</i>																								
Car / van (as driver)	70.1%	572	32.4%	24	67.5%	54	63.0%	46	53.8%	43	77.6%	59	66.7%	48	82.4%	61	89.5%	68	76.7%	56	86.1%	62	77.3%	51
Car / van (as passenger)	6.7%	55	4.1%	3	7.5%	6	6.8%	5	11.3%	9	6.6%	5	9.7%	7	4.1%	3	1.3%	1	6.8%	5	6.9%	5	9.1%	6
Bus, minibus or coach	11.3%	92	10.8%	8	13.8%	11	19.2%	14	25.0%	20	7.9%	6	13.9%	10	8.1%	6	7.9%	6	6.8%	5	1.4%	1	7.6%	5
Using park & ride facility	1.2%	10	1.4%	1	0.0%	0	2.7%	2	0.0%	0	1.3%	1	2.8%	2	2.7%	2	0.0%	0	0.0%	0	1.4%	1	1.5%	1
Motorcycle, scooter or moped	0.2%	2	0.0%	0	1.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	5.9%	48	45.9%	34	3.8%	3	2.7%	2	5.0%	4	1.3%	1	2.8%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Taxi	0.7%	6	0.0%	0	1.3%	1	1.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	0
Train	2.2%	18	1.4%	1	1.3%	1	1.4%	1	2.5%	2	5.3%	4	1.4%	1	1.4%	1	0.0%	0	2.7%	2	4.2%	3	3.0%	2
Bicycle	0.2%	2	1.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0
Not applicable / goods delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aeroplane	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
(Don't know / varies)	1.1%	9	2.7%	2	2.5%	2	1.4%	1	0.0%	0	0.0%	0	2.8%	2	0.0%	0	1.3%	1	1.4%	1	0.0%	0	0.0%	0
Base:		816		74		80		73		80		76		72		74		76		73		72		66

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11											
Q11 Where else do you shop to buy clothing / footwear goods?																								
<i>Not those who said '(Don't know / varies)' or '(Don't do this type of shopping)' at Q08 AND Excl. Nulls</i>																								
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	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Asda, Brighton Hill District Centre, Basingstoke	2.2%	15	0.0%	0	9.8%	6	5.6%	3	4.0%	2	1.5%	1	1.7%	1	1.4%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Marks & Spencer, Chineham District Centre, Basingstoke	0.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Festival Place, Basingstoke Town Centre	1.9%	13	8.2%	4	1.6%	1	1.9%	1	4.0%	2	1.5%	1	1.7%	1	2.7%	2	0.0%	0	0.0%	0	1.3%	1	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	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Marks & Spencer, The Meadows (Shopping Centre), Sandhurst	1.6%	11	6.1%	3	1.6%	1	0.0%	0	2.0%	1	1.5%	1	0.0%	0	1.4%	1	0.0%	0	1.5%	1	4.0%	3	0.0%	0
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	0.1%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, 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	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Sainsbury's Superstore, Mulfords Hill, Tadley	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	1.6%	11	2.0%	1	4.9%	3	3.7%	2	0.0%	0	1.5%	1	0.0%	0	2.7%	2	0.0%	0	3.0%	2	0.0%	0	0.0%	0
Tesco Extra, Winnall, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, District Shopping Centre, Chineham	0.4%	3	0.0%	0	0.0%	0	3.7%	2	0.0%	0	1.5%	1	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	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Easton Lane, 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	0.0%	0	0.0%	0	0.0%	0	1.4%	1
John Lewis, Basing View, Basingstoke	0.1%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Westquay Shopping Centre, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Matalan, Chineham District Centre, Basingstoke	0.9%	6	0.0%	0	0.0%	0	0.0%	0	4.0%	2	3.0%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.3%	1	0.0%	0
Next, Festival Place,	0.6%	4	0.0%	0	0.0%	0	5.6%	3	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Basingstoke																							
Wickes, Churchill Way West, Basingstoke	0.1%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	1.5%	1	0.0%	0	0.0%
Alton Town Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	5	0.0%	0	0.0%
Andover Town Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0	2.8%
Basingstoke Town Centre: Festival Place Shopping Centre	19.3%	134	16.3%	8	13.1%	8	20.4%	11	16.0%	8	22.7%	15	25.4%	15	29.7%	22	14.9%	10	11.9%	8	26.7%	20	12.5%
Basingstoke Town Centre: The Malls Shopping Centre	2.5%	17	8.2%	4	3.3%	2	3.7%	2	4.0%	2	1.5%	1	5.1%	3	1.4%	1	0.0%	0	0.0%	0	1.3%	1	1.4%
Basingstoke Town Centre: Top of Town / Old Basingstoke	0.3%	2	0.0%	0	1.6%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Basingstoke Town Centre: The whole of Basingstoke Town Centre	1.2%	8	2.0%	1	3.3%	2	3.7%	2	0.0%	0	0.0%	0	1.7%	1	1.4%	1	0.0%	0	1.5%	1	0.0%	0	0.0%
Bicester Village Outlet Shopping Centre, Bicester	0.4%	3	0.0%	0	1.6%	1	1.9%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Camberley Town Centre	0.9%	6	0.0%	0	1.6%	1	0.0%	0	4.0%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.3%	1	0.0%
Central London / West End	3.7%	26	2.0%	1	0.0%	0	1.9%	1	4.0%	2	1.5%	1	1.7%	1	2.7%	2	9.0%	6	10.4%	7	5.3%	4	1.4%
Chineham District Centre	1.4%	10	4.1%	2	0.0%	0	0.0%	0	4.0%	2	0.0%	0	3.4%	2	4.1%	3	0.0%	0	0.0%	0	1.3%	1	0.0%
Farnborough Town Centre	0.3%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%
Farnham Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	3.0%	2	0.0%	0	0.0%
Fleet Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	4	0.0%
Guildford Town Centre	1.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.4%	1	1.5%	1	6.0%	4	8.0%	6	0.0%
Kingsclere Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%
Newbury Town Centre	3.5%	24	0.0%	0	1.6%	1	0.0%	0	2.0%	1	6.1%	4	8.5%	5	2.7%	2	16.4%	11	0.0%	0	0.0%	0	0.0%
Oxford City Centre	0.4%	3	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%
Portsmouth City Centre	0.4%	3	0.0%	0	0.0%	0	3.7%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Reading Town Centre (includes The Oracle Shopping Centre)	7.3%	51	2.0%	1	4.9%	3	13.0%	7	14.0%	7	15.2%	10	8.5%	5	4.1%	3	6.0%	4	3.0%	2	12.0%	9	0.0%
Salisbury City Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	4.2%
Southampton City Centre (includes Westquay Shopping Centre)	3.7%	26	0.0%	0	4.9%	3	0.0%	0	2.0%	1	1.5%	1	0.0%	0	2.7%	2	1.5%	1	3.0%	2	2.7%	2	19.4%
Swindon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tadley 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	1.5%	1	0.0%	0	0.0%	0	0.0%
Winchester City Centre	5.6%	39	2.0%	1	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	7	6.0%	4	9.0%	6	1.3%	1	25.0%
Wokingham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
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	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Hedge End Retail Park, Southampton	0.9%	6	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	1.5%	1	1.5%	1	0.0%	0	1.4%	1
Newbury Retail Park, Pinchington Lane, Newbury	1.9%	13	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	5.1%	3	0.0%	0	11.9%	8	0.0%	0	0.0%	0	0.0%	0
Abroad	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Internet / delivery	22.5%	156	38.8%	19	26.2%	16	24.1%	13	22.0%	11	27.3%	18	22.0%	13	13.5%	10	19.4%	13	23.9%	16	17.3%	13	19.4%	14
Aylsham Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton 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	1.5%	1	0.0%	0	0.0%	0
Cheltenham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre	0.1%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chorley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, South Oak Way, Reading	0.4%	3	0.0%	0	1.6%	1	1.9%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Country Market Retail Centre, Kingsley, Bordon	0.1%	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	1.5%	1	0.0%	0	0.0%	0
Crowthorne Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Glover & Riding Tailors, Queen's Avenue, Aldershot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Go Outdoors, Reading Road, Chineham, 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	1.5%	1	0.0%	0	0.0%	0
Gunwharf Quays Designer Outlet, Portsmouth	0.6%	4	0.0%	0	1.6%	1	1.9%	1	0.0%	0	0.0%	0	1.7%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0
Hook Town Centre	0.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keighley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlborough Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Metrocentre, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, Newbury Road, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romsey Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Stockbridge Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.4%	1
Sunningdale Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Swansea City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Designer Outlet, Kemble Drive, Swindon	0.9%	6	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	3.0%	2	1.5%	1	0.0%	0	0.0%	0
The Meadows Centre, Marshall Road, Sandhurst	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	1.5%	1	1.3%	1	0.0%	0
Wellington Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Base:	694		49		61		54		50		66		59		74		67		67		75		72	

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q12 Do you ever visit Basingstoke Town Centre for clothing, footwear or fashion purchases?																								
<i>Not those who said '(Don't do this type of shopping)' at Q08</i>																								
Yes	78.0%	845	96.9%	95	89.9%	89	87.0%	87	89.6%	86	84.5%	82	86.9%	86	87.0%	87	55.1%	54	63.6%	63	77.6%	76	40.4%	40
No	22.0%	238	3.1%	3	10.1%	10	13.0%	13	10.4%	10	15.5%	15	13.1%	13	13.0%	13	44.9%	44	36.4%	36	22.4%	22	59.6%	59
Base:	1083		98		99		100		96		97		99		100		98		99		98		99	
Q13A Do you ever you drive to Basingstoke Town centre?																								
<i>Those who visit Basingstoke Town Centre at Q12</i>																								
Yes	78.8%	666	52.6%	50	76.4%	68	74.7%	65	64.0%	55	86.6%	71	83.7%	72	87.4%	76	81.5%	44	95.2%	60	90.8%	69	90.0%	36
No	21.2%	179	47.4%	45	23.6%	21	25.3%	22	36.0%	31	13.4%	11	16.3%	14	12.6%	11	18.5%	10	4.8%	3	9.2%	7	10.0%	4
Base:	845		95		89		87		86		82		86		87		54		63		76		40	

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q13 When you drive to Basingstoke Town centre, which car park do you normally use?																								
<i>Those who drive to Basingstoke Town centre at Q13A</i>																								
Albert Yard (Short stay - car park off New Road, behind Dragon Palace Restaurant)	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brinkletts Yard (Long stay - car park on Winchester Road)	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castons (Long stay - car park near Premier Inn and All Saints Church)	1.2%	8	4.0%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	3.3%	2	0.0%	0	2.8%	1
Castons Yard (Short stay - car park off New Road, next to Castons Walk footpath)	1.1%	7	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	5	0.0%	0	0.0%	0
Central (Short stay - car park off Red Lion Lane, near The Wote Street Club)	3.0%	20	2.0%	1	5.9%	4	4.6%	3	3.6%	2	2.8%	2	2.8%	2	1.3%	1	2.3%	1	5.0%	3	1.4%	1	0.0%	0
Churchill Way (Long stay - car park to the right of The Moose Centre)	1.2%	8	4.0%	2	0.0%	0	1.5%	1	0.0%	0	5.6%	4	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Churchill Way East (Long stay - car park to the left of The Moose Centre)	0.9%	6	2.0%	1	0.0%	0	1.5%	1	1.8%	1	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Eastlands (Long stay - car park off London Road, near the Inigo Business Centre)	0.5%	3	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Feathers Yard (Short stay - small car park, has Inki Fingers Tattoo Studio on it)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Festival Place (Short & Long stay - large car park at the Festival Place Shopping Centre)	61.0%	406	44.0%	22	54.4%	37	44.6%	29	56.4%	31	62.0%	44	73.6%	53	61.8%	47	72.7%	32	56.7%	34	69.6%	48	80.6%	29
Jacobs Yard (Short stay - small car park off New Road, next to St Pancras House)	0.8%	5	4.0%	2	1.5%	1	1.5%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Joices Yard (Short stay - medium car park, has Oriental Wok takeaway on it)	1.8%	12	8.0%	4	0.0%	0	1.5%	1	0.0%	0	2.8%	2	0.0%	0	6.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sarum Hill (Long stay - car	1.5%	10	0.0%	0	1.5%	1	3.1%	2	0.0%	0	4.2%	3	0.0%	0	3.9%	3	0.0%	0	0.0%	0	1.4%	1	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
park next to Sovereign Housing Building)																								
Southern Road (Long stay - car park near Premier Inn)	1.1%	7	2.0%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.3%	1	0.0%	0	3.3%	2	1.4%	1	0.0%	0
The Malls / Alencon Link (Short & Long stay - large car park for The Malls Shopping Centre)	9.8%	65	18.0%	9	7.4%	5	21.5%	14	16.4%	9	1.4%	1	16.7%	12	6.6%	5	4.5%	2	1.7%	1	5.8%	4	8.3%	3
Vyne Meadow (Short & Long stay - large car park off Vyne Road, next To Glebe House)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0
On-street parking	2.0%	13	2.0%	1	4.4%	3	1.5%	1	1.8%	1	0.0%	0	0.0%	0	2.6%	2	2.3%	1	3.3%	2	2.9%	2	0.0%	0
Workplace car park	0.6%	4	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.4%	1	1.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home address	0.3%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Park & Ride	1.8%	12	0.0%	0	2.9%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	4	4.5%	2	3.3%	2	0.0%	0	2.8%	1
Basingstoke Hospital Car Park	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Basingstoke Irish Society Car Park	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Basingstoke Railway Station Car Park	0.5%	3	0.0%	0	0.0%	0	0.0%	0	5.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bounty Rise Road, Basingstoke	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Church Street, Basingstoke	0.5%	3	0.0%	0	0.0%	0	1.5%	1	1.8%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastrop Lane, Basingstoke	1.1%	7	0.0%	0	2.9%	2	1.5%	1	0.0%	0	4.2%	3	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Lower Basing View Car Park	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queen Mary Avenue, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Red Lion Hotel Car Park	0.9%	6	0.0%	0	1.5%	1	1.5%	1	1.8%	1	1.4%	1	0.0%	0	1.3%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0
St Michael's Church Car Park	0.5%	3	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Waitrose Car Park, Basingstoke	3.2%	21	2.0%	1	5.9%	4	1.5%	1	1.8%	1	1.4%	1	1.4%	1	5.3%	4	2.3%	1	6.7%	4	4.3%	3	0.0%	0
(Don't know / varies)	4.1%	27	2.0%	1	2.9%	2	7.7%	5	3.6%	2	5.6%	4	2.8%	2	2.6%	2	4.5%	2	3.3%	2	4.3%	3	5.6%	2
Base:	666			50		68		65		55		71		72		76		44		60		69		36

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q14 Why don't you visit Basingstoke Town Centre for clothing, footwear or fashion purchases? [MR]																								
Those who don't visit Basingstoke Town Centre at Q12																								
Difficult to park	5.8%	14	0.0%	0	10.0%	1	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	9.1%	4	11.1%	4	4.2%	1	5.1%	3
Difficult to park near shops	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	2.3%	1	5.6%	2	0.0%	0	0.0%	0
High cost of parking	2.1%	5	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	7.7%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	3.4%	2
Poor access for disabled	1.3%	3	0.0%	0	0.0%	0	15.4%	2	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor accessibility by foot / cycle	0.4%	1	0.0%	0	10.0%	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
Poor accessibility by public transport	3.3%	8	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	13.9%	5	0.0%	0	1.7%	1
Poor environment	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.7%	1
Poor lighting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor security for shoppers / don't feel safe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops: Don't like the shops	5.0%	12	0.0%	0	10.0%	1	15.4%	2	10.0%	1	0.0%	0	15.4%	2	15.4%	2	2.3%	1	5.6%	2	4.2%	1	0.0%	0
Shops: Lack of clothing and footwear (fashion) stores	5.0%	12	0.0%	0	0.0%	0	23.1%	3	10.0%	1	20.0%	3	0.0%	0	15.4%	2	2.3%	1	2.8%	1	4.2%	1	0.0%	0
Shops: Lack of department stores	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops: Lack of eating and drinking places	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops: Lack of independent / specialist / boutique shops	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Shops: Lack of multiple / branded shops	0.4%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops: Lack of shops in general	2.5%	6	33.3%	1	10.0%	1	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	4.2%	1	1.7%	1
Shops: Poor quality shops	3.3%	8	33.3%	1	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	8.3%	3	4.2%	1	0.0%	0
Shops: Prices are too expensive	0.4%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too expensive to get there	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Too long / inconvenient journey (too far from home)	29.6%	71	0.0%	0	10.0%	1	0.0%	0	0.0%	0	53.3%	8	7.7%	1	7.7%	1	52.3%	23	11.1%	4	29.2%	7	44.1%	26
Traffic congestion	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	3.4%	2
Vacant shops	0.4%	1	0.0%	0	10.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 drive so it's difficult to get there	1.3%	3	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Don't like big shopping centres	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	5.6%	2	0.0%	0	0.0%	0
Don't like driving that far	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Don't like Festival Place Shopping Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Health reasons / mobility problems	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	2	0.0%	0	0.0%	0	5.6%	2	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Just prefer to use other places	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2
Lost my car last time so it's put me off going there again	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Not familiar with the place	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	4.5%	2	2.8%	1	0.0%	0	0.0%	0
Poor atmosphere	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Prefer online shopping	2.1%	5	33.3%	1	0.0%	0	7.7%	1	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	1.7%	1
Prefer to use supermarkets	0.4%	1	0.0%	0	10.0%	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
Prefer towns with more charity shops	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Shops: Doesn't have my favourite store	0.8%	2	0.0%	0	10.0%	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	1.7%	1
Shops: Lack of clothing stores for larger sizes	2.1%	5	0.0%	0	10.0%	1	7.7%	1	10.0%	1	0.0%	0	7.7%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Shops: Lack of stores for older people	1.7%	4	0.0%	0	0.0%	0	7.7%	1	20.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Too big / shops too spread out	2.5%	6	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	2.3%	1	2.8%	1	0.0%	0	3.4%	2
Too crowded / busy	2.9%	7	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	7.7%	1	7.7%	1	0.0%	0	5.6%	2	8.3%	2	0.0%	0
Work there so don't want to visit there in my free time	0.4%	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	0.0%	0
(Don't know)	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	4.2%	1	1.7%	1
(No particular reason)	25.0%	60	0.0%	0	10.0%	1	15.4%	2	30.0%	3	20.0%	3	30.8%	4	23.1%	3	20.5%	9	25.0%	9	41.7%	10	27.1%	16
Base:		240		3		10		13		10		15		13		13		44		36		24		59

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q15 Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?																								
Excl. Nulls																								
Asda, Brighton Hill District Centre, Basingstoke	0.7%	5	1.6%	1	1.4%	1	1.6%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Marks & Spencer, The Meadows (Shopping Centre), Sandhurst	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Morrisons, Elvetham Heath, (The Key), 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	0.0%	0	1.4%	1	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	0.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Worting Road, Thorneycroft Industrial Estate, Basingstoke	0.3%	2	0.0%	0	1.4%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Lister Road, Basingstoke	0.7%	5	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.4%	1	1.4%	1	0.0%	0
Bensons for Beds, Brighton Hill Retail Park, Basingstoke	0.3%	2	0.0%	0	1.4%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpentryright, Brighton Hill Retail Park, Basingstoke	3.0%	22	7.9%	5	5.6%	4	6.3%	4	6.0%	4	1.4%	1	3.2%	2	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Brighton Hill Retail Park, Basingstoke	1.2%	9	1.6%	1	2.8%	2	3.1%	2	3.0%	2	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Gastons Wood, Basingstoke	3.7%	27	1.6%	1	4.2%	3	0.0%	0	9.0%	6	8.7%	6	3.2%	2	0.0%	0	0.0%	0	5.8%	4	7.2%	5	0.0%	0
Harveys Furniture, Brighton Hill Retail Park	1.0%	7	1.6%	1	1.4%	1	1.6%	1	1.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Homebase, Easton Lane, Winnall, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Homebase, Winchester Road, Basingstoke	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homesense (TK Maxx), Festival Place, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Reading	4.7%	35	4.8%	3	4.2%	3	1.6%	1	9.0%	6	4.3%	3	8.1%	5	6.1%	4	6.3%	4	0.0%	0	8.7%	6	0.0%	0
IKEA, Southampton	1.2%	9	1.6%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	3	1.6%	1	1.4%	1	0.0%	0	2.7%	2
John Lewis, Basing View, Basingstoke	4.6%	34	3.2%	2	6.9%	5	3.1%	2	3.0%	2	4.3%	3	3.2%	2	6.1%	4	3.2%	2	13.0%	9	4.3%	3	0.0%	0
John Lewis, Broad Street, Reading Town Centre	1.6%	12	0.0%	0	0.0%	0	1.6%	1	3.0%	2	2.9%	2	1.6%	1	0.0%	0	1.6%	1	1.4%	1	5.8%	4	0.0%	0
John Lewis, Westquay Shopping Centre, Southampton	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	8.2%	6
Oak Furniture Land, St	0.7%	5	0.0%	0	1.4%	1	0.0%	0	1.5%	1	1.4%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Michael's Retail Park, Basingstoke																								
Reading Warehouses, New Road, Tadley	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tapi Carpets and Floors, St. Michaels Retail Park, Basingstoke	1.0%	7	3.2%	2	5.6%	4	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Entertainer, Festival Place, Basingstoke	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Churchill Way West, Basingstoke	0.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Alton Town Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	5	0.0%	0	0.0%	0
Andover Town Centre	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.6%	1	0.0%	0	0.0%	0	9.6%	7
Basingstoke Town Centre: Festival Place Shopping Centre	3.4%	25	4.8%	3	1.4%	1	4.7%	3	4.5%	3	1.4%	1	6.5%	4	3.0%	2	0.0%	0	7.2%	5	4.3%	3	0.0%	0
Basingstoke Town Centre: The Malls Shopping Centre	0.3%	2	3.2%	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	0.0%	0
Basingstoke Town Centre: Top of Town / Old 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	1.4%	1	0.0%	0	0.0%	0
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: The whole of Basingstoke Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.5%	1	0.0%	0	1.4%	1	1.4%	1	0.0%	0
Brighton Hill District Centre	0.3%	2	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	1.0%	7	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	4.3%	3	2.9%	2	0.0%	0
Chandlers Ford, Winchester	1.0%	7	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	5.5%	4
Chineham District Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Eastleigh Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	4
Farnborough Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Farnham Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Fleet Town Centre	0.3%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Guildford Town Centre	0.8%	6	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	4.3%	3	1.4%	1	0.0%	0
Kingston upon Thames Town Centre	0.3%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Newbury Town Centre	3.8%	28	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.6%	1	4.5%	3	33.3%	21	0.0%	0	0.0%	0	1.4%	1
Oakley Village	1.4%	10	0.0%	0	1.4%	1	3.1%	2	1.5%	1	1.4%	1	0.0%	0	7.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Overton District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth City Centre	0.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Reading Town Centre (includes The Oracle Shopping Centre)	1.2%	9	0.0%	0	0.0%	0	3.1%	2	0.0%	0	2.9%	2	1.6%	1	1.5%	1	3.2%	2	1.4%	1	0.0%	0	0.0%	0
Salisbury City Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.7%	2
Southampton City Centre (includes Westquay Shopping Centre)	1.8%	13	0.0%	0	1.4%	1	1.6%	1	1.5%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	2.9%	2	0.0%	0	9.6%	7
Whitchurch District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	1.5%	11	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.6%	1	1.4%	1	0.0%	0	9.6%	7
Wokingham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Basingstoke Leisure Park, Worting Road, Basingstoke	0.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	14.0%	103	19.0%	12	25.0%	18	17.2%	11	20.9%	14	21.7%	15	14.5%	9	19.7%	13	4.8%	3	4.3%	3	2.9%	2	4.1%	3
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	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Farnborough Gate Retail Park, Farnborough	1.5%	11	1.6%	1	0.0%	0	3.1%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	6	1.4%	1
Forbury Retail Park, Reading	0.8%	6	0.0%	0	0.0%	0	1.6%	1	3.0%	2	0.0%	0	1.6%	1	0.0%	0	1.6%	1	0.0%	0	1.4%	1	0.0%	0
Hatch Warren Retail Park, Wallop Drive, Basingstoke	1.0%	7	3.2%	2	2.8%	2	0.0%	0	0.0%	0	1.4%	1	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End Retail Park, Southampton	2.0%	15	0.0%	0	1.4%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	6.1%	4	0.0%	0	0.0%	0	0.0%	0	12.3%	9
London Road Retail Park, Newbury	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0
Newbury Retail Park, Pinchington Lane, Newbury	2.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.6%	1	1.5%	1	19.0%	12	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	1.9%	14	1.6%	1	1.4%	1	1.6%	1	0.0%	0	5.8%	4	9.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
St Michael's Retail Park, Basingstoke	1.4%	10	4.8%	3	2.8%	2	1.6%	1	1.5%	1	0.0%	0	3.2%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	18.9%	139	27.0%	17	19.4%	14	20.3%	13	14.9%	10	26.1%	18	21.0%	13	15.2%	10	9.5%	6	23.2%	16	15.9%	11	15.1%	11
Abingdon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ash Vale Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.5%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Basingstoke Business Centre, Winchester Road, Basingstoke	0.3%	2	3.2%	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	0.0%	0
Boyatt Wood Industrial Estate, Eastleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Cirencester Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Furniture Village, Europa Park Road, Guildford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hambridge Lane Industrial Estate, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney Village	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.9%	2	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Centre																								
Hatch Warren District Centre	0.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook Town Centre	1.0%	7	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	5	0.0%	0
Hungerford Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Invincible Road, 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	0.0%	0	1.4%	1	0.0%	0
Moniton Trading Estate, West Ham Lane, Basingstoke	0.7%	5	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.4%	1	0.0%	0	3.0%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Parkway Shopping Centre, Park Way, Newbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Poole Retail Park, Redlands, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Romans Business Park, East 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	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Romsey Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Sofas and Stuff, The Walled Garden, Herriard	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solartron Retail Park, Solartron Road, Farnborough	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
The Meadows Centre, Marshall Road, Sandhurst	0.3%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
The Range, Ivy Road, Aldershot	0.1%	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	1.4%	1	0.0%	0	0.0%	0
Vale Furnishers, Wharf Road, Ash Vale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wall to Wall Flooring, Tintem Close, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester Trade Park, Easton Lane, Winchester	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Winnall Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Worting Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Base:	737		63		72		64		67		69		62		66		63		69		69		73	

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q16 Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?																								
Excl. Nulls																								
Asda, Brighton Hill District Centre, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Gastons Wood, Basingstoke	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Elvetham Heath, (The Key), 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	0.0%	0	1.2%	1	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Avenue Nurseries, 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	0.0%	0	1.3%	1	0.0%	0	0.0%	0
B&M, Worting Road, Thorneycroft Industrial Estate, Basingstoke	0.5%	5	0.0%	0	2.5%	2	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Invincible Road, Farnborough	2.8%	26	1.4%	1	0.0%	0	1.2%	1	0.0%	0	1.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	26.2%	22	0.0%	0
B&Q, Lister Road, Basingstoke	28.1%	257	46.6%	34	42.5%	34	30.6%	26	45.2%	38	38.6%	32	32.9%	28	19.5%	17	3.2%	3	29.9%	23	21.4%	18	4.8%	4
B&Q, London Road Retail Park, Newbury	5.8%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	1.2%	1	0.0%	0	52.7%	49	0.0%	0	0.0%	0	0.0%	0
B&Q, Reading Gate Retail Park, Acre Road, Reading	2.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	9.4%	8	0.0%	0	1.1%	1	0.0%	0	10.7%	9	0.0%	0
Basingstoke Garden Centre, North Waltham	0.3%	3	0.0%	0	1.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Conkers Garden Centre, Old Basing	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0
Dunelm, Gastons Wood, Basingstoke	0.2%	2	1.4%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elm Park Garden Centre, Pamber End	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Winchester Road, Basingstoke	0.7%	6	2.7%	2	0.0%	0	2.4%	2	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Easton Lane, Winnall, Winchester	4.7%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	50.0%	42
Homebase, Enham Arch Retail Park, Newbury Road, Andover	3.4%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	13.8%	12	4.3%	4	0.0%	0	0.0%	0	16.7%	14
Homebase, Kenavon Drive, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Winchester Road, Basingstoke	19.7%	180	16.4%	12	35.0%	28	34.1%	29	26.2%	22	15.7%	13	10.6%	9	42.5%	37	4.3%	4	19.5%	15	10.7%	9	2.4%	2
Homesense (TK Maxx), Festival Place,	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Basingstoke												
IKEA, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Warehouses, New Road, Tadley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rosebourne Garden Centre, Basingstoke Road, Aldermaston	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Thorneycroft Industrial Estate, Basingstoke	1.0%	9	5.5%	4	1.3%	1	1.2%	1	0.0%	0	0.0%	0
Sherfield on Loddon Garden Centre (Capital Gardens), Sherfield on Loddon	0.2%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
The Range, Gastons Wood, Basingstoke	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.4%	2
Toolstation, Winchester Road Trade Park, Basingstoke	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.2%	1
Wickes, Churchill Way West, Basingstoke	6.6%	60	11.0%	8	8.8%	7	11.8%	10	9.5%	8	13.3%	11
Wickes, Enham Arch Retail Park, Newbury Road, Andover	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, The Malls Shopping Centre, Basingstoke Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Alton Town Centre	1.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Andover Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Basingstoke Town Centre: Festival Place Shopping Centre	1.1%	10	6.8%	5	0.0%	0	2.4%	2	0.0%	0	1.2%	1
Basingstoke Town Centre: The Malls Shopping Centre	0.9%	8	1.4%	1	1.3%	1	3.5%	3	0.0%	0	1.2%	1
Basingstoke Town Centre: Top of Town / Old Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Farnborough Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4
Overton District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Reading Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1

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	Zone 11											
(includes The Oracle Shopping Centre)																								
Tadley District Centre	2.5%	23	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.2%	1	21.2%	18	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0
Whitchurch District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Brighton Hill Retail Park, Basingstoke	1.1%	10	1.4%	1	0.0%	0	0.0%	0	3.6%	3	2.4%	2	1.2%	1	1.1%	1	0.0%	0	1.3%	1	0.0%	0	1.2%	1
Enham Arch Retail Park, Newbury Road, Andover	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	2.4%	2
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	0.0%	0	1.2%	1	0.0%	0
Farnham Retail Park, Guildford Road, 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	0.0%	0	0.0%	0	1.2%	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	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Newbury Retail Park, Pinchington Lane, Newbury	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	8.6%	8	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	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thornycroft Industrial Estate, Basingstoke	0.2%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Internet / delivery	3.7%	34	4.1%	3	2.5%	2	7.1%	6	6.0%	5	3.6%	3	2.4%	2	3.4%	3	2.2%	2	2.6%	2	4.8%	4	2.4%	2
Alton Retail Park, Mill Lane, Alton	1.5%	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	18.2%	14	0.0%	0	0.0%	0
B&Q, Portrack Lane, Stockton-on-Tees	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Shakespeare Road, Eastleigh	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	0.0%	0	2.4%	2
Basing View Business Park, Basingstoke	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templer Avenue, 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	1.3%	1	0.0%	0	0.0%	0
Dobbies Garden Centre, Salisbury Road, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forest Lodge Garden Centre, Holt Pound, 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	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Hillier Garden Centre, Romsey Road, Winchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Hook Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Longacres Garden Centre, London Road, Bagshot	0.2%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Mortimer West End Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nursling Industrial Estate, Nursling, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Penwood Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Redfields Garden Centre, Church Crookham, 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	0.0%	0	6.0%	5	0.0%	0
Rosebourne Garden Centre, Amesbury Road, Weyhill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Screwfix, Bone Lane, Newbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Screwfix, The Rose Estate, Hook	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0
Squire's Garden Centre, Badshot Lea Road, Badshot Lea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
St Michael's Hospice Furniture Shop, Onslow Close, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walworth Industrial Estate, South Way, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Portway Industrial Estate, Andover	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, 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	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Wolverton Plants, Wolverton, Tadley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wykeham Industrial Estate, Moorside Road, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Yew Tree Garden Centre, Hatt Common, Ball Hill	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0
Base:	915		73		80		85		84		83		85		87		93		77		84		84	

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q17 Where do you normally do most of your household's shopping for CDs, vinyl, DVDs, Blurays, etc.) (Excluding gaming)? Excl. Nulls																								
Asda, Brighton Hill District Centre, Basingstoke	2.5%	14	5.9%	3	12.8%	6	5.2%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Asda, Chalfont Way, Lower Earley, Reading	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Asda, Princess Mead Shopping Centre, (Westmead), Farnborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	1.1%	6	2.0%	1	0.0%	0	1.7%	1	6.5%	3	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Badger Farm Road, Badger Farm, Winchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Sainsbury's Superstore, Draymans Way, Alton	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.4%	8	0.0%	0	0.0%	0
Sainsbury's Superstore, Farnham Trading Estate, Water Lane, Farnham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Sainsbury's Superstore, Hector's Way, Newbury	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mulfords Hill, Tadley	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Shepherds Spring Lane, Andover	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Station Mall, Basingstoke Town Centre (The Malls)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	0.9%	5	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	6.5%	3	0.0%	0	0.0%	0
Tesco Extra, Newbury Retail Park, Pinchington Lane, Newbury	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	5	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows Shopping Centre, Sandhurst	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Tesco Extra, Winnall, Winchester	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2
Tesco Superstore, District Shopping Centre, Chineham	0.5%	3	0.0%	0	0.0%	0	1.7%	1	2.2%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Road, Newbury																								
Tesco Superstore, Station Road, Hook	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Waitrose, Basing View, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Currys PC World, Brighton Hill Retail Park, Basingstoke	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0
John Lewis, Basing View, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alton Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0
Andover Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Festival Place Shopping Centre	25.3%	141	37.3%	19	21.3%	10	34.5%	20	56.5%	26	32.0%	16	30.9%	17	26.0%	13	9.3%	5	6.5%	3	17.3%	9	6.1%	3
Basingstoke Town Centre: The Malls Shopping Centre	0.7%	4	2.0%	1	4.3%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	0.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: The whole of Basingstoke Town Centre	0.7%	4	2.0%	1	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.4%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Chineham District Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Newbury Town Centre	2.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.1%	13	0.0%	0	0.0%	0	0.0%	0
Overton District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre (includes The Oracle Shopping Centre)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0
Tadley District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	2.0%	11	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	20.4%	10
Farnborough Gate Retail Park, Farnborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Newbury Retail Park, Pinchington Lane, Newbury	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Internet / delivery	54.3%	303	49.0%	25	59.6%	28	51.7%	30	34.8%	16	56.0%	28	58.2%	32	56.0%	28	42.6%	23	56.5%	26	65.4%	34	67.3%	33
Base:		558		51		47		58		46		50		55		50		54		46		52		49

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q18 Where do you normally do most of your household's shopping for audio visual, photographic, computer items (such as TVs, cameras, ipads, telephones etc) and all other domestic electrical goods (such as irons, kettles, fridges, freezers, dishwashers etc)?																								
Excl. Nulls																								
Asda, Brighton Hill District Centre, Basingstoke	1.2%	12	2.5%	2	5.7%	5	0.0%	0	2.7%	2	1.1%	1	0.0%	0	1.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	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	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Lidl, Worting Road, Basingstoke	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	0.5%	5	1.3%	1	0.0%	0	0.0%	0	1.3%	1	2.2%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, 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	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Sainsbury's Superstore, Bath Road, Calcot, Reading	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, 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	0.0%	0	4.1%	4	0.0%	0	0.0%	0
Sainsbury's Superstore, Hector's Way, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mulfords Hill, Tadley	0.3%	3	0.0%	0	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
Sainsbury's Superstore, 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	0.8%	8	0.0%	0	2.3%	2	1.1%	1	1.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	3.1%	3	0.0%	0	0.0%	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	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
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	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Extra, 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	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Tesco Superstore, District Shopping Centre, Chineham	0.3%	3	1.3%	1	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Basing View, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos (in Sainsbury's), South	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11											
Street, Farnham																								
Argos (in Sainsbury's), Wallop Drive, Kempshott	0.4%	4	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Argos, Old Basing Mall, Basingstoke	0.5%	5	1.3%	1	0.0%	0	0.0%	0	1.3%	1	2.2%	2	0.0%	0	1.1%	1	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	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
B&Q, Lister Road, Basingstoke	0.3%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, 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	0.0%	0	1.1%	1	0.0%	0
Currys PC World, Brighton Hill Retail Park, Basingstoke	22.1%	216	23.8%	19	35.2%	31	32.6%	29	36.0%	27	21.5%	20	23.5%	20	26.1%	24	5.3%	5	33.0%	32	7.9%	7	2.1%	2
Currys PC World, Churchill Retail Park, Andover	1.4%	14	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4	3.2%	3	0.0%	0	0.0%	0	6.4%	6
Currys PC World, Farnborough Gate, Farnborough	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	6	0.0%	0
Currys PC World, Moorside Road, Winchester	1.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.0%	1	0.0%	0	17.0%	16
Currys PC World, Newbury Retail Park, Newbury	2.6%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.4%	2	1.1%	1	22.3%	21	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Reading Gate Retail Park, Reading	0.9%	9	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1	4.7%	4	0.0%	0	1.1%	1	0.0%	0	2.2%	2	0.0%	0
Dunelm, Gastons Wood, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Easton Lane, Winnall, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Homebase, Winchester Road, Basingstoke	0.6%	6	0.0%	0	2.3%	2	1.1%	1	0.0%	0	0.0%	0	1.2%	1	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Basing View, Basingstoke	6.4%	62	3.8%	3	2.3%	2	6.7%	6	5.3%	4	8.6%	8	3.5%	3	15.2%	14	1.1%	1	13.4%	13	7.9%	7	1.1%	1
John Lewis, Broad Street, Reading Town Centre	0.8%	8	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.5%	4	0.0%	0
John Lewis, Westquay Shopping Centre, Southampton	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	2.1%	2	0.0%	0	8.5%	8
Reading Warehouses, New Road, Tadley	1.2%	12	0.0%	0	0.0%	0	1.1%	1	2.7%	2	1.1%	1	8.2%	7	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Thorneycroft Industrial Estate, Basingstoke	0.2%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Gastons Wood, Basingstoke	0.3%	3	1.3%	1	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alton 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	2.1%	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	1.1%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	3

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Basingstoke Town Centre: Festival Place Shopping Centre	5.6%	55	21.3%	17	10.2%	9	9.0%	8	5.3%	4	1.1%	1	7.1%	6	5.4%	5	0.0%	0	1.0%	1	2.2%	2	2.1%	2
Basingstoke Town Centre: The Malls Shopping Centre	0.2%	2	0.0%	0	1.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	0.3%	3	1.3%	1	0.0%	0	1.1%	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
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: The whole of Basingstoke Town Centre	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.3%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Fleet 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	0.0%	0	0.0%	0	7.9%	7	0.0%	0
Newbury 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	8.5%	8	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre (includes The Oracle Shopping Centre)	1.2%	12	0.0%	0	0.0%	0	0.0%	0	1.3%	1	4.3%	4	1.2%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	6	0.0%	0
Southampton City Centre (includes Westquay Shopping Centre)	0.5%	5	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.2%	3
Tadley District Centre	0.8%	8	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	4.7%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Winchester City 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	0.0%	0	0.0%	0	3.2%	3
Brighton Hill Retail Park, Basingstoke	2.8%	27	3.8%	3	3.4%	3	5.6%	5	2.7%	2	4.3%	4	1.2%	1	3.3%	3	1.1%	1	2.1%	2	3.4%	3	0.0%	0
Churchill Retail Park, Andover	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	4.3%	4
Farnborough Gate Retail Park, Farnborough	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	5.6%	5	0.0%	0
Hatch Warren Retail Park, Wallop Drive, Basingstoke	0.2%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Newbury Retail Park, Pinchington Lane, Newbury	2.9%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0	27.7%	26	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	32.3%	315	35.0%	28	31.8%	28	34.8%	31	29.3%	22	40.9%	38	34.1%	29	26.1%	24	19.1%	18	29.9%	29	39.3%	35	35.1%	33
Argos (in 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	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Costco, South Oak Way, Reading	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.2%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Currys PC World, Easton Lane, Winchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Currys PC World, Woodbridge Road, Guildford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Daneshill East Industrial Estate, Bell Road, Basingstoke	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easton Lane, 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	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Parkway Shopping Centre, Park Way, Newbury	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	5	0.0%	0	0.0%	0	0.0%	0
Teesside Shopping Park, Thornaby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		976		80		88		89		75		93		85		92		94		97		89		94

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q19 Where do you normally do most of your household's shopping for books (incl. encyclopaedias, text books, guidebooks and musical scores) and stationery (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?																								
Excl. Nulls																								
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Asda, Brighton Hill District Centre, Basingstoke	2.1%	19	1.3%	1	9.1%	7	6.0%	5	2.7%	2	1.2%	1	0.0%	0	1.2%	1	0.0%	0	1.2%	1	1.2%	1	0.0%	0
Asda, Honey End Lane, Tilehurst, Reading	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Marks & Spencer, Festival Place, Basingstoke 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	1.2%	1	0.0%	0	0.0%	0
Morrisons, Elvetham Heath, (The Key), 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	0.0%	0	2.3%	2	0.0%	0
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	0.7%	6	1.3%	1	2.6%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, 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	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Sainsbury's Superstore, 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	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Sainsbury's Superstore, Hector's Way, Newbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mulfords Hill, Tadley	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	8	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Station Mall, Basingstoke Town Centre (The Malls)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	1.8%	16	1.3%	1	9.1%	7	1.2%	1	4.1%	3	0.0%	0	0.0%	0	2.4%	2	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Tesco Extra, Newbury Retail Park, Pinchington Lane, Newbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	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	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Tesco Extra, The Meadows Shopping Centre, 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	1.2%	1	1.2%	1	0.0%	0
Tesco Extra, Winnall, Winchester	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3
Tesco Superstore, District Shopping Centre, Chineham	0.8%	7	0.0%	0	0.0%	0	0.0%	0	5.5%	4	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Tesco Superstore, London Road, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, 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	0.0%	0	1.2%	1	0.0%	0
Currys PC World, 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	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hobbycraft, Winchester 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	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Home Bargains, Winchester Road, Basingstoke	0.5%	4	1.3%	1	2.6%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homesense (TK Maxx), Festival Place, Basingstoke	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pound Stretcher, Hatch Warren Retail Park, Basingstoke	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smyths Toys, St Michael's Retail Park, Basingstoke	0.3%	3	0.0%	0	1.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Gastons Wood, Basingstoke	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	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	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Alton Town Centre	3.0%	27	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.6%	26	0.0%	0	0.0%	0
Andover Town Centre	1.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	1.2%	1	0.0%	0	0.0%	0	13.6%	12
Basingstoke Town Centre: Festival Place Shopping Centre	25.3%	224	49.4%	38	19.5%	15	34.5%	29	34.2%	25	34.9%	29	32.9%	23	40.2%	33	3.7%	3	15.3%	13	17.4%	15	1.1%	1
Basingstoke Town Centre: The Malls Shopping Centre	2.5%	22	3.9%	3	6.5%	5	4.8%	4	1.4%	1	1.2%	1	0.0%	0	0.0%	0	1.2%	1	1.2%	1	5.8%	5	1.1%	1
Basingstoke Town Centre: Top of Town / Old Basingstoke	0.8%	7	2.6%	2	2.6%	2	1.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	0.5%	4	0.0%	0	1.3%	1	1.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Basingstoke Town Centre: The whole of Basingstoke Town Centre	0.3%	3	1.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Brighton Hill District Centre	0.2%	2	0.0%	0	1.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	2.3%	2	0.0%	0
Central London / West End	0.3%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.1%	1
Chineham District Centre	1.0%	9	1.3%	1	0.0%	0	0.0%	0	6.8%	5	2.4%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Farnham Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	4.7%	4	0.0%	0
Fleet Town Centre	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	8	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Kingsclere Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	4.1%	36	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakley Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odiham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Overton District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre (includes The Oracle Shopping Centre)	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tadley District Centre	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	3.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Leisure Park, Worting Road, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.2%	2	0.0%	0	1.3%	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
St Michael's Retail Park, Basingstoke	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	39.9%	354	31.2%	24	40.3%	31	45.2%	38	31.5%	23	50.6%	42
Aldermaston Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, South Oak Way, Reading	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Gastons Wood Industrial Estate, Reading Road, Basingstoke	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Hook Town Centre	0.3%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Northern Business Park, Northern Avenue, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Popley Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherfield on Loddon Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Carpenters Down, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upton Grey Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellington Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	887	77	77	84	73	83	70	82	82	85	86	88

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		Zone 11	
Q20 Where do you normally do most of your household's shopping for games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments?																								
<i>Excl. Nulls</i>																								
Asda, Brighton Hill District Centre, Basingstoke	1.1%	8	3.3%	2	2.7%	2	2.6%	2	1.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Honey End Lane, Tilehurst, 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	0.0%	0	1.3%	1	0.0%	0
Lidl, Gastons Wood, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Elvetham Heath, (The Key), 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	0.0%	0	1.3%	1	0.0%	0
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	0.9%	7	8.3%	5	1.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, 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	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Hector's Way, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mulfords Hill, Tadley	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	1.3%	10	0.0%	0	1.4%	1	5.3%	4	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	4.9%	3	0.0%	0	0.0%	0
Tesco Extra, Newbury Retail Park, Pinchington Lane, Newbury	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, River Way, 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	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Tesco Extra, 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	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Tesco Superstore, District Shopping Centre, Chineham	0.5%	4	0.0%	0	0.0%	0	0.0%	0	3.6%	2	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Tresham Crescent, Yateley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Argos (in Sainsbury's), South 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	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Argos (in Sainsbury's), Wallop Drive, Kempshott	0.3%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Argos, Old Basing Mall, Basingstoke	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Avenue Nurseries, 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	0.0%	0	1.6%	1	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
B&M, Worting Road, Thorneycroft Industrial Estate, 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	1.6%	1	0.0%	0	0.0%	0
Boots, Chineham District Centre, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hobbycraft, Winchester Road, Basingstoke	2.7%	20	0.0%	0	5.4%	4	6.6%	5	3.6%	2	3.3%	2	1.4%	1	2.7%	2	1.4%	1	1.6%	1	2.6%	2	0.0%	0
Home Bargains, Winchester Road, Basingstoke	0.3%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Easton Lane, 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	0.0%	0	1.6%	1	0.0%	0	0.0%	0
John Lewis, Westquay Shopping Centre, Southampton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Matalan, Chineham District Centre, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mole Country Stores, Sherfield on Loddon	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0
Pets at Home, Hatch Warren Retail Park, Basingstoke	4.7%	35	6.7%	4	18.9%	14	7.9%	6	7.1%	4	5.0%	3	1.4%	1	1.4%	1	0.0%	0	3.3%	2	0.0%	0	0.0%	0
Sherfield on Loddon Garden Centre (Capital Gardens), Sherfield on Loddon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smyths Toys, St Michael's Retail Park, Basingstoke	3.7%	28	5.0%	3	5.4%	4	2.6%	2	8.9%	5	1.7%	1	4.1%	3	6.8%	5	0.0%	0	1.6%	1	3.9%	3	1.5%	1
Sports Direct, Festival Place, Basingstoke	1.2%	9	1.7%	1	0.0%	0	1.3%	1	0.0%	0	3.3%	2	1.4%	1	2.7%	2	0.0%	0	1.6%	1	1.3%	1	0.0%	0
The Entertainer, Festival Place, Basingstoke	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Gastons Wood, Basingstoke	0.3%	2	1.7%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Alton Town Centre	0.9%	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	11.5%	7	0.0%	0	0.0%	0
Andover Town Centre	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	1.4%	1	0.0%	0	0.0%	0	7.6%	5
Basingstoke Town Centre: Festival Place Shopping Centre	17.6%	132	30.0%	18	21.6%	16	30.3%	23	17.9%	10	18.3%	11	23.0%	17	20.5%	15	5.5%	4	3.3%	2	14.5%	11	7.6%	5
Basingstoke Town Centre: The Malls Shopping Centre	0.5%	4	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	0.7%	5	1.7%	1	0.0%	0	1.3%	1	1.8%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Zone 11											
Basingstoke)																								
Basingstoke Town Centre: The whole of Basingstoke Town Centre	0.4%	3	0.0%	0	0.0%	0	1.3%	1	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	1.4%	1	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	0.0%	0	1.3%	1	0.0%	0
Central London / West End	0.4%	3	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.5%	1	0.0%	1
Chineham District Centre	0.7%	5	3.3%	2	1.4%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	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	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Farnborough Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Farnham Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.3%	1	0.0%	0
Fleet Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0
Newbury Town Centre	3.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	31.5%	23	0.0%	0	0.0%	0	0.0%	0
Odiham 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	1.6%	1	0.0%	0	0.0%	0
Overton District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre (includes The Oracle Shopping Centre)	0.1%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre (includes Westquay Shopping Centre)	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	4.5%	3
Tadley District Centre	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	6	1.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	2.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	1.6%	1	0.0%	0	19.7%	13
Woking Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Basingstoke Leisure Park, Worting Road, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	1.5%	11	3.3%	2	2.7%	2	2.6%	2	1.8%	1	1.7%	1	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enham Arch Retail Park, Newbury Road, Andover	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	3
Farnborough Gate Retail Park, Farnborough	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Hatch Warren Retail Park, Wallop Drive, Basingstoke	1.6%	12	3.3%	2	1.4%	1	1.3%	1	1.8%	1	1.7%	1	1.4%	1	1.4%	1	0.0%	0	6.6%	4	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	0.0%	0	0.0%	0	0.0%	0	1.5%	1
London Road Retail Park, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Newbury Retail Park, Pinchington Lane, Newbury	2.0%	15	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.7%	1	0.0%	0	0.0%	0	17.8%	13	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
St Michael's Retail Park, Basingstoke	0.9%	7	1.7%	1	2.7%	2	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.6%	2	0.0%	0

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		Zone 11		
Internet / delivery	34.3%	257	21.7%	13	28.4%	21	30.3%	23	33.9%	19	48.3%	29	40.5%	30	35.6%	26	31.5%	23	34.4%	21	39.5%	30	33.3%	22
Alton Retail Park, Mill Lane, Alton	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3	1.3%	1	0.0%	0
Andover Trade Park, Churchill Way West, Andover	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Basingstoke Golf Club, Basingstoke	0.1%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beech Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Burghfield Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templer Avenue, Farnborough	0.1%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Daneshill East Industrial Estate, Bell 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	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Exeter City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go Outdoors, Reading Road, Chineham, Basingstoke	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Hartley Wintney Village Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	4	0.0%	0
Henry Street Garden Centre, Swallowfield Road, Arborfield Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Hook Town Centre	0.5%	4	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.6%	2	0.0%	0
Kempshott Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metrocentre, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parkway Shopping Centre, Park Way, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Pets at Home, Easton Lane, Winchester	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3
Pets Corner, Andover Road, Winchester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.5%	1
Smyths Toys, Churchill Way West, Salisbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solartron Retail Park, Solartron Road, Farnborough	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Sports Direct, Bath Road, Calcot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Designer Outlet, Kemble Drive, Swindon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Test Valley Golf Club, Micheldever Road, Overton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thatcham 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	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Weybrook Park Golf Club, Rooksdown Lane,	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	Zone 11
Sherborne St John Base:	749	60	74	76	56	60	74	73	73	61	76	66

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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	Zone 11
Q21 Where do you normally do most of your household's shopping on all goods for personal care (including, electric razors, hair dryers, bathroom scales, cosmetics, perfume, toothpaste, etc), other medical and pharmaceutical products (e.g. vitamins, plasters) and therapeutic appliances (e.g. spectacles, hearing aids, wheelchairs, contact lenses etc)?													
<i>Excl. Nulls</i>													
Aldi, Alton Retail Park, Alton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, London Road, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Winchester Road, Basingstoke	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Winklebury Way, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Asda, Brighton Hill District Centre, Basingstoke	1.6%	17	0.0%	0	7.6%	7	5.1%	5	0.0%	0	1.0%	1	1.0%
Asda, Chalfont Way, Lower Earley, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Gastons Wood, Basingstoke	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%
Lidl, London Road, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Lidl, Worting Road, Basingstoke	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%
Marks & Spencer, Chineham District Centre, Basingstoke	0.2%	2	1.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
Marks & Spencer, Festival Place, Basingstoke Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%
Morrisons, Elvetham Heath, (The Key), Fleet	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%
Morrisons, Rose Kiln Lane, off Basingstoke Road, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	1.9%	20	4.4%	4	1.1%	1	6.1%	6	0.0%	0	4.0%	4	0.0%
Sainsbury's Superstore, Badger Farm Road, Badger Farm, Winchester	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Bath Road, Calcot, Reading	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%
Sainsbury's Superstore, Cambridge Walk, Camberley	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Draymans Way, Alton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%
Sainsbury's Superstore,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Farnham Trading Estate, Water Lane, Farnham																								
Sainsbury's Superstore, Hector's Way, Newbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mulfords Hill, Tadley	2.6%	28	0.0%	0	0.0%	0	0.0%	0	2.1%	2	3.0%	3	22.4%	22	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sainsbury's Superstore, Station Mall, Basingstoke Town Centre (The Malls)	0.3%	3	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	5.8%	62	7.8%	7	16.3%	15	21.2%	21	2.1%	2	1.0%	1	0.0%	0	7.0%	7	0.0%	0	7.1%	7	1.0%	1	1.0%	1
Tesco Extra, Newbury Retail Park, Pinchington Lane, Newbury	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	4.2%	4	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, River Way, Andover	1.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8	1.0%	1	0.0%	0	0.0%	0	5.2%	5
Tesco Extra, The Meadows Shopping Centre, 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	1.0%	1	1.0%	1	0.0%	0
Tesco Extra, Winnall, Winchester	1.1%	12	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	11.5%	11
Tesco Superstore, District Shopping Centre, Chineham	4.2%	44	1.1%	1	1.1%	1	2.0%	2	13.7%	13	24.2%	24	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Superstore, Finchampstead Road, Wokingham	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	0.0%	0
Tesco Superstore, London Road, Newbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Station Road, Hook	1.0%	11	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	10.4%	10	0.0%	0
Tesco Superstore, Wellington Avenue, Aldershot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Waitrose, Basing View, Basingstoke	0.3%	3	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	1.0%	1	0.0%	0
Waitrose, Tresham Crescent, Yateley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Argos (in Sainsbury's), Wallop Drive, 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	0.0%	0
Boots, Brighton Hill District Centre, Basingstoke	1.9%	20	0.0%	0	15.2%	14	3.0%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Boots, Chineham District Centre, Basingstoke	2.3%	24	3.3%	3	0.0%	0	0.0%	0	6.3%	6	8.1%	8	1.0%	1	1.0%	1	0.0%	0	1.0%	1	4.2%	4	0.0%	0
Currys PC World, Brighton Hill Retail Park, Basingstoke	0.2%	2	0.0%	0	1.1%	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
Home Bargains, Winchester Road, Basingstoke	0.8%	9	1.1%	1	1.1%	1	3.0%	3	0.0%	0	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smyths Toys, St Michael's Retail Park, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, The Malls Shopping Centre, Basingstoke Town Centre	0.2%	2	1.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	0.0%	0	4.0%	4	0.0%	0	0.0%	0
Alton Town Centre	3.5%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.4%	36	1.0%	1	0.0%	0
Andover Town Centre	2.3%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	3.1%	3	0.0%	0	0.0%	0	19.8%	19
Basingstoke Town Centre: Festival Place Shopping Centre	19.3%	205	52.2%	47	16.3%	15	24.2%	24	34.7%	33	10.1%	10	22.4%	22	26.0%	26	6.3%	6	9.1%	9	11.5%	11	2.1%	2
Basingstoke Town Centre: The Malls Shopping Centre	2.6%	28	5.6%	5	9.8%	9	4.0%	4	4.2%	4	2.0%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	2.1%	2	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	0.4%	4	1.1%	1	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	1.3%	14	4.4%	4	2.2%	2	2.0%	2	2.1%	2	1.0%	1	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Basingstoke Town Centre: The whole of Basingstoke Town Centre	0.4%	4	0.0%	0	1.1%	1	1.0%	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
Brighton Hill District Centre	1.4%	15	0.0%	0	12.0%	11	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Camberley Town Centre	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	0.0%	0
Central London / West End	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1
Chineham District Centre	3.4%	36	2.2%	2	0.0%	0	1.0%	1	11.6%	11	19.2%	19	2.0%	2	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	0.0%	0	3.0%	3	1.0%	1	0.0%	0
Fleet 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	0.0%	0	0.0%	0	7.3%	7	0.0%	0
Kingsclere Village	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	10	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	3.7%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	37.5%	36	0.0%	0	0.0%	0	1.0%	1
Oakley Village	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odiham 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	0.0%	0	6.1%	6	2.1%	2	0.0%	0
Overton District Centre	1.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre (includes The Oracle Shopping Centre)	0.6%	6	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	1	2.0%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Southampton City 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	0.0%	0	0.0%	0	2.1%	2

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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		Zone 11	
(includes Westquay Shopping Centre)																								
Tadley District Centre	3.1%	33	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	29.6%	29	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Whitchurch District Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	3.2%	34	0.0%	0	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	32.3%	31
Yately 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	0.0%	0	2.1%	2	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.2%	2	0.0%	0	1.1%	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
Newbury Retail Park, Pinchington Lane, Newbury	2.1%	22	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.0%	1	1.0%	1	19.8%	19	0.0%	0	0.0%	0	0.0%	0
St Michael's 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	0.0%	0
Internet / delivery	6.9%	73	4.4%	4	10.9%	10	8.1%	8	2.1%	2	10.1%	10	5.1%	5	6.0%	6	3.1%	3	8.1%	8	10.4%	10	7.3%	7
Abbey Road, Basingstoke	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Weyhill Road, Andover	0.1%	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	0.0%	0
Beggarwood Local Centre	0.4%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Costco, South Oak Way, Reading	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	0.0%	0
Costco, Templer Avenue, 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	0.0%	0	1.0%	1	0.0%	0
Four Marks Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Hartley Wintney Village Centre	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	11	0.0%	0
Hook Town Centre	1.5%	16	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	14.6%	14	0.0%	0
Kings Furlong Local Centre	0.3%	3	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mortimer West End Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakridge Village Centre	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	0.0%	0
Old Basing Village 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	0.0%	0
Popley Local Centre	0.8%	8	0.0%	0	0.0%	0	1.0%	1	6.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Rooksdown Local Centre	0.5%	5	0.0%	0	0.0%	0	3.0%	3	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ham Local Centre	0.4%	4	0.0%	0	0.0%	0	2.0%	2	1.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Mary Bourne Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Stockbridge 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	0.0%	0	0.0%	0	2.1%	2
Sutton Scotney Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Upton Grey Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Waitrose, Station Road, 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	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Waitrose, Stockbridge Road, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Waitrose, The Hart, 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	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Weeke Local 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	0.0%	0	0.0%	0	0.0%	0	5.2%	5
Winklebury Local Centre	0.4%	4	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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		Zone 11	
Woolton Hill Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Base:		1060		90		92		99		95		99		98		100		96		99		96		96

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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	Zone 11											
Q22 Where do you normally do most of your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses);																								
<i>Excl. Nulls</i>																								
Aldi, Winklebury Way, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brighton Hill District Centre, Basingstoke	0.5%	3	1.8%	1	1.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Honey End Lane, Tilehurst, Reading	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Marks & Spencer, Festival Place, Basingstoke Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Meadows (Shopping Centre), Sandhurst	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	3.4%	2	0.0%	0
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	0.6%	4	3.6%	2	1.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mulford's Hill, Tadley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	1.7%	11	0.0%	0	8.6%	5	3.1%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	1.7%	1	0.0%	0
Tesco Extra, Newbury Retail Park, Pinchington Lane, Newbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, District Shopping Centre, Chineham	0.6%	4	0.0%	0	0.0%	0	0.0%	0	3.3%	2	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Basing View, Basingstoke	0.3%	2	0.0%	0	1.7%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos (in Sainsbury's), Wallop Drive, Kempshott	0.5%	3	0.0%	0	1.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos, Newbury Retail Park, Pinchington Lane, Newbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Argos, Old Basing Mall, Basingstoke	0.5%	3	1.8%	1	0.0%	0	1.6%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Gastons Wood, Basingstoke	1.1%	7	1.8%	1	1.7%	1	0.0%	0	1.7%	1	1.8%	1	2.9%	2	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Home Bargains, Winchester Road, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Easton Lane, Winnall, Winchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Homesense (TK Maxx),	0.3%	2	1.8%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Festival Place, Basingstoke																								
IKEA, Reading	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
IKEA, Southampton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0
John Lewis, Basing View, Basingstoke	3.1%	20	5.4%	3	1.7%	1	1.6%	1	0.0%	0	3.6%	2	1.5%	1	7.0%	4	1.7%	1	10.9%	6	1.7%	1	0.0%	0
John Lewis, Broad Street, Reading Town Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	4.4%	3	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
John Lewis, Westquay Shopping Centre, Southampton	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	9.4%	6
Alresford Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.6%	1
Alton Town Centre	1.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	11	0.0%	0	0.0%	0
Andover Town Centre	1.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	14.1%	9
Basingstoke Town Centre: Festival Place Shopping Centre	40.5%	265	58.9%	33	50.0%	29	50.0%	32	58.3%	35	44.6%	25	48.5%	33	54.4%	31	8.6%	5	20.0%	11	37.3%	22	14.1%	9
Basingstoke Town Centre: The Malls Shopping Centre	1.2%	8	1.8%	1	3.4%	2	0.0%	0	1.7%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	3	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	0.6%	4	3.6%	2	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	0.6%	4	0.0%	0	0.0%	0	1.6%	1	1.7%	1	1.8%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: The whole of Basingstoke Town Centre	1.8%	12	1.8%	1	0.0%	0	10.9%	7	1.7%	1	0.0%	0	1.5%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Bicester Village Outlet Shopping Centre, Bicester	0.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	2.6%	17	0.0%	0	0.0%	0	0.0%	0	5.0%	3	1.8%	1	2.9%	2	3.5%	2	1.7%	1	10.9%	6	0.0%	0	3.1%	2
Farnham Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	1.7%	1	0.0%	0
Fleet Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	3.4%	2	0.0%	0
Guildford Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0
Newbury Town Centre	5.6%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	2.9%	2	3.5%	2	55.2%	32	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre (includes The Oracle Shopping Centre)	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	3.4%	2	0.0%	0
Southampton City Centre (includes Westquay Shopping Centre)	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.7%	1	0.0%	0	0.0%	0	3.1%	2
Tadley District Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	3.4%	22	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.5%	1	3.5%	2	0.0%	0	0.0%	0	0.0%	0	28.1%	18

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Brighton Hill Retail Park, Basingstoke	0.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Newbury Retail Park, Pinchington Lane, Newbury	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	6.9%	4	0.0%	0	0.0%	0	0.0%
Abroad	1.7%	11	1.8%	1	1.7%	1	1.6%	1	1.7%	1	1.8%	1	1.5%	1	1.8%	1	0.0%	0	1.8%	1	3.4%	2	1.6%
Internet / delivery	17.7%	116	14.3%	8	15.5%	9	23.4%	15	15.0%	9	23.2%	13	20.6%	14	15.8%	9	10.3%	6	16.4%	9	18.6%	11	20.3%
Chester City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%
Costco, South Oak Way, Reading	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hartley Wintney Village Centre	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	8.5%	5	0.0%
Heathrow Airport, Longford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hook Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%
Hungerford Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%
Monmouth Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Newcastle City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Parkway Shopping Centre, Park Way, Newbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%
Romsey Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%
Swindon Designer Outlet, Kemble Drive, Swindon	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%
Thatcham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Viabes Craft Centre, The Harrow Way, Basingstoke	0.3%	2	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:	655			56		58		64		60		56		68		57		58		55		59	

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q23 What do you like about Basingstoke Town Centre? [MR]																								
Attractive environment	9.0%	99	12.9%	13	10.0%	10	16.0%	16	8.0%	8	14.0%	14	6.9%	7	10.9%	11	7.0%	7	7.0%	7	4.0%	4	2.0%	2
Cheap car parking	1.1%	12	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	4.0%	4	3.0%	3	1.0%	1	0.0%	0	2.0%	2	0.0%	0
Cleanliness	4.4%	49	7.9%	8	6.0%	6	3.0%	3	3.0%	3	5.0%	5	4.0%	4	6.9%	7	2.0%	2	4.0%	4	3.0%	3	4.0%	4
Close to education facilities	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	0.0%	0
Close to home	13.7%	151	16.8%	17	17.0%	17	11.0%	11	24.0%	24	12.0%	12	30.7%	31	21.8%	22	2.0%	2	6.0%	6	9.0%	9	0.0%	0
Close to work / en route to work	1.0%	11	0.0%	0	1.0%	1	2.0%	2	0.0%	0	2.0%	2	3.0%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1
Good accessibility by bus	2.6%	29	1.0%	1	3.0%	3	4.0%	4	4.0%	4	1.0%	1	8.9%	9	0.0%	0	3.0%	3	0.0%	0	3.0%	3	1.0%	1
Good accessibility by foot	1.6%	18	11.9%	12	0.0%	0	3.0%	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
Good accessibility by cycle	0.2%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good accessibility by train	1.5%	16	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.0%	2	1.0%	1	2.0%	2	4.0%	4	1.0%	1	4.0%	4	0.0%	0
Good car parking provision	8.4%	93	3.0%	3	4.0%	4	7.0%	7	3.0%	3	9.0%	9	11.9%	12	10.9%	11	9.0%	9	12.0%	12	12.0%	12	11.0%	11
Good choice of chain (multiples) / well known stores	21.4%	236	20.8%	21	26.0%	26	13.0%	13	26.0%	26	19.0%	19	27.7%	28	21.8%	22	14.0%	14	19.0%	19	28.0%	28	20.0%	20
Good choice of independent / specialist / boutique stores	6.2%	68	6.9%	7	10.0%	10	3.0%	3	5.0%	5	3.0%	3	8.9%	9	6.9%	7	4.0%	4	5.0%	5	9.0%	9	6.0%	6
Good choice of places to eat and drink	4.7%	52	4.0%	4	11.0%	11	5.0%	5	3.0%	3	9.0%	9	3.0%	3	3.0%	3	8.0%	8	3.0%	3	2.0%	2	1.0%	1
Good disabled access	0.5%	6	1.0%	1	0.0%	0	1.0%	1	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Good prices / lower value goods	0.5%	6	0.0%	0	2.0%	2	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
Good street market	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Safe environment	1.3%	14	3.0%	3	1.0%	1	2.0%	2	0.0%	0	1.0%	1	1.0%	1	2.0%	2	0.0%	0	2.0%	2	2.0%	2	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	0.0%	0
Compact / good layout	11.0%	121	9.9%	10	7.0%	7	14.0%	14	15.0%	15	11.0%	11	15.8%	16	11.9%	12	7.0%	7	8.0%	8	14.0%	14	7.0%	7
Familiar / know where everything is	1.2%	13	1.0%	1	2.0%	2	4.0%	4	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1	2.0%	2	0.0%	0
Friendly people / nice atmosphere	0.8%	9	1.0%	1	2.0%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	1.0%	1	2.0%	2	0.0%	0	0.0%	0
Good accessibility by car	1.6%	18	0.0%	0	1.0%	1	0.0%	0	2.0%	2	3.0%	3	2.0%	2	4.0%	4	2.0%	2	0.0%	0	3.0%	3	1.0%	1
Good banks	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	1.0%	1	0.0%	0
Good cinema	1.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	6.0%	6	2.0%	2	2.0%	2	4.0%	4
Good foodhalls	0.3%	3	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	1.0%	1	0.0%	0
Good leisure facilities	1.6%	18	0.0%	0	1.0%	1	2.0%	2	4.0%	4	0.0%	0	1.0%	1	1.0%	1	2.0%	2	3.0%	3	2.0%	2	2.0%	2
Good library	0.2%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good museum	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	0.0%	0
Good opening hours	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	0.0%	0
Good range of services	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	0.0%	0
Good seating	0.3%	3	1.0%	1	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
Good theatre	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	1.0%	1	2.0%	2	1.0%	1	2.0%	2
Has my favourite store	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	4.0%	4	2.0%	2	0.0%	0
I can get everything I need there	1.4%	15	1.0%	1	2.0%	2	2.0%	2	1.0%	1	1.0%	1	2.0%	2	5.0%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Level shopping area	0.3%	3	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Like Festival Place Shopping Centre	1.9%	21	0.0%	0	4.0%	4	1.0%	1	0.0%	0	3.0%	3	1.0%	1	2.0%	2	3.0%	3	4.0%	4	2.0%	2	1.0%	1
Like the modernised area	0.8%	9	0.0%	0	0.0%	0	2.0%	2	1.0%	1	1.0%	1	2.0%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1
Nice traditional area	0.5%	6	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Not too busy	0.9%	10	3.0%	3	1.0%	1	1.0%	1	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Offers undercover shopping	8.5%	94	8.9%	9	7.0%	7	10.0%	10	5.0%	5	8.0%	8	8.9%	9	11.9%	12	9.0%	9	8.0%	8	8.0%	8	9.0%	9
Pedestrianisation	1.0%	11	1.0%	1	0.0%	0	1.0%	1	1.0%	1	3.0%	3	2.0%	2	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0
(Nothing)	22.7%	250	21.8%	22	26.0%	26	28.0%	28	25.0%	25	21.0%	21	11.9%	12	17.8%	18	26.0%	26	34.0%	34	24.0%	24	14.0%	14
(Don't know)	1.8%	20	3.0%	3	3.0%	3	3.0%	3	1.0%	1	3.0%	3	2.0%	2	0.0%	0	1.0%	1	0.0%	0	3.0%	3	1.0%	1
(Don't visit Basingstoke Town Centre)	8.5%	94	0.0%	0	1.0%	1	2.0%	2	3.0%	3	7.0%	7	2.0%	2	4.0%	4	18.0%	18	9.0%	9	7.0%	7	41.0%	41
Base:		1103		101		100		100		100		100		101		101		100		100		100		100

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q24 Is there anything that would make you shop in or visit Basingstoke Town Centre more often than you currently do? [MR]												
Another cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better access by bus	1.9%	21	1.0%	1	4.0%	4	1.0%	1	4.0%	4	1.0%	1
Better access by train	0.3%	3	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Better disabled access	0.8%	9	2.0%	2	1.0%	1	4.0%	4	1.0%	1	0.0%	0
Better / safer access by bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better / safer access by foot	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	6.0%	66	2.0%	2	23.0%	23	4.0%	4	6.0%	6	6.0%	6
Cheaper prices	1.1%	12	3.0%	3	1.0%	1	2.0%	2	2.0%	2	0.0%	0
Free parking	3.4%	38	3.0%	3	7.0%	7	2.0%	2	1.0%	1	1.0%	1
More department stores	2.4%	26	0.0%	0	2.0%	2	2.0%	2	3.0%	3	4.0%	4
More fashion stores	1.8%	20	1.0%	1	0.0%	0	2.0%	2	0.0%	0	6.0%	6
More food stores	0.7%	8	2.0%	2	0.0%	0	1.0%	1	4.0%	4	0.0%	0
More green spaces / parks	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent / specialist / boutique stores	10.3%	114	16.8%	17	12.0%	12	13.0%	13	9.0%	9	10.0%	10
More leisure facilities	0.4%	4	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
More multiple stores / brands	3.2%	35	3.0%	3	4.0%	4	4.0%	4	5.0%	5	5.0%	5
More non-food stores generally	6.3%	69	8.9%	9	6.0%	6	11.0%	11	8.0%	8	8.0%	8
More parking	3.9%	43	3.0%	3	2.0%	2	4.0%	4	4.0%	4	1.0%	1
More pedestrianised streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More places to eat / drink	1.9%	21	4.0%	4	3.0%	3	2.0%	2	4.0%	4	4.0%	4
More security / better personal safety	0.5%	5	3.0%	3	1.0%	1	0.0%	0	0.0%	0	1.0%	1
More services (e.g. bank, library, hairdressers etc.)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Nicer environment	1.2%	13	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A smoke-free zone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
A water feature	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Art gallery	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better access by car	1.7%	19	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Better market	0.4%	4	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Better Park & Ride	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signposting	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Bigger John Lewis store	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Bigger Marks & Spencer store	0.3%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Car park layout at Festival Place improved	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Cleaner streets	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Less bookmakers	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Less busy / crowded	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Less cafes	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11												
Less empty shops	4.9%	54	4.0%	4	7.0%	7	7.0%	7	8.0%	8	5.0%	5	5.0%	5	12.9%	13	0.0%	0	2.0%	2	3.0%	3	0.0%	0
Less hairdressers / barbers	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Less homeless people	0.3%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Less road works	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	0.0%	0
Less takeaways	0.1%	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	0.0%	0
Less traffic congestion	0.6%	7	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	1.0%	1	1.0%	1
Longer opening hours	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	0.0%	0
Lower business rates	1.3%	14	0.0%	0	1.0%	1	4.0%	4	0.0%	0	5.0%	5	2.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public toilets	0.5%	6	2.0%	2	0.0%	0	2.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More art and craft shops	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	0.0%	0
More charity shops	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	0.0%	0
More children's activities	0.3%	3	0.0%	0	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
More compact / better layout	0.5%	6	0.0%	0	1.0%	1	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
More free water refilling stations	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	0.0%	0
More open-air	0.3%	3	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	1.0%	1	0.0%	0
More seating areas	0.9%	10	3.0%	3	0.0%	0	2.0%	2	3.0%	3	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More shops for older people	1.5%	16	4.0%	4	2.0%	2	0.0%	0	3.0%	3	1.0%	1	3.0%	3	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0
More shops offering larger sizes	0.5%	5	0.0%	0	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More undercover shopping areas	0.6%	7	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Pavements improved	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	0.0%	0
Post office brought back	0.3%	3	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Top of the town area improved	1.5%	17	3.0%	3	2.0%	2	1.0%	1	2.0%	2	3.0%	3	0.0%	0	4.0%	4	0.0%	0	0.0%	0	2.0%	2	0.0%	0
(Nothing)	50.2%	554	40.6%	41	43.0%	43	44.0%	44	42.0%	42	48.0%	48	52.5%	53	42.6%	43	69.0%	69	56.0%	56	50.0%	50	65.0%	65
(Don't know)	3.9%	43	5.0%	5	2.0%	2	3.0%	3	2.0%	2	6.0%	6	2.0%	2	1.0%	1	2.0%	2	8.0%	8	6.0%	6	6.0%	6
Base:	1103		101		100		100		100		100		101		101		100		100		100		100	

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q25 What improvements to Chineham District Centre would make you visit it more often than you currently do? [MR]																								
Better disabled access	0.3%	3	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport	0.5%	5	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	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	1.0%	1	0.0%	0	0.0%	0	0.0%	0
More / better park & ride 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%	0	0.0%	0
More / better car parking	3.1%	34	3.0%	3	5.0%	5	6.0%	6	4.0%	4	1.0%	1	3.0%	3	3.0%	3	1.0%	1	5.0%	5	3.0%	3	0.0%	0
More traffic free pedestrianised streets	0.2%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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%	0	0.0%	0
Cleaner streets	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	0.0%	0
Better value for money / lower prices	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	0.0%	0
More / better higher quality shop offer	0.5%	6	0.0%	0	2.0%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Department store	0.7%	8	0.0%	0	2.0%	2	0.0%	0	1.0%	1	2.0%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Larger shops	0.5%	5	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	3.0%	3	0.0%	0
More / better independent & specialist shops	2.2%	24	2.0%	2	2.0%	2	3.0%	3	3.0%	3	5.0%	5	2.0%	2	2.0%	2	0.0%	0	2.0%	2	3.0%	3	0.0%	0
More / better foodstores	0.8%	9	1.0%	1	0.0%	0	0.0%	0	1.0%	1	4.0%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0
More / better retail brands	1.1%	12	1.0%	1	0.0%	0	1.0%	1	2.0%	2	4.0%	4	0.0%	0	0.0%	0	1.0%	1	1.0%	1	2.0%	2	0.0%	0
More / better non-food shops	2.9%	32	3.0%	3	2.0%	2	1.0%	1	5.0%	5	12.0%	12	4.0%	4	1.0%	1	1.0%	1	1.0%	1	2.0%	2	0.0%	0
More / better fashion shops	1.0%	11	2.0%	2	2.0%	2	0.0%	0	1.0%	1	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	2.0%	2	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%	0	0.0%	0
Better policing /safer	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	0.0%	0
More / better cafes / restaurants	1.8%	20	4.0%	4	1.0%	1	1.0%	1	4.0%	4	10.0%	10	0.0%	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%	0	0.0%	0
More / better entertainment facilities (e.g. Cinema)	0.5%	5	1.0%	1	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	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	0.0%	0
More / better parks / green spaces	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public houses	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	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	0.0%	0
Better access by car	0.8%	9	0.0%	0	2.0%	2	2.0%	2	4.0%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better lighting	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Better market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Bigger Tesco	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fish and chip shop	0.5%	6	0.0%	0	0.0%	0	1.0%	1	1.0%	1	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less busy / crowded	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Less charity shops	0.3%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less empty shops	0.6%	7	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Less homeless people	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Less roadworks	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	0.0%	0
Less traffic congestion	0.5%	6	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Library	0.5%	6	2.0%	2	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	0.0%	0
Lower business rates	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Modernising / revamp	0.7%	8	1.0%	1	1.0%	1	1.0%	1	1.0%	1	2.0%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
More / better public toilets	0.6%	7	2.0%	2	1.0%	1	0.0%	0	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More banks	0.5%	6	0.0%	0	1.0%	1	0.0%	0	0.0%	0	3.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
More cash machines	0.5%	6	0.0%	0	0.0%	0	0.0%	0	3.0%	3	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
More compact / better layout	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
More newsagents	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More shops offering larger sizes	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	0.0%	0
More undercover shopping areas	0.5%	6	2.0%	2	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Nail bar / salon	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	0.0%	0
Nicer environment	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post office	1.8%	20	0.0%	0	0.0%	0	1.0%	1	5.0%	5	9.0%	9	2.0%	2	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0
(Nothing)	32.5%	359	35.6%	36	42.0%	42	44.0%	44	45.0%	45	39.0%	39	37.6%	38	31.7%	32	10.0%	10	25.0%	25	33.0%	33	15.0%	15
(Don't know)	2.4%	26	7.9%	8	4.0%	4	3.0%	3	2.0%	2	2.0%	2	2.0%	2	2.0%	2	0.0%	0	1.0%	1	2.0%	2	0.0%	0
(Don't visit Chineham District Centre)	46.0%	507	36.6%	37	35.0%	35	32.0%	32	15.0%	15	15.0%	15	42.6%	43	53.5%	54	87.0%	87	61.0%	61	43.0%	43	85.0%	85
Base:	1103		101		100		100		100		100		101		101		100		100		100		100	

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q26 What improvements to Brighton Hill District Centre would make you visit it more often than you currently do? [MR]																								
Better disabled access	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%	1	0.0%	0
Better public transport	0.5%	5	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signposting	0.2%	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	0.0%	0	0.0%	0
More / better park & ride facilities	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	0.0%	0
More / better car parking	3.0%	33	4.0%	4	5.0%	5	6.0%	6	3.0%	3	2.0%	2	4.0%	4	1.0%	1	0.0%	0	4.0%	4	2.0%	2	2.0%	2
More traffic free pedestrianised streets	0.2%	2	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	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%	0	0.0%	0
Cleaner streets	0.5%	5	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0
Better value for money / lower prices	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	0.0%	0
More / better higher quality shop offer	0.3%	3	0.0%	0	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
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%	0	0.0%	0
Larger shops	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	0.0%	0
More / better independent & specialist shops	1.3%	14	2.0%	2	6.0%	6	2.0%	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
More / better foodstores	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	1.0%	1	0.0%	0	0.0%	0
More / better retail brands	0.3%	3	1.0%	1	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
More / better non-food shops	1.1%	12	3.0%	3	2.0%	2	1.0%	1	1.0%	1	0.0%	0	2.0%	2	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0
More / better fashion shops	0.5%	5	0.0%	0	3.0%	3	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
Shops and services open later in the evening	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better policing /safer	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	1.0%	1	0.0%	0
More / better cafes / restaurants	0.5%	6	0.0%	0	3.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	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%	0	0.0%	0
More / better entertainment facilities (e.g. Cinema)	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	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	0.0%	0
More / better parks / green spaces	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.1%	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	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	0.0%	0
(Nothing)	37.2%	410	45.5%	46	57.0%	57	59.0%	59	57.0%	57	27.0%	27	35.6%	36	42.6%	43	14.0%	14	33.0%	33	22.0%	22	16.0%	16
Better access by car	1.0%	11	0.0%	0	2.0%	2	3.0%	3	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Better access by foot	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	0.0%	0
Bigger Asda store	0.3%	3	0.0%	0	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	0.0%	0
Free parking	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	0.0%	0
Less charity shops	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less empty shops	0.6%	7	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Less traffic congestion	0.5%	6	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Lower business rates	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	1.0%	1	0.0%	0
Modernised / revamp	0.4%	4	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%	2	0.0%	0
More compact / better layout	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	0.0%	0
More undercover shopping areas	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Nicer environment	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	2.0%	2	0.0%	0	1.0%	1	1.0%	1
Post office	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.4%	37	6.9%	7	6.0%	6	5.0%	5	5.0%	5	8.0%	8	4.0%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
(Don't visit Brighton Hill District Centre)	47.4%	523	30.7%	31	11.0%	11	19.0%	19	29.0%	29	58.0%	58	46.5%	47	47.5%	48	83.0%	83	52.0%	52	65.0%	65	80.0%	80
Base:	1103		101		100		100		100		100		101		101		100		100		100		100	

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q27 What improvements to Tadly District Centre 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%	0	0.0%	0
Better public transport	0.3%	3	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0
More / better park & ride 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%	0	0.0%	0
More / better car parking	0.6%	7	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	3.0%	3	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
More traffic free pedestrianised streets	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	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%	0	0.0%	0
Cleaner streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0
More / better higher quality shop offer	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Department store	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	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	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 independent & specialist shops	0.8%	9	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	3.0%	3	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0
More / better foodstores	4.4%	48	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.0%	2	41.6%	42	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
More / better retail brands	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
More / better non-food shops	1.5%	17	0.0%	0	1.0%	1	0.0%	0	2.0%	2	2.0%	2	10.9%	11	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
More / better fashion shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	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%	0	0.0%	0
Better policing /safer	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better cafes / restaurants	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better cultural facilities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better entertainment facilities (e.g. Cinema)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	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	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	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public houses	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	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	0.0%	0
(Nothing)	20.4%	225	20.8%	21	25.0%	25	26.0%	26	34.0%	34	18.0%	18	14.9%	15	16.8%	17	31.0%	31	14.0%	14	11.0%	11	13.0%	13
Another pelican crossing or footbridge	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	0.0%	0
Better access by car	0.4%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better lighting	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	0.0%	0
Better market	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	0.0%	0
Fish and chip shop	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	0.0%	0
Less traffic congestion	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	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Lidl store	1.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	10.9%	11	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
More banks	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	0.0%	0
More compact / better layout	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More undercover shopping areas	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	0.0%	0
NHS dentist	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	0.0%	0
Road side hedges cut more often	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	0.0%	0
(Don't know)	1.6%	18	5.0%	5	4.0%	4	1.0%	1	1.0%	1	1.0%	1	2.0%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	2.0%	2
(Don't visit Tadly District Centre)	68.4%	754	74.3%	75	70.0%	70	69.0%	69	59.0%	59	71.0%	71	8.9%	9	82.2%	83	62.0%	62	84.0%	84	87.0%	87	85.0%	85
Base:	1103			101		100		100		100		101		101		100		100		100		100		
Meanscore: [Number of visits per month]																								
Q28 How often do you visit Basingstoke Town Centre in the evenings ?																								
Everyday	0.5%	5	2.0%	2	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	0.0%	0
4-6 days a week	0.4%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 days a week	1.6%	18	6.9%	7	1.0%	1	5.0%	5	2.0%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Once a week	2.1%	23	5.9%	6	3.0%	3	2.0%	2	2.0%	2	7.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1
Once a fortnight	3.2%	35	2.0%	2	5.0%	5	2.0%	2	5.0%	5	4.0%	4	5.9%	6	2.0%	2	0.0%	0	4.0%	4	4.0%	4	1.0%	1
Once a month	9.4%	104	6.9%	7	14.0%	14	11.0%	11	10.0%	10	11.0%	11	11.9%	12	12.9%	13	3.0%	3	9.0%	9	13.0%	13	1.0%	1
Once every 3 months	15.9%	175	24.8%	25	19.0%	19	17.0%	17	11.0%	11	15.0%	15	13.9%	14	18.8%	19	9.0%	9	16.0%	16	21.0%	21	9.0%	9
Twice a year	10.6%	117	7.9%	8	5.0%	5	11.0%	11	11.0%	11	11.0%	11	13.9%	14	13.9%	14	7.0%	7	14.0%	14	12.0%	12	10.0%	10
Once a year	4.1%	45	4.0%	4	5.0%	5	0.0%	0	3.0%	3	1.0%	1	1.0%	1	6.9%	7	13.0%	13	3.0%	3	3.0%	3	5.0%	5
Less often than once a year	2.4%	26	2.0%	2	1.0%	1	2.0%	2	2.0%	2	1.0%	1	1.0%	1	1.0%	1	3.0%	3	3.0%	3	6.0%	6	4.0%	4
Never	48.9%	539	36.6%	37	46.0%	46	47.0%	47	50.0%	50	46.0%	46	46.5%	47	43.6%	44	65.0%	65	51.0%	51	38.0%	38	68.0%	68
(Don't know / varies / no particular pattern)	1.1%	12	1.0%	1	1.0%	1	1.0%	1	3.0%	3	1.0%	1	4.0%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Mean:	0.66			1.63		0.54		1.24		0.80		1.07		0.69		0.36		0.09		0.25		0.39		0.23
Base:	1103			101		100		100		100		101		101		100		100		100		100		100

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q29 What are your main reasons for visiting Basingstoke Town Centre in the evenings? e.g. what do you do there?																								
<i>Not those who said 'Never' at Q28</i>																								
1st mention																								
For late night shopping	6.7%	38	17.2%	11	3.7%	2	11.3%	6	8.0%	4	7.4%	4	5.6%	3	1.8%	1	0.0%	0	4.1%	2	6.5%	4	3.1%	1
For outdoor 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	0.0%	0
For work purposes	0.5%	3	1.6%	1	0.0%	0	1.9%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	2.1%	12	1.6%	1	1.9%	1	3.8%	2	6.0%	3	0.0%	0	5.6%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	1	3.1%	1
To visit a music venue	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit gym / fitness venue	0.4%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night club or other late night venue	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
To visit pubs / bars	5.1%	29	4.7%	3	9.3%	5	7.5%	4	8.0%	4	7.4%	4	7.4%	4	5.3%	3	0.0%	0	0.0%	0	3.2%	2	0.0%	0
To visit restaurants / cafes	25.2%	142	32.8%	21	46.3%	25	28.3%	15	38.0%	19	29.6%	16	35.2%	19	28.1%	16	2.9%	1	8.2%	4	8.1%	5	3.1%	1
To visit the cinema	36.9%	208	20.3%	13	24.1%	13	30.2%	16	20.0%	10	40.7%	22	33.3%	18	31.6%	18	54.3%	19	57.1%	28	56.5%	35	50.0%	16
To visit the theatre	21.1%	119	17.2%	11	14.8%	8	13.2%	7	16.0%	8	9.3%	5	9.3%	5	33.3%	19	42.9%	15	28.6%	14	22.6%	14	40.6%	13
For a group meeting (reading group, church society, etc)	0.4%	2	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
To go tenpin bowling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a health service (doctors, dentists, etc)	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit escape rooms	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the bank	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To watch ice hockey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0
(Don't know)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular / nothing else)	0.4%	2	1.6%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	564	64		54		53		50		54		54		57		35		49		62		32		

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
2nd mention																								
For late night shopping	1.6%	9	6.3%	4	1.9%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0
For outdoor events	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work purposes	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	1.8%	10	0.0%	0	0.0%	0	3.8%	2	2.0%	1	1.9%	1	1.9%	1	3.5%	2	0.0%	0	2.0%	1	1.6%	1	3.1%	1
To visit a music venue	0.5%	3	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0
To visit gym / fitness venue	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
To visit night club or other late night venue	1.4%	8	3.1%	2	0.0%	0	3.8%	2	4.0%	2	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
To visit pubs / bars	5.7%	32	9.4%	6	13.0%	7	5.7%	3	8.0%	4	3.7%	2	14.8%	8	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit restaurants / cafes	22.9%	129	25.0%	16	22.2%	12	26.4%	14	26.0%	13	27.8%	15	14.8%	8	22.8%	13	14.3%	5	22.4%	11	24.2%	15	21.9%	7
To visit the cinema	15.4%	87	14.1%	9	27.8%	15	15.1%	8	14.0%	7	20.4%	11	16.7%	9	22.8%	13	2.9%	1	12.2%	6	11.3%	7	3.1%	1
To visit the theatre	6.2%	35	1.6%	1	0.0%	0	1.9%	1	6.0%	3	7.4%	4	5.6%	3	8.8%	5	22.9%	8	2.0%	1	8.1%	5	12.5%	4
For a group meeting (reading group, church society, 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	0.0%	0
To go tenpin bowling	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
To visit a health service (doctors, dentists, 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	0.0%	0
To visit escape rooms	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the bank	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To watch ice hockey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular / nothing else)	43.4%	245	39.1%	25	35.2%	19	43.4%	23	38.0%	19	37.0%	20	38.9%	21	36.8%	21	57.1%	20	55.1%	27	50.0%	31	59.4%	19
Base:	564		64		54		53		50		54		54		57		35		49		62		32	

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
3rd mention																								
For late night shopping	1.1%	6	3.1%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0
For outdoor 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	0.0%	0
For work purposes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
To visit a music venue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit gym / fitness venue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night club or other late night venue	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit pubs / bars	2.3%	13	7.8%	5	0.0%	0	3.8%	2	6.0%	3	0.0%	0	0.0%	0	1.8%	1	0.0%	0	2.0%	1	1.6%	1	0.0%	0
To visit restaurants / cafes	4.4%	25	3.1%	2	5.6%	3	5.7%	3	4.0%	2	3.7%	2	5.6%	3	3.5%	2	2.9%	1	4.1%	2	4.8%	3	6.3%	2
To visit the cinema	2.3%	13	4.7%	3	1.9%	1	5.7%	3	2.0%	1	0.0%	0	1.9%	1	5.3%	3	0.0%	0	0.0%	0	0.0%	0	3.1%	1
To visit the theatre	1.4%	8	0.0%	0	0.0%	0	0.0%	0	2.0%	1	3.7%	2	0.0%	0	3.5%	2	0.0%	0	2.0%	1	3.2%	2	0.0%	0
For a group meeting (reading group, church society, 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	0.0%	0
To go tenpin bowling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a health service (doctors, dentists, 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	0.0%	0
To visit escape rooms	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the bank	0.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To watch ice hockey	0.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0
(Don't know)	0.9%	5	1.6%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular / nothing else)	86.5%	488	79.7%	51	88.9%	48	81.1%	43	86.0%	43	90.7%	49	90.7%	49	75.4%	43	97.1%	34	91.8%	45	87.1%	54	90.6%	29
Base:		564		64		54		53		50		54		54		57		35		49		62		32

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Any mention																								
For late night shopping	9.4%	53	26.6%	17	7.4%	4	11.3%	6	8.0%	4	7.4%	4	9.3%	5	5.3%	3	0.0%	0	4.1%	2	11.3%	7	3.1%	1
For outdoor events	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work purposes	0.9%	5	1.6%	1	0.0%	0	1.9%	1	2.0%	1	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	4.1%	23	1.6%	1	1.9%	1	7.5%	4	8.0%	4	1.9%	1	7.4%	4	3.5%	2	0.0%	0	2.0%	1	4.8%	3	6.3%	2
To visit a music venue	0.9%	5	1.6%	1	0.0%	0	0.0%	0	2.0%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0
To visit gym / fitness venue	0.7%	4	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.9%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
To visit night club or other late night venue	2.1%	12	3.1%	2	0.0%	0	3.8%	2	4.0%	2	0.0%	0	5.6%	3	1.8%	1	0.0%	0	2.0%	1	1.6%	1	0.0%	0
To visit pubs / bars	13.1%	74	21.9%	14	22.2%	12	17.0%	9	22.0%	11	11.1%	6	22.2%	12	10.5%	6	0.0%	0	2.0%	1	4.8%	3	0.0%	0
To visit restaurants / cafes	52.5%	296	60.9%	39	74.1%	40	60.4%	32	68.0%	34	61.1%	33	55.6%	30	54.4%	31	20.0%	7	34.7%	17	37.1%	23	31.3%	10
To visit the cinema	54.6%	308	39.1%	25	53.7%	29	50.9%	27	36.0%	18	61.1%	33	51.9%	28	59.6%	34	57.1%	20	69.4%	34	67.7%	42	56.3%	18
To visit the theatre	28.7%	162	18.8%	12	14.8%	8	15.1%	8	24.0%	12	20.4%	11	14.8%	8	45.6%	26	65.7%	23	32.7%	16	33.9%	21	53.1%	17
For a group meeting (reading group, church society, etc)	0.4%	2	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
To go tenpin bowling	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
To visit a health service (doctors, dentists, etc)	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit escape rooms	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the bank	0.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To watch ice hockey	0.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		564		64		54		53		50		54		54		57		35		49		62		32
Q30 Do you or your household visit the following leisure or cultural attractions? [MR/PR]																								
Bingo / casino / bookmaker	5.4%	60	5.9%	6	9.0%	9	9.0%	9	11.0%	11	2.0%	2	5.0%	5	5.9%	6	4.0%	4	2.0%	2	6.0%	6	0.0%	0
Cinema	62.9%	694	59.4%	60	57.0%	57	65.0%	65	53.0%	53	66.0%	66	55.4%	56	69.3%	70	72.0%	72	62.0%	62	73.0%	73	60.0%	60
Gym / health club / sports facility	22.1%	244	19.8%	20	24.0%	24	22.0%	22	11.0%	11	29.0%	29	13.9%	14	24.8%	25	23.0%	23	21.0%	21	23.0%	23	32.0%	32
Theatre / concert / music venue	55.7%	614	54.5%	55	46.0%	46	49.0%	49	40.0%	40	48.0%	48	50.5%	51	70.3%	71	63.0%	63	63.0%	63	66.0%	66	62.0%	62
Museum / gallery or place of historical / cultural interest	35.2%	388	29.7%	30	26.0%	26	36.0%	36	29.0%	29	31.0%	31	26.7%	27	44.6%	45	45.0%	45	39.0%	39	43.0%	43	37.0%	37
Pub / bar / nightclub	47.1%	519	40.6%	41	43.0%	43	36.0%	36	36.0%	36	49.0%	49	50.5%	51	57.4%	58	48.0%	48	44.0%	44	61.0%	61	52.0%	52
Restaurant / café / eating out	77.7%	857	74.3%	75	75.0%	75	73.0%	73	76.0%	76	79.0%	79	74.3%	75	83.2%	84	83.0%	83	72.0%	72	82.0%	82	83.0%	83
Family entertainment - tenpin bowling	20.7%	228	18.8%	19	27.0%	27	14.0%	14	18.0%	18	27.0%	27	24.8%	25	23.8%	24	23.0%	23	11.0%	11	26.0%	26	14.0%	14
Family entertainment - trampoline centre	7.7%	85	9.9%	10	8.0%	8	8.0%	8	6.0%	6	14.0%	14	12.9%	13	7.9%	8	6.0%	6	2.0%	2	6.0%	6	4.0%	4
Family entertainment - ice rink / roller skating	9.0%	99	12.9%	13	7.0%	7	5.0%	5	7.0%	7	14.0%	14	13.9%	14	7.9%	8	7.0%	7	4.0%	4	15.0%	15	5.0%	5
Other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't visit ANY leisure activities)	9.4%	104	9.9%	10	13.0%	13	9.0%	9	14.0%	14	11.0%	11	10.9%	11	5.0%	5	6.0%	6	9.0%	9	8.0%	8	8.0%	8
Base:		1103		101		100		100		100		100		101		101		100		100		100		100

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q31 Where do you or members of your household normally go to play bingo or visit casinos or bookmakers?																								
<i>Those who said 'Bingo / casino / bookmaker' at Q30 AND Excl. Nulls</i>																								
Buzz Bingo, Aldershot	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0
Buzz Bingo, Basingstoke Leisure Park	75.0%	45	50.0%	3	77.8%	7	100.0%	9	72.7%	8	100.0%	2	80.0%	4	100.0%	6	25.0%	1	50.0%	1	66.7%	4	0.0%	0
Alton Town Centre	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0
Basingstoke Town Centre: Festival Place Shopping Centre	1.7%	1	16.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	3.3%	2	33.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill District Centre	3.3%	2	0.0%	0	11.1%	1	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre (includes The Oracle Shopping Centre)	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burghclere Village Centre	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0
Halifax Town Centre	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0
Melrose Community Association, Abbey Road, Basingstoke	1.7%	1	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherborne St John Village Centre	1.7%	1	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westside Community Centre, Paddock Road, Basingstoke	1.7%	1	0.0%	0	11.1%	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
Base:		60		6		9		9		11		2		5		6		4		2		6		0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q32 Where do you or members of your household normally go to the cinema?																								
<i>Those who said 'Cinema' at Q30 AND Excl. Nulls</i>																								
Cineworld, Aldershot	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	5.6%	4	0.0%	0
Corn Exchange Arts Centre & Cinema, Newbury	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	6	0.0%	0	0.0%	0	0.0%	0
Everyman Cinema, Winchester	3.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.6%	1	0.0%	0	33.3%	20
Odeon, Andover	2.9%	20	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	4.3%	3	0.0%	0	0.0%	0	23.3%	14
Odeon, Basingstoke Leisure Park	18.6%	128	18.3%	11	21.4%	12	24.6%	16	25.0%	13	19.7%	13	12.5%	7	36.2%	25	11.4%	8	19.4%	12	6.9%	5	10.0%	6
Palace Cinema, Alton	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	6	0.0%	0	0.0%	0
Reading Film Theatre, Reading	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Showcase Cinema de Lux Reading, Winnersh, Wokingham	1.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	7.1%	4	0.0%	0	1.4%	1	0.0%	0	4.2%	3	0.0%	0
Vue, Camberley	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0
Vue, Farnborough	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	7	0.0%	0
Vue, Festival Place, Basingstoke	60.9%	419	81.7%	49	76.8%	43	75.4%	49	75.0%	39	69.7%	46	75.0%	42	58.0%	40	14.3%	10	66.1%	41	66.7%	48	20.0%	12
Vue, Newbury	6.8%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3	1.8%	1	1.4%	1	60.0%	42	0.0%	0	0.0%	0	0.0%	0
Vue, Reading	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0
Cineworld, Cheltenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harbour Lights Picturehouse, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Odeon, Maidenhead	0.1%	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	1.6%	1	0.0%	0	0.0%	0
Odeon, Salisbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Showcase Cinema de Lux Southampton, West Quay, Southampton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Tadley Community Centre, Newchurch Road, Tadley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, Eastleigh	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	4
Base:	688			60		56		65		52		66		56		69		70		62		72		60

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q33 Where do you or members of your household normally go to use a gym / healthclub / sports facility / swimming pool?																								
<i>Those who said 'Gym / health club / sports facility' at Q30 AND Excl. Nulls</i>																								
Alton Sports Centre, Chawton Park Road, Alton	3.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.9%	9	0.0%	0	0.0%	0
Andover Leisure Centre, Andover College	2.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	3	0.0%	0	0.0%	0	0.0%	0	6.5%	2
Aspects of Fitness, Manydown, Basingstoke	1.7%	4	0.0%	0	4.3%	1	4.5%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Aquadrome, Basingstoke	8.8%	21	10.0%	2	8.7%	2	27.3%	6	9.1%	1	14.3%	4	0.0%	0	20.8%	5	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Basingstoke Sports Centre, Festival Place, Basingstoke	9.2%	22	15.0%	3	17.4%	4	13.6%	3	9.1%	1	10.7%	3	14.3%	2	12.5%	3	4.3%	1	4.8%	1	4.5%	1	0.0%	0
Beechdown Health and Fitness Club, Basingstoke	7.1%	17	10.0%	2	17.4%	4	4.5%	1	0.0%	0	3.6%	1	0.0%	0	12.5%	3	4.3%	1	19.0%	4	4.5%	1	0.0%	0
Northcroft Leisure Centre, Newbury	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Queen Mary’s College Sports Centre, Basingstoke	2.5%	6	15.0%	3	8.7%	2	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
River Park Leisure Centre, Winchester	2.9%	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	22.6%	7
Tadley Swimming Pool, New Road, Tadley	2.5%	6	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	35.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, St Michael’s Retail Park, Basingstoke	6.3%	15	25.0%	5	8.7%	2	22.7%	5	9.1%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0
The Hampshire Court Hotel, Chineham, Basingstoke	5.0%	12	5.0%	1	0.0%	0	0.0%	0	9.1%	1	17.9%	5	7.1%	1	0.0%	0	0.0%	0	4.8%	1	13.6%	3	0.0%	0
Willink Leisure Centre, Burghfield	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Festival Place Shopping Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	0.8%	2	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Brighton Hill District Centre	1.3%	3	0.0%	0	8.7%	2	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Chineham District Centre	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0
Fleet Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Kingsclere Village	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	2.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	26.1%	6	0.0%	0	0.0%	0	0.0%	0
Oakley Village	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
(includes The Oracle Shopping Centre)																								
Tadley District Centre	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitchurch District Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	2.1%	5	5.0%	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	12.9%	4
Basingstoke Leisure Park, Worthing Road, Basingstoke	5.9%	14	15.0%	3	13.0%	3	9.1%	2	9.1%	1	7.1%	2	0.0%	0	8.3%	2	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.8%	2	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abingdon Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Andover College, Charlton Road, Andover	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Apollo Hotel, Aldermaston Road Roundabout, Basingstoke	0.8%	2	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ArenaFit, Lodge farm, North Warnborough, Hook	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Basingstoke Country Hotel, Scures Hill, Nately Scures	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	2	0.0%	0
Basingstoke Golf Club, Winchester Road, Kempshott Hill	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blacknest Golf and Country Club, Frith End Road, Blacknest	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0
Chilbolton Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
CrossFit Basingstoke, Joule Road, Basingstoke	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Monks Lane, Newbury	3.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.8%	8	0.0%	0	0.0%	0	0.0%	0
De Vere Wokefield Estate, Mortimer Common, Reading	0.4%	1	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DW Fitness First, Chineham Business Park, Chineham	1.3%	3	0.0%	0	0.0%	0	4.5%	1	0.0%	0	7.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Energique Health Club, Anstey Lane, Alton	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	2	0.0%	0	0.0%	0
Everest Community Academy, Oxford Way, Sherborne St John	0.8%	2	0.0%	0	0.0%	0	0.0%	0	9.1%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hart Leisure Centre, Emerald Avenue, Fleet	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	2	0.0%	0
Hartley Wintney Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Hook Community Centre, Ravenscroft, Hook	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11										
Hook Town Centre	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	3	0.0%	0	
Hurst Leisure Centre, Brimpton Road, Baughurst	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Medstead Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	
Mercure Winchester Wessex Hotel, Paternoster Row, Winchester	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	
Norton Park Hotel, Norton Park, Sutton Scotney	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	3	
Nuffield Health, Lime Square, Reading	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	
Nuffield Health, Links Way, Farnborough	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	
Nuffield Health, Racecourse Road, Newbury	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	8.7%	2	0.0%	0	0.0%	0	0.0%	0	
Pamber Heath Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	
Pippa Wylde Pilates, Manor Court, Herriard	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	
Popley Fields Community Centre, Popley Way, Basingstoke	0.4%	1	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
PureGym, Basingstoke Road, Reading	0.4%	1	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Romsey Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	
Sparshot Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	
Stockbridge Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	
Sutton Scotney Village Centre	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	3	
The Park Health Club, Titchener Park, Hook	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	
Tylney Park Golf Club, Ridge Lane, Hook	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Village Hotel Basingstoke, Basing View, Basingstoke	0.4%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Wherwell Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	
Winchester Racquets and Fitness, Bereweke Road, Winchester	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	
Wootton St Lawrence Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
YouFitGym, Newbury Rugby Football Club, Newbury	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	
Base:	239		20		23		22		11		28		14		24		23		21		22		31

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q34 Where do you or members of your household normally go to visit the theatre, watch a concert or watch live music?																								
<i>Those who said 'Theatre / concert / music venue' at Q30 AND Excl. Nulls</i>																								
Anvil Arts Centre, Basingstoke	47.3%	285	65.5%	36	65.9%	29	59.2%	29	59.0%	23	39.6%	19	40.8%	20	53.5%	38	38.1%	24	44.3%	27	46.0%	29	18.0%	11
Corn Exchange Arts Centre & Cinema, Newbury	1.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	14.3%	9	0.0%	0	0.0%	0	0.0%	0
Mayflower Theatre, Southampton	4.5%	27	1.8%	1	4.5%	2	4.1%	2	2.6%	1	4.2%	2	0.0%	0	7.0%	5	0.0%	0	4.9%	3	0.0%	0	18.0%	11
Milestones Museum, Leisure Park, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Haymarket Theatre, Basingstoke	10.4%	63	16.4%	9	18.2%	8	20.4%	10	10.3%	4	18.8%	9	6.1%	3	9.9%	7	3.2%	2	8.2%	5	9.5%	6	0.0%	0
The Hexagon Arts Centre, Reading	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Theatre Royal, Winchester	2.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	1.4%	1	1.6%	1	1.6%	1	0.0%	0	14.8%	9
Andover Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Basingstoke Town Centre: Festival Place Shopping Centre	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Central London / West End	23.2%	140	12.7%	7	9.1%	4	14.3%	7	20.5%	8	25.0%	12	38.8%	19	18.3%	13	19.0%	12	29.5%	18	33.3%	21	31.1%	19
Farnham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Guildford Town Centre	0.5%	3	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	3.2%	2	0.0%	0
Newbury Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.6%	1
Oxford City Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0
Salisbury City Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	6.6%	4
Southampton City Centre (includes Westquay Shopping Centre)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Winchester City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Woking Town Centre	1.0%	6	0.0%	0	0.0%	0	0.0%	0	2.6%	1	2.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	4.8%	3	0.0%	0
Abroad	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arlington Arts, Mary Hare, Newbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre	0.3%	2	0.0%	0	2.3%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Chichester Festival Theatre, Oaklands Way, Chichester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Everyman Theatre, Regent Street, Cheltenham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor House Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Theatre, George Sreett, Oxford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
New Victoria Theatre, The Ambassadors, Woking	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	4	0.0%	0	0.0%	0
O2 Academy Brixton,	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Stockwell Road, Brixton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swansea City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Anvil, Churchill Way	0.5%	3	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
East, Basingstoke												
The Lights, Andover	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Watermill Theatre and Restaurant, Bagnor, Newbury	1.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester Cathedral, The Close, Winchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yvonne Arnould Theatre, Millbrook, Guildford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	603	55	44	49	39	48	49	71	63	61	63	61

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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	Zone 11
Q35 Where do you or members of your household normally go to a museum, gallery, or other place of historical / cultural interest?												
<i>Those who said 'Museum / gallery or place of historical / cultural interest' at Q30 AND Excl. Nulls</i>												
Anvil Arts Centre, Basingstoke	0.3%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basing House, Old Basing	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corn Exchange Arts Centre & Cinema, Newbury	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milestones Museum, Leisure Park, Basingstoke	17.2%	61	21.4%	6	14.3%	3	41.2%	14	33.3%	9	13.8%	4
The Hexagon Arts Centre, Reading	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willis Museum and Sainsbury Gallery, Top of Town, Basingstoke	16.1%	57	35.7%	10	33.3%	7	29.4%	10	25.9%	7	13.8%	4
Alton Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Andover Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Festival Place Shopping Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	0.3%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: The whole of Basingstoke Town Centre	0.8%	3	3.6%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Central London / West End	53.8%	191	28.6%	8	47.6%	10	26.5%	9	40.7%	11	48.3%	14
Newbury Town Centre	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury City Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre (includes Westquay Shopping Centre)	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	3.4%	12	0.0%	0	4.8%	1	0.0%	0	0.0%	0	6.9%	2
Abroad	0.8%	3	3.6%	1	0.0%	0	0.0%	0	0.0%	0	6.9%	2
Camden Town District Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Haslemere Educational Museum, High Street, Haslemere	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hendon Local Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Wittenham Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Middle Wallop Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mottisfont Abbey, Mottisfont Lane, Romsey	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	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		Zone 11	
The Lowry, The Quays, Salford	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		355		28		21		34		27		29		25		43		40		33		42		33

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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		Zone 11		
Q36 At what location, e.g. city, town, village, local area or retail / leisure park - do you or members of your household normally go to when visiting pubs / bars / nightclubs?																								
<i>Those who said 'Pub / bar / nightclub' at Q30 AND Excl. Nulls</i>																								
Alresford Town Centre	0.9%	4	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	2.3%	1
Alton Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	3	0.0%	0	0.0%	0
Andover Town Centre	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	6.8%	3
Basingstoke Town Centre: Festival Place Shopping Centre	14.1%	66	30.6%	11	31.6%	12	40.0%	12	21.9%	7	10.9%	5	22.4%	11	5.7%	3	2.3%	1	0.0%	0	5.1%	3	2.3%	1
Basingstoke Town Centre: The Malls Shopping Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	8.5%	40	27.8%	10	7.9%	3	16.7%	5	18.8%	6	21.7%	10	10.2%	5	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	1.1%	5	2.8%	1	2.6%	1	0.0%	0	3.1%	1	2.2%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: The whole of Basingstoke Town Centre	4.5%	21	13.9%	5	13.2%	5	0.0%	0	12.5%	4	0.0%	0	4.1%	2	9.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.6%	3	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0
Central London / West End	0.9%	4	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.6%	1	1.7%	1	0.0%	0
Chineham District Centre	1.9%	9	0.0%	0	0.0%	0	0.0%	0	6.3%	2	13.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Farnborough Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Fleet Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	3	0.0%	0
Kingsclere Village	2.6%	12	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	2.0%	1	0.0%	0	23.3%	10	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	2.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	25.6%	11	0.0%	0	0.0%	0	0.0%	0
Oakley Village	1.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odiham Town Centre	2.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	7.7%	3	11.9%	7	0.0%	0
Overton District Centre	3.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre (includes The Oracle Shopping Centre)	1.3%	6	0.0%	0	2.6%	1	0.0%	0	0.0%	0	2.2%	1	2.0%	1	1.9%	1	0.0%	0	0.0%	0	3.4%	2	0.0%	0
Tadley District Centre	4.3%	20	0.0%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0	36.7%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitchurch District Centre	2.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.9%	10	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Winchester City Centre	4.1%	19	5.6%	2	0.0%	0	3.3%	1	0.0%	0	2.2%	1	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	29.5%	13
Basingstoke Leisure Park, Worting Road, Basingstoke	0.9%	4	2.8%	1	0.0%	0	6.7%	2	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatch Warren Retail Park (Wallop Drive), Basingstoke	1.1%	5	0.0%	0	10.5%	4	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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		Zone 11	
Barton Stacey Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2
Beenham Village Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beggarwood Local Centre	0.2%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentworth Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0
Broughton District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burghclere Village Centre	1.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	6	0.0%	0	0.0%	0	0.0%	0
Chapel Row Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chilbolton Village Centre	1.3%	6	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	5
Cliddesden Local Centre	0.6%	3	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0
Crawley Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Crandall Village Centre	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	4	0.0%	0
Dummer Local Centre	0.9%	4	2.8%	1	5.3%	2	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eversley Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Fair Oak Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Fairfields Local Centre	0.2%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four Marks Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0
Froyle Village Centre	1.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.9%	7	0.0%	0	0.0%	0
Hartley Wintney Village Centre	3.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.4%	15	0.0%	0
Hatch Warren District Centre	0.6%	3	0.0%	0	7.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Headley Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	1.7%	1	0.0%	0
Herriard Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0
Highclere Village Centre	1.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	6	0.0%	0	0.0%	0	0.0%	0
Hook Town Centre	3.2%	15	0.0%	0	2.6%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.0%	13	0.0%	0
Inkpen Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Kempshott Local Centre	0.6%	3	0.0%	0	0.0%	0	10.0%	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
Kintbury Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
London Road, Basingstoke	0.2%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longparish Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Lower Wield Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0
Lychpit Local Centre	0.2%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Micheldever Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2
Newnham Village Centre	0.2%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Waltham Village Centre	1.1%	5	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	7.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Warnborough Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Old Basing Village Centre	1.7%	8	0.0%	0	0.0%	0	0.0%	0	3.1%	1	13.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Pamber End Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pamber Heath Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Popley Local Centre	0.9%	4	0.0%	0	0.0%	0	0.0%	0	12.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston Candover Village Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	3	0.0%	0	0.0%	0
Rotherwick Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Sandys Road, Basingstoke	0.2%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherborne St John Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Sherfield on Loddon Village Centre	1.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	6	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silchester Village Centre	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	6.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Wonston Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Sparshot Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2
St Mary Bourne Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Steventon Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockbridge Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Stratfield Saye Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Scotney, Village Centre	1.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	6
Swansea City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thatcham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thornborough Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Upton Grey Village Centre	1.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.9%	7	1.7%	1	0.0%	0
Well Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Westside Local Centre	0.2%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester Road, Basingstoke	0.4%	2	2.8%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchfield Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0
Wonston Village Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	3
Woolton Hill Village Centre	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	5	0.0%	0	0.0%	0	0.0%	0
Worting Road, Basingstoke	0.2%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	469		36		38		30		32		46		49		53		43		39		59		44	

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q37 At what location, e.g. city, town, village, local area or retail / leisure park - do you or members of your household normally go to for eating out, e.g. cafes and restaurants?																								
<i>Those who said 'Restaurant / café / eating out' at Q30 AND Excl. Nulls</i>																								
Alresford Town Centre	0.7%	5	1.5%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	3	0.0%	0	0.0%	0
Alton Town Centre	1.7%	13	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	11	1.4%	1	0.0%	0
Andover Town Centre	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	4.2%	3	0.0%	0	0.0%	0	4.1%	3
Basingstoke Town Centre: Festival Place Shopping Centre	33.0%	248	53.7%	36	48.5%	32	61.9%	39	48.4%	31	42.3%	30	33.3%	22	32.1%	25	12.5%	9	6.9%	4	19.2%	14	8.1%	6
Basingstoke Town Centre: The Malls Shopping Centre	1.6%	12	1.5%	1	0.0%	0	0.0%	0	4.7%	3	5.6%	4	3.0%	2	1.3%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	6.3%	47	13.4%	9	12.1%	8	4.8%	3	9.4%	6	16.9%	12	7.6%	5	2.6%	2	0.0%	0	1.7%	1	0.0%	0	1.4%	1
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	1.6%	12	0.0%	0	1.5%	1	3.2%	2	3.1%	2	1.4%	1	4.5%	3	2.6%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Basingstoke Town Centre: The whole of Basingstoke Town Centre	4.7%	35	7.5%	5	10.6%	7	7.9%	5	14.1%	9	0.0%	0	3.0%	2	6.4%	5	0.0%	0	1.7%	1	1.4%	1	0.0%	0
Brighton Hill District Centre	0.5%	4	1.5%	1	3.0%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	0.0%	0	1.4%	1	0.0%	0
Central London / West End	2.1%	16	4.5%	3	0.0%	0	1.6%	1	1.6%	1	1.4%	1	1.5%	1	1.3%	1	1.4%	1	5.2%	3	2.7%	2	2.7%	2
Chineham District Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.4%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Farnham Town Centre	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	8.6%	5	1.4%	1	0.0%	0
Fleet Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	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	0.0%	0	1.4%	1	0.0%	0
Kingsclere Village	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	6.0%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	6.1%	4	0.0%	0	54.2%	39	0.0%	0	0.0%	0	0.0%	0
Oakley Village	0.3%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odiham Town Centre	1.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	4	11.0%	8	0.0%	0
Overton District Centre	1.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pangbourne Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre (includes The Oracle Shopping Centre)	1.6%	12	0.0%	0	1.5%	1	0.0%	0	1.6%	1	2.8%	2	7.6%	5	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0
Salisbury City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre (includes Westquay Shopping Centre)	0.5%	4	1.5%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Tadley District Centre	1.9%	14	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	18.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitchurch District Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	4	0.0%	0	1.7%	1	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Winchester City Centre	8.9%	67	3.0%	2	1.5%	1	1.6%	1	0.0%	0	2.8%	2	0.0%	0	10.3%	8	5.6%	4	13.8%	8	0.0%	0	55.4%	41
Basingstoke Leisure Park, Worting Road, Basingstoke	2.8%	21	6.0%	4	3.0%	2	9.5%	6	1.6%	1	2.8%	2	0.0%	0	3.8%	3	0.0%	0	0.0%	0	1.4%	1	2.7%	2
Brighton Hill Retail Park, Basingstoke	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	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	1.6%	1	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	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
St Michael's Retail Park, Basingstoke	0.3%	2	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Arborfield Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Ashford Hill Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Avenue Nurseries, Avenue Road, 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	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Barton Stacey Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Basingstoke Golf Club, Winchester Road, Kempshott Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beenham Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Bramley Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brimpton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broughton District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burghclere Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chilbolton Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3
Cliddesden Local Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0
Crandall Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0
Dummer Local Centre	0.4%	3	1.5%	1	1.5%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eversley Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faccombe Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Four Marks Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Froyle Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Hartley Wintney Village Centre	2.5%	19	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	23.3%	17	0.0%	0
Headley Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Hook Town Centre	1.5%	11	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	11.0%	8	0.0%	0
Hungerford 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	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Kempshott Local Centre	0.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Worthy Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Lasham Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Long Sutton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Longparish Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Mapledurwell Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Mattingley Village Centre	0.4%	3	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Midgham Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Newtown Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
North Waltham Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0
North Warnborough Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Old Basing Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.4%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Padworth Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pamber End Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston Candover Village Centre	0.4%	3	0.0%	0	1.5%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Romsey Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Rotherwick Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Sherborne St John Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherfield on Loddon Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silchester Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Warnborough Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
South Wonston Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Steventon Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockbridge Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3
Stratfield Saye Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Scotney, Village Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	5
Swansea City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thatcham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thornborough Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Upton Grey Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.4%	1	0.0%	0
Viables 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	1.7%	1	0.0%	0	0.0%	0
Well Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0
Winchester Road, Basingstoke	0.9%	7	1.5%	1	4.5%	3	1.6%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Woolhampton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woolton Hill Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0
Worting Road, Basingstoke	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	752		67		66		63		64		71		66		78		72		58		73		74	

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q38 Where do you or members of your household normally go for family entertainment, e.g. ten pin bowling, ice skating, outdoor adventure centres, etc?																								
Those who said a family entertainment activity at Q30 AND Excl. Nulls																								
Flip Out, Basingstoke	3.1%	8	0.0%	0	5.9%	2	0.0%	0	5.0%	1	6.9%	2	10.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Bowl, Leisure Park, Basingstoke	50.8%	130	45.5%	10	58.8%	20	26.7%	4	65.0%	13	44.8%	13	44.8%	13	73.1%	19	30.4%	7	66.7%	8	62.1%	18	29.4%	5
Ice Rink, The Spectrum, Guildford	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0	0.0%	0
Lakeside Superbowl, Thatcham, Newbury	5.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	56.5%	13	0.0%	0	0.0%	0	0.0%	0
Planet Ice, Basingstoke Leisure Park	2.7%	7	0.0%	0	5.9%	2	0.0%	0	0.0%	0	10.3%	3	0.0%	0	0.0%	0	0.0%	0	8.3%	1	3.4%	1	0.0%	0
Wokingham Superbowl, Wokingham	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Aldershot Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Andover Town Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Basingstoke Town Centre: Festival Place Shopping Centre	2.0%	5	0.0%	0	2.9%	1	6.7%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	5.9%	1
Basingstoke Town Centre: The whole of Basingstoke Town Centre	0.4%	1	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Central London / West End	0.4%	1	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastleigh Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Overton District Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre (includes Westquay Shopping Centre)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Winchester City Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Basingstoke Leisure Park, Worting Road, Basingstoke	30.1%	77	45.5%	10	26.5%	9	66.7%	10	30.0%	6	34.5%	10	31.0%	9	19.2%	5	13.0%	3	16.7%	2	17.2%	5	47.1%	8
Farnborough Gate Retail Park, Farnborough	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Michael's Retail Park, Basingstoke	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Atmosphere Trampoline Park, Daneshill Industrial Estate, Basingstoke	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	256		22		34		15		20		29		29		26		23		12		29		17	

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q40 What improvements could be made to the leisure/cultural offer in the Basingstoke & Deane Borough area that would make you visit or partake in leisure activities more often? [MR]																							
A casino	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
A swimming pool	2.2%	24	0.0%	0	4.0%	4	3.0%	3	2.0%	2	3.0%	3	1.0%	1	5.0%	5	1.0%	1	1.0%	1	3.0%	3	1.0%
A theatre	0.5%	6	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%
A new multi-screen cinema	0.7%	8	0.0%	0	3.0%	3	0.0%	0	1.0%	1	1.0%	1	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%
A new art house cinema	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%	0	0.0%
Bingo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cheaper prices	1.9%	21	1.0%	1	4.0%	4	3.0%	3	1.0%	1	4.0%	4	2.0%	2	1.0%	1	0.0%	0	2.0%	2	3.0%	3	0.0%
Improved access by foot and cycle	0.6%	7	0.0%	0	1.0%	1	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%
Improved public transport	1.1%	12	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	4.0%	4	0.0%	0	1.0%	1	2.0%	2	2.0%	2	0.0%
Improved security / CCTV	0.4%	4	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Improved street furniture	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Improvements in the built environment	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	0.0%	0	0.0%
More / better car parking	0.8%	9	1.0%	1	2.0%	2	0.0%	0	0.0%	0	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%
More / better cultural facilities	0.5%	5	2.0%	2	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%	1	0.0%
More / better disabled access	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	0.0%
More / better health clubs / gyms	0.7%	8	2.0%	2	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%
More / better policing & safety	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	0.0%
More / better public houses	0.7%	8	1.0%	1	3.0%	3	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%
More / better seats	0.3%	3	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More / better signposting and information	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	1.0%	1	0.0%	0	0.0%
More better parks / green spaces	0.9%	10	1.0%	1	0.0%	0	3.0%	3	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%
More for children	1.5%	17	2.0%	2	1.0%	1	3.0%	3	4.0%	4	4.0%	4	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
More local sports & recreation facilities	2.2%	24	1.0%	1	4.0%	4	4.0%	4	3.0%	3	6.0%	6	1.0%	1	2.0%	2	1.0%	1	0.0%	0	1.0%	1	1.0%
More nightclubs	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	0.0%
More pavement cafes	0.6%	7	0.0%	0	3.0%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%
More quality restaurants	2.9%	32	6.9%	7	9.0%	9	0.0%	0	0.0%	0	4.0%	4	3.0%	3	0.0%	0	1.0%	1	4.0%	4	3.0%	3	1.0%
More street cleaning	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	1.0%	1	0.0%
Provision of public toilets	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Ten-pin bowling	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
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	0.0%
Concert hall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Cycling track	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	0.0%
Go karting	0.3%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ice rink / improve/keep the current ice rink	2.1%	23	3.0%	3	0.0%	0	4.0%	4	0.0%	0	4.0%	4	4.0%	4	3.0%	3	1.0%	1	1.0%	1	2.0%	2	1.0%
Improve all leisure facilities	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	1.0%	1	0.0%	0	0.0%
Indoor ski slope	0.3%	3	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%	1	0.0%

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Laser quest	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	0.0%	0
Leisure venues open later	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	0.0%	0
Live music events	0.4%	4	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	1.0%	1	1.0%	1
More activities for disabled people	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	0.0%	0
More activities for older people	0.6%	7	1.0%	1	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1
More arts & craft activities	0.5%	6	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
More for older children / teenagers to do	0.5%	5	1.0%	1	2.0%	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
Outdoor swimming pool	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	0.0%	0	1.0%	1
Petting zoo	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	0.0%	0
Rock climbing wall	0.7%	8	1.0%	1	0.0%	0	2.0%	2	0.0%	0	3.0%	3	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Roller skating	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	0.0%	0
Skatepark	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	0.0%	0
Softplay Venues	0.4%	4	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spa resort	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Street festivals	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	0.0%	0
Update Basingstoke Aquadrome	0.3%	3	0.0%	0	0.0%	0	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
Update Basingstoke Leisure Park	0.4%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	72.8%	803	63.4%	64	59.0%	59	65.0%	65	78.0%	78	58.0%	58	67.3%	68	80.2%	81	87.0%	87	77.0%	77	79.0%	79	87.0%	87
(Don't know)	5.3%	59	11.9%	12	8.0%	8	5.0%	5	3.0%	3	8.0%	8	6.9%	7	1.0%	1	4.0%	4	5.0%	5	4.0%	4	2.0%	2
Base:	1103			101		100		100		100		100		101		101		100		100		100		100

Basingstoke & Deane Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q41 Where within Basingstoke & Deane Borough should the improvements/facilities you mentioned be made/provided?																								
<i>Not those who said '(Nothing)' or '(Don't know)' at Q40</i>																								
Basingstoke Town Centre: Festival Place Shopping Centre	12.9%	31	28.0%	7	15.2%	5	23.3%	7	10.5%	2	11.8%	4	3.8%	1	0.0%	0	11.1%	1	5.6%	1	17.6%	3	0.0%	0
Basingstoke Town Centre: The Malls Shopping Centre	0.4%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	3.3%	8	16.0%	4	6.1%	2	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	12.4%	30	16.0%	4	12.1%	4	10.0%	3	5.3%	1	14.7%	5	19.2%	5	5.3%	1	22.2%	2	16.7%	3	11.8%	2	0.0%	0
Basingstoke Town Centre: Anywhere within Basingstoke Town Centre	3.3%	8	0.0%	0	3.0%	1	3.3%	1	5.3%	1	2.9%	1	7.7%	2	0.0%	0	0.0%	0	0.0%	0	11.8%	2	0.0%	0
Beggarwood	0.4%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill	2.5%	6	0.0%	0	15.2%	5	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chineham	4.1%	10	0.0%	0	0.0%	0	0.0%	0	10.5%	2	17.6%	6	7.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastrop	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatch Warren	1.2%	3	0.0%	0	9.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Furlong	0.4%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsclere	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0
Oakley	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Basing	0.8%	2	0.0%	0	3.0%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Overton	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Popley	0.8%	2	0.0%	0	0.0%	0	0.0%	0	10.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherborne St John	0.4%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ham	0.4%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tadley	5.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	2	38.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upton Grey	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0
Whitchurch	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winklebury	0.4%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alton Town Centre	2.9%	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	38.9%	7	0.0%	0	0.0%	0
Andover Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1
Anvil Arts Theatre, Basingstoke	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0
Basingstoke Aquadrome	1.2%	3	0.0%	0	0.0%	0	6.7%	2	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Leisure Park	14.5%	35	12.0%	3	12.1%	4	16.7%	5	5.3%	1	29.4%	10	11.5%	3	15.8%	3	0.0%	0	11.1%	2	23.5%	4	0.0%	0
Basingstoke: Outside Town Centre	1.7%	4	0.0%	0	0.0%	0	3.3%	1	5.3%	1	0.0%	0	0.0%	0	5.3%	1	11.1%	1	0.0%	0	0.0%	0	0.0%	0
Beechdown Park, Basingstoke	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Bradley Village	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.4%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chilbolton Village	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1
Eversley Village	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0
Four Marks Village	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0
Hartley Wintney Village	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0
Headley Village	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0
Hook Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0
Old Common Road, Basingstoke	0.4%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston Candover Village	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0
South View Local Centre, Basingstoke	0.4%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Wonston Village	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1
St Michael’s Retail Park, Basingstoke	0.8%	2	4.0%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.3%	3
Woolton Hill Village	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies)	4.1%	10	0.0%	0	12.1%	4	6.7%	2	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	18.2%	2
(Nowhere specifically in Basingstoke & Deane Borough)	12.9%	31	16.0%	4	3.0%	1	16.7%	5	26.3%	5	11.8%	4	11.5%	3	21.1%	4	22.2%	2	0.0%	0	0.0%	0	27.3%	3
Base:		241		25		33		30		19		34		26		19		9		18		17		11
GEN Gender of respondent.																								
Male	37.7%	416	32.7%	33	36.0%	36	47.0%	47	34.0%	34	40.0%	40	35.6%	36	46.5%	47	42.0%	42	36.0%	36	34.0%	34	31.0%	31
Female	62.3%	687	67.3%	68	64.0%	64	53.0%	53	66.0%	66	60.0%	60	64.4%	65	53.5%	54	58.0%	58	64.0%	64	66.0%	66	69.0%	69
Base:		1103		101		100		100		100		100		101		101		100		100		100		100
AGE Could I ask how old you are?																								
18 to 24	4.9%	54	9.9%	10	9.0%	9	5.0%	5	4.0%	4	5.0%	5	6.9%	7	2.0%	2	2.0%	2	1.0%	1	6.0%	6	3.0%	3
25 to 34	5.8%	64	11.9%	12	13.0%	13	6.0%	6	5.0%	5	4.0%	4	7.9%	8	4.0%	4	2.0%	2	1.0%	1	5.0%	5	4.0%	4
35 to 44	8.1%	89	7.9%	8	8.0%	8	12.0%	12	8.0%	8	14.0%	14	7.9%	8	7.9%	8	4.0%	4	2.0%	2	12.0%	12	5.0%	5
45 to 54	23.8%	263	18.8%	19	20.0%	20	34.0%	34	14.0%	14	36.0%	36	42.6%	43	25.7%	26	16.0%	16	12.0%	12	31.0%	31	12.0%	12
55 to 64	16.2%	179	7.9%	8	16.0%	16	8.0%	8	15.0%	15	11.0%	11	7.9%	8	17.8%	18	23.0%	23	25.0%	25	16.0%	16	31.0%	31
65 +	41.2%	454	43.6%	44	34.0%	34	35.0%	35	54.0%	54	30.0%	30	26.7%	27	42.6%	43	53.0%	53	59.0%	59	30.0%	30	45.0%	45
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1103		101		100		100		100		100		101		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		Zone 11		
QUOTA	Zone																								
Zone 1		9.2%	101	100.0%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2		9.1%	100	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3		9.1%	100	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4		9.1%	100	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5		9.1%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6		9.2%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7		9.2%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8		9.1%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0
Zone 9		9.1%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0
Zone 10		9.1%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0
Zone 11		9.1%	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	100.0%	100
Base:			1103		101		100		100		100		100		101		101		100		100		100		100

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

		Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
PC	Postcode Sector																							
	GU10 5	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8	0.0%	0	
	GU34 4	2.8%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.0%	31	0.0%	0	0.0%
	GU34 5	1.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	15	0.0%	0	0.0%
	GU51 1	0.1%	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	
	RG19 8	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%
	RG20 0	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%
	RG20 4	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%
	RG20 5	2.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.0%	26	0.0%	0	0.0%	0	0.0%
	RG20 9	4.4%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	49.0%	49	0.0%	0	0.0%	0	0.0%
	RG21 3	3.1%	34	33.7%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	RG21 4	1.0%	11	10.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	RG21 5	2.1%	23	22.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	RG21 6	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	0.0%
	RG21 7	1.3%	14	13.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	RG21 8	1.5%	16	15.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	RG22 4	9.2%	101	0.0%	0	100.0%	100	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%
	RG22 5	3.5%	39	0.0%	0	0.0%	0	39.0%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	RG22 6	3.0%	33	0.0%	0	0.0%	0	33.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	RG23 7	3.6%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.6%	40	0.0%	0	0.0%	0	0.0%	0	0.0%
	RG23 8	2.5%	28	0.0%	0	0.0%	0	27.0%	27	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	RG24 7	3.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	RG24 8	2.6%	29	1.0%	1	0.0%	0	0.0%	0	0.0%	0	28.0%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	RG24 9	8.3%	92	0.0%	0	0.0%	0	0.0%	0	92.0%	92	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	RG25 2	5.4%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	8.9%	9	0.0%	0	47.0%	47	0.0%	0	0.0%
	RG25 3	2.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.7%	26	0.0%	0	0.0%	0	0.0%	0	0.0%
	RG26 3	5.3%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	57.4%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	RG26 4	2.3%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	RG26 5	2.3%	25	0.0%	0	0.0%	0	0.0%	0	7.0%	7	6.0%	6	9.9%	10	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%
	RG27 0	1.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	11	2.0%	2	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%
	RG27 8	3.1%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.0%	34	0.0%
	RG27 9	3.2%	35	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	32.0%	32	0.0%
	RG28 7	2.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.7%	26	4.0%	4	0.0%	0	0.0%	0	0.0%
	RG29 1	1.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	14	0.0%
	RG51 1	0.1%	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	
	RG7 1	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%
	RG7 2	0.4%	4	0.0%	0	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	0.0%
	RG7 3	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	RG7 4	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	RG7 5	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	SO20 6	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%
	SO21 2	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%
	SO21 3	5.0%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	55.0%
	SO22 5	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	0.0%	0	2.0%
	SO22 6	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%
	SO24 9	0.6%	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	0.0%

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
SP11 6	1.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0	8.0%	8
SP11 7	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	0.0%	0	0.0%	0	5.0%	5
Base:		1103		101		100		100		100		100		101		101		100		100		100		100

Appendix 6:

Data Tabulations

By Zone – Filtered Nulls

(Weighted)

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q01 Where do you NORMALLY shop for all your household's main food and grocery shopping needs (i.e. primarily bulk trolley purchases)?																								
Excl. Nulls																								
Aldi, Alton Retail Park, Alton	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	6.9%	2	0.7%	1	0.0%	0
Aldi, Basingstoke Road, Reading	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Aldi, Bath Road, Reading	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Aldi, Burnett Close, Winchester	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	6
Aldi, London Road, Blackwater	0.2%	3	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Aldi, London Road, Newbury	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	4	0.0%	0	0.0%	0	0.0%	0
Aldi, Winchester Road, Basingstoke	2.2%	24	2.0%	3	12.5%	13	3.6%	5	1.4%	1	0.0%	0	0.0%	0	2.0%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, Winklebury Way, Basingstoke	3.7%	41	2.2%	3	0.0%	0	9.2%	13	12.0%	12	0.5%	1	5.3%	6	3.9%	3	2.8%	2	0.0%	0	0.7%	1	0.0%	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	1.2%	1	0.0%	0	0.0%	0	0.0%	0	7.0%	4
Asda, Bournemouth Road, Eastleigh	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brighton Hill District Centre, Basingstoke	8.1%	90	16.0%	23	33.8%	34	11.8%	17	4.3%	4	3.4%	4	2.5%	3	3.2%	3	0.0%	0	4.2%	1	0.0%	0	0.0%	0
Asda, Chalfont Way, Lower Earley, Reading	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Honey End Lane, Tilehurst, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Princess Mead Shopping Centre, (Westmead), 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	0.0%	0	0.0%	0	3.0%	4	2.0%	1
Co-op, Bell Street, Whitchurch	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, 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	0.0%	0	0.5%	1	0.0%	0
Co-op, Park Prewett Road, Rooksdown	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Winchester Street, Overton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Festival Place, Basingstoke Town Centre	1.0%	11	5.7%	8	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Basingstoke Road, Reading	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Lidl, Gastons Wood, Basingstoke	2.1%	24	2.2%	3	0.5%	0	0.0%	0	6.5%	6	2.6%	3	6.6%	8	0.0%	0	1.6%	1	2.1%	1	0.7%	1	0.0%	0
Lidl, London Road, Newbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Western Avenue,	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	5	0.6%	0	0.0%	0	0.0%	0	3.3%	2

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Andover																								
Lidl, Worting Road, Basingstoke	2.2%	24	2.0%	3	2.0%	2	2.3%	3	2.0%	2	0.7%	1	5.1%	6	4.3%	4	0.0%	0	2.5%	1	2.2%	3	0.0%	0
Marks & Spencer, Broad Street, Reading Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Chineham District Centre, Basingstoke	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Festival Place, Basingstoke Town Centre	0.3%	3	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	0.0%	0	0.5%	1	0.0%	0
Marks & Spencer, Newbury Retail Park, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Meadows (Shopping Centre), 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	0.0%	0	0.5%	1	0.0%	0
Morrisons, Elvetham Heath, (The Key), Fleet	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	11	0.0%	0
Morrisons, Rose Kiln Lane, off Basingstoke Road, Reading	0.6%	7	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	9.3%	103	23.6%	34	9.5%	10	19.8%	28	6.9%	7	5.3%	7	1.1%	1	14.4%	12	2.0%	1	6.4%	2	0.7%	1	0.0%	0
Sainsbury's Superstore, Badger Farm Road, Badger Farm, Winchester	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	6
Sainsbury's Superstore, Bath Road, Calcot, Reading	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Blackwater Valley Road, Watchmoor Park, Camberley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Sainsbury's Superstore, Bridge St, 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	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Sainsbury's Superstore, Draymans Way, Alton	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.2%	8	0.0%	0	0.0%	0
Sainsbury's Superstore, Farnham Trading Estate, Water Lane, Farnham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Sainsbury's Superstore, 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	0.0%	0	0.5%	1	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Sainsbury's Superstore, Hector's Way, Newbury	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	16.8%	12	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Kings Street Lane, Winnersh	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Sainsbury's Superstore, Middlebrook Street, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Sainsbury's Superstore, Mulfords Hill, Tadley	5.6%	62	0.0%	0	0.0%	0	2.3%	3	5.7%	6	1.2%	2	41.5%	47	0.0%	0	6.1%	4	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Sainsbury's Superstore, Station Mall, Basingstoke Town Centre (The Malls)	2.0%	22	7.8%	11	0.0%	0	0.5%	1	1.2%	1	1.7%	2	0.0%	0	1.1%	1	3.6%	3	0.0%	0	2.2%	3	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	11.2%	124	10.0%	14	27.4%	28	31.3%	44	5.0%	5	3.2%	4	1.8%	2	18.7%	16	1.3%	1	13.8%	4	2.5%	3	3.0%	2
Tesco Express, Compton Square, Andover	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Oakridge Road, Basingstoke	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Tesco Extra, Newbury Retail Park, Pinchington Lane, Newbury	3.2%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	5.1%	6	2.8%	2	34.7%	25	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, River Way, Andover	1.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	10	1.6%	1	0.0%	0	0.0%	0	5.8%	3
Tesco Extra, The Meadows Shopping Centre, Sandhurst	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	1.5%	0	2.2%	3	0.0%	0
Tesco Extra, Winnall, Winchester	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	12.2%	7
Tesco Metro, Festival Place, Basingstoke Town Centre	1.2%	14	6.6%	10	0.0%	0	0.0%	0	2.0%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, District Shopping Centre, Chineham, Basingstoke	11.2%	123	10.0%	14	0.5%	0	8.1%	12	37.4%	37	40.7%	50	2.4%	3	2.0%	2	0.0%	0	0.7%	0	3.4%	5	0.0%	0
Tesco Superstore, Finchampstead Road, Wokingham	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Newbury	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	2.0%	1
Tesco Superstore, Station Road, Hook	3.8%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	29.9%	40	0.0%	0
Tesco Superstore,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Wellington Avenue, Aldershot																								
Waitrose, Basing View, Basingstoke	1.5%	17	1.0%	1	1.7%	2	1.3%	2	4.3%	4	0.5%	1	0.0%	0	4.3%	4	1.4%	1	2.1%	1	1.1%	1	0.0%	0
Waitrose, 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	0.0%	0	0.7%	1	0.0%	0
Waitrose, Oxford Road, Newbury	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	4	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Chantry Centre, Andover	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.0%	1	0.0%	0	0.0%	0	4.3%	2
Waitrose, Tresham Crescent, Yateley	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	0.0%	0	3.7%	5	0.0%	0
Local stores, Kingsclere	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Local stores, St Mary Boume	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	10.8%	119	7.6%	11	9.4%	10	6.7%	10	4.4%	4	20.8%	26	14.4%	16	13.7%	12	7.8%	6	5.6%	2	12.7%	17	11.6%	7
Aldi, St Michaels Retail Park, The Harroway	1.3%	14	0.7%	1	1.2%	1	2.3%	3	0.9%	1	0.7%	1	2.2%	3	0.8%	1	0.0%	0	0.0%	0	2.7%	4	0.6%	0
Aldi, Weyhill Road, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Co-op, High Street, Stockbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Dever Stores, Oxford Road, Sutton Scotney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Iceland, High Street, 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	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Lidl, Bath Road, Calcot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Walworth Business Park, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	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	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Marks & Spencer, High Street, Winchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Marks & Spencer, Tollbar Way, Hedge End, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Waitrose, Station Road, Alton	0.5%	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	17.7%	5	0.7%	1	0.0%	0
Waitrose, Stockbridge Road, Winchester	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	17.3%	10
Waitrose, The Hart, 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	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Weighted base:	1103			145		102		142		99		124		114		85		73		28		135		56
Sample:	1103			101		100		100		100		100		101		101		100		100		100		100

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q01AWhich retailer do you purchase your main food internet / home delivery shopping from?																								
<i>Those who do said 'Internet / delivery' at Q01</i>																								
Amazon Pantry	2.1%	3	22.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abel & Cole	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda	9.5%	11	22.7%	3	17.7%	2	0.0%	0	13.2%	1	0.0%	0	5.3%	1	6.1%	1	0.0%	0	18.2%	0	27.2%	5	0.0%	0
Iceland	2.7%	3	0.0%	0	0.0%	0	33.8%	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
Morrisons	2.5%	3	0.0%	0	0.0%	0	19.2%	2	27.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	15.4%	18	0.0%	0	33.1%	3	16.4%	2	19.4%	1	21.1%	5	5.3%	1	6.1%	1	8.2%	0	30.7%	0	20.6%	4	20.3%	1
Sainsbury's	21.5%	26	0.0%	0	41.8%	4	0.0%	0	0.0%	0	10.6%	3	42.1%	7	63.4%	7	28.4%	2	38.7%	1	5.8%	1	20.9%	1
Tesco	41.5%	50	19.4%	2	7.5%	1	30.6%	3	39.6%	2	68.3%	18	47.4%	8	24.3%	3	55.1%	3	12.4%	0	40.6%	7	53.9%	4
Waitrose	4.8%	6	35.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	0	0.0%	0	5.8%	1	4.9%	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	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	119			11		10		10		4		26		16		12		6		2		17		7
Sample:	98			6		9		7		6		13		13		8		7		6		13		10
Q01BWhenever you do a main food shop at (LOCATION MENTIONED AT Q01) do you ever combine it with a visit to other shops or another activity in other centres / locations at the same time?																								
<i>Not those who do said 'Internet / delivery' at Q01</i>																								
Yes	31.3%	308	18.9%	25	16.9%	16	32.9%	44	32.9%	31	42.5%	42	18.9%	18	40.2%	30	50.4%	34	44.8%	12	33.3%	39	35.6%	18
No	68.7%	676	81.1%	109	83.1%	77	67.1%	89	67.1%	63	57.5%	56	81.1%	79	59.8%	44	49.6%	33	55.2%	15	66.7%	79	64.4%	32
Weighted base:	984			134		92		132		95		98		98		74		67		26		118		50
Sample:	1005			95		91		93		94		87		88		93		93		94		87		90

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		Zone 11		
Q02 In addition to (LOCATION MENTIONED AT Q01), is there anywhere else you regularly use for your main-food shopping?																								
Excl. Nulls																								
Aldi, Alton Retail Park, Alton	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	2	3.8%	3	0.0%	0
Aldi, Bath Road, Reading	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Burnett Close, Winchester	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	4.5%	1
Aldi, London Road, Blackwater	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	2.7%	2	0.0%	0
Aldi, London Road, Newbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0
Aldi, Winchester Road, Basingstoke	3.7%	24	11.8%	9	0.0%	0	9.3%	8	0.0%	0	1.9%	1	2.5%	1	2.9%	2	1.0%	0	3.4%	1	1.9%	1	0.0%	0
Aldi, Winklebury Way, Basingstoke	1.2%	8	0.0%	0	0.0%	0	2.2%	2	2.8%	2	0.0%	0	5.6%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Anton Mill Road, Andover	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brighton Hill District Centre, Basingstoke	8.6%	55	2.8%	2	35.6%	22	23.3%	19	5.7%	3	1.9%	1	3.0%	2	6.3%	4	0.0%	0	5.3%	1	0.0%	0	0.0%	0
Asda, Chalfont Way, Lower Earley, Reading	0.5%	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	0.0%	0
Asda, Princess Mead Shopping Centre, (Westmead), Farnborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Co-op, Bell Street, Whitchurch	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Broadmere Road, Beggarwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Co-op, Franklin Avenue, Tadley	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Odiham	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0
Co-op, Kings Road, South Ham, Basingstoke	0.4%	3	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Linden Avenue, Old Basing	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0
Co-op, Winchester Street, Overton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Chineham District Centre, Basingstoke	1.0%	6	0.0%	0	0.0%	0	0.0%	0	1.9%	1	7.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Festival Place, Basingstoke Town Centre	0.6%	4	4.1%	3	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Fleet Road, Fleet	0.4%	3	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Burton Foodmarket, Winklebury Centre, Basingstoke	0.4%	3	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Basingstoke Road,	0.4%	3	0.0%	0	2.7%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Reading																								
Lidl, Gastons Wood, Basingstoke	4.3%	27	4.1%	3	0.0%	0	0.9%	1	6.1%	4	15.5%	11	7.9%	5	0.0%	0	2.1%	1	0.0%	0	4.4%	3	0.0%	0
Lidl, London Road, Newbury	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	4.4%	3	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, Western Avenue, Andover	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	4	1.5%	1	0.0%	0	0.0%	0	1.7%	0
Lidl, Worting Road, Basingstoke	3.7%	24	3.7%	3	5.0%	3	7.0%	6	3.3%	2	0.0%	0	9.4%	5	3.4%	2	0.0%	0	0.0%	0	3.1%	2	0.0%	0
Marks & Spencer, Chineham District Centre, Basingstoke	2.1%	14	1.4%	1	0.0%	0	0.0%	0	6.6%	4	8.0%	6	0.0%	0	1.2%	1	0.0%	0	0.0%	0	3.1%	2	0.0%	0
Marks & Spencer, Festival Place, Basingstoke Town Centre	1.9%	12	1.9%	1	3.5%	2	5.8%	5	0.9%	1	0.0%	0	1.0%	1	2.6%	2	0.0%	0	3.4%	1	0.9%	1	0.0%	0
Marks & Spencer, High Street, Alton	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	2.3%	0	0.0%	0	0.0%	0
Marks & Spencer, Newbury Retail Park, Newbury	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	7.7%	4	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Northbrook Street, Newbury	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Meadows (Shopping Centre), Sandhurst	0.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Elvetham Heath, (The Key), Fleet	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	9.6%	61	17.8%	14	9.3%	6	13.3%	11	15.7%	10	7.3%	5	5.5%	3	17.4%	10	3.2%	1	0.0%	0	1.9%	1	0.0%	0
Sainsbury's Superstore, Badger Farm Road, Badger Farm, Winchester	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.8%	5
Sainsbury's Superstore, Bath Road, Calcot, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bridge St, Andover	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cambridge Walk, Camberley	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Draymans Way, Alton	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	3	1.3%	1	0.0%	0
Sainsbury's Superstore, Farnham Trading Estate, Water Lane, Farnham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Sainsbury's Superstore, Hector's Way, Newbury	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.3%	7	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		Zone 11	
Sainsbury's Superstore, Mulfords Hill, Tadley	3.3%	21	0.0%	0	0.0%	0	0.0%	0	9.3%	6	0.9%	1	23.4%	14	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Shepherds Spring Lane, Andover	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Sainsbury's Superstore, Station Mall, Basingstoke Town Centre (The Malls)	1.7%	11	2.8%	2	1.9%	1	2.2%	2	5.2%	3	0.0%	0	3.5%	2	0.8%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, The Meadows Shopping Centre, Farnborough	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	7.2%	46	3.2%	3	18.7%	12	10.9%	9	9.1%	6	0.9%	1	1.5%	1	18.2%	11	0.0%	0	9.4%	2	3.8%	3	1.1%	0
Tesco Express, Heath End Road, Baughurst, Tadley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, off Great Binfields Road, Lychpit	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Newbury Retail Park, Pinchington Lane, Newbury	1.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	19.6%	9	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Portman Road, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, River Way, Andover	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	6	1.0%	0	0.0%	0	0.0%	0	4.4%	1
Tesco Extra, The Meadows Shopping Centre, Sandhurst	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Tesco Extra, Winnall, Winchester	0.7%	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	5.4%	1	0.0%	0	13.1%	4
Tesco Metro, Festival Place, Basingstoke Town Centre	2.6%	16	11.3%	9	0.8%	0	4.0%	3	0.9%	1	3.9%	3	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, District Shopping Centre, Chineham, Basingstoke	7.1%	45	11.4%	9	1.1%	1	5.4%	4	22.9%	14	11.2%	8	0.0%	0	0.0%	0	0.0%	0	4.4%	1	11.4%	9	0.0%	0
Tesco Superstore, London Road, Newbury	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	2.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Station Road, Hook	3.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	4	0.0%	0	0.0%	0	0.0%	0	3.9%	1	23.1%	18	0.0%	0
Tesco Superstore, Wellington Avenue, Aldershot	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	2.3%	0	0.0%	0	0.0%	0
Waitrose, Basing View, Basingstoke	5.5%	35	5.2%	4	8.4%	5	5.3%	4	4.7%	3	16.5%	11	5.0%	3	2.5%	1	0.0%	0	9.2%	2	1.3%	1	1.1%	0
Waitrose, Broadway, Thatcham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Waitrose, Oxford Road, Newbury	1.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.3%	10	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Chantry Centre, Andover	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	3
Waitrose, Tresham Crescent, Yateley	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3	0.0%	0
Local stores, Basingstoke Town Centre: Festival Place Shopping Centre	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	0.0%	0
Local stores, Kingsclere	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	3.5%	22	0.9%	1	0.0%	0	0.0%	0	3.0%	2	2.2%	2	3.5%	2	6.6%	4	7.4%	3	4.5%	1	7.1%	5	9.0%	3
Aldi, St Michaels Retail Park, The Harroway	2.9%	19	7.1%	6	7.8%	5	6.1%	5	0.9%	1	0.0%	0	1.5%	1	1.2%	1	0.0%	0	1.1%	0	0.0%	0	2.4%	1
Aldi, The Hundred, Romsey	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Aldi, Weyhill Road, Andover	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	6.0%	2
Asda, Portland Road, Waterlooville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, South Oak Way, Reading	0.7%	5	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.9%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Costco, Templer Avenue, Farnborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Winchester Road, Basingstoke	0.3%	2	1.4%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Alton	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	2.3%	0	0.0%	0	0.0%	0
Iceland, Middle Brook Street, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Lidl, Walworth Business 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	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Local stores, Stockbridge	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Marks & Spencer, High Street, Winchester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Marks & Spencer, Kensington High Street, Kensington	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Tesco Express, Priors Dean Road, Harestock, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
The Shop, Reading Road, Sherfield on Loddon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Totland Supermarket, Mayfield Road, 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	0.0%	0	0.9%	1	0.0%	0
Waitrose, Station Road, Alton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	1	0.0%	0	0.0%	0
Waitrose, Stockbridge Road, Winchester	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.1%	5

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Waitrose, The Hart, Farnham	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	1	9.4%	7	0.0%	0
Weighted base:	638		78		63		83		61		69		58		58		46		18		77		29	
Sample:	662		56		61		60		64		63		53		70		61		62		59		53	
Q02AWhich retailer do you purchase your main food internet / home delivery shopping from?																								
Those who do said 'Internet / delivery' at Q02																								
Amazon Pantry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abel & Cole	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda	15.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.5%	1	100.0%	2	0.0%	0	20.2%	1	0.0%	0	0.0%	0	0.0%	0
Iceland	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	25.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	55.8%	2	20.2%	1	0.0%	0	44.8%	2	18.3%	0
Sainsbury's	27.1%	6	100.0%	1	0.0%	0	0.0%	0	67.9%	1	59.5%	1	0.0%	0	44.2%	2	0.0%	0	0.0%	0	0.0%	0	55.4%	1
Tesco	15.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	0	55.2%	3	0.0%	0
Waitrose	4.9%	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	50.0%	0	0.0%	0	26.3%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilson & Sons The Greengrocer	9.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	59.7%	2	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	22		1		0		0		2		2		2		4		3		1		5		3	
Sample:	22		1		0		0		2		2		1		2		3		2		5		4	

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q03 In addition to your main food shopping, where do you normally do most of your household's small scale top-up food shopping (i.e. the store you visit regularly (2+ times a week) to buy bread, milk, etc., on a day-to-day basis)?													
<i>Excl. Nulls</i>													
Aldi, Alton Retail Park, Alton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Basingstoke Road, Reading	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Burnett Close, Winchester	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Winchester Road, Basingstoke	1.1%	8	0.7%	1	3.1%	2	2.9%	3	0.0%	0	0.0%	0	0.0%
Aldi, Winklebury Way, Basingstoke	2.3%	18	3.0%	3	0.0%	0	11.5%	13	1.7%	1	0.0%	0	0.0%
Asda, Anton Mill Road, Andover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Brighton Hill District Centre, Basingstoke	6.0%	48	6.8%	7	39.2%	27	8.8%	10	3.6%	2	0.0%	0	0.0%
Asda, Chalfont Way, Lower Earley, Reading	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%
Budgens, Newbury Road, Kingsclere	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Buttress Stores (Mace), Winchester Road, Kings Furlong	0.5%	4	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Bell Street, Whitchurch	2.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Broadmere Road, Beggarwood	0.4%	3	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Franklin Avenue, Tadley	2.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.9%	17	0.0%
Co-op, Grove Road, Basingstoke	1.2%	10	8.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, High Street, Odiham	1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Kings Road, Fleet	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Kings Road, South Ham, Basingstoke	0.4%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%
Co-op, Limes Park, Rooksdown, Basingstoke	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%
Co-op, Linden Avenue, Old Basing	3.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.9%	28	0.0%
Co-op, Park Prewett Road, Rooksdown	0.7%	5	0.0%	0	0.0%	0	0.0%	0	7.8%	5	0.0%	0	0.0%
Co-op, Swan Street, Kingsclere, Newbury	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, West Street, Alresford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

**Basingstoke & Deane Household Survey
for Lambert Smith Hampton**

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Co-op, Winchester Road, 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	0.0%	0	4.3%	1	0.0%	0	0.0%	0
Co-op, Winchester Street, Overton	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Winklebury Way, 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	0.0%	0
Eastrop Stores, Eastrop Way, Eastrop	0.3%	3	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Chineham District Centre, Basingstoke	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Festival Place, Basingstoke Town Centre	1.8%	14	7.2%	8	0.0%	0	2.3%	3	4.9%	3	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Burton Foodmarket, Winklebury Centre, 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	0.0%	0
Lidl, Gastons Wood, Basingstoke	0.9%	7	0.7%	1	2.4%	2	0.0%	0	5.0%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, The Forest Shopping Centre, Bordon	0.1%	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	3.6%	1	0.0%	0	0.0%	0
Lidl, Western Avenue, Andover	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Lidl, Worting Road, Basingstoke	1.1%	9	0.0%	0	0.0%	0	5.6%	6	0.0%	0	0.0%	0	0.0%	0	3.9%	2	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Crown Heights, Alencon Link, Basingstoke	0.2%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Reading Road, 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	0.0%	0
Marks & Spencer (BP), Grove Road, Cranbourne	0.3%	2	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Marks & Spencer, Chineham District Centre, Basingstoke	0.7%	6	0.0%	0	0.0%	0	0.0%	0	2.8%	2	3.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Festival Place, Basingstoke Town Centre	1.4%	11	1.4%	1	0.0%	0	1.3%	1	2.8%	2	0.0%	0	2.4%	2	3.1%	2	1.1%	0	0.0%	0	2.0%	2	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	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0
Marks & Spencer, Newbury Retail Park, Newbury	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	4	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Northbrook Street, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColl's, Buckland Avenue, South Ham, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Elvetham Heath, (The Key), 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	0.0%	0	0.6%	1	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Morrisons, Rose Kiln Lane, off Basingstoke Road, Reading	0.4%	3	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Morrisons, Summit Avenue, Southwood, Farnborough	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	3.9%	31	3.4%	4	2.2%	2	12.3%	14	7.2%	5	0.7%	1	3.4%	3	4.9%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Nisa Local, Cranbourne Lane, Basingstoke	1.4%	11	10.3%	11	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Guinea Court, Chineham	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	5	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, High Street, Hartley Wintney	1.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	13	0.0%	0
One Stop, Longfellow Parade, Basingstoke	0.5%	4	0.0%	0	5.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Oakley Lane, Oakley	1.8%	14	0.7%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	20.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Sark Way, Popley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Shakespeare Road, Popley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Sherborne Road, South View	0.5%	4	2.5%	3	0.0%	0	0.7%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, St Michael's Road, Buckskin	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	0.0%	0
One Stop, Stanford Road, Brighton Hill	1.3%	10	2.4%	3	9.4%	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	3.4%	1
Premier, Abbey Road, Popley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Draymans Way, Alton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.7%	3	0.0%	0	0.0%	0
Sainsbury's Superstore, Hector's Way, Newbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Middlebrook Street, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Sainsbury's Superstore, Mulfords Hill, Tadley	6.4%	50	0.0%	0	0.0%	0	0.0%	0	6.9%	5	4.7%	4	51.9%	40	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, 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	0.8%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Sainsbury's Superstore, Station Mall, Basingstoke Town Centre (The Malls)	2.3%	18	7.1%	8	3.1%	2	5.9%	7	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren,	3.8%	30	3.1%	3	17.5%	12	9.1%	10	0.8%	1	0.0%	0	1.1%	1	4.1%	3	0.0%	0	1.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Basingstoke 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	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Anstey Lane, Alton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Tesco Express, Buckingham Parade, Kempshott	1.9%	15	0.0%	0	5.5%	4	8.7%	10	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Carpenters Down, Popley	2.3%	18	0.0%	0	0.0%	0	0.0%	0	25.2%	18	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Charlton Road, 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	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Tesco Express, Compton Square, Andover	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	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	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	6.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Oakridge Road, Basingstoke	1.3%	11	4.4%	5	0.0%	0	2.6%	3	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, off Great Binfields Road, Lychpit	1.8%	14	3.0%	3	0.0%	0	1.0%	1	0.0%	0	10.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Weyhill Road, Andover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Tesco Express, Winchester Street, Whitchurch	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	7	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Tesco Extra, Newbury Retail Park, Pinchington Lane, Newbury	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	14.0%	6	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, River Way, Andover	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
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	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, 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	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Tesco Metro, Festival Place, Basingstoke Town Centre	3.0%	24	14.7%	15	2.4%	2	2.0%	2	2.8%	2	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, District Shopping Centre, Chineham, Basingstoke	4.6%	37	2.4%	3	0.0%	0	1.0%	1	7.6%	5	20.0%	19	0.0%	0	2.6%	2	0.0%	0	0.0%	0	6.6%	7	0.0%	0
Tesco Superstore, Finchampstead Road, Wokingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Tesco Superstore, High Street, Bordon	0.0%	0	0.0%	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	0.0%	0	0.0%	0
Tesco Superstore, Station Road, Hook	4.5%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	0	32.1%	34	0.0%	0
Tesco Superstore, Wellington Avenue,	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Aldershot																								
Today's Extra (Oakridge Stores), Oakridge Road, Basingstoke	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Basing View, Basingstoke	1.8%	14	3.8%	4	0.0%	0	3.3%	4	0.0%	0	3.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0
Waitrose, Broadway, Thatcham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Oxford Road, Newbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	2	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Chantry Centre, Andover	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	6.4%	2
Waitrose, Tresham Crescent, Yateley	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0
Local stores, Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, 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	0.0%	0	0.0%	0
Local stores, 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	0.0%	0	0.6%	1	0.0%	0
Local stores, 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	0.0%	0	0.6%	1	0.0%	0
Local stores, Kingsclere	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	6	0.0%	0	0.0%	0	0.0%	0
Local stores, Old Basing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Overton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Sherfield on Loddon	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, South Ham	0.4%	3	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, St Mary Bourne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0
Local stores, Tadley	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Winchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Internet / delivery	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	4.3%	1	1.0%	1	0.0%	0
Aldi, St Michaels Retail Park, The Harroway	1.2%	9	3.0%	3	0.0%	0	3.0%	3	0.8%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Aldi, Weyhill Road, 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	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Ashland Stores, The Square, Bishops Green, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Barton Stacey Post Office & Stores, The Street, Barton Stacey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Bentley Village Stores, London Road, Bentley	0.0%	0	0.0%	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	0.0%	0	0.0%	0
Best One Store, Kingsfurlong Centre,	0.2%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Basingstoke													
Budgens, London Road, Hook	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Candover Valley Store, Alresford Road, Preston Candover	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chilbolton Stores, Village Street, Chilbolton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Belle Vue, Road, Southbourne	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%
Co-op, Monument Close, Essex Street, Newbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%
Co-op, Pound Street, Newbury	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%
Co-op, Wokingham Road, Earley	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%
Dever Stores, Oxford Road, Sutton Scotney	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hen & Chicken Filling Station, Upper Froyle, Alton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Home Bargains, Winchester Road, Basingstoke	0.9%	7	0.0%	0	0.0%	0	6.5%	7	0.0%	0	0.0%	0	0.0%
Iceland, Bridge Street, Andover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, High Street North, East Ham, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%
Lidl, London Road, Blackwater	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Local stores, Barton Stacey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Crondall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Local stores, Farnham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Local stores, Giles Road, Tadley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%
Local stores, Headley	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%
Local stores, Kings Worthy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Longparish	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Mortimer West End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%
Local stores, North Waltham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%
Local stores, Nutley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Local stores, Padworth Common	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%
Local stores, Preston Candover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%
Local stores, Romsey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, South Wonston	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Local stores, Sparsholt	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Local stores, Upton Grey	0.1%	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	5.3%	1	0.0%	0	0.0%	0
Local stores, Wash Common, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Local stores, Woolton Hill	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Local stores, Worting Road, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manydown Farm Shop, Worting Road, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Mill Lane, A287, Farnham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Marks & Spencer (BP), Popham Services, Micheldever	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
McColl's, Giles Road, Tadley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NW Read Butchers, Lymington Bottom Road, Four Marks	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	2.2%	0	0.0%	0	0.0%	0
Old Barn Stores, North Waltham, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Sherfield Road, Bramley, Tadley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office, Anstey Close, Basingstoke	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Petrol Station, Andover Road, Newbury	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.7%	6	0.0%	0	0.0%	0	0.0%	0
Spar, Swan Street, Kingsclere	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Swan Street Stores, Swan Street, Kingsclere	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Priors Dean Road, Harestock, Winchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1
Tesco Express, Springvale Road, Kings Worthy	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	2
The Shop, Church Street, Upton Grey	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	1	0.0%	0	0.0%	0
The Shop, Reading Road, Sherfield on Loddon	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Station Road, Alton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	2	0.0%	0	0.0%	0
Waitrose, Stockbridge Road, Winchester	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	3
Waitrose, The Hart, Farnham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Weighted base:	790		105		70		110		70		96		76		64		43		18		105		33	

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Sample:	752	69	67	78	64	75	68	73	62	63	76	57

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q04 In addition to (LOCATION MENTIONED AT Q03), is there anywhere else you regularly use for your household's small scale top-up food shopping?																								
<i>Not those who said '(Don't know / varies)' or '(Don't do this type of shopping)' at Q03 AND Excl. Nulls</i>																								
Aldi, Alton Retail Park, Alton	0.6%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	1	0.0%	0	0.0%	0
Aldi, Burnett Close, Winchester	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	1
Aldi, Winchester Road, Basingstoke	0.3%	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	2.4%	0	0.0%	0	0.0%	0
Aldi, Winklebury Way, Basingstoke	2.3%	8	0.0%	0	0.0%	0	4.7%	2	19.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brighton Hill District Centre, Basingstoke	3.7%	12	9.3%	4	24.9%	6	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Aldermaston Road, Tadley	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Newbury Road, Kingsclere	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Bell Street, Whitchurch	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	2	5.5%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Broadmere Road, Beggarwood	0.8%	3	0.0%	0	5.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	5.1%	0	0.0%	0	0.0%	0
Co-op, Franklin Avenue, Tadley	1.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Grove Road, Basingstoke	0.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Harts Hill Road, Dunston Park, Thatcham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Alton	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	2.4%	0	0.0%	0	0.0%	0
Co-op, High Street, Odiham	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	2	0.0%	0
Co-op, Limes Park, Rooksdown, Basingstoke	0.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Linden Avenue, Old Basing	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, West Street, Alresford	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	2.4%	0	0.0%	0	0.0%	0
Co-op, Winchester Road, Alton	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	2.4%	0	0.0%	0	0.0%	0
Co-op, Winchester Street, Overton	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Festival Place, Basingstoke Town Centre	1.3%	4	7.8%	3	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Burton Foodmarket, Winklebury Centre, Basingstoke	0.3%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Gastons Wood, Basingstoke	1.8%	6	0.0%	0	0.0%	0	0.0%	0	5.8%	2	9.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Western Avenue,	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	2

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Andover																								
Lidl, Worting Road, Basingstoke	2.6%	9	2.6%	1	1.9%	0	3.1%	1	8.4%	2	0.0%	0	0.0%	0	2.7%	1	0.0%	0	3.5%	0	5.8%	2	0.0%	0
Londis, Reading Road, Sherfield on Loddon	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	3.5%	0	0.0%	0	0.0%	0
Marks & Spencer (BP), Grove Road, Cranbourne	1.7%	6	8.6%	4	1.9%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Broad Street, Reading Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Marks & Spencer, Chineham District Centre, Basingstoke	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	3	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Festival Place, Basingstoke Town Centre	2.7%	9	1.7%	1	1.9%	0	3.3%	2	2.0%	1	0.0%	0	8.1%	3	4.2%	2	0.0%	0	0.0%	0	4.2%	1	0.0%	0
Marks & Spencer, High Street, Alton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	1	0.0%	0	0.0%	0
Marks & Spencer, Newbury Retail Park, Newbury	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	3	0.0%	0	0.0%	0	0.0%	0
McColl's, Elmwood Way, Winklebury	0.3%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Elvetham Heath, (The Key), Fleet	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	5.0%	17	11.5%	5	3.8%	1	20.0%	10	2.9%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa Local, Amport Road, Sherfield Park	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Guinea Court, Chineham	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Oakley Lane, Oakley	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Shakespeare Road, Popley	0.3%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Sherborne Road, South View	0.3%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Stanford Road, Brighton Hill	1.5%	5	0.0%	0	12.8%	3	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Abbey Road, Popley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Pack Lane, Kempshott	0.3%	1	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Badger Farm Road, Badger Farm, Winchester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0
Sainsbury's Superstore,	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	2.4%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11											
Draymans Way, Alton Sainsbury's Superstore, Farnham Trading Estate, Water Lane, Farnham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0		
Sainsbury's Superstore, Fleet Road, Fleet	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	2	0.0%	0		
Sainsbury's Superstore, Hector's Way, Newbury	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	1	0.0%	0	0.0%	0	0.0%	0		
Sainsbury's Superstore, Mulford's Hill, Tadley	3.9%	13	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	29.7%	9	5.9%	2	0.0%	0	2.9%	1	0.0%	0		
Sainsbury's Superstore, Station Mall, Basingstoke Town Centre (The Malls)	6.0%	20	18.4%	8	0.0%	0	9.0%	4	8.6%	2	0.0%	0	3.9%	1	4.2%	2	8.1%	1	0.0%	0	4.2%	1	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	4.3%	14	0.0%	0	25.0%	7	13.9%	7	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Linden Avenue, Old Basing	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Upper Bucklebury, Reading	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Anstey Lane, Alton	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	2.4%	0	0.0%	0	0.0%	0
Tesco Express, Buckingham Parade, Kempshott	0.6%	2	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Carpenters Down, Popley	1.2%	4	0.0%	0	0.0%	0	0.0%	0	13.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Charlton Road, Andover	0.6%	2	0.0%	0	0.0%	0	0.0%	0	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Heath End Road, Baughurst, Tadley	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.7%	1	0.0%	0	8.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Oakridge Road, Basingstoke	1.0%	3	2.6%	1	0.0%	0	2.3%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, off Great Binfields Road, Lychpit	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	3	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	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	1	0.0%	0	0.0%	0
Tesco Express, Winchester Street, Whitchurch	2.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Newbury Retail Park, Pinchington Lane, Newbury	1.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	4	0.0%	0	8.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, River Way, Andover	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0
Tesco Extra, Winnall, Winchester	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	0
Tesco Metro, Festival Place,	2.5%	8	8.6%	4	6.5%	2	3.8%	2	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Basingstoke Town Centre													
Tesco Metro, Northbrook Street, Newbury Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, District Shopping Centre, Chineham, Basingstoke	3.2%	11	0.0%	0	0.0%	0	0.0%	0	11.6%	3	9.8%	5	5.4%
Tesco Superstore, Station Road, Hook	2.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%
Waitrose, Basing View, Basingstoke	5.9%	20	11.9%	5	0.0%	0	6.7%	3	0.0%	0	11.1%	5	0.0%
Waitrose, Hart Centre, Fleet	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Oxford Road, Newbury	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Tresham Crescent, Yateley	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Basingstoke Town Centre: Festival Place Shopping Centre	0.8%	3	1.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%
Local stores, Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	1.2%	4	0.0%	0	0.0%	0	8.3%	4	0.0%	0	0.0%	0	0.0%
Local stores, Hartley Wintney	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Hook	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Kingsclere	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Oakley	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%
Local stores, Old Basing	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%
Local stores, Overton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, South Ham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%
Local stores, Tadley	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%
Internet / delivery	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%
Aldermaston Stores, Fisherman's Lane, Aldermaston	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%
Aldi, St Michaels Retail Park, The Harroway	3.7%	12	9.3%	4	11.4%	3	2.3%	1	0.0%	0	7.8%	4	0.0%
Avenue Nurseries, Avenue Road, Lasham, Alton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Barton Stacey Post Office & Stores, The Street, Barton Stacey	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bentley Village Stores, London Road, Bentley	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Budgens, London Road,	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

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	Zone 11
Hook													
Cobbs Farm Shop, Springvale Road, Headbourne Worthy	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, Byfleet Avenue, Old Basing, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, High Street, Stockbridge	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%
Co-op, Pound Street, Newbury	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%
Co-op, Reading Road, Yateley	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%
Good Taste Bakery, Hartley Witney, Hook	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%
Home Bargains, Winchester Road, Basingstoke	0.2%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Buckskin Centre, Basingstoke	0.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%
Local stores, North Waltham	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%
Local stores, Preston Candover	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%
Local stores, Sherfield Park, Sherfield on Loddon	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, South Wonston	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Stockbridge	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Upton Grey	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%
Local stores, Woolton Hill	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Manydown Farm Shop, Worting Road, Basingstoke	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%
Marks & Spencer, Buck Garage, Micheldever Road, Longparish	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, Tollbar Way, Hedge End, Southampton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
One Stop, Sherfield Road, Bramley, Tadley	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Post Office, Anstey Close, Basingstoke	0.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Petrol Station, Andover Road, Newbury	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	2	0.0%
Spar, Hook Road, North Warnborough	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%
Spar, Stoney Lane, Weeke	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Priors Dean Road, Harestock,	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Winchester																								
Tesco Express, Springvale Road, Kings Worthy	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	2
Waitrose, Stockbridge Road, Winchester	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	1
Winchester Farmers Market, High Street, Winchester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0
Woolton Hill Post Office, The Stores, Woolton Hill	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:	334			42		26		48		29		47		32		36		18		8		34		15
Sample:	346			32		29		36		27		37		31		42		26		28		31		27

Meanscore: [%]

Q05 Of all the money you spend on your main and top-up food shopping, what percentage on average goes on your main food shopping?

Not those who said '(Don't do this type of shopping)' at Q03

None	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
1 - 10%	0.3%	3	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
11 - 20%	2.2%	18	2.3%	3	2.4%	2	0.9%	1	2.8%	2	4.0%	4	1.8%	1	1.6%	1	6.0%	3	0.0%	0	0.0%	0	4.2%	1
21 - 30%	2.9%	24	0.0%	0	6.9%	5	2.8%	3	2.8%	2	1.2%	1	6.2%	5	3.3%	2	1.0%	0	11.0%	2	2.5%	3	0.0%	0
31 - 40%	2.7%	22	7.0%	8	3.9%	3	0.9%	1	2.8%	2	1.3%	1	2.5%	2	2.4%	2	2.2%	1	2.2%	0	0.9%	1	4.3%	1
41 - 50%	9.4%	77	14.7%	16	5.8%	4	8.5%	10	10.8%	8	10.2%	10	1.1%	1	11.2%	7	13.6%	6	17.2%	3	9.4%	11	4.3%	1
51 - 60%	10.1%	83	8.7%	9	3.9%	3	14.6%	17	6.9%	5	10.7%	11	18.0%	14	4.1%	3	5.9%	3	14.4%	3	13.4%	15	1.0%	0
61 - 70%	7.7%	64	11.0%	12	4.5%	3	9.3%	11	2.6%	2	11.4%	11	9.0%	7	5.0%	3	5.4%	2	6.1%	1	6.5%	7	8.9%	3
71 - 80%	27.5%	226	25.9%	28	29.9%	21	22.6%	27	38.1%	27	27.9%	28	23.4%	19	41.2%	26	25.2%	11	28.1%	5	21.9%	25	27.5%	9
81 - 90%	22.5%	184	17.8%	19	17.0%	12	19.4%	23	22.9%	16	23.8%	24	21.2%	17	21.0%	13	21.9%	10	10.9%	2	31.9%	36	35.6%	12
91 - 99%	8.7%	72	6.9%	7	12.6%	9	10.7%	13	6.0%	4	9.4%	9	8.4%	7	5.3%	3	12.7%	6	5.8%	1	7.5%	8	10.4%	3
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	0.0%	0
(Don't know / varies)	5.8%	48	3.4%	4	13.2%	9	10.2%	12	4.1%	3	0.0%	0	7.0%	6	5.0%	3	5.2%	2	4.4%	1	5.9%	7	4.0%	1
(Refused)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	72.80			68.83		72.92		73.87		72.59		72.98		72.17		73.39		72.28		65.30		75.56		77.82
Weighted base:	821			108		71		118		70		101		80		64		45		19		112		34
Sample:	768			70		68		82		64		77		70		73		63		64		79		58

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		Zone 11	
Meanscore: [%]																							
Q05XOf all the money you spend on your main and top-up food shopping, what percentage on average goes on your main food shopping? (All respondents)																							
None	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
1 - 10%	0.2%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
11 - 20%	1.6%	18	1.7%	3	1.7%	2	0.8%	1	2.0%	2	3.3%	4	1.3%	1	1.2%	1	3.7%	3	0.0%	0	0.0%	0	2.5%
21 - 30%	2.2%	24	0.0%	0	4.8%	5	2.3%	3	2.0%	2	1.0%	1	4.4%	5	2.5%	2	0.6%	0	7.4%	2	2.1%	3	0.0%
31 - 40%	2.0%	22	5.2%	8	2.7%	3	0.8%	1	2.0%	2	1.1%	1	1.8%	2	1.8%	2	1.4%	1	1.5%	0	0.7%	1	2.6%
41 - 50%	7.0%	77	11.0%	16	4.0%	4	7.0%	10	7.6%	8	8.3%	10	0.8%	1	8.4%	7	8.4%	6	11.5%	3	7.8%	11	2.6%
51 - 60%	7.5%	83	6.4%	9	2.7%	3	12.2%	17	4.9%	5	8.6%	11	12.7%	14	3.1%	3	3.6%	3	9.6%	3	11.2%	15	0.6%
61 - 70%	5.8%	64	8.2%	12	3.1%	3	7.8%	11	1.8%	2	9.3%	11	6.3%	7	3.8%	3	3.3%	2	4.1%	1	5.4%	7	5.3%
71 - 80%	20.5%	226	19.3%	28	20.8%	21	18.8%	27	26.8%	27	22.6%	28	16.5%	19	31.1%	26	15.6%	11	18.7%	5	18.2%	25	16.4%
81 - 90%	16.7%	184	13.3%	19	11.8%	12	16.2%	23	16.2%	16	19.3%	24	14.9%	17	15.8%	13	13.6%	10	7.3%	2	26.6%	36	21.3%
91 - 99%	6.5%	72	5.1%	7	8.7%	9	8.9%	13	4.2%	4	7.6%	9	5.9%	7	4.0%	3	7.9%	6	3.8%	1	6.3%	8	6.2%
100%	25.5%	282	25.5%	37	30.7%	31	16.7%	24	29.5%	29	18.9%	23	29.5%	34	24.6%	21	38.0%	28	33.3%	9	16.9%	23	40.2%
(Don't know / varies)	4.3%	48	2.6%	4	9.1%	9	8.5%	12	2.9%	3	0.0%	0	4.9%	6	3.8%	3	3.2%	2	2.9%	1	4.9%	7	2.4%
(Refused)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%
Mean:	80.07		77.00		82.07		78.66		80.93		78.09		80.91		80.19		83.23		77.20		79.90		86.95
Weighted base:	1103		145		102		142		99		124		114		85		73		28		135		56
Sample:	1103		101		100		100		100		100		101		101		100		100		100		100
Q06AWhenever you do main or top-up food shopping at Asda, Brighton Hill District Centre, Basingstoke do you ever combine it with a visit to other shops or another activity in Brighton Hill District Centre at the same time?																							
Yes	20.7%	228	27.6%	40	41.9%	43	36.6%	52	20.3%	20	10.2%	13	17.7%	20	25.6%	22	1.3%	1	15.5%	4	8.9%	12	2.4%
No	23.1%	254	30.8%	45	38.8%	39	31.7%	45	29.9%	30	20.0%	25	13.8%	16	24.8%	21	2.2%	2	13.2%	4	15.1%	20	15.0%
Never do main or top-up food shopping at Asda, Brighton Hill District Centre, Basingstoke	56.3%	621	41.6%	60	19.3%	20	31.7%	45	49.8%	49	69.8%	87	68.6%	78	49.6%	42	96.5%	70	71.3%	20	76.0%	103	82.6%
Weighted base:	1103		145		102		142		99		124		114		85		73		28		135		56
Sample:	1103		101		100		100		100		100		101		101		100		100		100		100
Q06BWhenever you do main or top-up food shopping at Sainsbury's Superstore, Mulfords Hill, Tadley do you ever combine it with a visit to other shops or another activity in Tadley District Centre at the same time?																							
Yes	8.9%	98	4.2%	6	4.2%	4	0.8%	1	14.8%	15	9.4%	12	38.7%	44	3.6%	3	13.0%	9	1.0%	0	0.7%	1	3.4%
No	21.6%	239	26.4%	38	21.5%	22	21.9%	31	26.5%	26	16.4%	20	45.5%	52	16.5%	14	13.7%	10	5.6%	2	11.7%	16	13.6%
Never do main or top-up food shopping at Sainsbury's Superstore, Mulfords Hill, Tadley	69.5%	766	69.4%	101	74.3%	76	77.4%	110	58.7%	58	74.2%	92	15.8%	18	79.8%	68	73.3%	53	93.4%	26	87.6%	118	83.0%
Weighted base:	1103		145		102		142		99		124		114		85		73		28		135		56
Sample:	1103		101		100		100		100		100		101		101		100		100		100		100

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q06CWhenever you do main or top-up food shopping at Tesco Superstore, District Shopping Centre, Chineham do you ever combine it with a visit to other shops or another activity in Chineham District Centre at the same time?																								
Yes	31.1%	343	41.8%	61	25.6%	26	28.8%	41	52.7%	52	54.7%	68	18.2%	21	31.4%	27	2.9%	2	20.3%	6	28.7%	39	2.9%	2
No	18.0%	199	14.1%	20	19.2%	20	17.7%	25	29.3%	29	24.6%	31	13.4%	15	15.2%	13	5.2%	4	9.8%	3	23.1%	31	14.7%	8
Never do main or top-up food shopping at Tesco Superstore, District Shopping Centre, Chineham	50.8%	561	44.0%	64	55.2%	56	53.6%	76	17.9%	18	20.7%	26	68.4%	78	53.4%	45	92.0%	67	69.9%	20	48.2%	65	82.4%	46
Weighted base:	1103		145		102		142		99		124		114		85		73		28		135		56	
Sample:	1103		101		100		100		100		100		101		101		100		100		100		100	
Q06DWhenever you do main or top-up food shopping at Waitrose, Basing View, Basingstoke do you ever combine it with a visit to other shops or another activity in Basingstoke Town Centre at the same time?																								
Yes	26.5%	292	37.6%	54	28.2%	29	28.4%	40	25.7%	25	33.6%	42	13.7%	16	31.3%	27	5.6%	4	22.2%	6	30.1%	41	14.9%	8
No	16.5%	182	23.0%	33	16.8%	17	15.6%	22	22.9%	23	14.5%	18	8.9%	10	21.8%	19	9.6%	7	12.9%	4	16.2%	22	14.1%	8
Never do main or top-up food shopping at Waitrose, Basing View, Basingstoke	57.0%	628	39.4%	57	55.0%	56	56.0%	79	51.4%	51	51.9%	64	77.4%	88	47.0%	40	84.8%	62	64.9%	18	53.7%	73	71.1%	40
Weighted base:	1103		145		102		142		99		124		114		85		73		28		135		56	
Sample:	1103		101		100		100		100		100		101		101		100		100		100		100	

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q07 Whenever you carry out linked trips as part of your main or top-up food shopping trip - what do you do? [MR]																								
Shopping for: Clothing / footwear	19.5%	216	12.7%	18	20.1%	20	28.7%	41	24.1%	24	16.4%	20	14.2%	16	22.8%	19	12.7%	9	16.0%	4	26.7%	36	11.5%	6
Shopping for: DIY and decorating goods	2.3%	25	0.0%	0	1.7%	2	3.6%	5	0.6%	1	0.0%	0	7.4%	8	0.0%	0	7.0%	5	5.2%	1	1.1%	1	2.4%	1
Shopping for: Domestic electrical appliances such as fridges, kettles, washing machines	1.5%	17	0.0%	0	0.0%	0	4.7%	7	0.9%	1	0.7%	1	2.8%	3	1.2%	1	1.6%	1	1.4%	0	0.7%	1	2.4%	1
Shopping for: Furniture / floorcoverings / household textiles	2.9%	32	0.0%	0	4.9%	5	6.9%	10	1.7%	2	4.4%	5	1.3%	1	1.8%	2	0.6%	0	2.8%	1	3.2%	4	2.1%	1
Shopping for: Mobile phones & accessories	0.4%	5	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Shopping for: Personal / luxury goods such as books, jewellery, china, glass & cosmetics	6.5%	72	6.0%	9	0.5%	0	13.4%	19	10.0%	10	3.7%	5	2.8%	3	10.7%	9	6.2%	4	10.5%	3	6.8%	9	1.2%	1
Shopping for: TV, Hi-Fi, radio, photographic & computer equipment	0.6%	7	0.0%	0	0.0%	0	3.6%	5	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Shopping for: Chemist goods / toiletries	7.8%	86	4.2%	6	8.5%	9	7.3%	10	10.4%	10	15.3%	19	4.3%	5	8.8%	8	7.4%	5	12.5%	3	6.1%	8	4.2%	2
Other FOOD shopping	9.7%	107	10.7%	15	6.2%	6	9.0%	13	11.0%	11	18.4%	23	6.9%	8	8.9%	8	5.6%	4	3.8%	1	11.6%	16	4.6%	3
Meeting family / friends	4.7%	52	4.4%	6	4.1%	4	3.9%	5	5.1%	5	2.2%	3	5.4%	6	10.3%	9	6.1%	4	2.9%	1	3.7%	5	5.4%	3
Visit advice centre / CAB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit cafes - daytime eating / drinking	5.4%	59	4.9%	7	4.4%	4	3.4%	5	3.9%	4	13.1%	16	1.3%	1	8.0%	7	1.9%	1	0.7%	0	7.0%	9	6.5%	4
Visit church	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit gym	1.4%	15	0.0%	0	1.7%	2	1.8%	3	0.0%	0	0.0%	0	0.0%	0	3.6%	3	5.5%	4	2.9%	1	2.2%	3	0.0%	0
Visit library	1.2%	13	2.2%	3	0.5%	0	0.8%	1	0.6%	1	1.5%	2	2.3%	3	0.6%	0	0.0%	0	5.1%	1	1.1%	1	0.6%	0
Visit museum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit nail bar / beauticians	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit restaurants / bars	3.8%	42	2.0%	3	2.7%	3	3.8%	5	12.5%	12	2.2%	3	2.2%	3	4.9%	4	2.8%	2	1.5%	0	3.7%	5	3.1%	2
Visit solicitors / estate agent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit swimming pool	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.9%	1	0.7%	0	0.0%	0	0.0%	0
Visit the bank	4.6%	51	6.1%	9	2.4%	2	1.8%	3	6.4%	6	3.4%	4	4.9%	6	7.5%	6	3.9%	3	2.1%	1	6.9%	9	3.7%	2
Visit the building society	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the dry cleaners / laundrette	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.6%	1	2.9%	4	0.8%	1	0.0%	0	1.3%	1	3.0%	1	0.0%	0	1.2%	1
Visit the hairdressers / barbers	0.5%	5	0.0%	0	0.5%	0	0.5%	1	0.0%	0	0.0%	0	1.0%	1	1.2%	1	0.6%	0	2.1%	1	0.5%	1	0.6%	0
Visit the market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Visit the opticians	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the pharmacy	1.6%	18	2.7%	4	2.6%	3	2.3%	3	2.5%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	4	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Visit the doctor / dentist / hospital	1.7%	18	3.5%	5	5.4%	6	1.8%	3	0.6%	1	1.5%	2	1.5%	2	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.1%	1
Get fuel	2.3%	25	0.5%	1	0.5%	0	3.6%	5	0.0%	0	2.9%	4	1.5%	2	5.4%	5	5.1%	4	3.4%	1	2.8%	4	0.6%	0
Get car washed	0.0%	0	0.0%	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	0.0%	0	0.0%	0
Recycling / go to the tip	0.8%	9	2.2%	3	0.5%	0	0.8%	1	0.0%	0	0.0%	0	1.6%	2	2.0%	2	0.6%	0	0.7%	0	0.0%	0	0.0%	0
Window shopping / browsing / go for a walk	6.7%	74	7.4%	11	4.0%	4	2.4%	3	4.5%	4	14.8%	18	1.9%	2	11.9%	10	1.3%	1	5.0%	1	11.0%	15	5.6%	3
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	0.0%	0
Children's activities	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Dog walking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Donating to charity shops	0.4%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.5%	1	0.8%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dropping / picking people up	0.7%	7	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.7%	0	2.2%	3	0.6%	0
Get car serviced	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
School run	0.5%	5	0.0%	0	0.0%	0	0.5%	1	0.0%	0	2.2%	3	0.8%	1	0.8%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Shopping for: Pet products	0.9%	10	0.7%	1	0.5%	0	0.0%	0	0.6%	1	0.7%	1	0.8%	1	0.0%	0	2.0%	1	1.0%	0	3.2%	4	0.0%	0
Shopping for: Stationery / cards	0.4%	4	0.5%	1	0.5%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping in: Charity shops	1.0%	11	1.0%	1	4.2%	4	0.8%	1	0.0%	0	1.2%	2	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports activity	0.7%	7	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.8%	1	0.8%	1	0.9%	1	2.1%	1	0.7%	1	0.0%	0
Use train station	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.8%	0
Visit bookmakers	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit cinema	0.9%	10	0.0%	0	0.7%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	3.0%	3	0.0%	0	3.6%	1	3.2%	4	1.2%	1
Visit cobblers	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.7%	0	0.0%	0	0.0%	0
Visit community centre / local group	0.3%	4	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.6%	0	0.7%	0	0.0%	0	0.0%	0
Visit newsagents	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit post office	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	4.3%	5	1.1%	1	1.6%	1	0.0%	0	3.4%	5	0.6%	0
Visit recycling centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Visit travel agents	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit vets	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.7%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Work	2.4%	27	2.5%	4	1.7%	2	6.3%	9	1.7%	2	2.5%	3	2.5%	3	1.4%	1	0.0%	0	2.5%	1	1.5%	2	1.2%	1
(Don't know)	0.9%	10	1.7%	3	0.0%	0	0.8%	1	0.0%	0	0.7%	1	0.8%	1	0.0%	0	3.7%	3	0.7%	0	1.1%	1	0.0%	0
(Never carry out-linked trips when food shopping)	45.0%	496	54.6%	79	52.8%	54	37.4%	53	40.7%	40	37.6%	47	53.9%	62	33.4%	28	52.4%	38	42.1%	12	36.3%	49	61.6%	35
Weighted base:		1103		145		102		142		99		124		114		85		73		28		135		56
Sample:		1103		101		100		100		100		100		101		101		100		100		100		100

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q08 Where do you normally shop for household purchases of mens, womens, childrens and baby clothing/footwear? NOTE we mean fashion items not sports clothing and footwear Excl. Nulls																								
Asda, Brighton Hill District Centre, Basingstoke	1.5%	16	0.8%	1	5.3%	5	6.5%	9	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Festival Place, Basingstoke Town Centre	1.9%	20	4.4%	6	3.3%	3	0.5%	1	1.8%	2	1.6%	2	1.7%	2	2.4%	2	0.0%	0	3.8%	1	1.3%	2	0.0%	0
Marks & Spencer, The Meadows (Shopping Centre), Sandhurst	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.6%	0	0.0%	0	2.9%	1	1.6%	2	0.0%	0
Sainsbury's Superstore, Badger Farm Road, Badger Farm, Winchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Sainsbury's Superstore, Bath Road, Calcot, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Hector's Way, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mulfords Hill, Tadley	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	0.8%	9	0.0%	0	2.3%	2	2.1%	3	1.3%	1	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.7%	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	1.1%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Tesco Extra, Winnall, Winchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Tesco Superstore, District Shopping Centre, Chineham	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Wellington Avenue, Aldershot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Avenue Nurseries, Lasham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Boots, Brighton Hill District Centre, 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	0.0%	0	0.0%	0	2.0%	1
Homesense (TK Maxx), Festival Place, Basingstoke	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
John Lewis, Broad Street, Reading Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

**Basingstoke & Deane Household Survey
for Lambert Smith Hampton**

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
John Lewis, Westquay Shopping Centre, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Matalan, Chineham District Centre, Basingstoke	0.6%	6	0.0%	0	1.8%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	2.3%	3	0.0%	0
Next, Festival Place, Basingstoke	0.5%	6	0.0%	0	0.0%	0	0.5%	1	0.9%	1	1.8%	2	1.8%	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	0.0%	0	0.7%	0	0.0%	0	1.2%	1
Alton 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	7.7%	2	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	3.3%	3	0.0%	0	0.0%	0	0.0%	0	3.7%	2
Basingstoke Town Centre: Festival Place Shopping Centre	46.6%	498	57.2%	80	54.3%	52	49.5%	70	64.8%	63	49.0%	58	55.3%	61	45.7%	38	15.5%	11	25.5%	7	36.3%	47	18.6%	10
Basingstoke Town Centre: The Malls Shopping Centre	3.6%	38	6.4%	9	2.8%	3	4.1%	6	5.3%	5	3.6%	4	1.6%	2	0.6%	0	0.0%	0	0.7%	0	7.2%	9	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	0.5%	5	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: The whole of Basingstoke Town Centre	2.8%	30	0.8%	1	3.9%	4	8.9%	13	5.7%	6	0.8%	1	1.9%	2	1.4%	1	0.0%	0	5.0%	1	0.8%	1	0.0%	0
Brighton Hill District Centre	0.1%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.5%	6	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	4	0.0%	0
Central London / West End	0.8%	8	0.5%	1	0.0%	0	0.0%	0	1.3%	1	0.8%	1	0.8%	1	0.9%	1	0.0%	0	3.6%	1	1.1%	1	2.3%	1
Chineham District Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Farnham Town Centre	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	10.2%	3	2.7%	4	0.0%	0
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	0.0%	0	2.6%	3	0.0%	0
Guildford 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	0.0%	0	6.6%	2	5.2%	7	0.0%	0
Kingsclere Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Newbury Town Centre	4.3%	46	0.5%	1	1.8%	2	0.5%	1	0.6%	1	1.6%	2	1.3%	1	2.7%	2	52.6%	36	0.0%	0	0.0%	0	0.6%	0
Overton District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Portsmouth City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre (includes The Oracle Shopping Centre)	3.0%	32	0.0%	0	3.8%	4	0.5%	1	1.9%	2	8.5%	10	4.0%	4	0.0%	0	2.1%	1	2.2%	1	6.8%	9	0.0%	0
Salisbury City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Southampton City Centre (includes Westquay Shopping Centre)	0.7%	8	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	12.2%	7
Tadley District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitchurch District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Winchester City Centre	1.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	7	1.3%	1	2.4%	1	0.0%	0	19.7%	11
Brighton Hill Retail Park, Basingstoke	0.2%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End Retail Park,	0.2%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Southampton																								
Houndmills Industrial Estate, Basingstoke	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	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	0.8%	1	1.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Internet / delivery	22.6%	242	26.0%	36	16.9%	16	25.0%	35	13.6%	13	20.6%	25	22.9%	25	22.9%	19	22.3%	15	21.6%	6	24.7%	32	32.5%	18
Carlisle City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cirencester Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templer Avenue, Farnborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Country Market Retail Centre, Kingsley, Bordon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gunwharf Quays Designer Outlet, Portsmouth	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hungerford 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	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Llanelli Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romsey Town Centre	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockbridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
The Meadows Centre, Marshall Road, 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	0.0%	0	1.6%	2	0.0%	0
Weighted base:	1070			140		96		142		97		119		110		84		69		28		129		56
Sample:	1072			96		96		100		96		96		97		99		97		99		97		99

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Meanscore: [Number of visits per month]																							
Q09 How often do you visit (LOCATION MENTIONED AT Q08) for clothing and footwear purchases ?																							
Not those who said '(Don't know / varies)' or (Don't do this type of shopping)' at Q08																							
Everyday	1.1%	11	1.8%	3	6.6%	6	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
4-6 days a week	0.4%	4	0.0%	0	1.8%	2	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
2-3 days a week	1.9%	20	1.8%	3	1.8%	2	0.0%	0	4.7%	5	1.1%	1	5.0%	5	2.5%	2	0.0%	0	0.0%	0	1.1%	1	2.0%
1 day a week	6.8%	72	13.2%	19	8.6%	8	9.5%	13	3.9%	4	5.7%	7	6.1%	7	2.1%	2	4.0%	3	0.7%	0	5.6%	7	5.4%
Once every 2 weeks	9.0%	96	8.5%	12	8.4%	8	5.2%	7	10.4%	10	15.7%	19	6.6%	7	9.6%	8	5.2%	4	4.6%	1	13.8%	18	3.5%
Once every month	23.6%	253	29.4%	41	18.5%	18	31.6%	45	22.2%	21	20.5%	24	21.0%	23	22.4%	19	16.5%	11	17.2%	5	22.6%	29	28.3%
Once every two months	15.2%	162	13.9%	20	14.6%	14	9.8%	14	16.9%	16	14.2%	17	18.7%	21	20.2%	17	16.7%	12	10.4%	3	17.9%	23	11.9%
3-4 times a year	27.9%	298	16.4%	23	25.5%	25	22.2%	32	28.5%	28	29.7%	35	26.7%	29	36.7%	31	38.2%	26	42.0%	12	28.4%	37	37.6%
Once a year	5.4%	57	4.5%	6	3.8%	4	3.4%	5	3.6%	4	5.4%	6	5.6%	6	4.7%	4	9.7%	7	16.6%	5	4.4%	6	9.6%
Less often	1.5%	16	2.3%	3	2.0%	2	0.8%	1	3.8%	4	0.0%	0	1.1%	1	0.0%	0	0.7%	0	2.9%	1	2.2%	3	0.6%
(Don't know / varies / no particular pattern)	7.4%	79	8.2%	11	8.3%	8	13.9%	20	6.0%	6	7.7%	9	9.2%	10	1.8%	2	9.1%	6	5.7%	2	4.0%	5	1.2%
Mean:	1.48		1.88		3.20		1.94		1.31		1.11		1.39		0.99		0.70		0.52		1.06		0.96
Weighted base:	1070		140		96		142		97		119		110		84		69		28		129		56
Sample:	1072		96		96		100		96		96		97		99		97		99		97		99
Q10 How do you usually travel to (LOCATION MENTIONED AT Q08) for clothing and footwear shopping?																							
Not those who said '(Don't know / varies)', (Don't do this type of shopping)' or 'Internet / delivery' at Q08																							
Car / van (as driver)	68.6%	569	28.7%	30	62.4%	50	62.1%	66	61.5%	51	82.8%	79	65.1%	55	84.4%	55	90.8%	49	74.7%	16	89.9%	87	81.2%
Car / van (as passenger)	6.4%	53	4.1%	4	8.7%	7	10.4%	11	7.3%	6	3.3%	3	10.7%	9	5.0%	3	0.9%	0	4.4%	1	5.2%	5	6.5%
Bus, minibus or coach	10.4%	86	7.3%	8	14.0%	11	16.4%	17	21.8%	18	6.9%	7	14.8%	13	5.4%	3	7.1%	4	8.6%	2	0.7%	1	6.4%
Using park & ride facility	1.1%	9	2.4%	3	0.0%	0	1.4%	1	0.0%	0	0.7%	1	1.4%	1	3.4%	2	0.0%	0	0.0%	0	0.7%	1	0.9%
Motorcycle, scooter or moped	0.5%	4	0.0%	0	2.1%	2	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Walk	8.9%	74	53.3%	55	5.5%	4	3.4%	4	6.0%	5	0.7%	1	3.9%	3	0.8%	0	0.0%	0	0.0%	0	0.0%	0	3.0%
Taxi	0.5%	4	0.0%	0	2.1%	2	0.7%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1	0.0%	0	0.0%
Train	1.8%	15	0.7%	1	0.6%	0	0.7%	1	2.1%	2	5.6%	5	1.0%	1	1.1%	1	0.0%	0	1.8%	0	3.5%	3	2.1%
Bicycle	0.3%	2	1.0%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mobility scooter	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%
Not applicable / goods delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aeroplane	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%
(Don't know / varies)	1.4%	11	2.5%	3	3.3%	3	2.4%	3	0.0%	0	0.0%	0	3.1%	3	0.0%	0	1.3%	1	0.9%	0	0.0%	0	0.0%
Weighted base:	829		104		80		106		83		95		85		65		54		22		97		38
Sample:	816		74		80		73		80		76		72		74		76		73		72		66

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11											
Q11 Where else do you shop to buy clothing / footwear goods?																								
<i>Not those who said '(Don't know / varies)' or '(Don't do this type of shopping)' at Q08 AND Excl. Nulls</i>																								
Asda, Bournemouth Road, Eastleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1										
Asda, Brighton Hill District Centre, Basingstoke	2.1%	14	0.0%	0	8.0%	5	3.8%	3	6.6%	3	1.2%	1	0.0%	0										
Marks & Spencer, Chineham District Centre, Basingstoke	0.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Marks & Spencer, Festival Place, Basingstoke Town Centre	2.0%	13	9.0%	6	0.8%	0	1.0%	1	2.5%	1	0.8%	1	0.9%	1	2.3%	2	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Marks & Spencer, High Street, Alton	0.0%	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	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Meadows (Shopping Centre), Sandhurst	1.2%	8	4.0%	3	1.7%	1	0.0%	0	2.6%	1	0.8%	1	0.0%	0	0.7%	0	0.0%	0	1.0%	0	2.2%	2	0.0%	0
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Badger Farm Road, Badger Farm, Winchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Sainsbury's Superstore, Mulfords Hill, Tadley	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	1.5%	10	5.0%	3	4.1%	2	2.4%	2	0.0%	0	1.2%	1	0.0%	0	1.5%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0
Tesco Extra, Winnall, Winchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, District Shopping Centre, Chineham	0.5%	3	0.0%	0	0.0%	0	2.8%	2	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos, The Hart Centre, Fleet	0.3%	2	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Easton Lane, Winnall, Winchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
John Lewis, Basing View, Basingstoke	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Westquay Shopping Centre, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Matalan, Chineham District Centre, Basingstoke	1.0%	7	0.0%	0	0.0%	0	0.0%	0	3.1%	1	5.2%	4	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.7%	1	0.0%	0
Next, Festival Place,	1.0%	6	0.0%	0	0.0%	0	7.0%	5	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Basingstoke																							
Wickes, Churchill Way	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	0.0%
West, Basingstoke																							
Alresford 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	1.0%	0	0.0%	0	0.0%	0	0.0%
Alton Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%
Andover Town Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	4	0.0%	0	0.0%	0	0.0%	0	2.5%
Basingstoke Town Centre: Festival Place Shopping Centre	21.0%	138	17.0%	11	12.7%	8	19.8%	15	16.1%	7	24.5%	19	26.8%	17	27.5%	18	13.8%	7	12.6%	2	29.4%	27	15.6%
Basingstoke Town Centre: The Malls Shopping Centre	3.0%	19	6.4%	4	2.5%	2	4.7%	4	2.5%	1	1.2%	1	6.2%	4	0.7%	0	0.0%	0	0.0%	0	3.2%	3	1.7%
Basingstoke Town Centre: Top of Town / Old Basingstoke	0.2%	1	0.0%	0	0.8%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Basingstoke Town Centre: The whole of Basingstoke Town Centre	1.2%	8	1.7%	1	1.6%	1	5.6%	4	0.0%	0	0.0%	0	1.3%	1	0.7%	0	0.0%	0	1.5%	0	0.0%	0	0.0%
Bicester Village Outlet Shopping Centre, Bicester	1.0%	7	0.0%	0	3.5%	2	3.3%	3	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Camberley Town Centre	0.6%	4	0.0%	0	1.2%	1	0.0%	0	2.5%	1	0.8%	1	0.0%	0	0.0%	0	1.0%	0	1.1%	1	0.0%	0	0.0%
Central London / West End	3.4%	22	4.0%	3	0.0%	0	1.0%	1	6.1%	3	0.8%	1	3.2%	2	1.5%	1	9.9%	5	10.4%	2	5.6%	5	1.2%
Chineham District Centre	1.6%	11	6.2%	4	0.0%	0	0.0%	0	2.5%	1	0.0%	0	2.3%	1	5.1%	3	0.0%	0	1.1%	1	0.0%	0	0.0%
Farnborough Town Centre	0.3%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%
Farnham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	2.1%	0	0.0%	0	0.0%
Fleet Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%
Guildford Town Centre	1.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.7%	0	2.0%	1	5.2%	1	7.2%	7	0.0%
Kingsclere Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%
Newbury Town Centre	2.6%	17	0.0%	0	0.8%	0	0.0%	0	1.2%	1	4.4%	3	5.4%	4	1.5%	1	16.8%	8	0.0%	0	0.0%	0	0.0%
Oxford City Centre	0.5%	4	0.0%	0	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%
Portsmouth City Centre	0.7%	5	0.0%	0	0.0%	0	5.1%	4	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Reading Town Centre (includes The Oracle Shopping Centre)	8.0%	53	1.2%	1	5.5%	3	10.4%	8	14.5%	7	12.7%	10	7.3%	5	4.2%	3	6.4%	3	6.0%	1	13.3%	12	0.0%
Salisbury City Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	3.3%
Southampton City Centre (includes Westquay Shopping Centre)	2.9%	19	0.0%	0	4.6%	3	0.0%	0	2.6%	1	1.2%	1	0.0%	0	2.7%	2	1.4%	1	3.2%	1	2.3%	2	23.0%
Swindon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tadley District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%
Winchester City Centre	4.1%	27	1.2%	1	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.5%	9	6.8%	3	7.3%	1	1.1%	1	23.5%
Wokingham Town Centre	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	0.0%

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Churchill Retail Park, Andover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Hedge End Retail Park, Southampton	0.5%	3	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.9%	0	1.0%	0	0.0%	0	1.7%	1
Newbury Retail Park, Pinchington Lane, Newbury	1.9%	12	1.7%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	2	6.7%	4	0.0%	0	9.3%	5	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Internet / delivery	24.2%	159	39.3%	25	29.7%	18	25.6%	20	24.4%	11	24.7%	19	21.9%	14	16.9%	11	19.1%	10	27.7%	5	20.1%	19	17.5%	7
Aylsham Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Town Centre	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	2.2%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chorley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, South Oak Way, Reading	0.8%	6	0.0%	0	2.8%	2	4.2%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Country Market Retail Centre, Kingsley, Bordon	0.0%	0	0.0%	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	0.0%	0	0.0%	0
Crowthorne Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Glover & Riding Tailors, Queen's Avenue, Aldershot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Go Outdoors, Reading Road, Chineham, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Gunwharf Quays Designer Outlet, Portsmouth	0.6%	4	0.0%	0	1.7%	1	1.4%	1	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Hook Town Centre	0.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keighley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlborough 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	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Metrocentre, Gateshead	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, Newbury Road, Andover	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romsey Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Stockbridge Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.8%	0
Sunningdale Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Swansea City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Designer Outlet, Kemble Drive, Swindon	0.7%	4	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	3.3%	2	1.0%	0	0.0%	0	0.0%	0
The Meadows Centre, Marshall Road, Sandhurst	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.0%	0	0.7%	1	0.0%	0
Wellington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Weighted base:	656		63		61		77		46		77		64		66		50		19		92		40	
Sample:	694		49		61		54		50		66		59		74		67		67		75		72	

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q12 Do you ever visit Basingstoke Town Centre for clothing, footwear or fashion purchases?																								
<i>Not those who said '(Don't do this type of shopping)' at Q08</i>																								
Yes	84.2%	915	97.2%	139	90.5%	91	91.1%	129	90.2%	87	82.8%	101	91.2%	103	88.4%	75	57.4%	40	64.7%	18	80.1%	105	46.8%	26
No	15.8%	172	2.8%	4	9.5%	10	8.9%	13	9.8%	9	17.2%	21	8.8%	10	11.6%	10	42.6%	30	35.3%	10	19.9%	26	53.2%	30
Weighted base:		1086		143		101		142		97		122		113		85		70		28		131		56
Sample:		1083		98		99		100		96		97		99		100		98		99		98		99
Q13A Do you ever you drive to Basingstoke Town centre?																								
<i>Those who visit Basingstoke Town Centre at Q12</i>																								
Yes	76.9%	703	44.9%	62	76.5%	70	76.1%	98	68.6%	60	87.2%	88	80.3%	83	91.9%	69	86.5%	35	96.8%	17	92.6%	97	90.7%	24
No	23.1%	212	55.1%	76	23.5%	21	23.9%	31	31.4%	27	12.8%	13	19.7%	20	8.1%	6	13.5%	5	3.2%	1	7.4%	8	9.3%	2
Weighted base:		915		139		91		129		87		101		103		75		40		18		105		26
Sample:		845		95		89		87		86		82		86		87		54		63		76		40

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q13 When you drive to Basingstoke Town centre, which car park do you normally use?																								
<i>Those who drive to Basingstoke Town centre at Q13A</i>																								
Albert Yard (Short stay - car park off New Road, behind Dragon Palace Restaurant)	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brinkletts Yard (Long stay - car park on Winchester Road)	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castons (Long stay - car park near Premier Inn and All Saints Church)	1.0%	7	3.6%	2	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	3.5%	1	0.0%	0	2.9%	1
Castons Yard (Short stay - car park off New Road, next to Castons Walk footpath)	0.4%	3	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	5.5%	1	0.0%	0	0.0%	0
Central (Short stay - car park off Red Lion Lane, near The Wote Street Club)	2.7%	19	1.7%	1	6.3%	4	4.1%	4	3.0%	2	3.8%	3	2.1%	2	0.7%	0	1.3%	0	4.6%	1	0.7%	1	0.0%	0
Churchill Way (Long stay - car park to the right of The Moose Centre)	1.5%	11	4.2%	3	0.0%	0	3.3%	3	0.0%	0	5.2%	5	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Churchill Way East (Long stay - car park to the left of The Moose Centre)	1.1%	8	4.0%	3	0.0%	0	1.1%	1	2.0%	1	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Eastlands (Long stay - car park off London Road, near the Inigo Business Centre)	0.4%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Feathers Yard (Short stay - small car park, has Inki Fingers Tattoo Studio on it)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Festival Place (Short & Long stay - large car park at the Festival Place Shopping Centre)	63.2%	444	46.6%	29	59.1%	41	48.7%	48	58.4%	35	65.6%	58	77.3%	64	64.8%	45	78.8%	27	59.3%	10	70.1%	68	81.1%	19
Jacobs Yard (Short stay - small car park off New Road, next to St Pancras House)	1.3%	9	9.1%	6	2.4%	2	1.1%	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
Joices Yard (Short stay - medium car park, has Oriental Wok takeaway on it)	1.9%	14	9.2%	6	0.0%	0	2.6%	3	0.0%	0	1.8%	2	0.0%	0	5.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sarum Hill (Long stay - car	1.0%	7	0.0%	0	1.0%	1	1.5%	1	0.0%	0	2.5%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
park next to Sovereign Housing Building)																								
Southern Road (Long stay - car park near Premier Inn)	1.2%	8	1.2%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	2.4%	2	0.0%	0	4.9%	1	2.4%	2	0.0%	0
The Malls / Alencon Link (Short & Long stay - large car park for The Malls Shopping Centre)	9.6%	67	12.9%	8	7.3%	5	22.0%	22	10.6%	6	1.0%	1	14.5%	12	7.6%	5	5.7%	2	1.1%	0	3.9%	4	8.6%	2
Vyne Meadow (Short & Long stay - large car park off Vyne Road, next To Glebe House)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0
On-street parking	1.7%	12	1.2%	1	3.7%	3	1.1%	1	2.0%	1	0.0%	0	0.0%	0	2.2%	2	1.3%	0	2.7%	0	3.7%	4	0.0%	0
Workplace car park	0.9%	6	0.0%	0	0.0%	0	1.1%	1	0.0%	0	3.1%	3	1.5%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home address	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0
Park & Ride	1.0%	7	0.0%	0	3.1%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	2	2.7%	1	2.2%	0	0.0%	0	1.4%	0
Basingstoke Hospital Car Park	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Irish Society Car Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Basingstoke Railway Station Car Park	0.6%	5	0.0%	0	0.0%	0	0.0%	0	7.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bounty Rise Road, Basingstoke	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Church Street, Basingstoke	0.5%	3	0.0%	0	0.0%	0	1.1%	1	2.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastrop Lane, Basingstoke	0.8%	5	0.0%	0	2.1%	1	1.1%	1	0.0%	0	2.5%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Lower Basing View Car Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queen Mary Avenue, 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	0.0%	0	0.7%	1	0.0%	0
Red Lion Hotel Car Park	0.7%	5	0.0%	0	1.0%	1	1.6%	2	1.0%	1	1.5%	1	0.0%	0	1.0%	1	0.0%	0	1.1%	0	0.0%	0	0.0%	0
St Michael's Church Car Park	0.3%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Waitrose Car Park, Basingstoke	3.0%	21	1.2%	1	5.2%	4	1.1%	1	1.4%	1	3.1%	3	0.7%	1	5.9%	4	1.3%	0	9.4%	2	5.5%	5	0.0%	0
(Don't know / varies)	4.2%	30	1.2%	1	1.7%	1	6.7%	7	7.5%	4	5.1%	4	1.4%	1	2.1%	1	2.7%	1	2.2%	0	7.1%	7	6.1%	1
Weighted base:		703		62		70		98		60		88		83		69		35		17		97		24
Sample:		666		50		68		65		55		71		72		76		44		60		69		36

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q14 Why don't you visit Basingstoke Town Centre for clothing, footwear or fashion purchases? [MR]																								
<i>Those who don't visit Basingstoke Town Centre at Q12</i>																								
Difficult to park	4.1%	7	0.0%	0	17.6%	2	0.0%	0	6.1%	1	0.0%	0	0.0%	0	0.0%	0	8.8%	3	7.9%	1	2.3%	1	3.3%	1
Difficult to park near shops	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	1.6%	0	6.1%	1	0.0%	0	0.0%	0
High cost of parking	2.4%	4	0.0%	0	0.0%	0	0.0%	0	12.8%	1	0.0%	0	5.9%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	4.6%	1
Poor access for disabled	2.0%	3	0.0%	0	0.0%	0	17.2%	2	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor accessibility by foot / cycle	0.6%	1	0.0%	0	10.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor accessibility by public transport	1.6%	3	18.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	12.0%	1	0.0%	0	1.1%	0
Poor environment	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.1%	0
Poor lighting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor security for shoppers / don't feel safe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops: Don't like the shops	5.0%	9	0.0%	0	5.1%	0	11.7%	1	6.1%	1	0.0%	0	17.4%	2	9.9%	1	6.8%	2	4.9%	0	3.3%	1	0.0%	0
Shops: Lack of clothing and footwear (fashion) stores	7.6%	13	0.0%	0	0.0%	0	17.5%	2	8.9%	1	27.6%	6	0.0%	0	12.2%	1	2.3%	1	2.9%	0	7.8%	2	0.0%	0
Shops: Lack of department stores	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops: Lack of eating and drinking places	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops: Lack of independent / specialist / boutique shops	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	0.0%	0	1.1%	0
Shops: Lack of multiple / branded shops	0.7%	1	0.0%	0	0.0%	0	0.0%	0	12.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops: Lack of shops in general	2.2%	4	18.3%	1	5.1%	0	5.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	4.8%	1	1.1%	0
Shops: Poor quality shops	3.0%	5	18.3%	1	0.0%	0	5.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	2	6.8%	1	2.3%	1	0.0%	0
Shops: Prices are too expensive	0.5%	1	0.0%	0	0.0%	0	0.0%	0	8.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too expensive to get there	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Too long / inconvenient journey (too far from home)	28.1%	49	0.0%	0	7.5%	1	0.0%	0	0.0%	0	47.1%	10	5.9%	1	10.5%	1	46.3%	14	17.6%	2	30.4%	9	42.1%	13
Traffic congestion	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	2.2%	1
Vacant shops	1.2%	2	0.0%	0	22.2%	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
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	0.0%	0
Don't drive so it's difficult to get there	0.8%	1	0.0%	0	0.0%	0	5.8%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0
Don't like big shopping centres	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	6.1%	1	0.0%	0	0.0%	0
Don't like driving that far	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	2.0%	0	0.0%	0	0.0%	0
Don't like Festival Place Shopping Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0
Health reasons / mobility problems	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	1	0.0%	0	0.0%	0	3.9%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Just prefer to use other places	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1
Lost my car last time so it's put me off going there again	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	2.9%	0	0.0%	0	0.0%	0
Not familiar with the place	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	7.0%	2	8.6%	1	0.0%	0	0.0%	0
Poor atmosphere	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0
Prefer online shopping	4.5%	8	63.3%	3	0.0%	0	12.4%	2	26.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	3.8%	1
Prefer to use supermarkets	0.4%	1	0.0%	0	7.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prefer towns with more charity shops	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.1%	2	3.3%	1	0.0%	0	0.0%	0	0.0%	0
Shops: Doesn't have my favourite store	0.5%	1	0.0%	0	5.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Shops: Lack of clothing stores for larger sizes	2.1%	4	0.0%	0	10.8%	1	8.6%	1	6.1%	1	0.0%	0	8.7%	1	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0
Shops: Lack of stores for older people	1.7%	3	0.0%	0	0.0%	0	5.8%	1	18.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	0	0.0%	0	0.0%	0
Too big / shops too spread out	2.1%	4	0.0%	0	5.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	0	3.3%	1	6.8%	1	0.0%	0	3.4%	1
Too crowded / busy	3.0%	5	0.0%	0	0.0%	0	8.6%	1	0.0%	0	0.0%	0	5.9%	1	5.0%	0	0.0%	0	11.0%	1	7.0%	2	0.0%	0
Work there so don't want to visit there in my free time	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.0%	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	2.0%	0	9.8%	3	1.1%	0
(No particular reason)	24.3%	43	0.0%	0	10.8%	1	18.2%	2	21.0%	2	18.9%	4	41.0%	4	28.2%	3	18.1%	5	20.8%	2	34.7%	10	29.5%	9
Weighted base:	176			4		10		13		9		21		10		10		30		10		30		30
Sample:	240			3		10		13		10		15		13		13		44		36		24		59

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q15 Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)? Excl. Nulls																								
Asda, Brighton Hill District Centre, Basingstoke	0.9%	6	1.7%	2	1.3%	1	1.2%	1	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Meadows (Shopping Centre), Sandhurst	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0
Morrisons, Elvetham Heath, (The Key), Fleet	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Worting Road, Thorneycroft Industrial Estate, Basingstoke	0.3%	3	0.0%	0	2.2%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Lister Road, Basingstoke	0.7%	5	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.0%	0	3.1%	3	0.0%	0
Bensons for Beds, Brighton Hill Retail Park, Basingstoke	0.3%	2	0.0%	0	0.6%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpetright, Brighton Hill Retail Park, Basingstoke	3.0%	22	5.2%	5	2.8%	2	6.6%	6	4.7%	3	1.5%	1	4.7%	3	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Brighton Hill Retail Park, Basingstoke	2.2%	17	3.5%	3	5.5%	4	3.0%	3	4.1%	3	0.0%	0	5.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Gastons Wood, Basingstoke	4.3%	32	0.8%	1	3.5%	3	0.0%	0	10.9%	7	8.7%	7	7.0%	5	0.0%	0	0.0%	0	7.0%	1	7.5%	7	0.0%	0
Harveys Furniture, Brighton Hill Retail Park	1.0%	7	2.8%	3	1.3%	1	0.8%	1	0.8%	1	2.5%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0
Homebase, Easton Lane, Winnall, Winchester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Homebase, Winchester Road, Basingstoke	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homesense (TK Maxx), Festival Place, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Reading	6.7%	49	7.3%	7	4.1%	3	2.9%	3	10.7%	7	5.0%	4	7.2%	5	6.9%	4	7.5%	3	0.0%	0	13.7%	13	0.0%	0
IKEA, Southampton	1.4%	10	3.5%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	5.7%	3	1.0%	0	1.0%	0	0.0%	0	4.5%	2
John Lewis, Basing View, Basingstoke	4.2%	31	1.6%	1	8.2%	6	2.6%	2	2.1%	1	2.5%	2	3.6%	3	8.7%	5	6.5%	3	13.3%	3	4.3%	4	0.0%	0
John Lewis, Broad Street, Reading Town Centre	1.1%	8	0.0%	0	0.0%	0	0.8%	1	1.7%	1	1.5%	1	1.2%	1	0.0%	0	1.0%	0	1.0%	0	3.6%	3	0.0%	0
John Lewis, Westquay Shopping Centre, Southampton	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	8.0%	3
Oak Furniture Land, St	0.8%	6	0.0%	0	2.2%	2	0.0%	0	0.8%	1	1.1%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Michael's Retail Park, Basingstoke																								
Reading Warehouses, New Road, Tadley	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tapi Carpets and Floors, St. Michaels Retail Park, Basingstoke	1.3%	10	4.5%	4	6.7%	5	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Entertainer, Festival Place, Basingstoke	0.2%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Churchill Way West, Basingstoke	0.4%	3	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Alton Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	2	0.0%	0	0.0%	0
Andover Town Centre	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	1.5%	1	0.0%	0	0.0%	0	13.3%	6
Basingstoke Town Centre: Festival Place Shopping Centre	3.7%	27	4.4%	4	2.2%	2	5.0%	4	5.5%	4	1.1%	1	10.1%	7	2.0%	1	0.0%	0	5.2%	1	3.3%	3	0.0%	0
Basingstoke Town Centre: The Malls Shopping Centre	0.5%	4	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Top of Town / Old 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	1.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: The whole of Basingstoke Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.8%	0	0.0%	0	1.0%	0	0.7%	1	0.0%	0
Brighton Hill District Centre	0.5%	4	0.0%	0	0.0%	0	4.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.6%	5	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	5.0%	1	2.1%	2	0.0%	0
Chandlers Ford, Winchester	0.4%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	3.9%	2
Chineham District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0
Eastleigh Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2
Farnborough Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Farnham Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Fleet Town Centre	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Guildford Town Centre	0.5%	4	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	4.4%	1	1.5%	1	0.0%	0
Kingston upon Thames Town Centre	0.3%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Newbury Town Centre	2.2%	16	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.8%	1	3.2%	2	26.0%	12	0.0%	0	0.0%	0	0.8%	0
Oakley Village	1.0%	7	0.0%	0	0.6%	0	1.7%	1	0.8%	1	0.7%	1	0.0%	0	7.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Overton District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth City Centre	0.3%	3	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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		Zone 11	
Reading Town Centre (includes The Oracle Shopping Centre)	1.3%	9	0.0%	0	0.0%	0	2.1%	2	0.0%	0	4.3%	4	1.2%	1	1.2%	1	3.1%	1	4.2%	1	0.0%	0	0.0%	0
Salisbury City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	1.5%	1
Southampton City Centre (includes Westquay Shopping Centre)	0.9%	7	0.0%	0	0.6%	0	0.8%	1	1.8%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	3.0%	1	0.0%	0	7.5%	3
Whitchurch District Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	0.8%	6	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.0%	0	1.4%	0	0.0%	0	8.3%	3
Wokingham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Basingstoke Leisure Park, Worting Road, Basingstoke	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	14.5%	108	16.7%	15	21.9%	17	20.5%	18	19.9%	14	21.9%	19	12.9%	9	17.8%	11	3.0%	1	3.3%	1	2.1%	2	4.0%	2
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	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Farnborough Gate Retail Park, Farnborough	1.6%	12	1.2%	1	0.0%	0	4.7%	4	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	5	0.8%	0
Forbury Retail Park, Reading	0.8%	6	0.0%	0	0.0%	0	0.8%	1	1.7%	1	0.0%	0	1.2%	1	0.0%	0	4.4%	2	0.0%	0	1.5%	1	0.0%	0
Hatch Warren Retail Park, Wallop Drive, Basingstoke	0.7%	5	2.0%	2	1.3%	1	0.0%	0	0.0%	0	0.7%	1	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End Retail Park, Southampton	1.4%	10	0.0%	0	0.6%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0	14.5%	6
London Road Retail Park, Newbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0
Newbury Retail Park, Pinchington Lane, Newbury	1.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.2%	1	1.7%	1	20.3%	9	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	1.4%	10	0.8%	1	0.9%	1	0.8%	1	0.0%	0	3.6%	3	6.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
St Michael's Retail Park, Basingstoke	1.4%	11	2.4%	2	1.6%	1	3.7%	3	0.8%	1	0.0%	0	3.6%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	21.8%	162	33.2%	30	24.5%	19	17.4%	15	17.9%	12	32.8%	28	21.8%	16	16.3%	10	10.4%	5	23.1%	5	16.8%	16	16.0%	7
Abingdon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ash Vale Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.8%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Basingstoke Business Centre, Winchester Road, Basingstoke	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boyatt Wood Industrial Estate, Eastleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Cirencester Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Furniture Village, Europa Park Road, Guildford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hambridge Lane Industrial Estate, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney Village	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	1.8%	2	0.0%	0

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	Zone 11
Centre												
Hatch Warren District Centre	0.2%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0
Hook Town Centre	1.4%	11	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.1%	1
Hungerford Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Invincible Road, Farnborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moniton Trading Estate, West Ham Lane, Basingstoke	1.1%	8	0.0%	0	0.0%	0	1.2%	1	0.0%	0	3.2%	3
Parkway Shopping Centre, Park Way, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Poole Retail Park, Redlands, Poole	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romans Business Park, East Street, Farnham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romsey Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sofas and Stuff, The Walled Garden, Herriard	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Solartron Retail Park, Solartron Road, Farnborough	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
The Meadows Centre, Marshall Road, Sandhurst	0.2%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
The Range, Ivy Road, Aldershot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vale Furnishers, Wharf Road, Ash Vale	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Wall to Wall Flooring, Tintem Close, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Winchester Trade Park, Easton Lane, Winchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Winnall Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worting Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	743	89	77	87	68	85	73	60	46	20	94	42
Sample:	737	63	72	64	67	69	62	66	63	69	69	73

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q16 Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?																								
Excl. Nulls																								
Asda, Brighton Hill 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	0.0%	0
Lidl, Gastons Wood, Basingstoke	0.4%	3	0.0%	0	0.0%	0	2.8%	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
Morrisons, Elvetham Heath, (The Key), 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	0.0%	0	0.6%	1	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Avenue Nurseries, Lasham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0
B&M, Worting Road, Thorneycroft Industrial Estate, Basingstoke	0.7%	7	0.0%	0	4.0%	3	2.8%	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
B&Q, Invincible Road, Farnborough	3.6%	32	1.0%	1	0.0%	0	0.9%	1	0.0%	0	0.9%	1	2.3%	2	0.0%	0	0.0%	0	0.0%	0	23.6%	27	0.0%	0
B&Q, Lister Road, Basingstoke	30.0%	272	42.4%	45	44.0%	37	29.7%	34	45.3%	38	37.0%	37	31.2%	28	16.7%	12	2.8%	2	27.0%	6	25.7%	30	4.5%	2
B&Q, London Road Retail Park, Newbury	4.2%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	2.3%	2	0.0%	0	50.3%	34	0.0%	0	0.0%	0	0.0%	0
B&Q, Reading Gate Retail Park, Acre Road, Reading	3.6%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	7	8.7%	8	0.0%	0	1.0%	1	0.0%	0	15.3%	18	0.0%	0
Basingstoke Garden Centre, North Waltham	0.4%	3	0.0%	0	2.0%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Conkers Garden Centre, Old Basing	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Dunelm, Gastons Wood, Basingstoke	0.3%	3	0.7%	1	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elm Park Garden Centre, Pamber End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Winchester Road, Basingstoke	1.2%	11	3.4%	4	0.0%	0	3.2%	4	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Easton Lane, Winnall, Winchester	2.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	50.3%	24
Homebase, Enham Arch Retail Park, Newbury Road, Andover	2.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0	18.8%	14	3.5%	2	0.0%	0	0.0%	0	12.6%	6
Homebase, Kenavon Drive, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Winchester Road, Basingstoke	18.8%	170	17.9%	19	30.4%	26	29.3%	34	28.6%	24	13.4%	13	8.1%	7	37.9%	28	3.5%	2	16.5%	4	11.1%	13	1.4%	1
Homesense (TK Maxx), Festival Place,	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Basingstoke																								
IKEA, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Warehouses, New Road, Tadley	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rosebourne Garden Centre, Basingstoke Road, Aldermaston	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Thorneycroft Industrial Estate, Basingstoke	1.0%	9	5.2%	5	1.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0
Sherfield on Loddon Garden Centre (Capital Gardens), Sherfield on Loddon	0.2%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
The Range, Gastons Wood, Basingstoke	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Winchester Road Trade Park, Basingstoke	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Churchill Way West, Basingstoke	7.8%	71	10.9%	12	10.1%	8	11.9%	14	9.2%	8	13.4%	13	4.1%	4	6.7%	5	10.0%	7	0.9%	0	0.0%	0	0.0%	0
Wickes, Enham Arch Retail Park, Newbury Road, Andover	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.0%	1	0.0%	0	0.0%	0	9.0%	4
Wilko, The Malls Shopping Centre, Basingstoke Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alton Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	3	0.0%	0	0.0%	0
Andover Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Basingstoke Town Centre: Festival Place Shopping Centre	2.0%	18	7.1%	8	0.0%	0	5.0%	6	0.0%	0	0.9%	1	4.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: The Malls Shopping Centre	1.5%	14	2.4%	3	0.6%	0	3.8%	4	0.0%	0	2.7%	3	2.3%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old 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	0.9%	0	0.0%	0	0.0%	0
Farnborough 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	0.0%	0	2.6%	3	0.0%	0
Fleet Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Newbury Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0
Overton District Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11											
(includes The Oracle Shopping Centre)																								
Tadley District Centre	2.7%	24	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.7%	3	19.7%	18	0.0%	0	4.4%	3	0.0%	0	0.0%	0	0.0%	0
Whitchurch District Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Brighton Hill Retail Park, Basingstoke	1.0%	9	0.7%	1	0.0%	0	0.0%	0	3.1%	3	3.1%	3	1.4%	1	0.7%	0	0.0%	0	1.9%	0	0.0%	0	1.4%	1
Enham Arch Retail Park, Newbury Road, Andover	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	3.8%	2
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	0.0%	0	0.6%	1	0.0%	0
Farnham Retail Park, Guildford Road, Farnham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	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	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Newbury Retail Park, Pinchington Lane, Newbury	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	9.0%	6	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	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thornycroft Industrial Estate, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0
Internet / delivery	4.9%	44	5.4%	6	3.1%	3	9.0%	10	5.7%	5	4.7%	5	2.9%	3	4.5%	3	2.9%	2	1.8%	0	5.4%	6	3.0%	1
Alton Retail Park, Mill Lane, 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	0.0%	0	21.4%	5	0.0%	0	0.0%	0
B&Q, Portrack Lane, Stockton-on-Tees	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Shakespeare Road, Eastleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Basing View Business Park, Basingstoke	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templer Avenue, Farnborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Salisbury Road, Andover	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forest Lodge Garden Centre, Holt Pound, Farnham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Hillier Garden Centre, Romsey Road, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Hook Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Longacres Garden Centre, London Road, Bagshot	0.3%	3	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Mortimer West End Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nursling Industrial Estate, Nursling, Southampton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Penwood Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Redfields Garden Centre, Church Crookham, 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	0.0%	0	4.2%	5	0.0%	0
Rosebourne Garden Centre, Amesbury Road, Weyhill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Screwfix, Bone Lane, Newbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Screwfix, The Rose Estate, Hook	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0
Squire's Garden Centre, Badshot Lea Road, Badshot Lea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
St Michael's Hospice Furniture Shop, Onslow Close, Basingstoke	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walworth Industrial Estate, South 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	0.0%	0
West Portway Industrial Estate, Andover	0.3%	3	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, 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	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Wolverton Plants, Wolverton, Tadley	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	0.0%	0
Wykeham Industrial Estate, Moorside Road, Winchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Yew Tree Garden Centre, Hatt Common, Ball Hill	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0
Weighted base:	906			106		84		115		85		100		90		73		68		22		115		48
Sample:	915			73		80		85		84		83		85		87		93		77		84		84

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q17 Where do you normally do most of your household's shopping for CDs, vinyl, DVDs, Blurays, etc.) (Excluding gaming)?																								
Excl. Nulls																								
Asda, Brighton Hill District Centre, Basingstoke	2.3%	14	4.3%	3	12.6%	7	3.7%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Asda, Chalfont Way, Lower Earley, Reading	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0
Asda, Princess Mead Shopping Centre, (Westmead), Farnborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	1.0%	6	1.4%	1	0.0%	0	0.9%	1	6.6%	4	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Badger Farm Road, Badger Farm, Winchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1
Sainsbury's Superstore, Draymans Way, Alton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.6%	2	0.0%	0	0.0%	0
Sainsbury's Superstore, Farnham Trading Estate, Water Lane, Farnham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Sainsbury's Superstore, Hector's Way, Newbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mulfords Hill, Tadley	1.0%	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	0.0%	0	0.0%	0
Sainsbury's Superstore, Shepherds Spring Lane, Andover	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Station Mall, Basingstoke Town Centre (The Malls)	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	4	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	0.4%	2	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0
Tesco Extra, Newbury Retail Park, Pinchington Lane, Newbury	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	6	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows Shopping Centre, Sandhurst	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	3.0%	0	0.0%	0	0.0%	0
Tesco Extra, Winnall, Winchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Tesco Superstore, District Shopping Centre, Chineham	0.4%	3	0.0%	0	0.0%	0	1.4%	1	1.0%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Road, Newbury																								
Tesco Superstore, Station Road, Hook	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Waitrose, Basing View, Basingstoke	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	3.0%	0	0.0%	0	0.0%	0
Currys PC World, Brighton Hill Retail Park, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Basing View, Basingstoke	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alton Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	1	0.0%	0	0.0%	0
Andover Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Festival Place Shopping Centre	29.4%	180	34.3%	27	24.0%	14	41.6%	33	55.7%	31	28.5%	20	32.7%	22	26.6%	13	10.4%	4	4.3%	1	18.4%	13	8.8%	2
Basingstoke Town Centre: The Malls Shopping Centre	1.4%	9	3.2%	3	5.9%	3	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	0.1%	1	0.0%	0	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
Basingstoke Town Centre: The whole of Basingstoke Town Centre	0.5%	3	0.9%	1	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Chineham District Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Newbury Town Centre	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.4%	8	0.0%	0	0.0%	0	0.0%	0
Overton District Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre (includes The Oracle Shopping Centre)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0
Tadley District Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	16.6%	5
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	0.0%	0	0.9%	1	0.0%	0
Newbury Retail Park, Pinchington Lane, Newbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Internet / delivery	54.4%	333	55.1%	43	55.7%	32	49.2%	39	36.7%	20	59.5%	41	55.4%	37	58.1%	28	47.0%	20	56.3%	8	63.4%	46	66.0%	19
Weighted base:		611		78		57		79		56		69		67		48		43		13		72		28
Sample:		558		51		47		58		46		50		55		50		54		46		52		49

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q18 Where do you normally do most of your household's shopping for audio visual, photographic, computer items (such as TVs, cameras, ipads, telephones etc) and all other domestic electrical goods (such as irons, kettles, fridges, freezers, dishwashers etc)?																									
<i>Excl. Nulls</i>																									
Asda, Brighton Hill District Centre, Basingstoke	1.6%	16	3.4%	4	4.2%	4	0.0%	0	5.7%	4	2.3%	3	0.0%	0	0.6%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	
Asda, Princess Mead Shopping Centre, (Westmead), 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	0.0%	0	0.0%	0	2.0%	2	0.0%	0	
Lidl, Worting Road, Basingstoke	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	0.3%	3	0.6%	1	0.0%	0	0.0%	0	0.7%	1	1.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sainsbury's Superstore, Badger Farm Road, Badger Farm, Winchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	
Sainsbury's Superstore, Bath Road, Calcot, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sainsbury's Superstore, Draymans Way, Alton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	
Sainsbury's Superstore, Hector's Way, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	
Sainsbury's Superstore, Mulfords Hill, Tadley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sainsbury's Superstore, Shepherds Spring Lane, Andover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	0.5%	5	0.0%	0	1.7%	2	0.9%	1	1.1%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	
Tesco Extra, River Way, Andover	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	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	1.5%	0	0.0%	0	0.0%	0	
Tesco Extra, Winnall, Winchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	
Tesco Superstore, District Shopping Centre, Chineham	0.2%	2	0.6%	1	0.0%	0	0.0%	0	0.7%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Superstore, London Road, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Waitrose, Basing View, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Argos (in Sainsbury's), South	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11											
Street, Farnham																								
Argos (in Sainsbury's), Wallop Drive, Kempshott	0.4%	4	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Argos, Old Basing Mall, Basingstoke	0.4%	4	0.6%	1	0.0%	0	0.0%	0	0.7%	1	1.3%	2	0.0%	0	0.9%	1	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	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
B&Q, Lister Road, Basingstoke	0.4%	4	0.0%	0	1.9%	2	0.0%	0	0.0%	0	1.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Reading Gate Retail Park, Acre Road, Reading	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0
Currys PC World, Brighton Hill Retail Park, Basingstoke	20.8%	203	21.6%	25	35.3%	32	25.0%	32	38.5%	30	21.2%	25	20.5%	21	22.9%	17	4.8%	3	31.3%	9	6.4%	8	1.9%	1
Currys PC World, Churchill Retail Park, Andover	1.1%	11	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	4	2.0%	1	0.0%	0	0.0%	0	5.5%	3
Currys PC World, Farnborough Gate, Farnborough	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	9	0.0%	0
Currys PC World, Moorside Road, Winchester	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.0%	0	0.0%	0	15.6%	8
Currys PC World, Newbury Retail Park, Newbury	2.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	3.4%	3	2.8%	2	21.8%	15	0.0%	0	0.0%	0	0.0%	0
Currys PC World, Reading Gate Retail Park, Reading	1.6%	16	0.0%	0	0.0%	0	0.6%	1	0.0%	0	2.3%	3	4.6%	5	0.0%	0	2.3%	2	0.0%	0	5.0%	6	0.0%	0
Dunelm, Gastons Wood, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Easton Lane, Winnall, Winchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Homebase, Winchester Road, Basingstoke	0.4%	4	0.0%	0	1.1%	1	0.6%	1	0.0%	0	0.0%	0	1.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Basing View, Basingstoke	5.5%	54	2.5%	3	1.1%	1	5.7%	7	4.1%	3	7.0%	8	2.4%	2	21.3%	16	1.4%	1	12.3%	3	6.7%	8	0.9%	0
John Lewis, Broad Street, Reading Town Centre	1.2%	12	0.0%	0	0.0%	0	0.0%	0	1.5%	1	4.7%	5	0.0%	0	0.0%	0	0.0%	0	0.7%	0	4.2%	5	0.0%	0
John Lewis, Westquay Shopping Centre, Southampton	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	7.6%	4
Reading Warehouses, New Road, Tadley	1.2%	11	0.0%	0	0.0%	0	0.6%	1	1.5%	1	0.5%	1	8.4%	8	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Thorneycroft Industrial Estate, Basingstoke	0.2%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Gastons Wood, Basingstoke	0.3%	3	1.3%	2	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Andover Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Basingstoke Town Centre: Festival Place Shopping Centre	8.2%	80	22.3%	26	11.9%	11	15.0%	19	5.0%	4	0.8%	1	9.9%	10	5.5%	4	0.0%	0	1.5%	0	2.5%	3	3.0%	2
Basingstoke Town Centre: The Malls Shopping Centre	0.3%	3	0.0%	0	0.8%	1	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	0.2%	2	0.6%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old 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	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: The whole of Basingstoke Town Centre	0.1%	1	0.0%	0	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
Central London / West End	0.2%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Fleet 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	0.0%	0	0.0%	0	4.0%	5	0.0%	0
Newbury 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	8.9%	6	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre (includes The Oracle Shopping Centre)	2.0%	19	0.0%	0	0.0%	0	0.0%	0	2.5%	2	6.0%	7	0.9%	1	0.0%	0	0.0%	0	0.0%	0	7.9%	9	0.0%	0
Southampton City Centre (includes Westquay Shopping Centre)	0.3%	3	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	2.5%	1
Tadley District Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	4.6%	4	0.0%	0	2.4%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Brighton Hill Retail Park, Basingstoke	3.0%	29	1.9%	2	2.5%	2	6.7%	9	4.7%	4	4.2%	5	1.2%	1	2.9%	2	0.7%	0	1.7%	0	2.3%	3	0.0%	0
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	2.9%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Farnborough Gate Retail Park, 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	0.0%	0	1.5%	0	3.7%	4	0.0%	0
Hatch Warren Retail Park, Wallop Drive, Basingstoke	0.3%	3	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End Retail Park, Southampton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3
Newbury Retail Park, Pinchington Lane, Newbury	2.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.9%	1	0.0%	0	24.9%	17	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	36.0%	351	41.1%	48	36.1%	32	39.7%	51	23.7%	19	40.7%	47	39.2%	39	22.6%	17	22.9%	16	33.4%	9	42.9%	51	39.9%	21
Argos (in Sainsbury's), Draymans Way, Alton	0.0%	0	0.0%	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	0.0%	0	0.0%	0
Costco, South Oak Way, Reading	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.9%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Currys PC World, 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	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Currys PC World, Woodbridge Road, Guildford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Daneshill East Industrial Estate, Bell Road, Basingstoke	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easton Lane, 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	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Parkway Shopping Centre, Park Way, Newbury	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	4	0.0%	0	0.0%	0	0.0%	0
Teesside Shopping Park, Thornaby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		975		117		90		128		79		116		100		76		70		27		119		53
Sample:		976		80		88		89		75		93		85		92		94		97		89		94

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q19 Where do you normally do most of your household's shopping for books (incl. encyclopaedias, text books, guidebooks and musical scores) and stationery (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?																								
Excl. Nulls																								
Asda, Anton Mill Road, Andover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Asda, Brighton Hill District Centre, Basingstoke	2.6%	23	1.3%	2	10.1%	8	4.9%	6	4.0%	3	2.7%	3	0.0%	0	1.0%	1	0.0%	0	0.8%	0	0.6%	1	0.0%	0
Asda, Honey End Lane, Tilehurst, Reading	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0
Marks & Spencer, Festival Place, Basingstoke Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Morrisons, Elvetham Heath, (The Key), Fleet	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	0.5%	4	0.6%	1	2.6%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, 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	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Sainsbury's Superstore, 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	0.0%	0	4.6%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Hector's Way, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mulfords Hill, Tadley	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	6	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Station Mall, Basingstoke Town Centre (The Malls)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	1.3%	11	0.9%	1	5.6%	4	0.9%	1	3.9%	3	0.0%	0	0.0%	0	1.6%	1	0.0%	0	2.0%	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	0.0%	0	1.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, River Way, Andover	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Tesco Extra, The Meadows Shopping Centre, Sandhurst	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.9%	1	0.0%	0
Tesco Extra, Winnall, Winchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Tesco Superstore, District Shopping Centre, Chineham	0.8%	7	0.0%	0	0.0%	0	0.0%	0	3.0%	2	4.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Tesco Superstore, London Road, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Station Road, Hook	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0
Currys PC World, Brighton Hill Retail Park, Basingstoke	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hobbycraft, 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	1.7%	0	0.0%	0	0.0%	0
Home Bargains, Winchester Road, Basingstoke	0.8%	7	0.9%	1	4.3%	3	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homesense (TK Maxx), Festival Place, Basingstoke	0.3%	3	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pound Stretcher, Hatch Warren Retail Park, Basingstoke	0.3%	3	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smyths Toys, St Michael's Retail Park, Basingstoke	0.2%	2	0.0%	0	0.9%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Gastons Wood, Basingstoke	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0
Alresford 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	0.8%	0	0.0%	0	0.0%	0
Alton Town Centre	0.8%	7	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.9%	7	0.0%	0	0.0%	0
Andover Town Centre	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.8%	0	0.0%	0	0.0%	0	12.0%	6
Basingstoke Town Centre: Festival Place Shopping Centre	30.0%	268	46.8%	55	20.2%	16	40.7%	49	34.8%	26	34.0%	35	37.9%	30	40.5%	30	5.1%	3	14.2%	3	18.0%	20	0.7%	0
Basingstoke Town Centre: The Malls Shopping Centre	3.5%	32	3.7%	4	4.9%	4	5.1%	6	3.3%	2	2.7%	3	0.0%	0	0.0%	0	0.8%	0	0.8%	0	9.2%	10	2.2%	1
Basingstoke Town Centre: Top of Town / Old Basingstoke	1.1%	10	3.4%	4	2.7%	2	2.1%	3	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	0.4%	3	0.0%	0	0.9%	1	0.9%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Basingstoke Town Centre: The whole of Basingstoke Town Centre	0.3%	3	0.6%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Brighton Hill District Centre	0.3%	3	0.0%	0	2.1%	2	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
Camberley Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Central London / West End	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.7%	0
Chineham District Centre	0.6%	6	0.6%	1	0.0%	0	0.0%	0	4.1%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Farnham 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	0.0%	0	1.2%	0	3.8%	4	0.0%	0
Fleet 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	0.0%	0	0.0%	0	6.0%	7	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Kingsclere Village	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	2.6%	24	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	37.4%	22	0.0%	0	0.0%	0	0.0%	0
Oakley Village	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odiham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Overton District Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre (includes The Oracle Shopping Centre)	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.5%	1	0.0%	0	0.0%	0	0.8%	0	3.9%	4	0.0%	0
Tadley District Centre	1.0%	9	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	7.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	2.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	4.7%	3	0.0%	0	2.0%	0	0.0%	0	32.2%	16
Basingstoke Leisure Park, Worthing 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	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	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	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
St Michael's Retail Park, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Internet / delivery	41.4%	370	35.6%	42	42.0%	33	41.7%	50	33.0%	25	49.3%	51	40.2%	32	39.5%	29	50.9%	30	32.9%	8	43.6%	49	43.0%	21
Aldermaston Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, South Oak Way, Reading	0.2%	2	0.0%	0	2.1%	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
Gastons Wood Industrial Estate, Reading Road, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook Town Centre	0.2%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.6%	1	0.0%	0
Northern Business Park, Northern Avenue, Andover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Popley Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherfield on Loddon Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Carpenters Down, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upton Grey Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0
Wellington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Weighted base:		894		117		79		120		76		103		80		73		60		23		112		50
Sample:		887		77		77		84		73		83		70		82		82		85		86		88

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q20 Where do you normally do most of your household's shopping for games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments? Excl. Nulls																								
Asda, Brighton Hill District Centre, Basingstoke	1.1%	9	2.3%	2	3.7%	3	1.7%	2	2.0%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Honey End Lane, Tilehurst, Reading	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0
Lidl, Gastons Wood, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Elvetham Heath, (The Key), 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	0.0%	0	0.6%	1	0.0%	0
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	0.8%	6	4.9%	5	0.6%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Draymans Way, Alton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Hector's Way, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mulfords Hill, Tadley	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	1.2%	10	0.0%	0	1.3%	1	4.0%	4	0.0%	0	4.6%	4	0.0%	0	0.0%	0	0.0%	0	3.5%	1	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	0.0%	0	1.6%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, River Way, Andover	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Tesco Extra, Winnall, Winchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Tesco Superstore, District Shopping Centre, Chineham	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.9%	2	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Tresham Crescent, Yateley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Argos (in Sainsbury's), South Street, Farnham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Argos (in Sainsbury's), Wallop Drive, Kempshott	0.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
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	0.0%	0
Avenue Nurseries, Lasham	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	2.5%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
B&M, Worting Road, Thorneycroft Industrial Estate, 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	1.2%	0	0.0%	0	0.0%	0
Boots, Chineham District Centre, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hobbycraft, Winchester Road, Basingstoke	2.6%	21	0.0%	0	4.8%	4	6.0%	7	5.1%	3	3.5%	3	1.0%	1	1.5%	1	0.9%	0	2.5%	0	1.6%	2	0.0%	0
Home Bargains, Winchester Road, Basingstoke	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	0.0%	0
Homebase, Easton Lane, Winnall, Winchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
John Lewis, Westquay Shopping Centre, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Matalan, Chineham District Centre, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mole Country Stores, Sherfield on Loddon	0.1%	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	3.6%	1	0.0%	0	0.0%	0
Pets at Home, Hatch Warren Retail Park, Basingstoke	4.9%	39	7.4%	7	14.8%	11	7.5%	8	6.8%	4	7.4%	6	1.0%	1	1.1%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0
Sherfield on Loddon Garden Centre (Capital Gardens), Sherfield on Loddon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smyths Toys, St Michael's Retail Park, Basingstoke	5.4%	43	4.7%	5	6.9%	5	3.7%	4	13.1%	8	3.5%	3	5.6%	5	6.7%	4	0.0%	0	1.2%	0	7.9%	8	1.2%	0
Sports Direct, Festival Place, Basingstoke	1.6%	13	2.6%	3	0.0%	0	2.4%	3	0.0%	0	4.6%	4	1.0%	1	2.7%	2	0.0%	0	1.7%	0	1.0%	1	0.0%	0
The Entertainer, Festival Place, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Gastons Wood, Basingstoke	0.4%	3	2.6%	3	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
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	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Alton Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	2	0.0%	0	0.0%	0
Andover Town Centre	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.9%	0	0.0%	0	0.0%	0	10.8%	4
Basingstoke Town Centre: Festival Place Shopping Centre	21.4%	169	33.6%	33	26.3%	20	32.5%	35	16.1%	10	18.2%	14	22.8%	20	19.9%	13	8.0%	4	2.3%	0	14.0%	15	11.0%	4
Basingstoke Town Centre: The Malls Shopping Centre	0.4%	3	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	0.6%	5	1.6%	2	0.0%	0	0.7%	1	0.9%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11											
Basingstoke)																								
Basingstoke Town Centre: The whole of Basingstoke Town Centre	0.5%	4	0.0%	0	0.0%	0	1.0%	1	4.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	1.1%	1	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	0.6%	1	0.0%	0	0.0%	0
Central London / West End	0.4%	3	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.8%	0	0.0%	0
Chineham District Centre	0.6%	4	1.8%	2	1.3%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	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	0.0%	0	0.0%	0	1.7%	1	0.0%	1
Farnborough Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	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	1.2%	0	0.6%	1	0.0%	0	0.0%	0
Fleet Town Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	5	0.0%	0	0.0%	0
Newbury Town Centre	2.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	30.8%	16	0.0%	0	0.0%	0	0.0%	0
Odiham 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	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Overton District Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre (includes The Oracle Shopping Centre)	0.2%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre (includes Westquay Shopping Centre)	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	5.3%	2	0.0%	0
Tadley District Centre	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	10	0.7%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	1.7%	0	0.0%	0	19.3%	8
Woking Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Basingstoke Leisure Park, Worting Road, Basingstoke	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	1.7%	14	4.0%	4	3.1%	2	1.7%	2	1.4%	1	1.7%	1	0.0%	0	5.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enham Arch Retail Park, Newbury Road, Andover	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Farnborough Gate Retail Park, Farnborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Hatch Warren Retail Park, Wallop Drive, Basingstoke	1.1%	9	1.8%	2	0.9%	1	1.0%	1	2.0%	1	1.2%	1	1.0%	1	1.6%	1	0.0%	0	6.0%	1	0.0%	0	0.0%	0
Hedge End Retail Park, Southampton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1
London Road Retail Park, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Newbury Retail Park, Pinchington Lane, Newbury	1.1%	9	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.8%	1	0.0%	0	0.0%	0	13.5%	7	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading	0.7%	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	0.0%	0
St Michael's Retail Park, Basingstoke	0.7%	6	0.7%	1	2.0%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Internet / delivery	35.5%	281	25.3%	25	28.8%	22	33.5%	36	34.6%	21	47.0%	37	42.5%	38	37.1%	24	36.1%	19	36.5%	6	38.5%	40	29.9%	12
Alton Retail Park, Mill Lane, 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	0.0%	0	3.5%	1	2.8%	3	0.0%	0
Andover Trade Park, Churchill Way West, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Basingstoke Golf Club, Basingstoke	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beech Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Burghfield Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templer Avenue, Farnborough	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	0.0%	0
Daneshill East Industrial Estate, Bell 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	1.7%	0	0.0%	0	0.0%	0
Exeter City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go Outdoors, Reading Road, Chineham, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0
Henry Street Garden Centre, Swallowfield Road, Arborfield Cross	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Hook Town Centre	0.5%	4	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	3.2%	3	0.0%	0
Kempshott Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metrocentre, Gateshead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parkway Shopping Centre, Park Way, Newbury	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Pets at Home, Easton Lane, Winchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Pets Corner, Andover Road, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	1.2%	0
Smyths Toys, Churchill Way West, Salisbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solartron Retail Park, Solartron Road, Farnborough	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Sports Direct, Bath Road, Calcot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon Designer Outlet, Kemble Drive, Swindon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Test Valley Golf Club, Micheldever Road, Overton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thatcham Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Weybrook Park Golf Club, Rooksdown Lane,	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Sherborne St John												
Weighted base:	792	98	77	108	62	79	88	65	53	17	105	40
Sample:	749	60	74	76	56	60	74	73	73	61	76	66

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	Zone 11
Q21 Where do you normally do most of your household's shopping on all goods for personal care (including, electric razors, hair dryers, bathroom scales, cosmetics, perfume, toothpaste, etc), other medical and pharmaceutical products (e.g. vitamins, plasters) and therapeutic appliances (e.g. spectacles, hearing aids, wheelchairs, contact lenses etc)?													
<i>Excl. Nulls</i>													
Aldi, Alton Retail Park, Alton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, London Road, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Winchester Road, Basingstoke	0.2%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Winklebury Way, Basingstoke	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%
Asda, Brighton Hill District Centre, Basingstoke	1.9%	20	0.0%	0	7.0%	6	5.8%	8	0.0%	0	2.2%	3	0.8%
Asda, Chalfont Way, Lower Earley, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
Lidl, Gastons Wood, Basingstoke	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%
Lidl, London Road, Newbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
Lidl, Worting Road, Basingstoke	0.3%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.8%
Marks & Spencer, Chineham District Centre, Basingstoke	0.2%	2	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%
Marks & Spencer, Festival Place, Basingstoke Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%
Morrisons, Elvetham Heath, (The Key), Fleet	0.1%	1	0.0%	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	0.0%	0	0.0%	0	0.0%
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	2.0%	21	3.2%	4	1.8%	2	6.1%	8	0.0%	0	2.9%	3	0.0%
Sainsbury's Superstore, Badger Farm Road, Badger Farm, Winchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Bath Road, Calcot, Reading	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%
Sainsbury's Superstore, Cambridge Walk, Camberley	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Draymans Way, Alton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%
Sainsbury's Superstore,	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Farnham Trading Estate, Water Lane, Farnham																								
Sainsbury's Superstore, Hector's Way, Newbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mulford's Hill, Tadley	3.1%	32	0.0%	0	0.0%	0	0.0%	0	1.5%	1	2.4%	3	24.1%	27	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Sainsbury's Superstore, Station Mall, Basingstoke Town Centre (The Malls)	0.4%	4	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	5.3%	56	4.8%	6	13.3%	12	18.4%	26	3.4%	3	0.8%	1	0.0%	0	5.4%	4	0.0%	0	5.5%	2	0.8%	1	0.6%	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	0.8%	1	0.9%	1	4.6%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, River Way, Andover	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	8	0.7%	0	0.0%	0	0.0%	0	6.4%	4
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	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.8%	1	0.0%	0
Tesco Extra, Winnall, Winchester	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	10.1%	6
Tesco Superstore, District Shopping Centre, Chineham	4.1%	43	0.6%	1	0.5%	0	1.3%	2	11.8%	11	20.4%	25	0.8%	1	0.6%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0
Tesco Superstore, Finchampstead Road, Wokingham	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, London Road, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Station Road, Hook	1.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	10.3%	13	0.0%	0
Tesco Superstore, Wellington Avenue, Aldershot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Waitrose, Basing View, Basingstoke	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Waitrose, Tresham Crescent, Yateley	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	0.0%	0	3.1%	4	0.0%	0
Argos (in Sainsbury's), Wallop Drive, Kempshott	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Brighton Hill District Centre, Basingstoke	2.2%	23	0.0%	0	14.7%	14	4.2%	6	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	2.0%	1

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Boots, Chineham District Centre, Basingstoke	2.8%	30	5.3%	7	0.0%	0	0.0%	0	5.8%	5	5.4%	7	0.8%	1	0.9%	1	0.0%	0	1.0%	0	7.2%	9	0.0%	0
Currys PC World, Brighton Hill Retail Park, Basingstoke	0.4%	4	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Winchester Road, Basingstoke	1.1%	11	1.2%	2	0.5%	0	4.2%	6	0.0%	0	1.6%	2	0.8%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smyths Toys, St Michael's Retail Park, Basingstoke	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wilko, The Malls Shopping Centre, Basingstoke Town Centre	0.2%	2	0.8%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Alton Town Centre	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.6%	10	0.8%	1	0.0%	0
Andover Town Centre	1.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	2.7%	2	0.0%	0	0.0%	0	18.1%	10
Basingstoke Town Centre: Festival Place Shopping Centre	23.2%	243	55.6%	70	18.2%	17	25.6%	35	35.9%	33	10.9%	13	25.3%	28	28.1%	23	5.6%	4	8.9%	2	11.4%	15	2.1%	1
Basingstoke Town Centre: The Malls Shopping Centre	3.5%	36	4.5%	6	10.8%	10	3.7%	5	5.2%	5	4.0%	5	0.0%	0	0.9%	1	0.7%	0	0.0%	0	3.4%	4	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	0.3%	4	0.6%	1	1.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	1.6%	16	4.3%	5	2.3%	2	1.3%	2	2.8%	3	0.5%	1	3.1%	3	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: The whole of Basingstoke Town Centre	0.3%	3	0.0%	0	0.8%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Brighton Hill District Centre	1.0%	11	0.0%	0	9.4%	9	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.9%	0
Chineham District Centre	4.0%	42	2.1%	3	0.0%	0	0.5%	1	9.5%	9	22.3%	27	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	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	0.0%	0	4.4%	1	1.1%	1	0.0%	0
Fleet 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	0.0%	0	0.0%	0	4.2%	5	0.0%	0
Kingsclere Village	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	9	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	2.7%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0	34.6%	24	0.0%	0	0.0%	0	0.9%	0
Oakley Village	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odiham 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	8.8%	2	1.1%	1	0.0%	0
Overton District Centre	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre (includes The Oracle Shopping Centre)	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.6%	1	2.2%	3	1.3%	1	0.0%	0	0.0%	0	0.7%	0	1.8%	2	0.0%	0
Southampton City 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	0.0%	0	0.0%	0	4.6%	3

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
(includes Westquay Shopping Centre)																								
Tadley District Centre	3.1%	32	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	24.3%	27	0.0%	0	0.0%	0	1.5%	0	1.1%	1	0.0%	0
Whitchurch District Centre	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	8	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	1.9%	20	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.7%	0	0.0%	0	33.0%	18
Yately 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	0.0%	0	1.7%	2	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.3%	3	0.0%	0	1.8%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Retail Park, Pinchington Lane, Newbury	1.6%	17	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.8%	1	0.6%	0	21.2%	15	0.0%	0	0.0%	0	0.0%	0
St Michael's Retail Park, Basingstoke	0.3%	3	0.0%	0	0.0%	0	2.3%	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
Internet / delivery	8.6%	90	5.9%	7	13.7%	13	11.5%	16	1.2%	1	10.5%	13	5.4%	6	10.6%	9	2.6%	2	9.0%	2	12.9%	16	8.4%	5
Abbey Road, Basingstoke	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Weyhill Road, Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beggarwood Local Centre	0.1%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Costco, South Oak Way, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Templer Avenue, 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	0.0%	0	1.1%	1	0.0%	0
Four Marks Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	9	0.0%	0
Hook Town Centre	2.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	0	14.0%	18	0.0%	0
Kings Furlong Local Centre	0.6%	6	5.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mortimer West End Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakridge Village Centre	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Basing Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Popley Local Centre	0.5%	5	0.0%	0	0.0%	0	0.5%	1	4.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Rooksdown Local Centre	0.6%	7	0.0%	0	0.0%	0	2.1%	3	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ham Local Centre	0.4%	4	0.0%	0	0.0%	0	1.6%	2	1.3%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Mary Bourne Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Stockbridge Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Sutton Scotney Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Upton Grey Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Waitrose, Station Road, Alton	0.0%	0	0.0%	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	0.0%	0	0.0%	0
Waitrose, Stockbridge Road, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Waitrose, The Hart, Farnham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Weeke Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Winklebury Local Centre	0.7%	7	0.0%	0	0.0%	0	5.2%	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

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

Weighted:

January 2020

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Woolton Hill Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1049		127		93		139		93		122		112		84		70		28		128		55	
Sample:	1060		90		92		99		95		99		98		100		96		99		96		96	

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q22 Where do you normally do most of your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses);																								
<i>Excl. Nulls</i>																								
Aldi, Winklebury Way, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brighton Hill District Centre, Basingstoke	0.7%	5	3.9%	3	1.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Honey End Lane, Tilehurst, Reading	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0
Marks & Spencer, Festival Place, Basingstoke Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Meadows (Shopping Centre), Sandhurst	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	2.1%	2	0.0%	0
Morrisons, Worting Road (Thornycroft Industrial Estate), Basingstoke	0.6%	4	2.2%	2	1.7%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mulfords Hill, Tadley	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Wallop Drive, Kempshott, Hatch Warren, Basingstoke	1.1%	8	0.0%	0	4.4%	3	2.4%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	1.2%	1	0.0%	0
Tesco Extra, Newbury Retail Park, Pinchington Lane, Newbury	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, District Shopping Centre, Chineham	0.8%	5	0.0%	0	0.0%	0	0.0%	0	2.9%	2	4.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Basing View, Basingstoke	0.4%	3	0.0%	0	1.2%	1	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos (in Sainsbury's), Wallop Drive, Kempshott	0.5%	4	0.0%	0	3.5%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Argos, Old Basing Mall, Basingstoke	0.7%	4	3.9%	3	0.0%	0	0.8%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Gastons Wood, Basingstoke	0.9%	6	0.9%	1	1.2%	1	0.0%	0	2.0%	1	1.9%	1	2.1%	2	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0
Home Bargains, Winchester Road, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Easton Lane, Winnall, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Homesense (TK Maxx),	0.3%	2	0.9%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11											
Festival Place, Basingstoke																								
IKEA, Reading	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0
IKEA, Southampton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0
John Lewis, Basing View, Basingstoke	2.0%	14	3.6%	3	0.8%	0	1.2%	1	0.0%	0	2.6%	2	0.7%	1	5.4%	3	2.3%	1	11.1%	2	1.2%	1	0.0%	0
John Lewis, Broad Street, Reading Town Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	4.6%	4	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0
John Lewis, Westquay Shopping Centre, Southampton	0.7%	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	2.6%	0	0.0%	0	11.1%	4
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	0.0%	0	1.2%	0	0.0%	0	1.8%	1
Alton Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.5%	3	0.0%	0	0.0%	0
Andover Town Centre	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	12.7%	5
Basingstoke Town Centre: Festival Place Shopping Centre	45.5%	310	55.3%	45	53.0%	33	52.9%	48	60.5%	37	41.9%	29	51.5%	43	57.6%	32	8.5%	4	19.8%	3	37.3%	30	17.3%	7
Basingstoke Town Centre: The Malls Shopping Centre	1.9%	13	1.9%	2	1.6%	1	0.0%	0	0.9%	1	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	7	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	0.5%	3	2.8%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	0.5%	3	0.0%	0	0.0%	0	0.8%	1	0.9%	1	1.3%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: The whole of Basingstoke Town Centre	2.3%	15	0.9%	1	0.0%	0	12.3%	11	0.9%	1	0.0%	0	2.5%	2	0.9%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Bicester Village Outlet Shopping Centre, Bicester	0.3%	2	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	1.9%	13	0.0%	0	0.0%	0	0.0%	0	7.5%	5	1.3%	1	3.5%	3	2.6%	1	1.6%	1	10.5%	2	0.0%	0	2.5%	1
Farnham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.8%	1	0.0%	0
Fleet Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	2.1%	2	0.0%	0
Guildford Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Newbury Town Centre	3.8%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.8%	1	3.8%	2	49.5%	22	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre (includes The Oracle Shopping Centre)	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	4.1%	3	0.0%	0
Southampton City Centre (includes Westquay Shopping Centre)	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.6%	1	0.0%	0	0.0%	0	4.5%	2
Tadley District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	1.8%	12	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.5%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	23.0%	9

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Brighton Hill Retail Park, Basingstoke	0.2%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Newbury Retail Park, Pinchington Lane, Newbury	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	9.0%	4	0.0%	0	0.0%	0	0.0%
Abroad	2.2%	15	1.3%	1	2.7%	2	0.8%	1	0.9%	1	3.9%	3	3.1%	3	3.9%	2	0.0%	0	1.2%	0	3.0%	2	2.9%
Internet / delivery	19.6%	133	21.3%	18	19.1%	12	24.6%	22	13.2%	8	25.9%	18	19.3%	16	13.8%	8	13.4%	6	16.6%	3	20.2%	16	19.3%
Chester City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%
Costco, South Oak Way, Reading	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hartley Wintney Village Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	5.5%	4	0.0%
Heathrow Airport, Longford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hook Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%
Hungerford 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	1.6%	1	0.0%	0	0.0%	0	0.0%
Monmouth Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Newcastle City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Parkway Shopping Centre, Park Way, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%
Romsey Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%
Swindon Designer Outlet, Kemble Drive, Swindon	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%
Thatcham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Viabes Craft Centre, The Harrow Way, Basingstoke	0.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	681			82		62		90		61		70		83		55		44		16		81	
Sample:	655			56		58		64		60		56		68		57		58		55		59	

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q23 What do you like about Basingstoke Town Centre? [MR]																								
Attractive environment	8.4%	93	11.2%	16	7.6%	8	13.4%	19	7.2%	7	12.4%	15	7.2%	8	8.4%	7	7.2%	5	6.5%	2	2.8%	4	1.8%	1
Cheap car parking	1.4%	15	0.7%	1	0.0%	0	1.8%	3	0.0%	0	0.0%	0	3.0%	3	3.8%	3	1.4%	1	0.0%	0	2.9%	4	0.0%	0
Cleanliness	5.3%	59	7.9%	12	6.6%	7	3.9%	6	3.0%	3	6.6%	8	5.9%	7	5.4%	5	5.0%	4	5.1%	1	3.5%	5	4.5%	3
Close to education facilities	0.4%	5	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	15.6%	172	15.1%	22	22.8%	23	14.2%	20	22.7%	22	10.4%	13	29.9%	34	23.2%	20	1.3%	1	5.2%	1	11.0%	15	0.0%	0
Close to work / en route to work	1.9%	21	0.0%	0	2.1%	2	2.6%	4	0.0%	0	4.4%	5	5.1%	6	0.0%	0	0.0%	0	0.0%	0	2.9%	4	0.8%	0
Good accessibility by bus	3.7%	41	1.7%	3	3.8%	4	5.1%	7	4.0%	4	2.2%	3	10.3%	12	0.0%	0	1.9%	1	0.0%	0	4.6%	6	2.0%	1
Good accessibility by foot	3.2%	35	16.2%	23	0.0%	0	4.8%	7	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Good accessibility by cycle	0.3%	4	1.7%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good accessibility by train	1.9%	21	0.0%	0	0.0%	0	0.0%	0	3.2%	3	3.5%	4	0.5%	1	2.8%	2	3.3%	2	1.5%	0	5.4%	7	0.0%	0
Good car parking provision	7.6%	83	1.7%	3	3.6%	4	7.5%	11	5.1%	5	6.5%	8	10.4%	12	13.9%	12	11.9%	9	11.5%	3	9.0%	12	10.3%	6
Good choice of chain (multiples) / well known stores	24.7%	272	27.3%	40	24.3%	25	19.3%	27	29.4%	29	19.5%	24	29.8%	34	25.8%	22	14.5%	11	18.4%	5	31.1%	42	24.0%	13
Good choice of independent / specialist / boutique stores	6.8%	75	6.2%	9	9.0%	9	2.3%	3	6.4%	6	5.1%	6	9.9%	11	7.7%	7	6.1%	4	5.0%	1	10.0%	14	5.6%	3
Good choice of places to eat and drink	5.4%	59	5.9%	9	9.6%	10	6.1%	9	3.4%	3	11.9%	15	3.3%	4	2.3%	2	6.6%	5	2.4%	1	1.5%	2	1.2%	1
Good disabled access	0.5%	6	1.1%	2	0.0%	0	0.8%	1	2.5%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Good prices / lower value goods	0.8%	9	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	2	2.0%	2	0.6%	0	0.0%	0	0.0%	0	2.0%	1
Good street market	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.7%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Safe environment	1.3%	14	2.5%	4	1.0%	1	1.6%	2	0.0%	0	1.7%	2	0.8%	1	1.7%	1	0.0%	0	3.7%	1	1.2%	2	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	0.0%	0
Compact / good layout	11.0%	122	6.9%	10	8.1%	8	13.6%	19	14.2%	14	10.4%	13	14.7%	17	12.2%	10	8.3%	6	8.0%	2	12.7%	17	8.5%	5
Familiar / know where everything is	1.5%	16	1.7%	3	3.3%	3	2.3%	3	0.0%	0	0.5%	1	1.8%	2	0.0%	0	0.6%	0	1.5%	0	2.7%	4	0.0%	0
Friendly people / nice atmosphere	0.5%	6	0.5%	1	1.7%	2	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.6%	0	1.4%	1	1.7%	0	0.0%	0	0.0%	0
Good accessibility by car	1.7%	19	0.0%	0	1.0%	1	0.0%	0	2.1%	2	3.7%	5	1.3%	1	2.6%	2	1.9%	1	0.0%	0	4.0%	5	1.2%	1
Good banks	0.1%	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	0.7%	0	0.7%	1	0.0%	0
Good cinema	1.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	3.7%	3	6.2%	4	1.7%	0	1.0%	1	5.8%	3
Good foodhalls	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Good leisure facilities	1.2%	13	0.0%	0	0.5%	0	1.3%	2	3.9%	4	0.0%	0	0.8%	1	0.6%	0	2.0%	1	4.7%	1	1.2%	2	2.4%	1
Good library	0.4%	4	2.2%	3	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good museum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Good opening hours	0.2%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good seating	0.1%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Good theatre	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	1.4%	1	1.4%	1	2.1%	1	0.5%	1	2.4%	1
Has my favourite store	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	3.3%	3	0.0%	0	3.5%	1	1.6%	2	0.0%	0
I can get everything I need there	1.3%	15	0.7%	1	1.0%	1	2.3%	3	0.6%	1	2.2%	3	1.0%	1	4.4%	4	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Level shopping area	0.2%	2	0.0%	0	1.0%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Like Festival Place Shopping Centre	2.1%	23	0.0%	0	3.9%	4	1.8%	3	0.0%	0	3.7%	5	1.8%	2	3.7%	3	3.6%	3	3.8%	1	2.1%	3	0.6%	0
Like the modernised area	0.8%	9	0.0%	0	0.0%	0	1.6%	2	0.6%	1	0.7%	1	2.3%	3	0.0%	0	0.6%	0	0.0%	0	0.7%	1	1.2%	1
Nice traditional area	0.6%	6	1.7%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	2.2%	2	1.5%	0	0.0%	0	0.0%	0
Not too busy	1.2%	13	4.5%	7	1.0%	1	0.8%	1	1.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.7%	2	0.0%	0
Offers undercover shopping	7.7%	84	7.0%	10	9.1%	9	10.0%	14	2.9%	3	7.2%	9	5.9%	7	12.5%	11	7.1%	5	8.1%	2	5.9%	8	10.9%	6
Pedestrianisation	0.9%	10	0.7%	1	0.0%	0	0.8%	1	0.9%	1	3.2%	4	1.5%	2	0.0%	0	1.3%	1	0.7%	0	0.0%	0	0.0%	0
(Nothing)	20.2%	223	17.3%	25	24.9%	25	24.3%	34	20.4%	20	21.2%	26	9.6%	11	17.9%	15	25.5%	19	33.8%	9	21.7%	29	14.1%	8
(Don't know)	2.3%	25	1.5%	2	2.8%	3	4.1%	6	2.0%	2	3.4%	4	2.8%	3	0.0%	0	0.6%	0	0.0%	0	3.0%	4	0.6%	0
(Don't visit Basingstoke Town Centre)	5.1%	56	0.0%	0	1.0%	1	1.5%	2	2.4%	2	4.1%	5	1.0%	1	3.2%	3	15.4%	11	10.4%	3	5.3%	7	35.8%	20
Weighted base:		1103		145		102		142		99		124		114		85		73		28		135		56
Sample:		1103		101		100		100		100		100		101		101		100		100		100		100

**Basingstoke & Deane Household Survey
for Lambert Smith Hampton**

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Q24 Is there anything that would make you shop in or visit Basingstoke Town Centre more often than you currently do? [MR]												
Another cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better access by bus	1.9%	21	0.5%	1	2.7%	3	0.5%	1	3.7%	4	4.5%	6
Better access by train	0.2%	2	0.5%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Better disabled access	1.1%	12	2.2%	3	0.5%	0	4.1%	6	2.0%	2	0.0%	0
Better / safer access by bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better / safer access by foot	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Cheaper parking	6.5%	72	1.0%	1	25.6%	26	3.1%	4	7.6%	8	6.7%	8
Cheaper prices	2.0%	22	5.2%	8	2.1%	2	2.8%	4	2.6%	3	0.0%	0
Free parking	3.4%	37	3.4%	5	9.0%	9	1.9%	3	0.6%	1	0.7%	1
More department stores	2.7%	30	0.0%	0	2.8%	3	1.3%	2	3.8%	4	5.0%	6
More fashion stores	2.3%	25	0.5%	1	0.0%	0	1.3%	2	0.0%	0	6.5%	8
More food stores	1.0%	11	3.2%	5	0.0%	0	0.5%	1	5.6%	6	0.0%	0
More green spaces / parks	0.2%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent / specialist / boutique stores	11.8%	131	19.9%	29	8.8%	9	18.2%	26	6.8%	7	10.3%	13
More leisure facilities	0.5%	5	0.7%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
More multiple stores / brands	3.9%	43	4.6%	7	4.7%	5	5.0%	7	4.8%	5	6.9%	9
More non-food stores generally	6.7%	74	7.2%	10	4.6%	5	10.9%	15	6.1%	6	8.9%	11
More parking	4.0%	45	3.0%	4	2.7%	3	4.2%	6	5.5%	5	0.7%	1
More pedestrianised streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More places to eat / drink	2.0%	22	3.9%	6	1.7%	2	1.3%	2	4.7%	5	4.2%	5
More security / better personal safety	0.7%	8	3.0%	4	1.7%	2	0.0%	0	0.0%	0	1.8%	2
More services (e.g. bank, library, hairdressers etc.)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0
Nicer environment	1.2%	13	1.7%	3	0.7%	1	0.0%	0	0.0%	0	0.7%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
A smoke-free zone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
A water feature	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Art gallery	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Better access by car	1.2%	13	0.0%	0	0.0%	0	0.5%	1	0.9%	1	0.0%	0
Better market	0.4%	4	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Better Park & Ride	0.1%	1	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
Bigger John Lewis store	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bigger Marks & Spencer store	0.2%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.7%	1
Car park layout at Festival Place improved	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Cleaner streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less bookmakers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less busy / crowded	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Less cafes	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0

Weighted:

Basingstoke & Deane Household Survey for Lambert Smith Hampton

January 2020

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Less empty shops	4.8%	53	4.5%	6	7.8%	8	4.4%	6	7.0%	7	4.9%	6	3.6%	4	12.8%	11	0.0%	0	1.7%	0	3.0%	4	0.0%	0
Less hairdressers / barbers	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Less homeless people	0.1%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Less road works	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less takeaways	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Less traffic congestion	0.6%	7	0.0%	0	2.1%	2	0.5%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.6%	1	0.0%	0	0.7%	1	0.6%	0
Longer opening hours	0.4%	5	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower business rates	1.7%	19	0.0%	0	0.7%	1	5.3%	8	0.0%	0	4.4%	5	1.5%	2	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public toilets	0.5%	5	1.0%	1	0.0%	0	1.3%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More art and craft shops	0.2%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
More charity shops	0.1%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More children's activities	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More compact / better layout	0.6%	7	0.0%	0	0.7%	1	0.0%	0	3.1%	3	1.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.2%	1
More free water refilling stations	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More open-air	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	4	0.0%	0	0.0%	0	1.1%	1	0.0%	0
More seating areas	0.8%	9	2.7%	4	0.0%	0	1.3%	2	2.0%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More shops for older people	1.3%	14	4.2%	6	1.0%	1	0.0%	0	1.7%	2	0.5%	1	2.7%	3	0.6%	0	0.6%	0	0.0%	0	0.5%	1	0.0%	0
More shops offering larger sizes	0.4%	4	0.0%	0	2.0%	2	0.5%	1	0.6%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More undercover shopping areas	0.6%	7	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.6%	0
Pavements improved	0.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post office brought back	0.2%	2	0.0%	0	0.5%	0	0.5%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Top of the town area improved	1.7%	18	3.0%	4	1.5%	2	0.5%	1	1.2%	1	5.1%	6	0.0%	0	2.8%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0
(Nothing)	47.5%	524	35.3%	51	41.7%	42	47.4%	67	43.1%	43	46.8%	58	52.9%	60	35.1%	30	67.7%	49	53.1%	15	52.1%	70	66.3%	37
(Don't know)	3.6%	40	6.9%	10	3.3%	3	2.1%	3	1.2%	1	7.1%	9	1.5%	2	0.6%	0	1.3%	1	9.4%	3	4.1%	6	4.7%	3
Weighted base:	1103		145		102		142		99		124		114		85		73		28		135		56	
Sample:	1103		101		100		100		100		100		101		101		100		100		100		100	

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q25 What improvements to Chineham District Centre would make you visit it more often than you currently do? [MR]																								
Better disabled access	0.5%	6	1.7%	3	0.0%	0	1.8%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better public transport	0.7%	8	0.0%	0	0.0%	0	2.6%	4	0.6%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	3	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	0.6%	0	0.0%	0	0.0%	0	0.0%	0
More / better park & ride 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%	0	0.0%	0
More / better car parking	3.6%	40	2.2%	3	6.2%	6	9.1%	13	5.5%	5	0.7%	1	2.3%	3	2.9%	2	0.6%	0	6.5%	2	3.0%	4	0.0%	0
More traffic free pedestrianised streets	0.2%	2	0.0%	0	0.7%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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%	0	0.0%	0
Cleaner streets	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better value for money / lower prices	0.4%	4	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better higher quality shop offer	1.0%	11	0.0%	0	2.4%	2	0.0%	0	0.0%	0	3.9%	5	0.0%	0	0.8%	1	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Department store	0.8%	8	0.0%	0	1.2%	1	0.0%	0	0.9%	1	2.9%	4	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Larger shops	0.7%	8	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	5	0.0%	0
More / better independent & specialist shops	3.2%	36	3.9%	6	1.2%	1	5.2%	7	2.6%	3	7.5%	9	1.5%	2	2.8%	2	0.0%	0	2.5%	1	3.7%	5	0.0%	0
More / better foodstores	1.0%	11	2.2%	3	0.0%	0	0.0%	0	0.9%	1	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.5%	2	0.0%	0
More / better retail brands	1.6%	17	1.1%	2	0.0%	0	0.8%	1	1.8%	2	5.7%	7	0.0%	0	0.0%	0	2.8%	2	0.7%	0	2.7%	4	0.0%	0
More / better non-food shops	3.5%	38	4.9%	7	1.7%	2	0.8%	1	3.8%	4	10.8%	13	3.8%	4	0.8%	1	2.8%	2	0.7%	0	2.9%	4	0.0%	0
More / better fashion shops	1.4%	16	1.2%	2	2.7%	3	0.0%	0	0.9%	1	2.5%	3	0.8%	1	0.8%	1	0.0%	0	0.0%	0	4.4%	6	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%	0	0.0%	0
Better policing /safer	0.2%	3	0.0%	0	0.0%	0	1.8%	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
More / better cafes / restaurants	2.2%	25	3.0%	4	1.0%	1	1.1%	2	2.3%	2	12.3%	15	0.0%	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%	0	0.0%	0
More / better entertainment facilities (e.g. Cinema)	0.6%	7	2.2%	3	0.0%	0	0.0%	0	0.9%	1	1.5%	2	0.8%	1	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	0.0%	0
More / better parks / green spaces	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public houses	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0
Better access by car	0.7%	8	0.0%	0	1.0%	1	1.5%	2	4.0%	4	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better lighting	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Better market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Bigger Tesco	0.2%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fish and chip shop	0.5%	5	0.0%	0	0.0%	0	0.5%	1	0.6%	1	1.5%	2	0.8%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less busy / crowded	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Less charity shops	0.2%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less empty shops	0.6%	7	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.7%	1	0.0%	0	3.1%	3	0.0%	0	0.0%	0	1.8%	2	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Less homeless people	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Less roadworks	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	0.5%	6	0.5%	1	0.7%	1	0.8%	1	0.0%	0	0.7%	1	1.8%	2	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Library	0.6%	6	1.6%	2	0.0%	0	0.0%	0	2.0%	2	0.5%	1	0.8%	1	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Lower business rates	0.6%	7	0.0%	0	0.0%	0	0.0%	0	2.5%	2	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Modernising / revamp	0.8%	8	1.1%	2	1.7%	2	0.8%	1	1.2%	1	1.2%	2	0.8%	1	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
More / better public toilets	0.6%	6	1.6%	2	0.7%	1	0.0%	0	1.2%	1	0.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More banks	0.8%	8	0.0%	0	1.0%	1	0.0%	0	0.0%	0	3.0%	4	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0
More cash machines	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.7%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
More compact / better layout	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
More newsagents	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More shops offering larger sizes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More undercover shopping areas	0.8%	8	2.2%	3	0.0%	0	2.3%	3	0.6%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Nail bar / salon	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nicer environment	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.3%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post office	1.9%	21	0.0%	0	0.0%	0	0.5%	1	2.9%	3	9.1%	11	1.6%	2	1.2%	1	0.0%	0	1.5%	0	2.2%	3	0.0%	0
(Nothing)	33.5%	370	31.5%	46	40.2%	41	39.4%	56	42.4%	42	38.6%	48	40.8%	47	28.9%	25	9.1%	7	25.6%	7	30.2%	41	21.1%	12
(Don't know)	3.6%	40	8.6%	12	5.9%	6	3.1%	4	3.8%	4	2.7%	3	3.3%	4	3.3%	3	0.0%	0	2.4%	1	2.2%	3	0.0%	0
(Don't visit Chineham District Centre)	40.5%	447	39.7%	58	35.2%	36	32.2%	46	19.6%	19	13.8%	17	40.8%	47	53.5%	46	86.8%	63	56.6%	16	41.5%	56	78.9%	44
Weighted base:	1103		145		102		142		99		124		114		85		73		28		135		56	
Sample:	1103		101		100		100		100		100		101		101		100		100		100		100	

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q26 What improvements to Brighton Hill District Centre would make you visit it more often than you currently do? [MR]																								
Better disabled access	0.4%	5	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Better public transport	0.8%	9	0.5%	1	1.0%	1	2.3%	3	0.0%	0	0.0%	0	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signposting	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better park & ride facilities	0.2%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better car parking	3.6%	40	2.9%	4	7.8%	8	7.5%	11	2.7%	3	1.5%	2	3.0%	3	2.5%	2	0.0%	0	5.8%	2	2.8%	4	2.6%	1
More traffic free pedestrianised streets	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.1%	1	0.0%	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%	0	0.0%	0
Cleaner streets	0.5%	5	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.5%	0	0.7%	1	0.0%	0
Better value for money / lower prices	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	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	0.5%	6	0.0%	0	2.8%	3	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	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%	0	0.0%	0
Larger shops	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better independent & specialist shops	1.7%	19	2.5%	4	4.9%	5	3.6%	5	2.5%	2	0.0%	0	0.8%	1	2.0%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0
More / better foodstores	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
More / better retail brands	0.4%	4	1.1%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better non-food shops	1.3%	14	2.7%	4	2.4%	2	2.3%	3	0.6%	1	0.0%	0	1.9%	2	0.6%	0	0.0%	0	1.5%	0	0.7%	1	0.0%	0
More / better fashion shops	0.6%	6	0.0%	0	4.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Shops and services open later in the evening	0.2%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better policing /safer	0.3%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
More / better cafes / restaurants	0.7%	8	0.0%	0	4.1%	4	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	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%	0	0.0%	0
More / better entertainment facilities (e.g. Cinema)	0.2%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0
More / better parks / green spaces	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.3%	3	0.0%	0	0.0%	0	2.3%	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
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	0.0%	0
(Nothing)	37.4%	413	42.6%	62	53.7%	55	52.4%	74	56.0%	55	30.2%	37	33.9%	39	37.5%	32	12.4%	9	31.1%	9	22.2%	30	19.3%	11
Better access by car	1.0%	10	0.0%	0	1.2%	1	3.3%	5	1.2%	1	0.0%	0	0.0%	0	2.5%	2	0.0%	0	4.7%	1	0.0%	0	0.0%	0
Better access by foot	0.3%	3	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bigger Asda store	0.2%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Free parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.2%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less empty shops	1.0%	11	2.2%	3	0.5%	0	2.3%	3	0.0%	0	0.7%	1	0.8%	1	2.0%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Less traffic congestion	0.7%	7	2.2%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Lower business rates	0.2%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Modernised / revamp	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	6	0.0%	0
More compact / better layout	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More undercover shopping areas	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Nicer environment	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	2.2%	3	0.6%	0	1.3%	1	0.0%	0	0.7%	1	1.2%	1
Post office	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	4.5%	50	7.9%	11	7.4%	8	4.6%	7	5.8%	6	9.1%	11	5.3%	6	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.8%	0
(Don't visit Brighton Hill District Centre)	43.0%	474	31.0%	45	10.0%	10	19.2%	27	28.1%	28	54.3%	67	44.6%	51	48.2%	41	85.7%	62	51.3%	14	63.2%	85	76.0%	43
Weighted base:	1103		145		102		142		99		124		114		85		73		28		135		56	
Sample:	1103		101		100		100		100		100		101		101		100		100		100		100	

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11
Q27 What improvements to Taddy District Centre 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%	0	0.0%
Better public transport	0.5%	5	0.0%	0	0.0%	0	1.8%	3	0.6%	1	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better signposting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More / better park & ride 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%	0	0.0%
More / better car parking	0.8%	9	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.7%	1	3.1%	3	0.0%	0	0.0%	0	1.0%	0	1.1%	1	0.0%
More traffic free pedestrianised streets	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	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%	0	0.0%
Cleaner streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%
More / better higher quality shop offer	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Department store	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Larger shops	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More / better independent & specialist shops	1.1%	12	0.0%	0	0.0%	0	1.8%	3	3.1%	3	0.0%	0	2.0%	2	2.0%	2	3.4%	2	0.0%	0	0.0%	0	0.0%
More / better foodstores	4.8%	52	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.9%	4	40.3%	46	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%
More / better retail brands	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.2%	3	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%
More / better non-food shops	1.5%	16	0.0%	0	0.5%	0	0.0%	0	1.2%	1	1.5%	2	9.5%	11	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%
More / better fashion shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	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%	0	0.0%
Better policing /safer	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More / better cafes / restaurants	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	6.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More / better cultural facilities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More / better entertainment facilities (e.g. Cinema)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	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	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	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More / better public houses	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	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	0.0%
(Nothing)	19.4%	213	21.5%	31	22.6%	23	22.9%	33	31.7%	31	17.0%	21	12.3%	14	14.5%	12	30.0%	22	15.5%	4	10.6%	14	13.3%
Another pelican crossing or footbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%
Better access by car	0.7%	8	0.0%	0	0.0%	0	2.3%	3	0.0%	0	2.2%	3	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better lighting	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better market	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fish and chip shop	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Less traffic congestion	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Lidl store	1.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	9.2%	11	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
More banks	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More compact / better layout	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More undercover shopping areas	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NHS dentist	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Road side hedges cut more often	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.3%	25	6.6%	10	6.4%	7	0.5%	1	0.6%	1	2.2%	3	1.3%	1	0.0%	0	0.0%	0	1.5%	0	0.5%	1	4.0%	2
(Don't visit Tadly District Centre)	67.4%	743	71.8%	104	70.5%	72	69.5%	99	62.1%	61	70.0%	87	13.7%	16	83.6%	71	62.0%	45	82.0%	23	87.9%	119	82.8%	47
Weighted base:	1103		145		102		142		99		124		114		85		73		28		135		56	
Sample:	1103		101		100		100		100		100		101		101		100		100		100		100	

Meanscore: [Number of visits per month]

Q28 How often do you visit Basingstoke Town Centre in the evenings ?

Everyday	1.1%	12	3.5%	5	0.0%	0	1.8%	3	2.0%	2	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	0.8%	9	0.0%	0	0.0%	0	1.8%	3	0.0%	0	1.7%	2	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 days a week	3.4%	37	12.6%	18	1.7%	2	7.4%	10	3.2%	3	0.5%	1	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Once a week	3.7%	41	8.6%	12	3.4%	3	4.5%	6	1.4%	1	10.4%	13	0.0%	0	0.0%	0	0.0%	0	2.5%	3	1.2%	1	1.2%	1
Once a fortnight	3.8%	42	1.5%	2	6.8%	7	1.5%	2	6.8%	7	3.3%	4	7.6%	9	2.5%	2	0.0%	0	3.8%	1	5.4%	7	1.2%	1
Once a month	10.1%	112	7.6%	11	15.5%	16	10.1%	14	12.3%	12	9.2%	11	13.8%	16	13.7%	12	2.9%	2	9.6%	3	10.7%	14	0.8%	0
Once every 3 months	16.4%	181	26.1%	38	15.3%	16	16.0%	23	11.5%	11	15.1%	19	15.9%	18	16.5%	14	10.0%	7	19.0%	5	18.5%	25	9.5%	5
Twice a year	10.0%	110	8.6%	12	4.8%	5	9.9%	14	8.8%	9	10.4%	13	10.9%	12	15.7%	13	9.1%	7	15.8%	4	9.4%	13	14.0%	8
Once a year	3.2%	36	3.0%	4	5.2%	5	0.0%	0	3.7%	4	0.7%	1	1.1%	1	5.8%	5	10.9%	8	2.4%	1	3.0%	4	4.4%	2
Less often than once a year	2.9%	32	2.5%	4	0.5%	0	3.0%	4	2.6%	3	2.2%	3	2.2%	3	1.2%	1	2.6%	2	3.6%	1	7.8%	11	2.9%	2
Never	43.2%	477	25.6%	37	44.8%	46	43.2%	61	45.3%	45	43.7%	54	41.5%	47	42.0%	36	64.4%	47	45.7%	13	40.6%	55	63.9%	36
(Don't know / varies / no particular pattern)	1.2%	14	0.5%	1	2.1%	2	0.8%	1	2.4%	2	0.5%	1	3.4%	4	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Mean:		1.16		2.65		0.67		1.89		1.21		1.54		1.04		0.53		0.09		0.27		0.41		0.34
Weighted base:		1103		145		102		142		99		124		114		85		73		28		135		56
Sample:		1103		101		100		100		100		100		101		101		100		100		100		100

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q29 What are your main reasons for visiting Basingstoke Town Centre in the evenings? e.g. what do you do there?																								
<i>Not those who said 'Never' at Q28</i>																								
1st mention																								
For late night shopping	9.7%	61	19.0%	21	4.3%	2	15.8%	13	6.4%	3	9.6%	7	9.1%	6	2.1%	1	0.0%	0	7.1%	1	7.4%	6	3.4%	1
For outdoor 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	0.0%	0
For work purposes	1.2%	8	2.3%	3	0.0%	0	3.2%	3	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	3.9%	25	2.3%	3	3.8%	2	6.3%	5	11.0%	6	0.0%	0	7.4%	5	0.0%	0	0.0%	0	0.0%	0	3.7%	3	5.5%	1
To visit a music venue	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit gym / fitness venue	0.7%	5	2.3%	3	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night club or other late night venue	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
To visit pubs / bars	6.9%	43	5.6%	6	8.3%	5	9.8%	8	9.0%	5	7.6%	5	9.5%	6	5.0%	2	0.0%	0	0.0%	0	6.6%	5	0.0%	0
To visit restaurants / cafes	27.3%	171	33.9%	37	48.7%	27	22.1%	18	43.7%	24	27.9%	19	37.4%	25	27.0%	13	2.6%	1	6.3%	1	6.7%	5	2.3%	0
To visit the cinema	35.0%	219	22.3%	24	25.4%	14	29.2%	24	18.2%	10	38.3%	27	27.0%	18	37.4%	18	62.7%	16	59.1%	9	59.6%	48	54.3%	11
To visit the theatre	13.3%	83	8.8%	9	9.5%	5	9.1%	7	9.5%	5	8.7%	6	5.2%	4	28.5%	14	34.6%	9	26.2%	4	15.3%	12	34.6%	7
For a group meeting (reading group, church society, etc)	0.3%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
To go tenpin bowling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a health service (doctors, dentists, etc)	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit escape rooms	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the bank	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To watch ice hockey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0
(Don't know)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular / nothing else)	0.8%	5	2.3%	3	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	626	108		56		81		54		70		67		49		26		15		80		20		
Sample:	564	64		54		53		50		54		54		57		35		49		62		32		

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
2nd mention																								
For late night shopping	2.3%	14	7.1%	8	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	5.5%	4	0.0%	0
For outdoor events	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work purposes	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	2.4%	15	0.0%	0	0.0%	0	7.2%	6	1.1%	1	3.1%	2	3.0%	2	5.3%	3	0.0%	0	2.7%	0	1.2%	1	3.4%	1
To visit a music venue	0.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0
To visit gym / fitness venue	0.4%	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	2.7%	0	0.0%	0	0.0%	0
To visit night club or other late night venue	2.6%	16	5.9%	6	0.0%	0	2.7%	2	8.3%	4	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
To visit pubs / bars	6.3%	39	6.6%	7	12.0%	7	7.3%	6	8.8%	5	2.6%	2	17.0%	11	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit restaurants / cafes	24.2%	152	26.3%	28	19.1%	11	26.8%	22	25.2%	14	29.2%	20	12.1%	8	26.9%	13	17.9%	5	25.7%	4	26.2%	21	29.2%	6
To visit the cinema	15.9%	99	12.4%	13	30.8%	17	11.5%	9	16.5%	9	20.8%	15	18.3%	12	25.2%	12	3.8%	1	13.9%	2	9.5%	8	2.3%	0
To visit the theatre	4.6%	29	1.0%	1	0.0%	0	1.3%	1	3.2%	2	4.6%	3	6.0%	4	7.6%	4	23.2%	6	1.3%	0	6.0%	5	16.0%	3
For a group meeting (reading group, church society, 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	0.0%	0
To go tenpin bowling	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0
To visit a health service (doctors, dentists, 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	0.0%	0
To visit escape rooms	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the bank	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To watch ice hockey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular / nothing else)	40.3%	253	40.0%	43	36.8%	21	43.2%	35	35.9%	19	35.8%	25	36.6%	24	31.1%	15	51.3%	13	48.5%	7	48.8%	39	49.1%	10
Weighted base:		626		108		56		81		54		70		67		49		26		15		80		20
Sample:		564		64		54		53		50		54		54		57		35		49		62		32

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
3rd mention																								
For late night shopping	1.9%	12	4.7%	5	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	4	0.0%	0	0.0%	0	2.9%	2	0.0%	0
For outdoor 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	0.0%	0
For work purposes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
To visit a music venue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit gym / fitness venue	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit night club or other late night venue	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit pubs / bars	3.3%	20	10.2%	11	0.0%	0	5.3%	4	6.3%	3	0.0%	0	0.0%	0	1.0%	0	0.0%	0	1.9%	0	1.2%	1	0.0%	0
To visit restaurants / cafes	4.4%	27	3.0%	3	5.2%	3	8.5%	7	2.1%	1	2.2%	2	3.9%	3	3.1%	2	1.8%	0	5.4%	1	6.2%	5	6.7%	1
To visit the cinema	3.5%	22	5.3%	6	1.8%	1	9.1%	7	4.6%	2	0.0%	0	1.3%	1	6.7%	3	0.0%	0	0.0%	0	0.0%	0	5.5%	1
To visit the theatre	1.5%	9	0.0%	0	0.0%	0	0.0%	0	1.1%	1	4.8%	3	0.0%	0	3.1%	2	0.0%	0	5.5%	1	3.8%	3	0.0%	0
For a group meeting (reading group, church society, 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	0.0%	0
To go tenpin bowling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a health service (doctors, dentists, 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	0.0%	0
To visit escape rooms	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the bank	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To watch ice hockey	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0
(Don't know)	1.0%	6	1.4%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	7.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular / nothing else)	83.1%	521	75.4%	81	89.9%	51	74.4%	60	85.9%	46	89.9%	63	92.9%	62	66.6%	33	98.2%	25	87.2%	13	84.7%	68	87.8%	18
Weighted base:		626		108		56		81		54		70		67		49		26		15		80		20
Sample:		564		64		54		53		50		54		54		57		35		49		62		32

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Any mention																								
For late night shopping	13.9%	87	30.8%	33	7.4%	4	15.8%	13	6.4%	3	9.6%	7	11.7%	8	9.8%	5	0.0%	0	7.1%	1	15.8%	13	3.4%	1
For outdoor events	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For work purposes	1.8%	11	2.3%	3	0.0%	0	3.2%	3	1.1%	1	7.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet friends	6.4%	40	2.3%	3	3.8%	2	13.5%	11	12.1%	7	3.1%	2	9.3%	6	5.3%	3	0.0%	0	2.7%	0	6.2%	5	8.8%	2
To visit a music venue	0.4%	3	0.7%	1	0.0%	0	0.0%	0	1.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0
To visit gym / fitness venue	1.1%	7	2.3%	3	0.0%	0	0.0%	0	0.0%	0	3.1%	2	3.0%	2	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0
To visit night club or other late night venue	3.4%	21	5.9%	6	0.0%	0	2.7%	2	8.3%	4	0.0%	0	5.6%	4	4.3%	2	0.0%	0	1.3%	0	2.9%	2	0.0%	0
To visit pubs / bars	16.4%	103	22.5%	24	20.3%	11	22.5%	18	24.1%	13	10.3%	7	26.5%	18	8.9%	4	0.0%	0	1.9%	0	7.8%	6	0.0%	0
To visit restaurants / cafes	55.8%	350	63.2%	68	73.0%	41	57.4%	46	71.1%	38	59.3%	41	53.5%	36	57.0%	28	22.3%	6	37.3%	6	39.0%	31	38.3%	8
To visit the cinema	54.3%	340	40.1%	43	58.0%	33	49.8%	40	39.3%	21	59.0%	41	46.5%	31	69.4%	34	66.5%	17	73.0%	11	69.1%	55	62.1%	13
To visit the theatre	19.4%	122	9.8%	11	9.5%	5	10.4%	8	13.7%	7	18.1%	13	11.3%	8	39.1%	19	57.9%	15	33.0%	5	25.0%	20	50.5%	10
For a group meeting (reading group, church society, etc)	0.3%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
To go tenpin bowling	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0
To visit a health service (doctors, dentists, etc)	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit escape rooms	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the bank	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To watch ice hockey	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	626		108		56		81		54		70		67		49		26		15		80		20	
Sample:	564		64		54		53		50		54		54		57		35		49		62		32	

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q30 Do you or your household visit the following leisure or cultural attractions? [MR/PR]																								
Bingo / casino / bookmaker	5.4%	59	3.8%	6	8.8%	9	9.0%	13	8.6%	9	1.5%	2	4.8%	5	8.2%	7	3.2%	2	2.1%	1	4.7%	6	0.0%	0
Cinema	63.7%	702	54.6%	79	58.1%	59	65.8%	93	55.7%	55	67.1%	83	57.6%	66	74.6%	64	73.2%	53	64.4%	18	70.5%	95	64.6%	36
Gym / health club / sports facility	21.8%	241	18.8%	27	20.3%	21	21.8%	31	12.1%	12	29.4%	36	16.5%	19	28.3%	24	23.9%	17	23.0%	6	21.8%	29	30.7%	17
Theatre / concert / music venue	48.2%	531	47.8%	69	36.8%	37	42.8%	61	33.3%	33	40.2%	50	42.4%	48	70.2%	60	61.7%	45	63.7%	18	57.0%	77	59.0%	33
Museum / gallery or place of historical / cultural interest	32.0%	353	25.3%	37	24.2%	25	29.7%	42	27.4%	27	30.3%	38	23.1%	26	48.6%	41	46.1%	33	39.7%	11	39.5%	53	35.0%	20
Pub / bar / nightclub	47.4%	523	46.1%	67	42.1%	43	33.7%	48	39.0%	39	50.3%	62	51.2%	58	61.4%	52	50.8%	37	43.2%	12	54.9%	74	53.5%	30
Restaurant / café / eating out	74.5%	821	68.6%	99	68.2%	69	69.3%	98	76.8%	76	76.5%	95	71.9%	82	82.6%	70	82.4%	60	70.5%	20	77.7%	105	82.0%	46
Family entertainment - tenpin bowling	24.3%	268	19.2%	28	29.0%	29	16.5%	23	21.8%	22	31.7%	39	27.8%	32	34.9%	30	23.2%	17	12.0%	3	26.0%	35	17.1%	10
Family entertainment - trampoline centre	10.8%	119	9.9%	14	8.6%	9	8.0%	11	10.5%	10	20.1%	25	16.2%	19	15.0%	13	9.0%	7	2.5%	1	5.9%	8	4.8%	3
Family entertainment - ice rink / roller skating	12.0%	132	14.8%	21	7.8%	8	5.3%	8	10.2%	10	17.7%	22	15.0%	17	16.3%	14	7.5%	5	4.9%	1	16.2%	22	6.0%	3
Other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't visit ANY leisure activities)	11.3%	125	11.6%	17	16.2%	17	11.5%	16	13.6%	13	12.9%	16	12.5%	14	4.4%	4	6.0%	4	10.5%	3	12.0%	16	8.1%	5
Weighted base:	1103		145		102		142		99		124		114		85		73		28		135		56	
Sample:	1103		101		100		100		100		100		101		101		100		100		100		100	

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q31 Where do you or members of your household normally go to play bingo or visit casinos or bookmakers?																								
<i>Those who said 'Bingo / casino / bookmaker' at Q30 AND Excl. Nulls</i>																								
Buzz Bingo, Aldershot	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	10.7%	1	0.0%	0
Buzz Bingo, Basingstoke Leisure Park	82.7%	49	45.8%	3	83.1%	7	100.0%	13	79.8%	7	100.0%	2	84.3%	5	100.0%	7	29.8%	1	67.9%	0	78.7%	5	0.0%	0
Alton Town Centre	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	32.2%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Festival Place Shopping Centre	1.2%	1	13.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	3.8%	2	41.0%	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	0.0%	0
Brighton Hill District Centre	2.7%	2	0.0%	0	11.5%	1	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.2%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre (includes The Oracle Shopping Centre)	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burghclere Village Centre	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.2%	0	0.0%	0	0.0%	0	0.0%	0
Halifax Town Centre	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.8%	1	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre	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	10.7%	1	0.0%	0
Melrose Community Association, Abbey Road, Basingstoke	1.0%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherborne St John Village Centre	1.0%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westside Community Centre, Paddock Road, Basingstoke	0.8%	0	0.0%	0	5.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	59			6		9		13		9		2		5		7		2		1		6		0
Sample:	60			6		9		9		11		2		5		6		4		2		6		0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q32 Where do you or members of your household normally go to the cinema?																								
<i>Those who said 'Cinema' at Q30 AND Excl. Nulls</i>																								
Cineworld, Aldershot	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	5.8%	5	0.0%	0
Corn Exchange Arts Centre & Cinema, Newbury	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	3	0.0%	0	0.0%	0	0.0%	0
Everyman Cinema, Winchester	1.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.6%	0	0.0%	0	31.7%	12
Odeon, Andover	2.1%	15	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	4	3.2%	2	0.0%	0	0.0%	0	23.0%	8
Odeon, Basingstoke Leisure Park	18.0%	125	13.0%	10	18.0%	10	26.9%	25	24.8%	14	17.2%	14	11.0%	7	30.4%	19	19.1%	10	18.8%	3	8.4%	8	10.9%	4
Palace Cinema, 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	0.0%	0	8.8%	2	0.0%	0	0.0%	0
Reading Film Theatre, Reading	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Showcase Cinema de Lux Reading, Winnersh, Wokingham	1.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	9.6%	6	0.0%	0	1.4%	1	0.0%	0	3.3%	3	0.0%	0
Vue, Camberley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Vue, Farnborough	1.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	10	0.0%	0
Vue, Festival Place, Basingstoke	65.5%	456	87.0%	69	80.2%	46	73.1%	68	75.2%	41	72.5%	60	72.3%	48	60.8%	38	12.3%	6	67.5%	12	63.1%	60	21.3%	8
Vue, Newbury	5.0%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	3.1%	2	1.6%	1	58.6%	30	0.0%	0	0.0%	0	0.0%	0
Vue, Reading	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0
Cineworld, Cheltenham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harbour Lights Picturehouse, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Odeon, Maidenhead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Odeon, Salisbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Showcase Cinema de Lux Southampton, West Quay, Southampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2
Tadley Community Centre, Newchurch Road, Tadley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, Eastleigh	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2
Weighted base:	696			79		57		93		54		83		66		63		51		18		94		36
Sample:	688			60		56		65		52		66		56		69		70		62		72		60

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q33 Where do you or members of your household normally go to use a gym / healthclub / sports facility / swimming pool?																								
<i>Those who said 'Gym / health club / sports facility' at Q30 AND Excl. Nulls</i>																								
Alton Sports Centre, Chawton Park Road, Alton	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.5%	3	0.0%	0	0.0%	0
Andover Leisure Centre, Andover College	2.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.5%	4	0.0%	0	0.0%	0	0.0%	0	8.4%	1
Aspects of Fitness, Manydown, Basingstoke	1.5%	4	0.0%	0	3.6%	1	3.5%	1	0.0%	0	0.0%	0	0.0%	0	7.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Aquadrome, Basingstoke	11.7%	28	14.2%	4	10.8%	2	21.1%	7	20.9%	2	13.6%	5	0.0%	0	20.8%	5	0.0%	0	0.0%	0	10.2%	3	0.0%	0
Basingstoke Sports Centre, Festival Place, Basingstoke	10.9%	26	15.8%	4	16.8%	3	9.4%	3	4.8%	1	13.0%	5	21.6%	4	15.5%	4	2.7%	0	6.3%	0	5.0%	1	0.0%	0
Beechdown Health and Fitness Club, Basingstoke	5.0%	12	7.8%	2	13.6%	3	2.4%	1	0.0%	0	3.7%	1	0.0%	0	8.2%	2	2.7%	0	16.8%	1	5.0%	1	0.0%	0
Northcroft Leisure Centre, Newbury	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0
Queen Mary’s College Sports Centre, Basingstoke	3.8%	9	15.8%	4	10.3%	2	8.3%	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
River Park Leisure Centre, Winchester	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.7%	3
Tadley Swimming Pool, New Road, Tadley	3.3%	8	0.0%	0	8.4%	2	0.0%	0	0.0%	0	0.0%	0	32.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, St Michael’s Retail Park, Basingstoke	11.0%	26	30.6%	8	7.6%	2	36.1%	11	10.1%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	3	0.0%	0
The Hampshire Court Hotel, Chineham, Basingstoke	5.3%	13	2.7%	1	0.0%	0	0.0%	0	10.1%	1	19.3%	7	3.1%	1	0.0%	0	0.0%	0	6.3%	0	9.7%	3	0.0%	0
Willink Leisure Centre, Burghfield	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Festival Place Shopping Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	0
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	0.7%	2	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0
Brighton Hill District Centre	1.0%	2	0.0%	0	7.6%	2	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Chineham District Centre	2.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	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	3.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Kingsclere Village	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	2.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	24.5%	4	0.0%	0	0.0%	0	0.0%	0
Oakley Village	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	2	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
(includes The Oracle Shopping Centre)																								
Tadley District Centre	2.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitchurch District Centre	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	1.2%	3	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	2
Basingstoke Leisure Park, Worthing Road, Basingstoke	5.2%	12	9.2%	3	7.3%	1	8.6%	3	10.1%	1	5.1%	2	0.0%	0	7.5%	2	5.7%	1	0.0%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	1.3%	3	0.0%	0	10.6%	2	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abingdon Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Andover College, Charlton Road, Andover	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Apollo Hotel, Aldermaston Road Roundabout, Basingstoke	0.7%	2	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ArenaFit, Lodge farm, North Warnborough, Hook	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	8.1%	2	0.0%	0
Basingstoke Country Hotel, Scures Hill, Nately Scures	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	2	0.0%	0
Basingstoke Golf Club, Winchester Road, Kempshott Hill	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blacknest Golf and Country Club, Frith End Road, Blacknest	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	6.3%	0	0.0%	0	0.0%	0
Chilbolton Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
CrossFit Basingstoke, Joule Road, Basingstoke	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Monks Lane, Newbury	2.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.2%	7	0.0%	0	0.0%	0	0.0%	0
De Vere Wokefield Estate, Mortimer Common, Reading	0.5%	1	0.0%	0	0.0%	0	0.0%	0	10.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DW Fitness First, Chineham Business Park, Chineham	2.0%	5	0.0%	0	0.0%	0	3.5%	1	0.0%	0	10.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Energique Health Club, Anstey Lane, Alton	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	6.0%	0	0.0%	0	0.0%	0
Everest Community Academy, Oxford Way, Sherborne St John	0.6%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hart Leisure Centre, Emerald Avenue, Fleet	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2	0.0%	0
Hartley Wintney Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Hook Community Centre, Ravenscroft, Hook	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Hook Town Centre	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	3	0.0%	0
Hurst Leisure Centre, Brimpton Road, Baughurst	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Medstead Village 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	6.3%	0	0.0%	0	0.0%	0
Mercure Winchester Wessex Hotel, Paternoster Row, Winchester	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	0.0%	0	2.9%	0
Norton Park Hotel, Norton Park, Sutton Scotney	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	2
Nuffield Health, Lime Square, Reading	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Nuffield Health, Links Way, Farnborough	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0
Nuffield Health, Racecourse Road, Newbury	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	9.6%	2	0.0%	0	0.0%	0	0.0%	0
Pamber Heath Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0	0.0%	0	0.0%	0
Pippa Wylde Pilates, Manor Court, Herriard	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	6.3%	0	0.0%	0	0.0%	0
Popley Fields Community Centre, Popley Way, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Basingstoke Road, Reading	0.5%	1	0.0%	0	0.0%	0	0.0%	0	10.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romsey Town Centre	0.1%	0	0.0%	0	0.0%	0	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
Sparshot Village 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	0.0%	0	2.9%	0
Stockbridge Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1
Sutton Scotney Village Centre	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.7%	2
The Park Health Club, Titchener Park, Hook	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0
Tylney Park Golf Club, Ridge Lane, Hook	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Village Hotel Basingstoke, Basing View, Basingstoke	0.3%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wherwell Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Winchester Racquets and Fitness, Bereweke Road, Winchester	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	2
Wootton St Lawrence Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
YouFitGym, Newbury Rugby Football Club, Newbury	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:	237			27		20		31		12		36		19		23		17		6		29		16
Sample:	239			20		23		22		11		28		14		24		23		21		22		31

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q34 Where do you or members of your household normally go to visit the theatre, watch a concert or watch live music?																								
<i>Those who said 'Theatre / concert / music venue' at Q30 AND Excl. Nulls</i>																								
Anvil Arts Centre, Basingstoke	46.1%	239	62.6%	43	60.5%	21	49.9%	30	52.3%	17	41.9%	21	37.5%	17	48.2%	29	37.4%	17	45.6%	8	41.6%	30	19.4%	6
Corn Exchange Arts Centre & Cinema, Newbury	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	10.8%	5	0.0%	0	0.0%	0	0.0%	0
Mayflower Theatre, Southampton	4.6%	24	4.6%	3	4.3%	2	7.1%	4	3.8%	1	4.5%	2	0.0%	0	7.2%	4	0.0%	0	6.4%	1	0.0%	0	18.5%	6
Milestones Museum, Leisure Park, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Haymarket Theatre, Basingstoke	12.5%	65	18.3%	13	19.0%	7	17.4%	11	7.2%	2	19.3%	10	9.2%	4	9.2%	6	5.8%	3	6.8%	1	13.3%	10	0.0%	0
The Hexagon Arts Centre, Reading	0.4%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Theatre Royal, Winchester	2.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	3	3.5%	2	1.0%	0	1.1%	0	0.0%	0	17.2%	6
Andover Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Basingstoke Town Centre: Festival Place Shopping Centre	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Central London / West End	23.9%	124	11.4%	8	10.0%	4	23.8%	14	29.2%	9	21.4%	11	38.9%	18	21.0%	13	21.0%	9	29.8%	5	32.9%	23	29.3%	10
Farnham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Guildford Town Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	4.7%	3	0.0%	0
Newbury Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	1.0%	0
Oxford City Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0
Salisbury City Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	6.1%	2
Southampton City Centre (includes Westquay Shopping Centre)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Winchester City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Woking Town Centre	1.0%	5	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.8%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	4.8%	3	0.0%	0
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arlington Arts, Mary Hare, Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre	0.5%	3	0.0%	0	6.1%	2	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Chichester Festival Theatre, Oaklands Way, Chichester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Everyman Theatre, Regent Street, Cheltenham	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor House Local Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Theatre, George Sreett, Oxford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
New Victoria Theatre, The Ambassadors, Woking	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	1	0.0%	0	0.0%	0
O2 Academy Brixton,	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Stockwell Road, Brixton																								
Stratford-upon-Avon Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swansea City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Anvil, Churchill Way East, Basingstoke	0.5%	3	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Lights, 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	1.5%	1	0.0%	0	0.0%	0	0.0%	0
The Watermill Theatre and Restaurant, Bagnor, Newbury	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.8%	0	10.7%	5	0.0%	0	0.0%	0	2.1%	1
Wembley Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester Cathedral, The Close, Winchester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Yvonne Arnould Theatre, Millbrook, Guildford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Weighted base:	519			69		35		61		32		50		47		60		45		17		71		33
Sample:	603			55		44		49		39		48		49		71		63		61		63		61

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11
Q35 Where do you or members of your household normally go to a museum, gallery, or other place of historical / cultural interest?																							
<i>Those who said 'Museum / gallery or place of historical / cultural interest' at Q30 AND Excl. Nulls</i>																							
Anvil Arts Centre, Basingstoke	0.8%	3	7.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Basing House, Old Basing	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Corn Exchange Arts Centre & Cinema, Newbury	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%
Milestones Museum, Leisure Park, Basingstoke	18.0%	59	20.8%	7	14.5%	3	35.8%	14	33.6%	9	8.2%	3	25.9%	6	18.2%	7	8.2%	2	10.6%	1	8.8%	5	9.6%
The Hexagon Arts Centre, Reading	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Willis Museum and Sainsbury Gallery, Top of Town, Basingstoke	16.8%	55	29.2%	10	35.4%	8	28.0%	11	20.5%	5	16.3%	6	15.5%	4	16.8%	7	4.8%	1	17.1%	2	3.8%	2	0.0%
Alton Town Centre	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	2.0%	0	0.0%	0	0.0%
Andover Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%
Basingstoke Town Centre: Festival Place Shopping Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%
Basingstoke Town Centre: Top of Town / Old Basingstoke	0.2%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Basingstoke Town Centre: The whole of Basingstoke Town Centre	0.8%	3	2.1%	1	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%
Central London / West End	54.7%	180	36.4%	13	46.7%	10	32.3%	13	45.9%	12	59.3%	20	56.2%	14	52.9%	21	53.5%	16	65.2%	6	82.9%	43	70.3%
Newbury Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%
Oxford City Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	2	0.0%	0	0.0%	0	0.0%
Salisbury City Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%
Southampton City Centre (includes Westquay Shopping Centre)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%
Winchester City Centre	2.2%	7	0.0%	0	3.4%	1	0.0%	0	0.0%	0	5.4%	2	0.0%	0	2.5%	1	3.2%	1	3.0%	0	0.0%	0	14.1%
Abroad	0.8%	3	2.1%	1	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Camden Town District Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Haslemere Educational Museum, High Street, Haslemere	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	2.0%	0	0.0%	0	0.0%
Hendon Local Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%
Long Wittenham Village Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	2	0.0%	0	0.0%	0	0.0%
Middle Wallop Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%
Mottisfont Abbey, Mottisfont Lane, Romsey	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

Weighted:

January 2020

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
The Lowry, The Quays, Salford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		329		34		21		40		25		34		25		40		30		10		52		17
Sample:		355		28		21		34		27		29		25		43		40		33		42		33

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q36 At what location, e.g. city, town, village, local area or retail / leisure park - do you or members of your household normally go to when visiting pubs / bars / nightclubs?																								
<i>Those who said 'Pub / bar / nightclub' at Q30 AND Excl. Nulls</i>																								
Alresford Town Centre	0.4%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	0	0.0%	0	2.8%	1
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	0.0%	0	6.2%	1	0.0%	0	0.0%	0
Andover Town Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	6.9%	2
Basingstoke Town Centre: Festival Place Shopping Centre	19.1%	92	27.4%	17	36.7%	14	42.0%	17	29.4%	10	15.9%	9	23.6%	13	5.3%	3	6.1%	2	0.0%	0	6.1%	4	5.7%	1
Basingstoke Town Centre: The Malls Shopping Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	12.4%	59	31.7%	20	6.5%	2	15.0%	6	21.0%	7	21.9%	13	14.7%	8	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	1.4%	7	2.5%	2	2.7%	1	0.0%	0	7.2%	2	1.1%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: The whole of Basingstoke Town Centre	5.2%	25	14.4%	9	10.6%	4	0.0%	0	9.2%	3	0.0%	0	8.1%	5	9.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.9%	4	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3	0.0%	0
Central London / West End	1.0%	5	0.0%	0	0.0%	0	0.0%	0	7.2%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	3.8%	0	1.4%	1	0.0%	0
Chineham District Centre	2.7%	13	0.0%	0	0.0%	0	0.0%	0	3.3%	1	15.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0
Farnborough Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	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	3.8%	0	0.0%	0	0.0%	0
Fleet Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0
Kingsclere Village	2.0%	10	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.0%	1	0.0%	0	26.0%	9	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	1.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	20.5%	7	0.0%	0	0.0%	0	0.0%	0
Oakley Village	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odiham Town Centre	3.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	11.3%	1	17.4%	12	0.0%	0
Overton District Centre	2.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre (includes The Oracle Shopping Centre)	1.3%	6	0.0%	0	2.7%	1	0.0%	0	0.0%	0	2.2%	1	1.5%	1	2.2%	1	0.0%	0	0.0%	0	2.8%	2	0.0%	0
Tadley District Centre	4.1%	20	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	32.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitchurch District Centre	2.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.6%	10	0.0%	0	1.8%	0	0.0%	0	0.0%	0
Winchester City Centre	3.2%	15	4.2%	3	0.0%	0	1.8%	1	0.0%	0	1.5%	1	0.0%	0	8.0%	4	0.0%	0	0.0%	0	0.0%	0	29.4%	7
Basingstoke Leisure Park, Worting Road, Basingstoke	0.7%	4	1.7%	1	0.0%	0	4.4%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatch Warren Retail Park (Wallop Drive), Basingstoke	1.5%	7	0.0%	0	10.1%	4	7.8%	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
Abroad	0.1%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Barton Stacey Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Beenham Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beggarwood Local Centre	0.1%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentworth Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0
Broughton District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burghclere Village Centre	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	4	0.0%	0	0.0%	0	0.0%	0
Chapel Row Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chilbolton Village Centre	0.8%	4	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	2
Cliddesden Local Centre	0.3%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1	0.0%	0	0.0%	0
Crawley Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1
Crandall Village Centre	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	6	0.0%	0
Dummer Local Centre	0.6%	3	1.2%	1	3.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eversley Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Fair Oak Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Fairfields Local Centre	0.7%	3	5.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four Marks Village Centre	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	4.4%	0	0.0%	0	0.0%	0
Froyle Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.3%	2	0.0%	0	0.0%	0
Hartley Wintney Village Centre	2.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	13	0.0%	0
Hatch Warren District Centre	1.2%	6	0.0%	0	15.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Headley Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	1.4%	1	0.0%	0
Herriard Village Centre	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	4.4%	0	0.0%	0	0.0%	0
Highclere Village Centre	1.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.3%	7	0.0%	0	0.0%	0	0.0%	0
Hook Town Centre	3.4%	16	0.0%	0	2.7%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.2%	14	0.0%	0
Inkpen Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Kempshott Local Centre	1.1%	6	0.0%	0	0.0%	0	13.4%	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
Kintbury Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
London Road, Basingstoke	0.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longparish Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1
Lower Wield Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0
Lychpit Local Centre	0.7%	3	5.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Micheldever Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Newnham Village Centre	0.3%	2	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Waltham Village Centre	0.7%	3	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	5.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Warnborough Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Old Basing Village Centre	2.2%	10	0.0%	0	0.0%	0	0.0%	0	3.5%	1	14.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Pamber End Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pamber Heath Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Popley Local Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	8.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston Candover Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0
Rotherwick Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Sandys Road, Basingstoke	0.2%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherborne St John Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey for Lambert Smith Hampton

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		Zone 11	
Sherfield on Loddon Village Centre	2.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.1%	9	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silchester Village Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Wonston Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Sparshot Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
St Mary Bourne Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Steventon Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockbridge Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Stratfield Saye Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Scotney, Village Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	3
Swansea City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thatcham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thornborough Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Upton Grey Village Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.1%	2	2.0%	1	0.0%	0
Well Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0
Westside Local Centre	0.1%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester Road, Basingstoke	0.6%	3	4.0%	3	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchfield Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Wonston Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	1
Woolton Hill Village Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	3	0.0%	0	0.0%	0	0.0%	0
Worting Road, Basingstoke	0.2%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		480		62		38		41		35		60		57		48		33		11		71		25
Sample:		469		36		38		30		32		46		49		53		43		39		59		44

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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	Zone 11
Q37 At what location, e.g. city, town, village, local area or retail / leisure park - do you or members of your household normally go to for eating out, e.g. cafes and restaurants?												
<i>Those who said 'Restaurant / café / eating out' at Q30 AND Excl. Nulls</i>												
Alresford Town Centre	0.3%	2	0.8%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Alton Town Centre	0.8%	6	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Andover Town Centre	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2
Basingstoke Town Centre: Festival Place Shopping Centre	41.4%	303	58.2%	53	48.4%	31	67.7%	60	50.7%	32	51.2%	43
Basingstoke Town Centre: The Malls Shopping Centre	1.9%	14	3.5%	3	0.0%	0	0.0%	0	5.7%	4	4.3%	4
Basingstoke Town Centre: Top of Town / Old Basingstoke	6.1%	45	11.4%	10	12.5%	8	3.3%	3	6.9%	4	14.2%	12
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	2.0%	15	0.0%	0	0.8%	0	4.9%	4	4.8%	3	0.7%	1
Basingstoke Town Centre: The whole of Basingstoke Town Centre	5.0%	37	5.9%	5	10.9%	7	7.9%	7	11.4%	7	0.0%	0
Brighton Hill District Centre	0.6%	5	0.8%	1	4.3%	3	1.2%	1	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
Central London / West End	2.6%	19	7.0%	6	0.0%	0	1.2%	1	3.9%	2	3.2%	3
Chineham District Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.7%	1
Eastleigh Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Fleet Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsclere Village	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre	4.7%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Oakley Village	0.2%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Odiham Town Centre	2.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Overton District Centre	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	8
Oxford City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Pangbourne Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Reading Town Centre (includes The Oracle Shopping Centre)	2.1%	16	0.0%	0	2.7%	2	0.0%	0	1.3%	1	4.3%	4
Salisbury City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Southampton City Centre (includes Westquay Shopping Centre)	0.5%	4	0.8%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Tadley District Centre	1.8%	14	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Whitchurch District Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Winchester City Centre	6.3%	46	2.8%	3	2.7%	2	0.8%	1	0.0%	0	3.6%	3	0.0%	0	14.8%	10	8.5%	4	14.3%	2	0.0%	0	50.8%	21
Basingstoke Leisure Park, Worting Road, Basingstoke	2.5%	18	4.8%	4	2.4%	2	7.0%	6	1.3%	1	2.6%	2	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.7%	1	2.4%	1
Brighton Hill Retail Park, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Hatch Warren Retail Park (Wallop Drive), Basingstoke	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.9%	2	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	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
St Michael’s Retail Park, Basingstoke	0.3%	2	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Arborfield Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Ashford Hill Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Avenue Nurseries, Avenue Road, Lasham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Barton Stacey Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Basingstoke Golf Club, Winchester Road, Kempshott Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beenham Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Bramley Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brimpton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broughton District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burghclere Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chilbolton Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Cliddesden Local Centre	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	2.9%	0	0.0%	0	0.0%	0
Crandall Village Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	4	0.0%	0
Dummer Local Centre	0.3%	2	0.8%	1	0.8%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eversley Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Faccombe Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Four Marks Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Froyle Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Hartley Wintney Village Centre	2.3%	17	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	17.1%	16	0.0%	0
Headley Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Hook Town Centre	1.9%	14	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	2.5%	2	0.0%	0	0.0%	0	12.0%	11	0.0%	0
Hungerford 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	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Kempshott Local Centre	0.2%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Worthy Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Lasham Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Long Sutton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0

**Basingstoke & Deane Household Survey
for Lambert Smith Hampton**

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Longparish Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Mapledurwell Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Mattingley Village Centre	0.3%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Midgham Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Newtown Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
North Waltham Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.2%	0	0.0%	0	0.0%	0
North Warnborough Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Old Basing Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.7%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Padworth Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pamber End Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston Candover Village Centre	0.2%	1	0.0%	0	0.8%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Romsey Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Rotherwick Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Sherborne St John Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherfield on Loddon Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silchester Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Warnborough Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
South Wonston Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Steventon Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockbridge Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2
Stratfield Saye Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Scotney, Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2
Swansea City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thatcham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thornborough Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Upton Grey Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	1.6%	1	0.0%	0
Viables District Centre	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	2.5%	0	0.0%	0	0.0%	0
Well Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	1	0.0%	0	0.0%	0
Winchester Road, Basingstoke	0.8%	6	1.2%	1	4.9%	3	1.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Woolhampton Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woolton Hill Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Worting Road, Basingstoke	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	732		91		64		88		64		85		72		67		52		17		91		41	
Sample:	752		67		66		63		64		71		66		78		72		58		73		74	

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Q38 Where do you or members of your household normally go for family entertainment, e.g. ten pin bowling, ice skating, outdoor adventure centres, etc?																								
<i>Those who said a family entertainment activity at Q30 AND Excl. Nulls</i>																								
Flip Out, Basingstoke	4.1%	12	0.0%	0	6.5%	2	0.0%	0	3.6%	1	7.5%	3	17.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Bowl, Leisure Park, Basingstoke	51.8%	155	49.6%	17	61.2%	23	34.5%	9	67.1%	16	48.1%	20	43.0%	15	67.1%	21	42.1%	7	61.9%	2	54.0%	22	35.9%	4
Ice Rink, The Spectrum, Guildford	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	11.2%	0	0.0%	0	0.0%	0
Lakeside Superbowl, Thatcham, Newbury	3.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	48.4%	8	0.0%	0	0.0%	0	0.0%	0
Planet Ice, Basingstoke Leisure Park	2.8%	8	0.0%	0	7.0%	3	0.0%	0	0.0%	0	11.1%	5	0.0%	0	0.0%	0	0.0%	0	7.8%	0	2.4%	1	0.0%	0
Wokingham Superbowl, Wokingham	1.0%	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	7.1%	3	0.0%	0
Aldershot Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0
Andover Town Centre	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	2	0.0%	0	0.0%	0	0.0%	0	4.3%	0
Basingstoke Town Centre: Festival Place Shopping Centre	1.4%	4	0.0%	0	2.8%	1	3.0%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	6.2%	1
Basingstoke Town Centre: The whole of Basingstoke Town Centre	0.2%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0
Central London / West End	0.8%	3	7.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastleigh Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0
Overton District Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre (includes Westquay Shopping Centre)	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	1
Winchester City Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0
Basingstoke Leisure Park, Worting Road, Basingstoke	30.3%	91	40.8%	14	22.5%	8	62.5%	16	29.3%	7	31.1%	13	30.0%	11	24.4%	8	9.6%	2	19.1%	1	21.5%	9	37.7%	4
Farnborough Gate Retail Park, Farnborough	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Michael's Retail Park, Basingstoke	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Atmosphere Trampoline Park, Daneshill Industrial Estate, Basingstoke	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	300			33		37		25		24		41		35		31		17		4		41		11
Sample:	256			22		34		15		20		29		29		26		23		12		29		17

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11
Q40 What improvements could be made to the leisure/cultural offer in the Basingstoke & Deane Borough area that would make you visit or partake in leisure activities more often? [MR]																							
A casino	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
A swimming pool	2.8%	31	0.0%	0	4.2%	4	3.8%	5	2.6%	3	4.7%	6	1.1%	1	3.4%	3	2.8%	2	0.7%	0	4.9%	7	0.6%
A theatre	0.4%	5	1.6%	2	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.4%	1	0.0%	0	0.0%	0	1.2%
A new multi-screen cinema	0.7%	7	0.0%	0	2.0%	2	0.0%	0	0.9%	1	0.7%	1	0.0%	0	3.7%	3	0.0%	0	1.0%	0	0.0%	0	0.0%
A new art house cinema	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bingo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cheaper prices	2.4%	26	0.5%	1	3.9%	4	4.8%	7	0.6%	1	4.9%	6	1.3%	1	0.8%	1	0.0%	0	1.4%	0	3.8%	5	0.0%
Improved access by foot and cycle	0.6%	6	0.0%	0	1.7%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.5%	0	0.7%	1	0.0%
Improved public transport	0.9%	9	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.5%	1	4.3%	5	0.0%	0	0.6%	0	2.1%	1	1.2%	2	0.0%
Improved security / CCTV	0.6%	6	0.7%	1	1.7%	2	1.8%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Improved street furniture	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Improvements in the built environment	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
More / better car parking	1.0%	10	0.5%	1	2.4%	2	0.0%	0	0.0%	0	2.7%	3	0.8%	1	0.8%	1	0.0%	0	0.0%	0	1.8%	2	0.0%
More / better cultural facilities	0.7%	8	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.4%	1	0.0%	0	2.2%	3	0.0%
More / better disabled access	0.3%	3	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More / better health clubs / gyms	1.0%	11	3.5%	5	0.7%	1	0.0%	0	2.1%	2	0.0%	0	0.0%	0	2.5%	2	0.9%	1	1.5%	0	0.0%	0	0.0%
More / better policing & safety	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More / better public houses	0.8%	9	1.7%	3	3.4%	3	0.0%	0	1.2%	1	0.0%	0	0.8%	1	0.0%	0	0.6%	0	0.7%	0	0.0%	0	0.0%
More / better seats	0.5%	5	0.0%	0	0.0%	0	1.8%	3	2.0%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More / better signposting and information	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%
More better parks / green spaces	1.1%	12	2.2%	3	0.0%	0	3.8%	5	0.9%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	2.4%
More for children	2.5%	28	2.7%	4	0.5%	0	5.3%	8	4.5%	4	7.3%	9	1.9%	2	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%
More local sports & recreation facilities	2.8%	31	2.2%	3	4.2%	4	5.9%	8	2.7%	3	4.5%	6	1.8%	2	3.1%	3	0.6%	0	0.0%	0	0.7%	1	0.8%
More nightclubs	0.2%	3	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More pavement cafes	0.6%	7	0.0%	0	2.0%	2	0.5%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%
More quality restaurants	3.2%	35	7.4%	11	6.6%	7	0.0%	0	0.0%	0	4.2%	5	4.8%	5	0.0%	0	1.4%	1	3.5%	1	3.2%	4	1.2%
More street cleaning	0.4%	4	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%
Provision of public toilets	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	3.3%	4	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%
Ten-pin bowling	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Concert hall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Cycling track	0.3%	3	0.0%	0	0.0%	0	0.5%	1	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Go karting	0.4%	5	1.7%	3	0.0%	0	0.8%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ice rink / improve/keep the current ice rink	2.1%	24	2.3%	3	0.0%	0	2.8%	4	0.0%	0	2.7%	3	4.1%	5	3.9%	3	2.8%	2	1.0%	0	1.5%	2	1.2%
Improve all leisure facilities	0.4%	4	0.0%	0	0.0%	0	0.8%	1	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%
Indoor ski slope	0.4%	5	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Laser quest	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure venues open later	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Live music events	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.2%	1
More activities for disabled people	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More activities for older people	0.4%	4	0.5%	1	0.5%	0	0.5%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.6%	0
More arts & craft activities	0.4%	4	1.1%	2	0.0%	0	0.5%	1	0.0%	0	0.7%	1	0.8%	1	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
More for older children / teenagers to do	0.7%	8	1.7%	3	3.8%	4	0.0%	0	0.0%	0	0.5%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outdoor swimming pool	0.1%	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	0.7%	0	0.0%	0	0.8%	0
Petting zoo	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rock climbing wall	1.1%	12	0.7%	1	0.0%	0	3.0%	4	0.0%	0	3.7%	5	0.0%	0	2.5%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Roller skating	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skatepark	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Softplay Venues	0.5%	6	0.5%	1	0.7%	1	2.3%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spa resort	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Street festivals	0.2%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Update Basingstoke Aquadrome	0.6%	7	0.0%	0	0.0%	0	3.0%	4	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Update Basingstoke Leisure Park	0.8%	9	2.2%	3	0.0%	0	0.0%	0	0.0%	0	2.9%	4	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	65.7%	724	54.4%	79	52.7%	54	58.5%	83	75.7%	75	52.0%	64	61.6%	70	78.4%	67	82.5%	60	75.1%	21	76.5%	103	84.9%	48
(Don't know)	8.8%	97	17.4%	25	14.6%	15	5.1%	7	4.9%	5	12.6%	16	11.2%	13	0.8%	1	6.4%	5	8.1%	2	5.4%	7	3.1%	2
Weighted base:		1103		145		102		142		99		124		114		85		73		28		135		56
Sample:		1103		101		100		100		100		100		101		101		100		100		100		100

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Q41 Where within Basingstoke & Deane Borough should the improvements/facilities you mentioned be made/provided?																								
Not those who said '(Nothing)' or '(Don't know)' at Q40																								
Basingstoke Town Centre: Festival Place Shopping Centre	14.6%	41	28.8%	12	15.9%	5	19.7%	10	9.3%	2	7.0%	3	4.0%	1	0.0%	0	25.2%	2	8.6%	0	22.0%	5	0.0%	0
Basingstoke Town Centre: The Malls Shopping Centre	0.9%	3	0.0%	0	0.0%	0	4.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Top of Town / Old Basingstoke	3.6%	10	17.5%	7	6.2%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	8.6%	0	0.0%	0	0.0%	0
Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)	12.4%	35	13.2%	5	11.8%	4	10.7%	6	4.4%	1	15.4%	7	19.4%	6	12.0%	2	20.7%	2	16.8%	1	8.1%	2	0.0%	0
Basingstoke Town Centre: Anywhere within Basingstoke Town Centre	6.1%	17	0.0%	0	5.1%	2	4.9%	3	10.3%	2	6.2%	3	14.8%	5	0.0%	0	0.0%	0	0.0%	0	15.4%	4	0.0%	0
Beggarwood	0.2%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Hill	2.6%	7	0.0%	0	18.5%	6	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chineham	3.3%	9	0.0%	0	0.0%	0	0.0%	0	10.7%	2	12.6%	6	5.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastrop	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatch Warren	1.3%	4	0.0%	0	10.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Furlong	0.9%	3	6.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsclere	0.2%	0	0.0%	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	0.0%	0	0.0%	0
Oakley	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Basing	0.4%	1	0.0%	0	1.5%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Overton	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Popley	0.6%	2	0.0%	0	0.0%	0	0.0%	0	8.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherborne St John	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ham	0.4%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tadley	4.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	31.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upton Grey	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0
Whitchurch	1.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winklebury	0.4%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alton Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.0%	2	0.0%	0	0.0%	0
Andover Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.9%	1
Anvil Arts Theatre, Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Basingstoke Aquadrome	1.7%	5	0.0%	0	0.0%	0	8.3%	4	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Leisure Park	16.0%	45	13.3%	5	8.2%	3	10.5%	5	4.4%	1	36.1%	16	15.9%	5	18.8%	3	0.0%	0	10.1%	0	24.2%	6	0.0%	0
Basingstoke: Outside Town Centre	0.9%	3	0.0%	0	0.0%	0	2.1%	1	3.0%	1	0.0%	0	0.0%	0	2.8%	0	5.8%	0	0.0%	0	0.0%	0	0.0%	0
Beechdown Park, Basingstoke	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	4.1%	0	0.0%	0	0.0%	0

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		
Bradley Village	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	8.6%	0	0.0%	0	0.0%	0
Brighton Hill Retail Park, Basingstoke	0.3%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chilbolton Village	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	0
Eversley Village	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Four Marks Village	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	4.1%	0	0.0%	0	0.0%	0
Hartley Wintney Village	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Headley Village	0.2%	0	0.0%	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	0.0%	0	0.0%	0
Hook Town Centre	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	3	0.0%	0
Old Common Road, Basingstoke	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston Candover Village	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	4.1%	0	0.0%	0	0.0%	0
South View Local Centre, Basingstoke	0.4%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Wonston Village	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	0
St Michael’s Retail Park, Basingstoke	1.5%	4	2.6%	1	0.0%	0	6.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.3%	2
Woolton Hill Village	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.2%	2	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies)	5.4%	15	0.0%	0	10.2%	3	12.4%	6	13.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1	20.3%	1
(Nowhere specifically in Basingstoke & Deane Borough)	12.4%	35	15.9%	6	5.1%	2	16.7%	9	23.7%	5	14.7%	6	8.4%	3	12.3%	2	11.6%	1	0.0%	0	0.0%	0	22.0%	1
Weighted base:	282			41		33		52		19		44		31		18		8		5		24		7
Sample:	241			25		33		30		19		34		26		19		9		18		17		11
GEN Gender of respondent.																								
Male	37.5%	414	33.5%	48	33.9%	34	46.5%	66	41.2%	41	38.7%	48	33.0%	38	43.6%	37	41.1%	30	31.8%	9	35.4%	48	25.9%	15
Female	62.5%	689	66.5%	96	66.1%	67	53.5%	76	58.8%	58	61.3%	76	67.0%	76	56.4%	48	58.9%	43	68.2%	19	64.6%	87	74.1%	42
Weighted base:	1103			145		102		142		99		124		114		85		73		28		135		56
Sample:	1103			101		100		100		100		100		101		101		100		100		100		100
AGE Could I ask how old you are?																								
18 to 24	10.0%	111	17.3%	25	14.9%	15	9.0%	13	8.0%	8	8.7%	11	12.5%	14	4.0%	3	4.4%	3	2.4%	1	10.4%	14	5.9%	3
25 to 34	11.7%	129	20.8%	30	21.6%	22	10.8%	15	10.0%	10	7.0%	9	14.3%	16	7.9%	7	4.4%	3	2.4%	1	8.6%	12	7.9%	4
35 to 44	20.7%	229	17.4%	25	16.7%	17	27.2%	39	20.2%	20	30.7%	38	18.0%	21	19.9%	17	11.1%	8	6.0%	2	26.2%	35	12.5%	7
45 to 54	20.3%	223	14.0%	20	14.1%	14	26.0%	37	12.0%	12	26.7%	33	32.6%	37	21.9%	19	15.1%	11	12.2%	3	22.8%	31	10.1%	6
55 to 64	16.3%	179	8.5%	12	16.3%	17	8.8%	12	18.4%	18	11.7%	15	8.7%	10	21.8%	19	31.1%	23	36.4%	10	16.9%	23	37.6%	21
65 +	21.0%	232	22.0%	32	16.4%	17	18.2%	26	31.4%	31	15.1%	19	13.9%	16	24.6%	21	33.9%	25	40.7%	11	15.0%	20	25.9%	15
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1103			145		102		142		99		124		114		85		73		28		135		56
Sample:	1103			101		100		100		100		100		101		101		100		100		100		100

Basingstoke & Deane Household Survey for Lambert Smith Hampton

Weighted:

January 2020

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
QUOTA Zone												
Zone 1	13.1%	145	100.0%	145	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	9.2%	102	0.0%	0	100.0%	102	0.0%	0	0.0%	0	0.0%	0
Zone 3	12.9%	142	0.0%	0	0.0%	0	100.0%	142	0.0%	0	0.0%	0
Zone 4	9.0%	99	0.0%	0	0.0%	0	0.0%	0	100.0%	99	0.0%	0
Zone 5	11.2%	124	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	124
Zone 6	10.3%	114	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7	7.7%	85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	85
Zone 8	6.6%	73	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9	2.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10	12.3%	135	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11	5.1%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1103	145	102	142	99	124	114	85	73	28	135	56
Sample:	1103	101	100	100	100	100	101	101	100	100	100	100

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

		Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
PC	Postcode Sector																							
	GU10 5	1.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	13	0.0%	0	
	GU34 4	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.8%	10	0.0%	0	0.0%	0	
	GU34 5	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	4	0.0%	0	0.0%	0	
	GU51 1	0.1%	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	0.7%	1	0.0%	0	
	RG19 8	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	
	RG20 0	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	4	0.0%	0	0.0%	0	
	RG20 4	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	4	0.0%	0	0.0%	0	
	RG20 5	1.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.4%	21	0.0%	0	0.0%	0	
	RG20 9	3.0%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	46.2%	34	0.0%	0	0.0%	0	
	RG21 3	4.2%	46	31.7%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	RG21 4	1.6%	18	12.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	RG21 5	2.5%	27	19.0%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	RG21 6	0.5%	6	3.9%	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	0.0%	0	
	RG21 7	2.4%	26	18.0%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	RG21 8	1.7%	19	13.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	RG22 4	9.4%	103	0.0%	0	100.0%	102	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	RG22 5	4.7%	52	0.0%	0	0.0%	0	36.9%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	RG22 6	4.9%	54	0.0%	0	0.0%	0	38.3%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	RG23 7	2.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.8%	29	0.0%	0	0.0%	0	0.0%	0	
	RG23 8	3.1%	34	0.0%	0	0.0%	0	23.7%	34	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	RG24 7	3.3%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.8%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	RG24 8	3.4%	38	2.2%	3	0.0%	0	0.0%	0	0.0%	0	27.8%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	RG24 9	8.2%	90	0.0%	0	0.0%	0	0.0%	0	91.4%	90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	RG25 2	2.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	7	0.0%	0	7.7%	7	0.0%	0	45.6%	13	0.0%	0	
	RG25 3	1.7%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.4%	18	0.0%	0	0.0%	0	0.0%	0	
	RG26 3	5.9%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	56.6%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	RG26 4	2.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.6%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	RG26 5	2.5%	28	0.0%	0	0.0%	0	0.0%	0	8.0%	8	6.5%	8	9.9%	11	0.0%	0	1.3%	1	0.0%	0	0.0%	0	
	RG27 0	3.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	17	1.6%	2	0.0%	0	0.0%	0	0.0%	0	10.9%	15	
	RG27 8	3.2%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.1%	35	
	RG27 9	4.1%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.4%	41	
	RG28 7	3.1%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.1%	32	3.9%	3	0.0%	0	0.0%	0	
	RG29 1	2.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.9%	22	
	RG51 1	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	
	RG7 1	0.6%	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	5.0%	7	
	RG7 2	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	RG7 3	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	RG7 4	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	RG7 5	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	SO20 6	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	0.0%	0	0.0%	0	7.7%
	SO21 2	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	0.0%	0	0.0%	0	9.2%
	SO21 3	2.8%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	54.4%
	SO22 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%
	SO22 6	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%
	SO24 9	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	5.9%	2	0.0%	0	0.0%

Basingstoke & Deane Household Survey
for Lambert Smith Hampton

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
SP11 6	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	4	0.0%	0	0.0%	0	11.0%	6
SP11 7	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3
Weighted base:		1103		145		102		142		99		124		114		85		73		28		135		56
Sample:		1103		101		100		100		100		100		101		101		100		100		100		100

Appendix 7:

Sample Questionnaire

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

Interviewer note: NOTE WHENEVER BASINGSTOKE IS MENTIONED PLEASE PROBE FOR EXACTLY WHERE IN BASINGSTOKE THEY MEAN AND CHOOSE ACCORDINGLY FROM THE LIST OR USE THE OTHER BOX IF NEEDED.

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

- 1 Yes
2 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

PRE-CHRISTMAS READ OUT: *Note on all questions please exclude any places you use for Christmas shopping as we would only like to know where you normally shop.*

POST-CHRISTMAS READ OUT: *Note on all questions please exclude any places you use for Christmas shopping or post-Christmas sales as we would only like to know where you normally shop.*

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

DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER INCLUDE STORES FULL NAME (E.G. TESCO EXTRA, TESCO EXPRESS, ETC) AND ADDRESS. IF VARIES ASK IF THERE IS A LOCATION THEY USE MORE THAN OTHERS EVEN IF SLIGHTLY AS THEY CAN STATE ANOTHER LOCATION AT Q02, IF STILL VARIES ASK THE PLACE THEY USED LAST.

#Food	Food List	GO TO Q01B
	Other (PLEASE WRITE IN)	GO TO Q01B
	Internet / delivery	GO TO Q01A
	(Don't know / varies)	CLOSE
	(Don't do this type of shopping)	CLOSE

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

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

DO NOT READ OUT. ONE ANSWER ONLY.

1	Amazon Pantry	GO TO Q02
2	Abel & Cole	GO TO Q02
3	Asda	GO TO Q02
4	Iceland	GO TO Q02
5	Morrisons	GO TO Q02
6	Ocado	GO TO Q02
7	Sainsbury's	GO TO Q02
8	Tesco	GO TO Q02
9	Waitrose	GO TO Q02
A	Other (PLEASE WRITE IN)	GO TO Q02
B	(Don't know / varies)	GO TO Q02

Q01B Whenever you do a main food shop at (LOCATION MENTIONED AT Q01) do you ever combine it with a visit to other shops or another activity in other centres / locations at the same time?

DO NOT READ OUT. ONE ANSWER ONLY.

1	Yes	GO TO Q02
2	No	GO TO Q02

Q02 In addition to (LOCATION MENTIONED AT Q01), is there anywhere else you regularly use for your main-food shopping?

DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER - INCLUDE STORES FULL NAME (E.G. TESCO EXTRA, TESCO EXPRESS, ETC) AND ADDRESS. IF VARIES ASK IF THERE IS A LOCATION THEY USE MORE THAN OTHERS EVEN IF SLIGHTLY, IF STILL VARIES ASK THE PLACE THEY USED LAST (EXCLUDING LOCATION MENTIONED AT Q01).

#Food	Food List	GO TO Q03
	Other (PLEASE WRITE IN)	GO TO Q03
	Internet / delivery	GO TO Q02A
	(Don't know / varies)	GO TO Q03
	(Nowhere else)	GO TO Q03

Those who do their main food shopping via the Internet at Q02:

Q02A Which retailer do you purchase your main food internet / home delivery shopping from?

DO NOT READ OUT. ONE ANSWER ONLY.

1	Amazon Pantry
2	Abel & Cole
3	Asda
4	Iceland
5	Morrisons
6	Ocado
7	Sainsbury's
8	Tesco
9	Waitrose
A	Other (PLEASE WRITE IN)
B	(Don't know / varies)

Q03	In addition to your main food shopping, where do you normally do most of your household's small scale top-up food shopping (i.e. the store you visit regularly (2+ times a week) to buy bread, milk, etc., on a day-to-day basis)? DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER - INCLUDE STORES FULL NAME (E.G. TESCO EXTRA, TESCO EXPRESS, ETC) AND ADDRESS. IF VARIES ASK IF THERE IS A LOCATION THEY USE MORE THAN OTHERS EVEN IF SLIGHTLY AS THEY CAN STATE ANOTHER LOCATION AT Q04, IF STILL VARIES ASK THE PLACE THEY USED LAST.	
#Food	Food List Other (PLEASE WRITE IN) Internet / delivery (Don't know / varies) (Don't do this type of shopping)	GO TO Q04 GO TO Q04 GO TO Q04 GO TO Q05 GO TO Q06A
Q04	Not those who said '(Don't know / varies)' or '(Don't do this type of shopping)' at Q03: In addition to (LOCATION MENTIONED AT Q03), is there anywhere else you regularly use for your household's small scale top-up food shopping? DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER - INCLUDE STORES FULL NAME (E.G. TESCO EXTRA, TESCO EXPRESS, ETC) AND ADDRESS. IF VARIES ASK IF THERE IS A LOCATION THEY USE MORE THAN OTHERS EVEN IF SLIGHTLY, IF STILL VARIES ASK THE PLACE THEY USED LAST (EXCLUDING LOCATION MENTIONED AT Q03).	
#Food	Food List	
Q05	Not those who said '(Don't do this type of shopping)' at Q03: Of all the money you spend on your main and top-up food shopping, what percentage on average goes on your main food shopping? DO NOT READ OUT. ONE ANSWER ONLY.	
X	(PLEASE WRITE IN %)	
Y	(Don't know / varies)	
Z	(Refused)	
Q06A	ASK ALL Whenever you do main or top-up food shopping at Asda, Brighton Hill District Centre, Basingstoke do you ever combine it with a visit to other shops or another activity in Brighton Hill District Centre at the same time? DO NOT READ OUT. ONE ANSWER ONLY.	
1	Yes	
2	No	
3	Never do main or top-up food shopping at Asda, Brighton Hill District Centre, Basingstoke	
Q06B	ASK ALL Whenever you do main or top-up food shopping at Sainsbury's Superstore, Mulfords Hill, Tadley do you ever combine it with a visit to other shops or another activity in Tadley District Centre at the same time? DO NOT READ OUT. ONE ANSWER ONLY.	
1	Yes	
2	No	
3	Never do main or top-up food shopping at Sainsbury's Superstore, Mulfords Hill, Tadley	
Q06C	ASK ALL Whenever you do main or top-up food shopping at Tesco Superstore, District Shopping Centre, Chineham do you ever combine it with a visit to other shops or another activity in Chineham District Centre at the same time? DO NOT READ OUT. ONE ANSWER ONLY.	
1	Yes	
2	No	
3	Never do main or top-up food shopping at Sainsbury's Superstore, Mulfords Hill, Tadley	
Q06D	ASK ALL Whenever you do main or top-up food shopping at Waitrose, Basing View, Basingstoke do you ever combine it with a visit to other shops or another activity in Basingstoke Town Centre at the same time? DO NOT READ OUT. ONE ANSWER ONLY.	
1	Yes	
2	No	
3	Never do main or top-up food shopping at Waitrose, Basing View, Basingstoke	

ASK ALL

Q07 Whenever you carry out linked trips as part of your main or top-up food shopping trip - what do you do?
DO NOT READ OUT. CAN BE MULTICODED

- 001 Shopping for: Clothing / footwear
- 002 Shopping for: DIY and decorating goods
- 003 Shopping for: Domestic electrical appliances such as fridges, kettles, washing machines
- 004 Shopping for: Furniture / floorcoverings / household textiles
- 005 Shopping for: Mobile phones & accessories
- 006 Shopping for: Personal / luxury goods such as books, jewellery, china, glass & cosmetics
- 007 Shopping for: TV, Hi-Fi, radio, photographic & computer equipment
- 008 Shopping for: Chemist goods / toiletries
- 009 Other FOOD shopping
- 010 Meeting family / friends
- 011 Visit advice centre / CAB
- 012 Visit cafes - daytime eating / drinking
- 013 Visit church
- 014 Visit gym
- 015 Visit library
- 016 Visit museum
- 017 Visit nail bar / beauticians
- 018 Visit park
- 019 Visit restaurants / bars
- 020 Visit solicitors / estate agent
- 021 Visit swimming pool
- 022 Visit the bank
- 023 Visit the building society
- 024 Visit the dry cleaners / laundrette
- 025 Visit the hairdressers / barbers
- 026 Visit the market
- 027 Visit the opticians
- 028 Visit the pharmacy
- 029 Visit the doctor / dentist / hospital
- 030 Get fuel
- 031 Get car washed
- 032 Recycling / go to the tip
- 033 Window shopping / browsing / go for a walk
- 034 Other (PLEASE WRITE IN)
- 035 (Don't know)
- 036 (Never carry out-linked trips when food shopping)

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

Q08 Where do you normally shop for household purchases of mens, womens, childrens and baby clothing/footwear?
NOTE we mean fashion items - NOT sports clothing and footwear.
DO NOT READ OUT. ONE ANSWER ONLY. IF VARIES ASK IF THERE IS A LOCATION THEY USE MORE THAN OTHERS EVEN IF SLIGHTLY, IF STILL VARIES ASK THE PLACE THEY USED LAST.

#NonFod	Non-Food List	GO TO Q09
	Other (PLEASE WRITE IN)	GO TO Q09
	Abroad	GO TO Q09
	Internet / delivery	GO TO Q09
	(Don't know / varies)	GO TO Q12
	(Don't do this type of shopping)	GO TO Q15

Those who do clothing and footwear shopping at Q08

Q09 How often do you visit (LOCATION MENTIONED AT Q08) for clothing and footwear purchases ?
DO NOT READ OUT. ONE ANSWER ONLY

- 1 Everyday
- 2 4-6 days a week
- 3 2-3 days a week
- 4 1 day a week
- 5 Once every 2 weeks
- 6 Once every month
- 7 Once every two months
- 8 3-4 times a year
- 9 Once a year
- A Less often
- B (Don't know / varies / no particular pattern)

Those who do clothing and footwear shopping at Q08 excluding those who said 'Internet / delivery'

Q10 How do you usually travel to (LOCATION MENTIONED AT Q08) for clothing and footwear shopping?
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 Not applicable / goods delivered
- D (Don't know / varies)

Those who do clothing and footwear shopping at Q08		
Q11	Where else do you shop to buy clothing / footwear goods? DO NOT READ OUT. ONE ANSWER ONLY	
#NonFod Non-Food List		
Those who didn't say Basingstoke Town Centre at Q08 or Q11		
Q12	Do you ever visit Basingstoke Town Centre for clothing, footwear or fashion purchases? DO NOT READ OUT. ONE ANSWER ONLY	
1	Yes	GO TO Q13A
2	No	GO TO Q14
Those who ever visit Basingstoke Town Centre for clothing and footwear purchases at Q08, Q11 or Q12		
Q13A	Do you ever you drive to Basingstoke Town centre? DO NOT READ OUT. ONE ANSWER ONLY	
1	Yes	GO TO Q13
2	No	GO TO Q15
Those who drive to Basingstoke Town centre at Q13A		
Q13	When you drive to Basingstoke Town centre, which car park do you normally use? DO NOT READ OUT. ONE ANSWER ONLY	
1	Albert Yard (Short stay - car park off New Road, behind Dragon Palace Restaurant)	GO TO Q15
2	Brinkletts Yard (Long stay - car park on Winchester Road)	GO TO Q15
3	Castons (Long stay - car park near Premier Inn and All Saints Church)	GO TO Q15
4	Castons Yard (Short stay - car park off New Road, next to Castons Walk footpath)	GO TO Q15
5	Central (Short stay - car park off Red Lion Lane, near The Wote Street Club)	GO TO Q15
6	Churchill Way (Long stay - car park to the right of The Moose Centre)	GO TO Q15
7	Churchill Way East (Long stay - car park to the left of The Moose Centre)	GO TO Q15
8	Eastlands (Long stay - car park off London Road, near the Inigo Business Centre)	GO TO Q15
9	Feathers Yard (Short stay - small car park, has Inki Fingers Tattoo Studio on it)	GO TO Q15
A	Festival Place (Short & Long stay - large car park at the Festival Place Shopping Centre)	GO TO Q15
B	Jacobs Yard (Short stay - small car park off New Road, next to St Pancras House)	GO TO Q15
C	Joices Yard (Short stay - medium car park, has Oriental Wok takeaway on it)	GO TO Q15
D	Sarum Hill (Long stay - car park next to Sovereign Housing Building)	GO TO Q15
E	Southern Road (Long stay - car park near Premier Inn)	GO TO Q15
F	The Malls / Alencon Link (Short & Long stay - large car park for The Malls Shopping Centre)	GO TO Q15
G	Vyne Meadow (Short & Long stay - large car park off Vyne Road, next To Glebe House)	GO TO Q15
H	Other (PLEASE WRITE IN)	GO TO Q15
I	On-street parking	GO TO Q15
J	Workplace car park	GO TO Q15
K	Home address	GO TO Q15
L	Park & Ride	GO TO Q15
M	(Don't know / varies)	GO TO Q15
Those who don't visit Basingstoke Town Centre for clothing, footwear or fashion purchases at Q12		
Q14	Why don't you visit Basingstoke Town Centre for clothing, footwear or fashion purchases? DO NOT READ OUT. CAN BE MULTICODED. CODE UP TO THREE RESPONSES ONLY.	
001	Difficult to park	
002	Difficult to park near shops	
003	High cost of parking	
004	Poor access for disabled	
005	Poor accessibility by foot / cycle	
006	Poor accessibility by public transport	
007	Poor environment	
008	Poor lighting	
009	Poor security for shoppers / don't feel safe	
010	Shops: Don't like the shops	
011	Shops: Lack of clothing and footwear (fashion) stores	
012	Shops: Lack of department stores	
013	Shops: Lack of eating and drinking places	
014	Shops: Lack of independent / specialist / boutique shops	
015	Shops: Lack of multiple / branded shops	
016	Shops: Lack of shops in general	
017	Shops: Poor quality shops	
018	Shops: Prices are too expensive	
019	Too expensive to get there	
020	Too long / inconvenient journey (too far from home)	
021	Traffic congestion	
022	Vacant shops	
023	Other (PLEASE WRITE IN)	
024	(Don't know)	
025	(No particular reason)	

Q15 Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?
DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonFod Non-Food List

Q16 Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?
DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonFod Non-Food List

Q17 Where do you normally do most of your household's shopping for CDs, vinyl, DVDs, Blurays, etc.) (Excluding gaming)?
DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonFod Non-Food List

Q18 Where do you normally do most of your household's shopping for audio visual, photographic, computer items (such as TVs, cameras, ipads, telephones etc) and all other domestic electrical goods (such as irons, kettles, fridges, freezers, dishwashers etc)?
DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonFod Non-Food List

Q19 Where do you normally do most of your household's shopping for books (incl. encyclopaedias, text books, guidebooks and musical scores) and stationery (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?
DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonFod Non-Food List

Q20 Where do you normally do most of your household's shopping for games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments?
DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonFod Non-Food List

Q21 Where do you normally do most of your household's shopping on all goods for personal care (including, electric razors, hair dryers, bathroom scales, cosmetics, perfume, toothpaste, etc), other medical and pharmaceutical products (e.g. vitamins, plasters) and therapeutic appliances (e.g. spectacles, hearing aids, wheelchairs, contact lenses etc)?
DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonFod Non-Food List

Q22 Where do you normally do most of your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses);
DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NonFod Non-Food List

Q23 What do you like about Basingstoke Town Centre?
DO NOT READ OUT. CAN BE MULTICODED. CODE UP TO THREE RESPONSES ONLY.

- 001 Attractive environment
- 002 Cheap car parking
- 003 Cleanliness
- 004 Close to education facilities
- 005 Close to home
- 006 Close to work / en route to work
- 007 Good accessibility by bus
- 008 Good accessibility by foot
- 009 Good accessibility by cycle
- 010 Good accessibility by train
- 011 Good car parking provision
- 012 Good choice of chain (multiples) / well known stores
- 013 Good choice of independent / specialist / boutique stores
- 014 Good choice of places to eat and drink
- 015 Good disabled access
- 016 Good prices / lower value goods
- 017 Good street market
- 018 Safe environment
- 019 Other (PLEASE WRITE IN)
- 020 (Nothing)
- 021 (Don't know)
- 022 (Don't visit Basingstoke Town Centre)

Q24 Is there anything that would make you shop in or visit Basingstoke Town Centre more often than you currently do?

DO NOT READ OUT. CAN BE MULTICODED. CODE UP TO THREE RESPONSES ONLY.

- 001 Another cinema
- 002 Better access by bus
- 003 Better access by train
- 004 Better disabled access
- 005 Better / safer access by bicycle
- 006 Better / safer access by foot
- 007 Cheaper parking
- 008 Cheaper prices
- 009 Free parking
- 010 More department stores
- 011 More fashion stores
- 012 More food stores
- 013 More green spaces / parks
- 014 More independent / specialist / boutique stores
- 015 More leisure facilities
- 016 More multiple stores / brands
- 017 More non-food stores generally
- 018 More parking
- 019 More pedestrianised streets
- 020 More places to eat / drink
- 021 More security / better personal safety
- 022 More services (e.g. bank, library, hairdressers etc.)
- 023 Nicer environment
- 024 Other (PLEASE WRITE IN)
- 025 (Nothing)
- 026 (Don't know)

Q25 What improvements to Chineham District Centre would make you visit it more often than you currently do?

DO NOT READ OUT. CAN BE MULTICODED. CODE UP TO THREE RESPONSES ONLY.

- 001 Better disabled access
- 002 Better public transport
- 003 Better signposting
- 004 More / better park & ride facilities
- 005 More / better car parking
- 006 More traffic free pedestrianised streets
- 007 Fewer traffic free pedestrian streets
- 008 Cleaner streets
- 009 Better value for money / lower prices
- 010 More / better higher quality shop offer
- 011 Department store
- 012 Larger shops
- 013 More / better independent & specialist shops
- 014 More / better foodstores
- 015 More / better retail brands
- 016 More / better non-food shops
- 017 More / better fashion shops
- 018 Shops and services open later in the evening
- 019 Better policing /safer
- 020 More / better cafes / restaurants
- 021 More / better cultural facilities
- 022 More / better entertainment facilities (e.g. Cinema)
- 023 More / better events
- 024 More / better parks / green spaces
- 025 More / better public houses
- 026 Other (PLEASE WRITE IN)
- 027 (Nothing)
- 028 (Don't know)
- 029 (Don't visit Chineham District Centre)

Q26 What improvements to Brighton Hill District Centre would make you visit it more often than you currently do?

DO NOT READ OUT. CAN BE MULTICODED. CODE UP TO THREE RESPONSES ONLY.

- 001 Better disabled access
- 002 Better public transport
- 003 Better signposting
- 004 More / better park & ride facilities
- 005 More / better car parking
- 006 More traffic free pedestrianised streets
- 007 Fewer traffic free pedestrian streets
- 008 Cleaner streets
- 009 Better value for money / lower prices
- 010 More / better higher quality shop offer
- 011 Department store
- 012 Larger shops
- 013 More / better independent & specialist shops
- 014 More / better foodstores
- 015 More / better retail brands
- 016 More / better non-food shops
- 017 More / better fashion shops
- 018 Shops and services open later in the evening
- 019 Better policing /safer
- 020 More / better cafes / restaurants
- 021 More / better cultural facilities
- 022 More / better entertainment facilities (e.g. Cinema)
- 023 More / better events
- 024 More / better parks / green spaces
- 025 More / better public houses
- 026 Other (PLEASE WRITE IN)
- 027 (Nothing)
- 028 (Don't know)
- 029 (Don't visit Brighton Hill District Centre)

Q27 What improvements to Tadly District Centre would make you visit it more often than you currently do?

DO NOT READ OUT. CAN BE MULTICODED. CODE UP TO THREE RESPONSES ONLY.

- 001 Better disabled access
- 002 Better public transport
- 003 Better signposting
- 004 More / better park & ride facilities
- 005 More / better car parking
- 006 More traffic free pedestrianised streets
- 007 Fewer traffic free pedestrian streets
- 008 Cleaner streets
- 009 Better value for money / lower prices
- 010 More / better higher quality shop offer
- 011 Department store
- 012 Larger shops
- 013 More / better independent & specialist shops
- 014 More / better foodstores
- 015 More / better retail brands
- 016 More / better non-food shops
- 017 More / better fashion shops
- 018 Shops and services open later in the evening
- 019 Better policing /safer
- 020 More / better cafes / restaurants
- 021 More / better cultural facilities
- 022 More / better entertainment facilities (e.g. Cinema)
- 023 More / better events
- 024 More / better parks / green spaces
- 025 More / better public houses
- 026 Other (PLEASE WRITE IN)
- 027 (Nothing)
- 028 (Don't know)
- 029 (Don't visit Tadly District Centre)

Q28 How often do you visit Basingstoke Town Centre in the evenings ?

DO NOT READ OUT. ONE ANSWER ONLY

1	Everyday	GO TO Q29
2	4-6 days a week	GO TO Q29
3	2-3 days a week	GO TO Q29
4	Once a week	GO TO Q29
5	Once a fortnight	GO TO Q29
6	Once a month	GO TO Q29
7	Once every 3 months	GO TO Q29
8	Twice a year	GO TO Q29
9	Once a year	GO TO Q29
A	Less often than once a year	GO TO Q29
B	Never	GO TO Q30
C	(Don't know / varies / no particular pattern)	GO TO Q29

Those who visit Basingstoke Town Centre in the evening at Q28:

Q29 What are your main reasons for visiting Basingstoke Town Centre in the evenings? e.g. what do you do there?

DO NOT READ OUT. RECORD UP TO THREE REASONS

1st mention 2nd mention 3rd mention

- 1 For late night shopping
- 2 For outdoor events
- 3 For work purposes
- 4 To meet friends
- 5 To visit a music venue
- 6 To visit gym / fitness venue
- 7 To visit night club or other late night venue
- 8 To visit pubs / bars
- 9 To visit restaurants / cafes
- A To visit the cinema
- B To visit the theatre
- C Other (PLEASE WRITE IN)
- D (Don't know)
- E (Nothing in particular / nothing else)

Q30 Do you or your household visit the following leisure or cultural attractions?

READ OUT. SELECT ALL THAT APPLY.

1	Bingo / casino / bookmaker	ASK Q31
2	Cinema	ASK Q32
3	Gym / health club / sports facility	ASK Q33
4	Theatre / concert / music venue	ASK Q34
5	Museum / gallery or place of historical / cultural interest	ASK Q35
6	Pub / bar / nightclub	ASK Q36
7	Restaurant / café / Eating out	ASK Q37
8	Family entertainment - tenpin bowling	ASK Q38
9	Family entertainment - trampoline centre	ASK Q38
A	Family entertainment - ice rink / roller skating	ASK Q38
B	Other activity (PLEASE WRITE IN)	ASK Q39
C	Don't visit ANY leisure activities	GO TO Q40

Those who visit Bingo / casino / bookmakers at Q30:

Q31 Where do you or members of your household normally go to play bingo or visit casinos or bookmakers?

DO NOT READ OUT. ONE ANSWER ONLY.

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

#Bingo Bingo Halls & Centres

Those who visit Cinema at Q30:

Q32 Where do you or members of your household normally go to the cinema?

DO NOT READ OUT. ONE ANSWER ONLY.

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

#Cinema Cinema List

Those who visit gym / healthclub / sports facility at Q30:

Q33 Where do you or members of your household normally go to use a gym / healthclub / sports facility / swimming pool?

DO NOT READ OUT. ONE ANSWER ONLY.

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

#Health Leisure & Fitness Venues & Centres

Those who visit the theatre / concert / music venues at Q30:

Q34 Where do you or members of your household normally go to visit the theatre, watch a concert or watch live music?

DO NOT READ OUT. ONE ANSWER ONLY.

#Cultur Cultural Venues & Centres

Those who visit museum / gallery or place of historical / cultural interest at Q30:

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

DO NOT READ OUT. ONE ANSWER ONLY.

#Cultur Cultural Venues & Centres

Those who visit pubs / bars / nightclubs at Q30:

Q36 At what location, e.g. city, town, village, local area or retail / leisure park - do you or members of your household normally go to when visiting pubs / bars / nightclubs?

DO NOT READ OUT. ONE ANSWER ONLY.

#Social Centres & Retail & Leisure Parks

Those who visit restaurants / cafés at Q30:
Q37 At what location, e.g. city, town, village, local area or retail / leisure park - do you or members of your household normally go to for eating out, e.g. cafes and restaurants?
 DO NOT READ OUT. ONE ANSWER ONLY.

#Social Centres & Retail & Leisure Parks

Those who partake in family entertainment activities - ten pin bowling/trampolining/ice skating/roller skating/etc at Q30:
Q38 Where do you or members of your household normally go for family entertainment? (e.g. ten pin bowling, ice skating, outdoor adventure centres, etc.)
 DO NOT READ OUT. ONE ANSWER ONLY.
 IF OTHER OR RESPONDENTS STATES A PARTICULAR FACILITY, PLEASE SPECIFY THE FACILITY NAME, RETAIL PARK / LEISURE PARK, ROAD NAME AND AREA

#Family Family Entertainment Venues, Centres & Retail & Leisure Parks

Those who go to other leisure attractions at Q30:
Q39 Where do you or members of your household normally go for (OTHER ACTIVITY FROM Q30)?
 DO NOT READ OUT. ONE ANSWER ONLY.

#Social Centres & Retail & Leisure Parks

Q40 What improvements could be made to the leisure/cultural offer in the Basingstoke & Deane Borough area that would make you visit or partake in leisure activities more often?
 DO NOT READ OUT. CAN BE MULTICODED. CODE UP TO THREE RESPONSES ONLY.

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

GO TO GEN
 GO TO GEN

Those who mentioned an improvement at Q40:

Q41 Where within Basingstoke & Deane Borough should the improvements/facilities you mentioned be made/provided?

DO NOT READ OUT. ONE ANSWER ONLY.

- 001 Basingstoke Town Centre: Festival Place Shopping Centre
- 002 Basingstoke Town Centre: The Malls Shopping Centre
- 003 Basingstoke Town Centre: Top of Town / Old Basingstoke
- 004 Basingstoke Town Centre: Elsewhere (e.g. not Festival Place, The Malls or Top of Town / Old Basingstoke)
- 420 Basingstoke Town Centre: Anywhere within Basingstoke Town Centre
- 005 Baughurst
- 006 Beggarwood
- 007 Bramley
- 008 Brighton Hill
- 009 Brookvale
- 010 Buckskin
- 011 Burghclere
- 012 Chineham
- 013 Deane
- 014 East Woodhay
- 015 Eastrop
- 016 Grove
- 017 Hatch Warren
- 018 Highclere
- 019 Kempshott
- 020 Kings Furlong
- 021 Kingsclere
- 022 Laverstoke
- 023 Norden
- 024 North Waltham
- 025 Oakley
- 026 Old Basing
- 027 Overton
- 028 Pamber
- 029 Popley
- 030 Rooksdown
- 031 Sherborne St John
- 032 Sherfield
- 033 Silchester
- 034 South Ham
- 035 St Mary Bourne
- 036 Steventon
- 037 Tadley
- 038 Upton Grey
- 039 Whitchurch
- 040 Winklebury
- 041 Other (PLEASE WRITE IN)
- 042 (Don't know / varies)
- 043 (Nowhere specifically in Basingstoke & Deane Borough)

GEN Gender of respondent.
CODE FROM OBSERVATION

- 1 Male
- 2 Female

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

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

Thank & close

Appendix 8:

Map

**Appendix 20: Basingstoke Town Centre Street
Survey: Methodology & Outputs**



NEMS market research
22 Manor Way
Belasis Hall Technology Park
Billingham
TS23 4HN
Tel 01642 37 33 55
www.nemsmr.co.uk

**Basingstoke In-Centre Survey
for
Lambert Smith Hampton**

March 2020

Job Ref: 160220

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Introduction

1.1 Research Background & Objectives

To conduct an independent face to face survey amongst a sample of visitors to Basingstoke Town Centre.

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

- To find out respondents' main purpose for visiting Basingstoke Town Centre;
- To determine how they travel to Basingstoke Town Centre;
- To discover which shops, other businesses and services in Basingstoke Town Centre respondents visited on that occasion.

1.2 Research Methodology

A total of 487 face to face interviews were conducted. Fieldwork was carried out between Thursday 20th February 2020 and Thursday 19th March 2020.

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

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

1.3 Statistical Accuracy

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

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

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

For example, if 50% of a sample of 487 answers “Yes” to a question we can be 95% sure that between 45.6% and 54.4% of the population holds the same opinion (i.e. +/- 4.4%).

%ge Response	95% confidence interval
10%	±2.7%
20%	±3.6%
30%	±4.1%
40%	±4.4%
50%	±4.4%

1.4 Data Tables

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

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

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

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

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

Appendix 1:

Data Tabulations
By Demographics

Basingstoke In Centre Survey for Lambert Smith Hampton

	Total	Male		Female		18 - 34		35 - 54		55 +		The Malls Shopping Centre		Market Place		
Q01 What is the main purpose of your visit to Basingstoke town centre today?																
Food shopping	22.6%	110	20.1%	30	23.7%	80	20.9%	27	15.7%	21	27.7%	62	16.8%	48	30.7%	62
Non-food shopping (e.g. clothing and footwear)	28.3%	138	28.2%	42	28.4%	96	32.6%	42	35.1%	47	21.9%	49	30.2%	86	25.7%	52
Non-food shopping (e.g. furniture, floor coverings, household textiles)	0.8%	4	0.0%	0	1.2%	4	0.8%	1	1.5%	2	0.4%	1	1.1%	3	0.5%	1
Non-food shopping (e.g. DIY and decorating goods)	0.8%	4	0.0%	0	1.2%	4	0.0%	0	1.5%	2	0.9%	2	1.1%	3	0.5%	1
Non-food shopping (e.g. Domestic electrical appliances such as fridges, kettles, washing machines)	1.0%	5	0.7%	1	1.2%	4	0.8%	1	3.0%	4	0.0%	0	1.1%	3	1.0%	2
Non-food shopping (e.g. TV, Hi Fi, radio, photographic and Computer equipment)	1.2%	6	0.7%	1	1.5%	5	0.8%	1	0.7%	1	1.8%	4	1.8%	5	0.5%	1
Non-food shopping (e.g. Personal / luxury goods such as books, jewellery, china, glass and cosmetics)	3.7%	18	3.4%	5	3.8%	13	3.1%	4	3.7%	5	4.0%	9	4.2%	12	3.0%	6
Financial services (e.g. banks, building societies, accountants)	5.7%	28	6.0%	9	5.6%	19	4.7%	6	5.2%	7	6.7%	15	7.7%	22	3.0%	6
Personal services (e.g. hairdressers, nail bar, beauty salon)	2.7%	13	4.0%	6	2.1%	7	2.3%	3	3.0%	4	2.7%	6	2.1%	6	3.5%	7
Other services (e.g. travel agents, estate agents)	1.4%	7	3.4%	5	0.6%	2	0.8%	1	0.7%	1	2.2%	5	1.4%	4	1.5%	3
Eating or drinking out	2.5%	12	3.4%	5	2.1%	7	3.1%	4	1.5%	2	2.7%	6	3.2%	9	1.5%	3
Work / business	3.1%	15	2.7%	4	3.3%	11	7.0%	9	3.0%	4	0.9%	2	2.8%	8	3.5%	7
Tourism / sight seeing	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.5%	1
Socialising	4.9%	24	4.0%	6	5.3%	18	2.3%	3	4.5%	6	6.7%	15	2.8%	8	7.9%	16
Education	1.4%	7	0.7%	1	1.8%	6	5.4%	7	0.0%	0	0.0%	0	1.4%	4	1.5%	3
Browsing	3.5%	17	5.4%	8	2.7%	9	3.1%	4	2.2%	3	4.5%	10	4.2%	12	2.5%	5
Cinema	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.0%	0	0.9%	2	0.7%	2	0.0%	0
Theatre	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.7%	1	0.4%	1	0.7%	2	0.0%	0
Bingo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bowling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health & fitness / gym	2.1%	10	2.0%	3	2.1%	7	3.1%	4	3.7%	5	0.4%	1	2.8%	8	1.0%	2
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For a change/ day out	0.8%	4	2.0%	3	0.3%	1	0.0%	0	2.2%	3	0.4%	1	1.1%	3	0.5%	1
Leisure activities	1.0%	5	0.0%	0	1.5%	5	2.3%	3	0.7%	1	0.4%	1	0.7%	2	1.5%	3
Medical services	3.5%	17	2.0%	3	4.1%	14	1.6%	2	3.7%	5	4.5%	10	3.5%	10	3.5%	7
Passing through	0.8%	4	1.3%	2	0.6%	2	0.8%	1	1.5%	2	0.4%	1	0.4%	1	1.5%	3
(No particular purpose)	7.0%	34	9.4%	14	5.9%	20	4.7%	6	6.0%	8	8.9%	20	8.4%	24	5.0%	10
Base:		487		149		338		129		134		224		285		202

Basingstoke In Centre Survey for Lambert Smith Hampton

	Total	Male		Female		18 - 34		35 - 54		55 +		The Malls Shopping Centre		Market Place		
Q02 What else, if anything, will you be doing here today? [MR]																
Food shopping	9.7%	47	8.7%	13	10.1%	34	10.1%	13	11.9%	16	8.0%	18	8.8%	25	10.9%	22
Non-food shopping (e.g. clothing and footwear)	14.0%	68	12.8%	19	14.5%	49	15.5%	20	11.9%	16	14.3%	32	14.4%	41	13.4%	27
Non-food shopping (e.g. furniture, floor coverings, household textiles)	2.3%	11	1.3%	2	2.7%	9	3.1%	4	1.5%	2	2.2%	5	1.8%	5	3.0%	6
Non-food shopping (e.g. DIY and decorating goods)	2.5%	12	2.7%	4	2.4%	8	0.0%	0	3.0%	4	3.6%	8	3.2%	9	1.5%	3
Non-food shopping (e.g. Domestic electrical appliances such as fridges, kettles, washing machines)	0.6%	3	0.7%	1	0.6%	2	0.0%	0	0.0%	0	1.3%	3	1.1%	3	0.0%	0
Non-food shopping (e.g. TV, Hi Fi, radio, photographic and Computer equipment)	0.8%	4	0.7%	1	0.9%	3	0.0%	0	1.5%	2	0.9%	2	0.0%	0	2.0%	4
Non-food shopping (e.g. Personal / luxury goods such as books, jewellery, china, glass and cosmetics)	7.2%	35	4.0%	6	8.6%	29	11.6%	15	6.0%	8	5.4%	12	9.5%	27	4.0%	8
Financial services (e.g. banks, building societies, accountants)	4.9%	24	4.0%	6	5.3%	18	5.4%	7	6.0%	8	4.0%	9	5.6%	16	4.0%	8
Personal services (e.g. hairdressers, nail bar, beauty salon)	2.5%	12	2.0%	3	2.7%	9	0.8%	1	4.5%	6	2.2%	5	2.8%	8	2.0%	4
Other services (e.g. travel agents, estate agents)	1.0%	5	0.7%	1	1.2%	4	0.0%	0	2.2%	3	0.9%	2	1.1%	3	1.0%	2
Eating or drinking out	10.3%	50	10.1%	15	10.4%	35	9.3%	12	12.7%	17	9.4%	21	9.8%	28	10.9%	22
Work / business	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Tourism / sight seeing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Socialising	2.9%	14	2.7%	4	3.0%	10	0.0%	0	3.7%	5	4.0%	9	3.2%	9	2.5%	5
Education	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing	9.0%	44	10.7%	16	8.3%	28	14.0%	18	9.7%	13	5.8%	13	10.2%	29	7.4%	15
Cinema	0.8%	4	2.0%	3	0.3%	1	0.0%	0	1.5%	2	0.9%	2	0.7%	2	1.0%	2
Theatre	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.4%	1	0.0%	0
Bingo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bowling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health & fitness / gym	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.4%	1	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For a change/ day out	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure activities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Medical services	0.4%	2	0.7%	1	0.3%	1	0.0%	0	0.0%	0	0.9%	2	0.4%	1	0.5%	1
Passing through	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.5%	1
Stationery	0.4%	2	0.7%	1	0.3%	1	0.8%	1	0.0%	0	0.4%	1	0.4%	1	0.5%	1
(Don't know)	1.8%	9	0.7%	1	2.4%	8	2.3%	3	0.0%	0	2.7%	6	2.8%	8	0.5%	1
(No particular purpose)	7.2%	35	7.4%	11	7.1%	24	9.3%	12	8.2%	11	5.4%	12	7.4%	21	6.9%	14
(Nothing else)	33.7%	164	38.3%	57	31.7%	107	27.9%	36	32.8%	44	37.5%	84	30.9%	88	37.6%	76
Base:		487		149		338		129		134		224		285		202

Basingstoke In Centre Survey for Lambert Smith Hampton

	Total	Male		Female		18 - 34		35 - 54		55 +		The Malls Shopping Centre		Market Place		
Q02X Any mention at Q01 ad Q02																
Non-food shopping (e.g. clothing and footwear)	42.3%	206	40.9%	61	42.9%	145	48.1%	62	47.0%	63	36.2%	81	44.6%	127	39.1%	79
Non-food shopping (e.g. furniture, floor coverings, household textiles)	3.1%	15	1.3%	2	3.8%	13	3.9%	5	3.0%	4	2.7%	6	2.8%	8	3.5%	7
Non-food shopping (e.g. DIY and decorating goods)	3.3%	16	2.7%	4	3.6%	12	0.0%	0	4.5%	6	4.5%	10	4.2%	12	2.0%	4
Non-food shopping (e.g. Domestic electrical appliances such as fridges, kettles, washing machines)	1.6%	8	1.3%	2	1.8%	6	0.8%	1	3.0%	4	1.3%	3	2.1%	6	1.0%	2
Non-food shopping (e.g. TV, Hi Fi, radio, photographic and Computer equipment)	2.1%	10	1.3%	2	2.4%	8	0.8%	1	2.2%	3	2.7%	6	1.8%	5	2.5%	5
Non-food shopping (e.g. Personal / luxury goods such as books, jewellery, china, glass and cosmetics)	10.9%	53	7.4%	11	12.4%	42	14.7%	19	9.7%	13	9.4%	21	13.7%	39	6.9%	14
Financial services (e.g. banks, building societies, accountants)	10.7%	52	10.1%	15	10.9%	37	10.1%	13	11.2%	15	10.7%	24	13.3%	38	6.9%	14
Personal services (e.g. hairdressers, nail bar, beauty salon)	5.1%	25	6.0%	9	4.7%	16	3.1%	4	7.5%	10	4.9%	11	4.9%	14	5.4%	11
Other services (e.g. travel agents, estate agents)	2.5%	12	4.0%	6	1.8%	6	0.8%	1	3.0%	4	3.1%	7	2.5%	7	2.5%	5
Eating or drinking out	12.7%	62	13.4%	20	12.4%	42	12.4%	16	14.2%	19	12.1%	27	13.0%	37	12.4%	25
Work / business	3.3%	16	2.7%	4	3.6%	12	7.8%	10	3.0%	4	0.9%	2	3.2%	9	3.5%	7
Tourism / sight seeing	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.5%	1
Socialising	7.8%	38	6.7%	10	8.3%	28	2.3%	3	8.2%	11	10.7%	24	6.0%	17	10.4%	21
Education	1.4%	7	0.7%	1	1.8%	6	5.4%	7	0.0%	0	0.0%	0	1.4%	4	1.5%	3
Browsing	12.5%	61	16.1%	24	10.9%	37	17.1%	22	11.9%	16	10.3%	23	14.4%	41	9.9%	20
Cinema	1.2%	6	2.0%	3	0.9%	3	0.0%	0	1.5%	2	1.8%	4	1.4%	4	1.0%	2
Theatre	0.6%	3	0.0%	0	0.9%	3	0.0%	0	0.7%	1	0.9%	2	1.1%	3	0.0%	0
Bingo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bowling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health & fitness / gym	2.3%	11	2.0%	3	2.4%	8	3.1%	4	4.5%	6	0.4%	1	3.2%	9	1.0%	2
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No particular purpose)	14.2%	69	16.8%	25	13.0%	44	14.0%	18	14.2%	19	14.3%	32	15.8%	45	11.9%	24
(Nothing else)	33.7%	164	38.3%	57	31.7%	107	27.9%	36	32.8%	44	37.5%	84	30.9%	88	37.6%	76
For a change/ day out	0.8%	4	2.0%	3	0.3%	1	0.0%	0	2.2%	3	0.4%	1	1.1%	3	0.5%	1
Leisure activities	1.0%	5	0.0%	0	1.5%	5	2.3%	3	0.7%	1	0.4%	1	0.7%	2	1.5%	3
Medical services	3.9%	19	2.7%	4	4.4%	15	1.6%	2	3.7%	5	5.4%	12	3.9%	11	4.0%	8
Passing through	1.0%	5	2.0%	3	0.6%	2	0.8%	1	1.5%	2	0.9%	2	0.4%	1	2.0%	4
Stationery	0.4%	2	0.7%	1	0.3%	1	0.8%	1	0.0%	0	0.4%	1	0.4%	1	0.5%	1
Base:		487		149		338		129		134		224		285		202

Mean score [minutes]

Q03 Approximately how long have you already been in the town centre today?

Less than 30 minutes	27.5%	134	26.8%	40	27.8%	94	29.5%	38	26.9%	36	26.8%	60	25.6%	73	30.2%	61
30- 59 minutes	27.5%	134	24.8%	37	28.7%	97	23.3%	30	29.9%	40	28.6%	64	27.4%	78	27.7%	56
1hr -1 hr 29 min	20.1%	98	20.8%	31	19.8%	67	20.9%	27	17.2%	23	21.4%	48	20.7%	59	19.3%	39
1hr 30 mins - 1 hr 59 mins	7.6%	37	7.4%	11	7.7%	26	8.5%	11	7.5%	10	7.1%	16	5.6%	16	10.4%	21
2hrs - 2hrs 29 mins	7.8%	38	9.4%	14	7.1%	24	10.1%	13	8.2%	11	6.3%	14	10.2%	29	4.5%	9
2hrs 30 mins - 2hrs 59 mins	5.5%	27	7.4%	11	4.7%	16	4.7%	6	6.0%	8	5.8%	13	7.0%	20	3.5%	7
3hrs - 3hrs 59 mins	2.5%	12	2.0%	3	2.7%	9	1.6%	2	3.0%	4	2.7%	6	2.8%	8	2.0%	4
4hrs or more	1.0%	5	1.3%	2	0.9%	3	1.6%	2	1.5%	2	0.4%	1	0.4%	1	2.0%	4
(Don't know)	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.0%	0	0.9%	2	0.4%	1	0.5%	1
Mean:		66.96		70.77		65.27		67.79		68.73		65.41		69.51		63.36
Base:		487		149		338		129		134		224		285		202

Basingstoke In Centre Survey for Lambert Smith Hampton

	Total		Male		Female		18 - 34		35 - 54		55 +		The Malls Shopping Centre		Market Place	
Mean score [minutes]																
Q04 And how much longer are you planning to stay?																
Less than 30 minutes	40.7%	198	40.3%	60	40.8%	138	44.2%	57	36.6%	49	41.1%	92	42.1%	120	38.6%	78
30- 59 minutes	26.1%	127	27.5%	41	25.4%	86	24.8%	32	24.6%	33	27.7%	62	26.7%	76	25.2%	51
1hr -1 hr 29 min	13.8%	67	16.8%	25	12.4%	42	11.6%	15	17.2%	23	12.9%	29	11.9%	34	16.3%	33
1hr 30 mins - 1 hr 59 min	6.8%	33	2.0%	3	8.9%	30	5.4%	7	6.7%	9	7.6%	17	7.0%	20	6.4%	13
2hrs - 2hrs 29 mins	4.5%	22	6.0%	9	3.8%	13	6.2%	8	4.5%	6	3.6%	8	4.2%	12	5.0%	10
2hrs 30 mins - 2hrs 59 mins	2.3%	11	2.0%	3	2.4%	8	1.6%	2	3.7%	5	1.8%	4	2.5%	7	2.0%	4
3hrs - 3hrs 59 mins	2.3%	11	2.7%	4	2.1%	7	1.6%	2	3.0%	4	2.2%	5	1.8%	5	3.0%	6
4hrs or more	2.3%	11	2.7%	4	2.1%	7	3.1%	4	1.5%	2	2.2%	5	2.1%	6	2.5%	5
(Don't know)	1.4%	7	0.0%	0	2.1%	7	1.6%	2	2.2%	3	0.9%	2	1.8%	5	1.0%	2
Mean:	56.06		56.68		55.79		54.92		59.66		54.59		54.11		58.80	
Base:	487		149		338		129		134		224		285		202	
Q05 Where have your travelled from today (i.e. origin of journey)?																
Home	93.8%	457	91.9%	137	94.7%	320	92.2%	119	90.3%	121	96.9%	217	95.4%	272	91.6%	185
Work	2.9%	14	4.0%	6	2.4%	8	3.9%	5	5.2%	7	0.9%	2	2.8%	8	3.0%	6
School	0.8%	4	0.0%	0	1.2%	4	2.3%	3	0.7%	1	0.0%	0	0.4%	1	1.5%	3
Leisure Facility	0.4%	2	0.7%	1	0.3%	1	0.8%	1	0.0%	0	0.4%	1	0.0%	0	1.0%	2
Other	2.1%	10	3.4%	5	1.5%	5	0.8%	1	3.7%	5	1.8%	4	1.4%	4	3.0%	6
Base:	487		149		338		129		134		224		285		202	
ORI What is the full postcode of your point of origin?																
Those who did not say home at Q05																
RG21	16.7%	5	8.3%	1	22.2%	4	30.0%	3	7.7%	1	14.3%	1	7.7%	1	23.5%	4
RG21 3	13.3%	4	16.7%	2	11.1%	2	0.0%	0	15.4%	2	28.6%	2	15.4%	2	11.8%	2
RG21 4	10.0%	3	8.3%	1	11.1%	2	20.0%	2	7.7%	1	0.0%	0	0.0%	0	17.6%	3
RG21 5	3.3%	1	0.0%	0	5.6%	1	0.0%	0	7.7%	1	0.0%	0	0.0%	0	5.9%	1
RG21 7	30.0%	9	41.7%	5	22.2%	4	10.0%	1	46.2%	6	28.6%	2	30.8%	4	29.4%	5
RG21 8	6.7%	2	8.3%	1	5.6%	1	10.0%	1	0.0%	0	14.3%	1	15.4%	2	0.0%	0
RG22 4	10.0%	3	8.3%	1	11.1%	2	20.0%	2	7.7%	1	0.0%	0	15.4%	2	5.9%	1
RG24 4	3.3%	1	0.0%	0	5.6%	1	10.0%	1	0.0%	0	0.0%	0	7.7%	1	0.0%	0
RG26 5	6.7%	2	8.3%	1	5.6%	1	0.0%	0	7.7%	1	14.3%	1	7.7%	1	5.9%	1
Base:	30		12		18		10		13		7		13		17	
Q07 How did you travel here today?																
Car (as driver or passenger)	51.5%	251	54.4%	81	50.3%	170	50.4%	65	53.7%	72	50.9%	114	73.0%	208	21.3%	43
Bus	27.9%	136	26.2%	39	28.7%	97	26.4%	34	25.4%	34	30.4%	68	14.0%	40	47.5%	96
Park & Ride	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.4%	1	0.0%	0
Train	4.7%	23	4.7%	7	4.7%	16	4.7%	6	5.2%	7	4.5%	10	3.5%	10	6.4%	13
Taxi	1.6%	8	1.3%	2	1.8%	6	1.6%	2	0.0%	0	2.7%	6	0.7%	2	3.0%	6
Walk	13.6%	66	13.4%	20	13.6%	46	17.1%	22	14.9%	20	10.7%	24	8.4%	24	20.8%	42
Cycle	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.7%	1	0.4%	1	0.0%	0	1.0%	2
Base:	487		149		338		129		134		224		285		202	

Basingstoke In Centre Survey for Lambert Smith Hampton

	Total		Male		Female		18 - 34		35 - 54		55 +		The Malls Shopping Centre		Market Place	
Mean score [minutes]																
Q08 How long did your journey to Basingstoke town centre take you, in minutes?																
0-5 minutes	7.6%	37	6.7%	10	8.0%	27	7.8%	10	9.0%	12	6.7%	15	6.3%	18	9.4%	19
6-10 minutes	24.4%	119	24.8%	37	24.3%	82	29.5%	38	22.4%	30	22.8%	51	26.7%	76	21.3%	43
11-15 minutes	28.7%	140	26.2%	39	29.9%	101	28.7%	37	29.9%	40	28.1%	63	30.2%	86	26.7%	54
16-20 minutes	17.7%	86	16.8%	25	18.0%	61	11.6%	15	20.1%	27	19.6%	44	16.1%	46	19.8%	40
21-25 minutes	5.7%	28	7.4%	11	5.0%	17	7.8%	10	3.7%	5	5.8%	13	6.0%	17	5.4%	11
26-30 minutes	6.6%	32	7.4%	11	6.2%	21	6.2%	8	6.7%	9	6.7%	15	5.6%	16	7.9%	16
31-35 minutes	1.6%	8	1.3%	2	1.8%	6	0.8%	1	2.2%	3	1.8%	4	1.8%	5	1.5%	3
36-40 minutes	2.5%	12	3.4%	5	2.1%	7	2.3%	3	2.2%	3	2.7%	6	2.8%	8	2.0%	4
41-45 minutes	2.5%	12	2.0%	3	2.7%	9	3.1%	4	2.2%	3	2.2%	5	1.8%	5	3.5%	7
46-50 minutes	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.4%	1	0.0%	0
51-55 minutes	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.4%	1	0.0%	0
56-60 minutes	1.0%	5	1.3%	2	0.9%	3	1.6%	2	0.7%	1	0.9%	2	1.1%	3	1.0%	2
1 hour - 1 hour 15 minutes	0.6%	3	0.7%	1	0.6%	2	0.8%	1	0.0%	0	0.9%	2	0.4%	1	1.0%	2
1 hour 16 minutes - 1 hour 30 minutes	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.4%	1	0.0%	0
1hour 31 minutes - 1 hour 45 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
1 hour 45 minutes - 2 hours	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.5%	1
Over 2 hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.4%	1	0.0%	0
Mean:	15.94		16.92		15.51		15.27		15.19		16.78		15.51		16.54	
Base:	487		149		338		129		134		224		285		202	
Q09 From this map, please could you indicate where you parked today? If you are unsure of map location, please could you give the car park name, [MR]																
Car / motorcycle at Q07																
Vyne Meadow	0.8%	2	0.0%	0	1.2%	2	0.0%	0	1.4%	1	0.9%	1	1.0%	2	0.0%	0
Alencon Link Car Park	11.2%	28	8.6%	7	12.4%	21	15.4%	10	13.9%	10	7.0%	8	10.1%	21	16.3%	7
Churchill Way	1.2%	3	1.2%	1	1.2%	2	1.5%	1	1.4%	1	0.9%	1	1.4%	3	0.0%	0
Churchill+C629 Way East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Joices Yard	3.2%	8	2.5%	2	3.5%	6	4.6%	3	1.4%	1	3.5%	4	3.8%	8	0.0%	0
Albert Yard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castons Yard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jacobs Yard	0.8%	2	1.2%	1	0.6%	1	0.0%	0	1.4%	1	0.9%	1	1.0%	2	0.0%	0
Castons Car Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southern Road Car Park	1.2%	3	1.2%	1	1.2%	2	0.0%	0	0.0%	0	2.6%	3	1.4%	3	0.0%	0
Civic Offices	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.9%	1	0.5%	1	0.0%	0
Crossborough Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastlands car park (Sat only)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feathers Yard	3.2%	8	2.5%	2	3.5%	6	3.1%	2	2.8%	2	3.5%	4	2.9%	6	4.7%	2
Central Car Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sarum Hill Car Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bronkledds Car Park	0.4%	1	1.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Train Station	1.2%	3	2.5%	2	0.6%	1	1.5%	1	1.4%	1	0.9%	1	1.4%	3	0.0%	0
The Malls	25.1%	63	23.5%	19	25.9%	44	10.8%	7	30.6%	22	29.8%	34	28.8%	60	7.0%	3
Festival Place	35.9%	90	40.7%	33	33.5%	57	43.1%	28	34.7%	25	32.5%	37	39.9%	83	16.3%	7
Off-street parking (PLEASE STATE NAME)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Off-street parking, don't know name	2.8%	7	1.2%	1	3.5%	6	1.5%	1	5.6%	4	1.8%	2	3.4%	7	0.0%	0
On-street parking (PLEASE STATE NAME)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
On-street parking, don't know name	0.8%	2	0.0%	0	1.2%	2	1.5%	1	0.0%	0	0.9%	1	1.0%	2	0.0%	0
Church Street	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	2.3%	1
Red Lion Lane	0.4%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.5%	1	0.0%	0
Sports Centre, Festival Place	0.4%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	2.3%	1
St Michael Church	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.9%	1	0.5%	1	0.0%	0
The Anvil	1.6%	4	1.2%	1	1.8%	3	1.5%	1	1.4%	1	1.8%	2	0.0%	0	9.3%	4
Waitrose	0.8%	2	0.0%	0	1.2%	2	0.0%	0	1.4%	1	0.9%	1	1.0%	2	0.0%	0
(Don't know / dropped off)	8.0%	20	9.9%	8	7.1%	12	13.8%	9	2.8%	2	7.9%	9	1.0%	2	41.9%	18
Base:	251		81		170		65		72		114		208		43	

Basingstoke In Centre Survey for Lambert Smith Hampton

	Total	Male		Female		18 - 34		35 - 54		55 +		The Malls Shopping Centre		Market Place		
Q10 From this map, please could you indicate which bus stop you got off at today? If you are unsure of map location, please could you give the bus stop name, street name and / or store nearby.																
<i>Bus at Q07</i>																
Bus Stop 1	9.6%	13	5.1%	2	11.3%	11	17.6%	6	5.9%	2	7.4%	5	10.0%	4	9.4%	9
Bus Stop 2	55.9%	76	56.4%	22	55.7%	54	38.2%	13	67.6%	23	58.8%	40	45.0%	18	60.4%	58
Bus Stop 3	8.1%	11	5.1%	2	9.3%	9	14.7%	5	2.9%	1	7.4%	5	12.5%	5	6.3%	6
Bus Stop 4	5.1%	7	5.1%	2	5.2%	5	11.8%	4	5.9%	2	1.5%	1	0.0%	0	7.3%	7
Bus Stop 5	0.7%	1	2.6%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	2.5%	1	0.0%	0
Bus Stop 6	8.1%	11	5.1%	2	9.3%	9	2.9%	1	14.7%	5	7.4%	5	22.5%	9	2.1%	2
Bus Stop 7	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.0%	1
Other bus stop (PLEASE STATE NAME)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bus Station	6.6%	9	12.8%	5	4.1%	4	8.8%	3	0.0%	0	8.8%	6	2.5%	1	8.3%	8
Mary's Road Walk	0.7%	1	2.6%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Train Station	3.7%	5	2.6%	1	4.1%	4	2.9%	1	0.0%	0	5.9%	4	2.5%	1	4.2%	4
Joule Road	0.7%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.0%	1
Base:		136		39		97		34		34		68		40		96
Q11 From this map, please could you indicate where you entered the town centre from.																
<i>Walk / cycle at Q07</i>																
A	7.6%	5	15.0%	3	4.3%	2	9.1%	2	15.0%	3	0.0%	0	12.5%	3	4.8%	2
B	10.6%	7	10.0%	2	10.9%	5	0.0%	0	15.0%	3	16.7%	4	16.7%	4	7.1%	3
C	16.7%	11	25.0%	5	13.0%	6	18.2%	4	25.0%	5	8.3%	2	8.3%	2	21.4%	9
D	16.7%	11	15.0%	3	17.4%	8	9.1%	2	25.0%	5	16.7%	4	20.8%	5	14.3%	6
E	4.5%	3	0.0%	0	6.5%	3	4.5%	1	0.0%	0	8.3%	2	0.0%	0	7.1%	3
F	4.5%	3	0.0%	0	6.5%	3	9.1%	2	0.0%	0	4.2%	1	4.2%	1	4.8%	2
G	3.0%	2	5.0%	1	2.2%	1	0.0%	0	5.0%	1	4.2%	1	4.2%	1	2.4%	1
H	3.0%	2	0.0%	0	4.3%	2	4.5%	1	0.0%	0	4.2%	1	8.3%	2	0.0%	0
I	4.5%	3	5.0%	1	4.3%	2	9.1%	2	5.0%	1	0.0%	0	8.3%	2	2.4%	1
J	1.5%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	4.2%	1	0.0%	0	2.4%	1
K	10.6%	7	5.0%	1	13.0%	6	22.7%	5	0.0%	0	8.3%	2	8.3%	2	11.9%	5
L	1.5%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	4.2%	1	0.0%	0	2.4%	1
M	15.2%	10	20.0%	4	13.0%	6	13.6%	3	10.0%	2	20.8%	5	8.3%	2	19.0%	8
Other entry point (PLEASE STATE NAME)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		66		20		46		22		20		24		24		42

Basingstoke In Centre Survey for Lambert Smith Hampton

	Total		Male		Female		18 - 34		35 - 54		55 +		The Malls Shopping Centre		Market Place	
Q12 What types of shops, businesses or services in Basingstoke town centre have you visited, or do you intend to visit today? [MR]																
Bakers	2.7%	13	4.0%	6	2.1%	7	3.1%	4	3.7%	5	1.8%	4	2.8%	8	2.5%	5
Banks / building societies	12.7%	62	14.8%	22	11.8%	40	14.0%	18	9.0%	12	14.3%	32	13.3%	38	11.9%	24
Bathroom / kitchen shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Betting shops	0.2%	1	0.7%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Book shops	5.1%	25	4.7%	7	5.3%	18	3.1%	4	6.0%	8	5.8%	13	5.6%	16	4.5%	9
Butchers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpet / floorcovering shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charity shops	1.4%	7	2.0%	3	1.2%	4	1.6%	2	0.7%	1	1.8%	4	1.4%	4	1.5%	3
Chemists / pharmacy	12.1%	59	9.4%	14	13.3%	45	11.6%	15	9.7%	13	13.8%	31	12.3%	35	11.9%	24
Cobblers	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.0%	0	0.9%	2	0.4%	1	0.5%	1
Clothing / fashion store	52.2%	254	50.3%	75	53.0%	179	57.4%	74	55.2%	74	47.3%	106	57.9%	165	44.1%	89
DIY / hardware stores	5.7%	28	4.7%	7	6.2%	21	3.1%	4	6.0%	8	7.1%	16	6.0%	17	5.4%	11
Double glazing / window shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Estate agents	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ethnic / foreign food shops	0.4%	2	0.7%	1	0.3%	1	1.6%	2	0.0%	0	0.0%	0	0.4%	1	0.5%	1
Foodstore / supermarket	37.8%	184	37.6%	56	37.9%	128	32.6%	42	33.6%	45	43.3%	97	32.3%	92	45.5%	92
General stores / corner shops / newsagents	3.5%	17	6.0%	9	2.4%	8	2.3%	3	3.0%	4	4.5%	10	2.8%	8	4.5%	9
Greengrocers / fruit & veg shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hairdressers / barbers / beauty shops	4.1%	20	6.0%	9	3.3%	11	3.9%	5	5.2%	7	3.6%	8	5.3%	15	2.5%	5
Health food shops	4.3%	21	1.3%	2	5.6%	19	6.2%	8	6.7%	9	1.8%	4	4.6%	13	4.0%	8
Home furnishing / textile shops	0.6%	3	1.3%	2	0.3%	1	0.0%	0	1.5%	2	0.4%	1	0.4%	1	1.0%	2
Household goods shops	3.3%	16	3.4%	5	3.3%	11	1.6%	2	3.7%	5	4.0%	9	3.2%	9	3.5%	7
Jewellers	10.3%	50	10.1%	15	10.4%	35	10.9%	14	8.2%	11	11.2%	25	11.9%	34	7.9%	16
Opticians	1.0%	5	0.0%	0	1.5%	5	1.6%	2	0.7%	1	0.9%	2	1.1%	3	1.0%	2
Post Office	3.3%	16	2.0%	3	3.8%	13	3.1%	4	2.2%	3	4.0%	9	3.9%	11	2.5%	5
Pubs / bars	6.2%	30	7.4%	11	5.6%	19	7.0%	9	9.7%	13	3.6%	8	8.1%	23	3.5%	7
Restaurants / cafes	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.5%	1
Restaurants / cafes	19.1%	93	26.2%	39	16.0%	54	12.4%	16	20.9%	28	21.9%	49	20.0%	57	17.8%	36
Shoe shop	4.3%	21	3.4%	5	4.7%	16	7.8%	10	3.0%	4	3.1%	7	4.2%	12	4.5%	9
Sports good shops	3.9%	19	8.7%	13	1.8%	6	7.0%	9	4.5%	6	1.8%	4	4.2%	12	3.5%	7
Takeaways	1.8%	9	2.0%	3	1.8%	6	3.1%	4	1.5%	2	1.3%	3	2.1%	6	1.5%	3
Toy shops	0.6%	3	0.7%	1	0.6%	2	0.8%	1	0.7%	1	0.4%	1	0.4%	1	1.0%	2
Vets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Card shop	1.6%	8	0.0%	0	2.4%	8	2.3%	3	0.7%	1	1.8%	4	1.8%	5	1.5%	3
Gym	0.8%	4	2.0%	3	0.3%	1	0.8%	1	2.2%	3	0.0%	0	1.4%	4	0.0%	0
Library	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Medical services e.g chiropodist, opticians)	0.4%	2	0.7%	1	0.3%	1	0.0%	0	1.5%	2	0.0%	0	0.0%	0	1.0%	2
Mobile phone shop	1.0%	5	1.3%	2	0.9%	3	0.0%	0	0.7%	1	1.8%	4	1.4%	4	0.5%	1
Travel agent	0.6%	3	0.7%	1	0.6%	2	1.6%	2	0.7%	1	0.0%	0	0.7%	2	0.5%	1
(Don't know)	4.7%	23	5.4%	8	4.4%	15	5.4%	7	6.0%	8	3.6%	8	4.2%	12	5.4%	11
Base:		487		149		338		129		134		224		285		202

Basingstoke In Centre Survey for Lambert Smith Hampton

	Total		Male		Female		18 - 34		35 - 54		55 +		The Malls Shopping Centre		Market Place	
Q13 What are the specific names of the shops, businesses or services in the town centre you have visited, or intend to visit today?																
Primark	38.2%	186	33.6%	50	40.2%	136	47.3%	61	47.0%	63	27.7%	62	43.2%	123	31.2%	63
Sainsbury's	27.1%	132	24.8%	37	28.1%	95	17.1%	22	23.9%	32	34.8%	78	20.4%	58	36.6%	74
Wilko	19.7%	96	17.5%	26	20.7%	70	10.9%	14	17.2%	23	26.3%	59	21.8%	62	16.8%	34
Marks & Spencer	12.5%	61	8.1%	12	14.5%	49	7.0%	9	9.0%	12	17.9%	40	13.7%	39	10.9%	22
Boots	9.2%	45	8.1%	12	9.8%	33	9.3%	12	7.5%	10	10.3%	23	10.2%	29	7.9%	16
Tesco	8.6%	42	9.4%	14	8.3%	28	11.6%	15	8.2%	11	7.1%	16	7.7%	22	9.9%	20
H&M	8.0%	39	6.0%	9	8.9%	30	8.5%	11	11.2%	15	5.8%	13	8.4%	24	7.4%	15
Costa Coffee	7.4%	36	13.4%	20	4.7%	16	4.7%	6	7.5%	10	8.9%	20	8.8%	25	5.4%	11
Iceland	6.6%	32	5.4%	8	7.1%	24	9.3%	12	6.7%	9	4.9%	11	3.9%	11	10.4%	21
Debenhams	6.6%	32	5.4%	8	7.1%	24	3.1%	4	9.7%	13	6.7%	15	8.4%	24	4.0%	8
TK Maxx	5.1%	25	6.7%	10	4.4%	15	4.7%	6	6.0%	8	4.9%	11	4.9%	14	5.4%	11
New Look	5.1%	25	4.7%	7	5.3%	18	11.6%	15	5.2%	7	1.3%	3	6.0%	17	4.0%	8
Next	4.9%	24	2.0%	3	6.2%	21	7.8%	10	6.7%	9	2.2%	5	7.0%	20	2.0%	4
Greggs	3.9%	19	4.7%	7	3.6%	12	5.4%	7	3.7%	5	3.1%	7	3.9%	11	4.0%	8
Bon Marche	3.9%	19	2.7%	4	4.4%	15	0.8%	1	2.2%	3	6.7%	15	3.9%	11	4.0%	8
Poundland	3.9%	19	2.0%	3	4.7%	16	7.0%	9	2.2%	3	3.1%	7	4.2%	12	3.5%	7
Superdrug	3.7%	18	2.0%	3	4.4%	15	6.2%	8	1.5%	2	3.6%	8	4.2%	12	3.0%	6
WHSmith	3.1%	15	2.7%	4	3.3%	11	3.9%	5	3.0%	4	2.7%	6	3.5%	10	2.5%	5
Sports Direct	2.9%	14	5.4%	8	1.8%	6	3.9%	5	3.7%	5	1.8%	4	3.9%	11	1.5%	3
JD Sport	2.9%	14	4.0%	6	2.4%	8	5.4%	7	3.7%	5	0.9%	2	2.5%	7	3.5%	7
Card Factory	2.7%	13	1.3%	2	3.3%	11	3.1%	4	0.7%	1	3.6%	8	3.9%	11	1.0%	2
The Works	2.3%	11	2.7%	4	2.1%	7	0.8%	1	3.0%	4	2.7%	6	3.2%	9	1.0%	2
Robert Dyas	2.1%	10	0.7%	1	2.7%	9	1.6%	2	0.7%	1	3.1%	7	1.8%	5	2.5%	5
HSBC	1.8%	9	1.3%	2	2.1%	7	0.8%	1	0.0%	0	3.6%	8	1.8%	5	2.0%	4
Specsavers	1.6%	8	1.3%	2	1.8%	6	2.3%	3	3.0%	4	0.4%	1	1.8%	5	1.5%	3
Barclays	1.6%	8	0.7%	1	2.1%	7	0.8%	1	0.7%	1	2.7%	6	1.8%	5	1.5%	3
Post Office	1.4%	7	2.7%	4	0.9%	3	1.6%	2	0.7%	1	1.8%	4	1.4%	4	1.5%	3
Lloyds Bank	1.4%	7	2.0%	3	1.2%	4	0.8%	1	2.2%	3	1.3%	3	0.7%	2	2.5%	5
Zara	1.4%	7	2.7%	4	0.9%	3	3.1%	4	1.5%	2	0.4%	1	1.8%	5	1.0%	2
Apple Store	1.2%	6	1.3%	2	1.2%	4	0.8%	1	1.5%	2	1.3%	3	1.4%	4	1.0%	2
River Island	1.2%	6	0.7%	1	1.5%	5	3.1%	4	1.5%	2	0.0%	0	1.8%	5	0.5%	1
Top shop	1.0%	5	0.7%	1	1.2%	4	3.1%	4	0.7%	1	0.0%	0	0.4%	1	2.0%	4
Phase Eight	1.0%	5	0.7%	1	1.2%	4	2.3%	3	0.0%	0	0.9%	2	0.4%	1	2.0%	4
Quiz	1.0%	5	0.7%	1	1.2%	4	0.8%	1	0.7%	1	1.3%	3	0.7%	2	1.5%	3
Deichmann	1.0%	5	2.7%	4	0.3%	1	0.0%	0	0.0%	0	2.2%	5	1.4%	4	0.5%	1
Library	0.8%	4	2.0%	3	0.3%	1	0.8%	1	0.7%	1	0.9%	2	1.1%	3	0.5%	1
Bhavi Beauty	0.8%	4	0.7%	1	0.9%	3	0.8%	1	1.5%	2	0.4%	1	1.4%	4	0.0%	0
Mountain Warehouse	0.8%	4	2.0%	3	0.3%	1	0.0%	0	0.0%	0	1.8%	4	0.4%	1	1.5%	3
Waterstones	0.6%	3	2.0%	3	0.0%	0	0.0%	0	0.7%	1	0.9%	2	0.7%	2	0.5%	1
Waitrose	0.6%	3	0.7%	1	0.6%	2	0.0%	0	0.7%	1	0.9%	2	0.7%	2	0.5%	1
Apricot	0.6%	3	0.0%	0	0.9%	3	0.0%	0	0.7%	1	0.9%	2	0.4%	1	1.0%	2
Asda	0.4%	2	0.7%	1	0.3%	1	0.0%	0	0.7%	1	0.4%	1	0.4%	1	0.5%	1
Office	0.4%	2	0.0%	0	0.6%	2	0.8%	1	0.7%	1	0.0%	0	0.4%	1	0.5%	1
Game	0.4%	2	0.7%	1	0.3%	1	0.8%	1	0.7%	1	0.0%	0	0.7%	2	0.0%	0
Natwest	0.4%	2	0.7%	1	0.3%	1	0.8%	1	0.0%	0	0.4%	1	0.4%	1	0.5%	1
Morrisons	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.0%	0	0.9%	2	0.4%	1	0.5%	1
Halifax	0.4%	2	0.7%	1	0.3%	1	1.6%	2	0.0%	0	0.0%	0	0.7%	2	0.0%	0
Market	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.7%	1	0.4%	1	0.4%	1	0.5%	1
Argos	0.4%	2	0.0%	0	0.6%	2	0.8%	1	0.0%	0	0.4%	1	0.7%	2	0.0%	0
TUI	0.4%	2	0.7%	1	0.3%	1	0.8%	1	0.0%	0	0.4%	1	0.7%	2	0.0%	0
Build a Bear	0.4%	2	0.7%	1	0.3%	1	0.8%	1	0.0%	0	0.4%	1	0.7%	2	0.0%	0
Box hairdressing	0.4%	2	0.0%	0	0.6%	2	1.6%	2	0.0%	0	0.0%	0	0.7%	2	0.0%	0
Trespass	0.4%	2	0.7%	1	0.3%	1	0.8%	1	0.7%	1	0.0%	0	0.4%	1	0.5%	1
Holland & Barrett	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.4%	1	0.0%	0
Jack Wills	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.4%	1	0.0%	0
(Don't know)	10.3%	50	10.1%	15	10.4%	35	9.3%	12	11.2%	15	10.3%	23	11.6%	33	8.4%	17
Base:		487		149		338		129		134		224		285		202

Basingstoke In Centre Survey for Lambert Smith Hampton

	Total		Male		Female		18 - 34		35 - 54		55 +		The Malls Shopping Centre		Market Place	
Q14 Where do you mainly undertake your household's main food shopping?																
Sainsbury's, Churchill Way East Station Mall, Basingstoke	20.5%	100	20.8%	31	20.4%	69	17.1%	22	19.4%	26	23.2%	52	19.6%	56	21.8%	44
Tesco Superstore, District Shopping Centre, Chineham, Basingstoke	11.7%	57	12.8%	19	11.2%	38	18.6%	24	12.7%	17	7.1%	16	13.7%	39	8.9%	18
Asda, Brighton Way, Brighton Hill, Basingstoke	8.6%	42	6.7%	10	9.5%	32	7.8%	10	12.7%	17	6.7%	15	7.7%	22	9.9%	20
Morrisons, Worting Road, Basingstoke	8.4%	41	10.7%	16	7.4%	25	3.9%	5	6.0%	8	12.5%	28	8.1%	23	8.9%	18
Aldi, St. Michael's Retail Park, Basingstoke	8.0%	39	4.0%	6	9.8%	33	13.2%	17	7.5%	10	5.4%	12	7.7%	22	8.4%	17
Sainsbury's, Wallop Drive, Basingstoke	4.5%	22	3.4%	5	5.0%	17	0.8%	1	4.5%	6	6.7%	15	6.0%	17	2.5%	5
Iceland, Festival Way, Basingstoke	3.7%	18	4.7%	7	3.3%	11	7.8%	10	4.5%	6	0.9%	2	1.1%	3	7.4%	15
Online	2.5%	12	2.7%	4	2.4%	8	0.8%	1	2.2%	3	3.6%	8	2.1%	6	3.0%	6
Sainsbury's, Mulfords Hill, Tadley	2.5%	12	2.7%	4	2.4%	8	1.6%	2	2.2%	3	3.1%	7	2.8%	8	2.0%	4
Tesco Metro, Hampstead House, Town Centre, Basingstoke	1.8%	9	1.3%	2	2.1%	7	1.6%	2	2.2%	3	1.8%	4	0.4%	1	4.0%	8
Lidl, Gastons Wood, Basingstoke	1.4%	7	2.7%	4	0.9%	3	0.0%	0	1.5%	2	2.2%	5	1.1%	3	2.0%	4
Aldi, Winklebury Way, Basingstoke	1.4%	7	2.0%	3	1.2%	4	2.3%	3	0.0%	0	1.8%	4	1.8%	5	1.0%	2
Sainsbury's, Draymans Way, Alton	1.2%	6	2.0%	3	0.9%	3	0.8%	1	1.5%	2	1.3%	3	2.1%	6	0.0%	0
Lidl, Worting Road, Basingstoke	1.2%	6	0.0%	0	1.8%	6	0.8%	1	2.2%	3	0.9%	2	0.7%	2	2.0%	4
Lidl, London Road, Newbury	1.2%	6	0.7%	1	1.5%	5	0.0%	0	1.5%	2	1.8%	4	1.4%	4	1.0%	2
Asda, Anton Mill Road, Andover	0.8%	4	0.7%	1	0.9%	3	0.8%	1	2.2%	3	0.0%	0	1.1%	3	0.5%	1
Waitrose, Basing View, Basingstoke	0.8%	4	0.0%	0	1.2%	4	0.8%	1	0.0%	0	1.3%	3	1.1%	3	0.5%	1
Tesco Extra, Pinchington Lane, Newbury	0.8%	4	1.3%	2	0.6%	2	1.6%	2	0.7%	1	0.4%	1	1.4%	4	0.0%	0
Tesco Extra, River Way, Andover	0.8%	4	2.0%	3	0.3%	1	0.0%	0	0.7%	1	1.3%	3	0.7%	2	1.0%	2
Tesco Superstore, High Street, Bordon	0.6%	3	1.3%	2	0.3%	1	0.0%	0	0.7%	1	0.9%	2	1.1%	3	0.0%	0
Sainsbury's, Andover	0.6%	3	0.7%	1	0.6%	2	0.8%	1	0.7%	1	0.4%	1	0.4%	1	1.0%	2
Marks & Spencer, Festival Place, Church Street Paddington, Basingstoke	0.6%	3	0.0%	0	0.9%	3	0.0%	0	0.0%	0	1.3%	3	1.1%	3	0.0%	0
Tesco Extra, Napier Road, Reading	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.7%	1	0.4%	1	0.7%	2	0.0%	0
Tesco Superstore, Station Road, Hook	0.4%	2	0.0%	0	0.6%	2	0.8%	1	0.7%	1	0.0%	0	0.7%	2	0.0%	0
Tesco Express, Cove Road, Farnborough	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.7%	1	0.4%	1	0.4%	1	0.5%	1
Morrisons, Spruce Drive, Totton	0.4%	2	1.3%	2	0.0%	0	0.8%	1	0.0%	0	0.4%	1	0.7%	2	0.0%	0
Sainsbury's, Broad Street, Reading	0.4%	2	0.7%	1	0.3%	1	0.0%	0	0.0%	0	0.9%	2	0.7%	2	0.0%	0
Tesco Superstore, Wellington Avenue, Aldershot	0.4%	2	0.7%	1	0.3%	1	1.6%	2	0.0%	0	0.0%	0	0.7%	2	0.0%	0
Co-op, Plough Road, Yateley	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.4%	1	0.0%	0
Tesco Superstore, Station Road, Tidworth	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Lidl, Bath Road, Calcot	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.5%	1
Asda, Chalfont Way, Lower Earley, Earley	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.4%	1	0.0%	0
Asda, Warminster Road, Frome	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.5%	1
Aldi, Alton Retail Park, Alton	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.4%	1	0.0%	0
Tesco Superstore, Aberystwyth Road, New	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.4%	1	0.0%	0

Column %ges.

Basingstoke In Centre Survey for Lambert Smith Hampton

	Total		Male		Female		18 - 34		35 - 54		55 +		The Malls Shopping Centre		Market Place	
Town, Cardigan																
Tesco Extra, Durham Road, Stockton-on-Tees	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.5%	1
Aldi, The Hundred, Romsey	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.4%	1	0.0%	0
Morrisons, Station Approach, Hereford	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.5%	1
Morrisons, Summit Avenue, Farnborough	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.4%	1	0.0%	0
Morrisons, Basingstoke Road, Reading	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Waitrose, Tresham Crescent, Yateley	0.2%	1	0.7%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Waitrose, Crockhamwell Road, Woodley	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.5%	1
Waitrose, The Chantry Centre, Andover	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.5%	1
Waitrose, The Broadway, Thatcham	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.4%	1	0.0%	0
Asda, Bournemouth Road, Chandler's Ford	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.4%	1	0.0%	0
Waitrose, Churchill Way West, Salisbury	0.2%	1	0.7%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Asda, Maynard Road, Totton	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.4%	1	0.0%	0
Asda, Westmead, Farnborough	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Lidl, Wellington Centre, Aldershot	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.5%	1
Sainsbury's, Queensmead, Farnborough	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.4%	1	0.0%	0
Sainsbury's, Haycocks Road, Haverhill	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.5%	1
Sainsbury's, Midhurst Road, Liphook	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.4%	1	0.0%	0
Sainsbury's, Coombe Square, Chapel Street, Thatcham	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.5%	1
(Don't do a main food shop)	8.4%	41	8.7%	13	8.3%	28	12.4%	16	6.7%	9	7.1%	16	7.7%	22	9.4%	19
Base:		487		149		338		129		134		224		285		202

Basingstoke In Centre Survey for Lambert Smith Hampton

	Total		Male		Female		18 - 34		35 - 54		55 +		The Malls Shopping Centre		Market Place	
Q15 Where do you mainly undertake your household's top-up food shopping?																
One Stop Stores, Sark Way, Popley Way, Basingstoke	15.2%	74	19.5%	29	13.3%	45	20.9%	27	13.4%	18	12.9%	29	16.5%	47	13.4%	27
Tesco Metro, Hampstead House, Town Centre, Basingstoke	12.7%	62	11.4%	17	13.3%	45	17.1%	22	14.2%	19	9.4%	21	11.9%	34	13.9%	28
Iceland, Festival Way, Basingstoke	4.3%	21	2.0%	3	5.3%	18	3.1%	4	6.7%	9	3.6%	8	4.2%	12	4.5%	9
Morrisons, Worting Road, Basingstoke	4.1%	20	3.4%	5	4.4%	15	4.7%	6	3.7%	5	4.0%	9	4.6%	13	3.5%	7
Asda, Brighton Way, Brighton Hill, Basingstoke	3.7%	18	2.0%	3	4.4%	15	1.6%	2	4.5%	6	4.5%	10	4.6%	13	2.5%	5
Tesco Superstore, District Shopping Centre, Chineham, Basingstoke	3.7%	18	2.7%	4	4.1%	14	5.4%	7	6.0%	8	1.3%	3	4.2%	12	3.0%	6
Aldi, St. Michael's Retail Park, Basingstoke	3.7%	18	1.3%	2	4.7%	16	7.8%	10	0.0%	0	3.6%	8	4.2%	12	3.0%	6
Co-op, Kings Road, South Ham Road, Basingstoke	3.1%	15	5.4%	8	2.1%	7	3.1%	4	3.0%	4	3.1%	7	3.5%	10	2.5%	5
Lidl, Worting Road, Basingstoke	2.5%	12	4.0%	6	1.8%	6	1.6%	2	4.5%	6	1.8%	4	2.5%	7	2.5%	5
Sainsbury's, Mulfords Hill, Tadley	1.8%	9	3.4%	5	1.2%	4	0.8%	1	1.5%	2	2.7%	6	1.1%	3	3.0%	6
Tesco Superstore, Station Road, Hook	1.8%	9	2.7%	4	1.5%	5	3.9%	5	0.7%	1	1.3%	3	2.8%	8	0.5%	1
Co-op, Broadmere Road, Beggarwood	1.4%	7	1.3%	2	1.5%	5	0.0%	0	0.0%	0	3.1%	7	1.8%	5	1.0%	2
Tesco Express, Heath End Road, Baughurst, Tadley	1.2%	6	2.0%	3	0.9%	3	1.6%	2	0.0%	0	1.8%	4	2.1%	6	0.0%	0
Sainsbury's, Wallop Drive, Basingstoke	1.0%	5	0.0%	0	1.5%	5	0.8%	1	2.2%	3	0.4%	1	1.4%	4	0.5%	1
Aldi, Winklebury Way, Basingstoke	1.0%	5	1.3%	2	0.9%	3	1.6%	2	0.0%	0	1.3%	3	0.7%	2	1.5%	3
Tesco Express, Buckingham Parade, Kempshot	0.8%	4	0.7%	1	0.9%	3	0.0%	0	0.0%	0	1.8%	4	1.1%	3	0.5%	1
Co-op, Winchester Street, Overton	0.6%	3	0.0%	0	0.9%	3	0.0%	0	0.0%	0	1.3%	3	0.7%	2	0.5%	1
Online	0.6%	3	0.7%	1	0.6%	2	0.8%	1	0.7%	1	0.4%	1	0.7%	2	0.5%	1
Sainsbury's, Andover	0.6%	3	0.7%	1	0.6%	2	0.0%	0	1.5%	2	0.4%	1	0.4%	1	1.0%	2
Tesco Superstore, High Street, Bordon	0.6%	3	0.7%	1	0.6%	2	0.0%	0	0.7%	1	0.9%	2	1.1%	3	0.0%	0
Tesco Superstore, Wellington Avenue, Aldershot	0.4%	2	0.0%	0	0.6%	2	0.8%	1	0.0%	0	0.4%	1	0.7%	2	0.0%	0
Sainsbury's, Midhurst Road, Liphook	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.7%	1	0.4%	1	0.4%	1	0.5%	1
Co-op, Winchester Road, Four Marks	0.4%	2	0.7%	1	0.3%	1	0.8%	1	0.0%	0	0.4%	1	0.0%	0	1.0%	2
Marks & Spencer, Marshall Road, The Meadows, Camberley	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.0%	0	0.9%	2	0.7%	2	0.0%	0
Co-op, Wimbolt House, Broadway, Thatcham	0.4%	2	0.0%	0	0.6%	2	0.8%	1	0.0%	0	0.4%	1	0.4%	1	0.5%	1
Morrisons, Summit Avenue, Farnborough	0.4%	2	0.7%	1	0.3%	1	0.0%	0	0.7%	1	0.4%	1	0.4%	1	0.5%	1
Aldi, Weyhill Road, Andover	0.4%	2	0.0%	0	0.6%	2	0.8%	1	0.7%	1	0.0%	0	0.0%	0	1.0%	2
Co-op, Wrexham Road, Whitchurch	0.4%	2	0.0%	0	0.6%	2	0.8%	1	0.7%	1	0.0%	0	0.4%	1	0.5%	1
Tesco Express, Oakridge Road, Basingstoke	0.4%	2	0.7%	1	0.3%	1	0.0%	0	0.7%	1	0.4%	1	0.4%	1	0.5%	1
Co-op, Queens Road, North Camp, Farnborough	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.0%	0	0.9%	2	0.4%	1	0.5%	1
Hackwood, Hackwood Road, Basingstoke	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.4%	1	0.0%	0
Co-op, Franklin Avenue, Tadley	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.4%	1	0.0%	0
Co-op, High Street, Odiham	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.4%	1	0.0%	0
Co-op, Warren Gardens, Romsey	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.4%	1	0.0%	0
Lidl, Gastons Wood, Basingstoke	0.2%	1	0.7%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Aldi, Bath Road, Calco	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.4%	1	0.0%	0

Basingstoke In Centre Survey for Lambert Smith Hampton

	Total		Male		Female		18 - 34		35 - 54		55 +		The Malls Shopping Centre	Market Place		
Aldi, Burnett Close, Winchester	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.5%	1
Sainsbury's, Broad Street, Reading	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.4%	1	0.0%	0
Co-op, High Street, Alton	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.4%	1	0.0%	0
Co-op, Byfleet Avenue, Old Basing	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.4%	1	0.0%	0
Co-op, High Street, Theale	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Co-op, Plough Road, Yateley	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.4%	1	0.0%	0
Sainsbury's, Draymans Way, Alton	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.4%	1	0.0%	0
Tesco Superstore, Station Road, Tidworth	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Asda, Chalfont Way, Lower Earley, Earley	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.4%	1	0.0%	0
Asda, Maynard Road, Totton,	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.4%	1	0.0%	0
No 1 George Street, George Street, Kingsclere	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.5%	1
Co-op, Grandstand Road, Hereford	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.5%	1
Iceland, Chineham Shopping Centre, Chineham	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Greenham Court Stores, Newbury	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.4%	1	0.0%	0
Tesco superstore, White Lion Meadow, Whitchurch	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.4%	1	0.0%	0
Sainsbury's, Churchill Way East Station Mall, Basingstoke	19.1%	93	19.5%	29	18.9%	64	17.1%	22	21.6%	29	18.8%	42	15.1%	43	24.8%	50
(Don't do top-up shopping)	7.8%	38	8.7%	13	7.4%	25	1.6%	2	7.5%	10	11.6%	26	6.0%	17	10.4%	21
Base:		487		149		338		129		134		224		285		202

Q16 When you visit food shops, do you normally visit any other shops or facilities in the town centre on the same visit?

Those who visit food shops at Q14 or Q15

Yes	40.0%	163	38.2%	47	40.7%	116	40.5%	45	44.3%	51	36.8%	67	37.4%	92	43.8%	71
No	58.6%	239	61.8%	76	57.2%	163	57.7%	64	53.0%	61	62.6%	114	60.2%	148	56.2%	91
(Don't know / varies)	1.5%	6	0.0%	0	2.1%	6	1.8%	2	2.6%	3	0.5%	1	2.4%	6	0.0%	0
Base:		408		123		285		111		115		182		246		162

Basingstoke In Centre Survey for Lambert Smith Hampton

	Total	Male	Female	18 - 34	35 - 54	55 +	The Malls Shopping Centre	Market Place

Q17 When you undertake your main and/or top-up food shopping, what linked trips do you combine this with? [MR]
Yes at Q16

Advice / Job Centre	0.6%	1	0.0%	0	0.8%	1	0.0%	0	1.9%	1	0.0%	0	1.0%	1	0.0%	0
Bakers	6.5%	11	4.3%	2	7.4%	9	10.6%	5	3.7%	2	5.9%	4	10.2%	10	1.4%	1
Banks / building societies	19.5%	33	23.4%	11	18.0%	22	27.7%	13	16.7%	9	16.2%	11	22.4%	22	15.5%	11
Bathroom / kitchen shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Betting shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Book shops	4.1%	7	2.1%	1	4.9%	6	6.4%	3	0.0%	0	5.9%	4	5.1%	5	2.8%	2
Butchers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Café	17.2%	29	21.3%	10	15.6%	19	12.8%	6	16.7%	9	20.6%	14	14.3%	14	21.1%	15
Carpet / floorcovering shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charity shops	5.3%	9	8.5%	4	4.1%	5	4.3%	2	3.7%	2	7.4%	5	8.2%	8	1.4%	1
Chemists / pharmacy	14.8%	25	14.9%	7	14.8%	18	14.9%	7	11.1%	6	17.6%	12	13.3%	13	16.9%	12
Cinema	3.6%	6	4.3%	2	3.3%	4	0.0%	0	9.3%	5	1.5%	1	3.1%	3	4.2%	3
Cobblers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clothing / fashion store	46.2%	78	38.3%	18	49.2%	60	68.1%	32	48.1%	26	29.4%	20	39.8%	39	54.9%	39
DIY / hardware stores	5.9%	10	8.5%	4	4.9%	6	4.3%	2	3.7%	2	8.8%	6	6.1%	6	5.6%	4
Dry Cleaners / Launderette	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Double glazing / window shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Estate agents	6.5%	11	6.4%	3	6.6%	8	6.4%	3	7.4%	4	5.9%	4	7.1%	7	5.6%	4
Ethnic / foreign food shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foodstore / supermarket	34.3%	58	31.9%	15	35.2%	43	34.0%	16	37.0%	20	32.4%	22	33.7%	33	35.2%	25
General stores / corner shops / newsagents	7.7%	13	6.4%	3	8.2%	10	4.3%	2	7.4%	4	10.3%	7	10.2%	10	4.2%	3
Greengrocers / fruit & veg shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gym / health & fitness	3.6%	6	2.1%	1	4.1%	5	4.3%	2	5.6%	3	1.5%	1	4.1%	4	2.8%	2
Hairdressers / barbers / beauty shops	7.1%	12	8.5%	4	6.6%	8	4.3%	2	9.3%	5	7.4%	5	7.1%	7	7.0%	5
Health and beauty shops	6.5%	11	8.5%	4	5.7%	7	6.4%	3	5.6%	3	7.4%	5	5.1%	5	8.5%	6
Health food shops	2.4%	4	2.1%	1	2.5%	3	2.1%	1	5.6%	3	0.0%	0	3.1%	3	1.4%	1
Home furnishing / textile shops	1.8%	3	0.0%	0	2.5%	3	2.1%	1	1.9%	1	1.5%	1	2.0%	2	1.4%	1
Household goods shops	17.8%	30	17.0%	8	18.0%	22	10.6%	5	22.2%	12	19.1%	13	23.5%	23	9.9%	7
Jewellers	1.2%	2	2.1%	1	0.8%	1	2.1%	1	0.0%	0	1.5%	1	1.0%	1	1.4%	1
Market	3.0%	5	4.3%	2	2.5%	3	2.1%	1	1.9%	1	4.4%	3	3.1%	3	2.8%	2
Meeting family	0.6%	1	0.0%	0	0.8%	1	2.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Meeting friends	5.3%	9	4.3%	2	5.7%	7	4.3%	2	3.7%	2	7.4%	5	6.1%	6	4.2%	3
Opticians	3.6%	6	2.1%	1	4.1%	5	6.4%	3	3.7%	2	1.5%	1	2.0%	2	5.6%	4
Post Office	14.8%	25	17.0%	8	13.9%	17	14.9%	7	16.7%	9	13.2%	9	17.3%	17	11.3%	8
Pubs / bars	0.6%	1	0.0%	0	0.8%	1	2.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Restaurants	3.6%	6	6.4%	3	2.5%	3	0.0%	0	7.4%	4	2.9%	2	5.1%	5	1.4%	1
Shoe shop	10.1%	17	17.0%	8	7.4%	9	10.6%	5	13.0%	7	7.4%	5	11.2%	11	8.5%	6
Sports good shops	7.1%	12	6.4%	3	7.4%	9	8.5%	4	14.8%	8	0.0%	0	6.1%	6	8.5%	6
Takeaways	3.0%	5	2.1%	1	3.3%	4	2.1%	1	3.7%	2	2.9%	2	3.1%	3	2.8%	2
Theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toy shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.6%	1	2.1%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	1.4%	1
Base:		169		47		122		47		54		68		98		71

Q18 Is Basingstoke your first choice shopping destination for clothing and footwear and other non-food goods?

Yes	82.8%	403	83.2%	124	82.5%	279	86.0%	111	78.4%	105	83.5%	187	81.4%	232	84.7%	171
No	17.2%	84	16.8%	25	17.5%	59	14.0%	18	21.6%	29	16.5%	37	18.6%	53	15.3%	31
Base:		487		149		338		129		134		224		285		202

Basingstoke In Centre Survey for Lambert Smith Hampton

	Total		Male		Female		18 - 34		35 - 54		55 +		The Malls Shopping Centre		Market Place	
Q19 Which town centre, retail warehouse or other shopping facility is your first choice shopping destination for clothing and footwear and other non-food goods?																
<i>No at Q18</i>																
Reading	29.8%	25	40.0%	10	25.4%	15	66.7%	12	24.1%	7	16.2%	6	35.8%	19	19.4%	6
Camberley	23.8%	20	24.0%	6	23.7%	14	5.6%	1	27.6%	8	29.7%	11	22.6%	12	25.8%	8
Newbury	6.0%	5	0.0%	0	8.5%	5	0.0%	0	0.0%	0	13.5%	5	7.5%	4	3.2%	1
Online	6.0%	5	4.0%	1	6.8%	4	0.0%	0	6.9%	2	8.1%	3	3.8%	2	9.7%	3
Farnborough	6.0%	5	4.0%	1	6.8%	4	11.1%	2	6.9%	2	2.7%	1	3.8%	2	9.7%	3
Southampton	6.0%	5	4.0%	1	6.8%	4	5.6%	1	10.3%	3	2.7%	1	7.5%	4	3.2%	1
Guildford	2.4%	2	0.0%	0	3.4%	2	5.6%	1	0.0%	0	2.7%	1	3.8%	2	0.0%	0
London	2.4%	2	0.0%	0	3.4%	2	0.0%	0	6.9%	2	0.0%	0	1.9%	1	3.2%	1
Chineham	2.4%	2	0.0%	0	3.4%	2	0.0%	0	6.9%	2	0.0%	0	3.8%	2	0.0%	0
Salisbury	2.4%	2	4.0%	1	1.7%	1	5.6%	1	0.0%	0	2.7%	1	1.9%	1	3.2%	1
Winchester	2.4%	2	4.0%	1	1.7%	1	0.0%	0	0.0%	0	5.4%	2	0.0%	0	6.5%	2
Hook	2.4%	2	4.0%	1	1.7%	1	0.0%	0	0.0%	0	5.4%	2	1.9%	1	3.2%	1
Kingston	1.2%	1	4.0%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	1.9%	1	0.0%	0
Stockton-on-Tees	1.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	3.2%	1
Farnham	1.2%	1	0.0%	0	1.7%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	3.2%	1
Hereford	1.2%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	3.2%	1
Rickmansworth	1.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.7%	1	1.9%	1	0.0%	0
Woking	1.2%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	1.9%	1	0.0%	0
Alton	1.2%	1	0.0%	0	1.7%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	3.2%	1
Base:		84		25		59		18		29		37		53		31

Basingstoke In Centre Survey for Lambert Smith Hampton

	Total		Male		Female		18 - 34		35 - 54		55 +		The Malls Shopping Centre		Market Place	
Q20 When you visit Basingstoke Town Centre, which specific shops, businesses or services do you visit? [MR]																
Yes at Q18																
Ann Summers	0.2%	1	0.0%	0	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Apple Store	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.5%	1	0.4%	1	0.0%	0
Apricot	1.2%	5	0.0%	0	1.8%	5	0.9%	1	0.0%	0	2.1%	4	1.3%	3	1.2%	2
Argos	0.5%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0	1.1%	2	0.9%	2	0.0%	0
Bon Marche	3.7%	15	0.0%	0	5.4%	15	0.9%	1	0.0%	0	7.5%	14	3.0%	7	4.7%	8
Boots	16.6%	67	12.9%	16	18.3%	51	18.9%	21	10.5%	11	18.7%	35	22.0%	51	9.4%	16
Card Factory	2.0%	8	0.8%	1	2.5%	7	1.8%	2	0.0%	0	3.2%	6	3.0%	7	0.6%	1
Charity shops	1.0%	4	0.0%	0	1.4%	4	1.8%	2	0.0%	0	1.1%	2	1.3%	3	0.6%	1
Claire's Accessories	0.2%	1	0.0%	0	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.4%	1	0.0%	0
Costa Coffee	3.5%	14	7.3%	9	1.8%	5	4.5%	5	1.0%	1	4.3%	8	4.7%	11	1.8%	3
Debenhams	14.6%	59	16.9%	21	13.6%	38	10.8%	12	13.3%	14	17.6%	33	16.8%	39	11.7%	20
Deichmann	1.0%	4	0.0%	0	1.4%	4	1.8%	2	1.9%	2	0.0%	0	1.7%	4	0.0%	0
Fat Face	0.7%	3	0.8%	1	0.7%	2	1.8%	2	0.0%	0	0.5%	1	0.4%	1	1.2%	2
Game	1.5%	6	2.4%	3	1.1%	3	3.6%	4	1.9%	2	0.0%	0	2.2%	5	0.6%	1
Gap	1.0%	4	0.0%	0	1.4%	4	1.8%	2	1.9%	2	0.0%	0	0.9%	2	1.2%	2
Greggs	2.2%	9	3.2%	4	1.8%	5	4.5%	5	1.0%	1	1.6%	3	2.6%	6	1.8%	3
H & M	5.2%	21	3.2%	4	6.1%	17	11.7%	13	4.8%	5	1.6%	3	3.9%	9	7.0%	12
HMV	0.5%	2	0.8%	1	0.4%	1	0.0%	0	1.9%	2	0.0%	0	0.4%	1	0.6%	1
Holland & Barrett	1.0%	4	1.6%	2	0.7%	2	0.0%	0	2.9%	3	0.5%	1	0.9%	2	1.2%	2
Iceland	3.7%	15	5.6%	7	2.9%	8	1.8%	2	1.9%	2	5.9%	11	1.7%	4	6.4%	11
JD Sports	1.0%	4	0.0%	0	1.4%	4	2.7%	3	1.0%	1	0.0%	0	1.3%	3	0.6%	1
Laura Ashley	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.6%	1
Marks & Spencer	21.8%	88	17.7%	22	23.7%	66	9.0%	10	14.3%	15	33.7%	63	24.1%	56	18.7%	32
Matalan	0.5%	2	0.0%	0	0.7%	2	0.9%	1	0.0%	0	0.5%	1	0.4%	1	0.6%	1
New Look	5.5%	22	0.8%	1	7.5%	21	10.8%	12	4.8%	5	2.7%	5	6.5%	15	4.1%	7
Next	6.9%	28	4.8%	6	7.9%	22	5.4%	6	9.5%	10	6.4%	12	7.3%	17	6.4%	11
Poundland	4.0%	16	1.6%	2	5.0%	14	2.7%	3	1.9%	2	5.9%	11	3.0%	7	5.3%	9
Primark	32.0%	129	26.6%	33	34.4%	96	45.9%	51	29.5%	31	25.1%	47	37.9%	88	24.0%	41
Quiz	0.2%	1	0.8%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
River Island	1.0%	4	0.0%	0	1.4%	4	2.7%	3	0.0%	0	0.5%	1	0.9%	2	1.2%	2
Robert Dyas	1.7%	7	1.6%	2	1.8%	5	0.0%	0	0.0%	0	3.7%	7	1.7%	4	1.8%	3
Sainsbury's	13.2%	53	12.9%	16	13.3%	37	8.1%	9	6.7%	7	19.8%	37	9.9%	23	17.5%	30
Savers	1.2%	5	0.8%	1	1.4%	4	1.8%	2	0.0%	0	1.6%	3	1.3%	3	1.2%	2
Shoe Zone	0.7%	3	0.8%	1	0.7%	2	0.9%	1	0.0%	0	1.1%	2	0.4%	1	1.2%	2
Slaters	0.5%	2	0.8%	1	0.4%	1	0.0%	0	0.0%	0	1.1%	2	0.0%	0	1.2%	2
Specsavers	0.5%	2	0.0%	0	0.7%	2	0.9%	1	0.0%	0	0.5%	1	0.4%	1	0.6%	1
Sports Direct	4.2%	17	8.9%	11	2.2%	6	4.5%	5	5.7%	6	3.2%	6	6.5%	15	1.2%	2
Superdrug	5.5%	22	3.2%	4	6.5%	18	7.2%	8	2.9%	3	5.9%	11	6.9%	16	3.5%	6
Tesco	5.2%	21	8.9%	11	3.6%	10	6.3%	7	4.8%	5	4.8%	9	4.7%	11	5.8%	10
The Perfume Shop	0.2%	1	0.0%	0	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.4%	1	0.0%	0
The Works	3.5%	14	3.2%	4	3.6%	10	1.8%	2	3.8%	4	4.3%	8	4.3%	10	2.3%	4
TK Maxx	2.7%	11	2.4%	3	2.9%	8	4.5%	5	3.8%	4	1.1%	2	3.9%	9	1.2%	2
Top Shop	2.0%	8	0.8%	1	2.5%	7	6.3%	7	0.0%	0	0.5%	1	0.9%	2	3.5%	6
TUI	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.4%	1	0.0%	0
Vodafone	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.4%	1	0.0%	0
Waitrose	0.2%	1	0.0%	0	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.4%	1	0.0%	0
Waterstones	2.5%	10	2.4%	3	2.5%	7	1.8%	2	1.9%	2	3.2%	6	2.6%	6	2.3%	4
WHSmith	3.2%	13	2.4%	3	3.6%	10	5.4%	6	2.9%	3	2.1%	4	3.9%	9	2.3%	4
Wilko	21.8%	88	25.0%	31	20.4%	57	16.2%	18	18.1%	19	27.3%	51	25.4%	59	17.0%	29
Yours	1.0%	4	0.0%	0	1.4%	4	0.9%	1	1.9%	2	0.5%	1	1.3%	3	0.6%	1
Zara	1.0%	4	0.8%	1	1.1%	3	2.7%	3	0.0%	0	0.5%	1	1.3%	3	0.6%	1
(Don't know / Varies)	24.3%	98	20.2%	25	26.2%	73	26.1%	29	30.5%	32	19.8%	37	21.1%	49	28.7%	49
Base:	403		124		279		111		105		187		232		171	

Basingstoke In Centre Survey for Lambert Smith Hampton

	Total		Male		Female		18 - 34		35 - 54		55 +		The Malls Shopping Centre		Market Place	
Mean score [times per year]																
Q21 How often do you visit the non-food shops in BASINGSTOKE town centre?																
Every day / most days	6.2%	30	4.7%	7	6.8%	23	6.2%	8	4.5%	6	7.1%	16	4.9%	14	7.9%	16
2-3 times a week	22.2%	108	18.8%	28	23.7%	80	26.4%	34	20.9%	28	20.5%	46	22.1%	63	22.3%	45
Once a week	27.7%	135	30.9%	46	26.3%	89	28.7%	37	29.1%	39	26.3%	59	26.0%	74	30.2%	61
Once a fortnight	11.9%	58	10.7%	16	12.4%	42	17.1%	22	13.4%	18	8.0%	18	12.3%	35	11.4%	23
Monthly	13.8%	67	12.8%	19	14.2%	48	6.2%	8	15.7%	21	17.0%	38	15.4%	44	11.4%	23
Once every 2-3 months	7.2%	35	7.4%	11	7.1%	24	7.0%	9	6.7%	9	7.6%	17	7.7%	22	6.4%	13
Once every 4-6 months	3.3%	16	4.0%	6	3.0%	10	1.6%	2	3.0%	4	4.5%	10	3.5%	10	3.0%	6
Less often	3.5%	17	5.4%	8	2.7%	9	1.6%	2	4.5%	6	4.0%	9	2.8%	8	4.5%	9
Varies	2.1%	10	1.3%	2	2.4%	8	1.6%	2	1.5%	2	2.7%	6	2.5%	7	1.5%	3
Never visit	2.3%	11	4.0%	6	1.5%	5	3.9%	5	0.7%	1	2.2%	5	2.8%	8	1.5%	3
Mean:	72.57		65.10		75.78		80.47		64.95		72.73		67.58		79.52	
Base:	487		149		338		129		134		224		285		202	
Mean score [times per year]																
Q22 How often do you visit BASINGSTOKE town centre during the daytime?																
Every day / most days	9.4%	46	9.4%	14	9.5%	32	11.6%	15	6.0%	8	10.3%	23	7.0%	20	12.9%	26
2-3 times a week	25.5%	124	21.5%	32	27.2%	92	29.5%	38	23.1%	31	24.6%	55	24.6%	70	26.7%	54
Once a week	29.2%	142	32.2%	48	27.8%	94	31.8%	41	29.9%	40	27.2%	61	26.3%	75	33.2%	67
Once a fortnight	10.3%	50	9.4%	14	10.7%	36	10.9%	14	12.7%	17	8.5%	19	12.3%	35	7.4%	15
Monthly	11.3%	55	11.4%	17	11.2%	38	4.7%	6	14.2%	19	13.4%	30	13.7%	39	7.9%	16
Once every 2-3 months	6.4%	31	5.4%	8	6.8%	23	7.0%	9	6.0%	8	6.3%	14	7.4%	21	5.0%	10
Once every 4-6 months	3.3%	16	4.7%	7	2.7%	9	2.3%	3	3.7%	5	3.6%	8	4.2%	12	2.0%	4
Less often	2.5%	12	4.7%	7	1.5%	5	0.0%	0	3.7%	5	3.1%	7	2.1%	6	3.0%	6
First visit today	0.8%	4	0.7%	1	0.9%	3	0.0%	0	0.0%	0	1.8%	4	1.4%	4	0.0%	0
Never	0.8%	4	0.7%	1	0.9%	3	2.3%	3	0.0%	0	0.4%	1	0.7%	2	1.0%	2
(Don't know)	0.6%	3	0.0%	0	0.9%	3	0.0%	0	0.7%	1	0.9%	2	0.4%	1	1.0%	2
Mean:	87.71		83.23		89.71		100.99		73.36		88.60		76.81		103.20	
Base:	487		149		338		129		134		224		285		202	
Mean score [times per year]																
Q23 How often do you visit BASINGSTOKE town centre during the evening?																
Every day / most days	0.8%	4	1.3%	2	0.6%	2	1.6%	2	1.5%	2	0.0%	0	0.0%	0	2.0%	4
2-3 times a week	1.4%	7	2.7%	4	0.9%	3	4.7%	6	0.7%	1	0.0%	0	1.1%	3	2.0%	4
Once a week	2.3%	11	2.7%	4	2.1%	7	3.1%	4	3.0%	4	1.3%	3	1.4%	4	3.5%	7
Once a fortnight	2.7%	13	4.7%	7	1.8%	6	7.0%	9	2.2%	3	0.4%	1	2.8%	8	2.5%	5
Monthly	3.3%	16	4.7%	7	2.7%	9	7.0%	9	3.7%	5	0.9%	2	3.2%	9	3.5%	7
Once every 2-3 months	4.9%	24	4.7%	7	5.0%	17	4.7%	6	7.5%	10	3.6%	8	5.3%	15	4.5%	9
Once every 4-6 months	2.7%	13	3.4%	5	2.4%	8	0.8%	1	2.2%	3	4.0%	9	2.8%	8	2.5%	5
Less often	7.2%	35	8.1%	12	6.8%	23	5.4%	7	11.2%	15	5.8%	13	7.4%	21	6.9%	14
First visit today	1.0%	5	1.3%	2	0.9%	3	0.0%	0	0.7%	1	1.8%	4	1.8%	5	0.0%	0
Never	73.1%	356	66.4%	99	76.0%	257	65.9%	85	66.4%	89	81.3%	182	74.0%	211	71.8%	145
(Don't know)	0.6%	3	0.0%	0	0.9%	3	0.0%	0	0.7%	1	0.9%	2	0.4%	1	1.0%	2
Mean:	7.61		12.03		5.64		16.29		9.67		1.33		3.68		13.19	
Base:	487		149		338		129		134		224		285		202	

Basingstoke In Centre Survey for Lambert Smith Hampton

	Total		Male		Female		18 - 34		35 - 54		55 +		The Malls Shopping Centre		Market Place	
Q24 What are the main reasons you visit the town centre during the evening? [MR]																
<i>Those who visit Basingstoke at least every 2/3 months during the evening</i>																
Sports facilities (including Gyms)	9.3%	7	9.7%	3	9.1%	4	13.9%	5	8.0%	2	0.0%	0	15.4%	6	2.8%	1
Pubs / bars	21.3%	16	29.0%	9	15.9%	7	25.0%	9	20.0%	5	14.3%	2	30.8%	12	11.1%	4
Restaurants	42.7%	32	35.5%	11	47.7%	21	44.4%	16	40.0%	10	42.9%	6	53.8%	21	30.6%	11
Services (eg. cash tills)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Takeaway food	13.3%	10	12.9%	4	13.6%	6	16.7%	6	12.0%	3	7.1%	1	15.4%	6	11.1%	4
Walk about / look around	9.3%	7	6.5%	2	11.4%	5	11.1%	4	8.0%	2	7.1%	1	15.4%	6	2.8%	1
Theatre	16.0%	12	9.7%	3	20.5%	9	11.1%	4	12.0%	3	35.7%	5	20.5%	8	11.1%	4
Nightclubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bingo	2.7%	2	0.0%	0	4.5%	2	0.0%	0	4.0%	1	7.1%	1	5.1%	2	0.0%	0
Cinema	26.7%	20	19.4%	6	31.8%	14	13.9%	5	32.0%	8	50.0%	7	23.1%	9	30.6%	11
Gym / health & fitness	1.3%	1	0.0%	0	2.3%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Ice rink	1.3%	1	3.2%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Private club	1.3%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0	2.8%	1
Shopping	5.3%	4	6.5%	2	4.5%	2	8.3%	3	4.0%	1	0.0%	0	0.0%	0	11.1%	4
Work	1.3%	1	3.2%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	2.8%	1
Base:		75		31		44		36		25		14		39		36

Basingstoke In Centre Survey for Lambert Smith Hampton

	Total	Male		Female		18 - 34		35 - 54		55 +		The Malls Shopping Centre		Market Place		
Q25 What do you like about Basingstoke town centre? [MR]																
Nothing / very little	11.7%	57	18.8%	28	8.6%	29	6.2%	8	9.7%	13	16.1%	36	8.1%	23	16.8%	34
Attractive environment	3.5%	17	7.4%	11	1.8%	6	2.3%	3	3.7%	5	4.0%	9	3.9%	11	3.0%	6
Car parking: easy to find a space	4.3%	21	6.7%	10	3.3%	11	3.9%	5	6.0%	8	3.6%	8	6.3%	18	1.5%	3
Car parking: is cheap	6.0%	29	4.0%	6	6.8%	23	6.2%	8	9.7%	13	3.6%	8	4.9%	14	7.4%	15
Car parking: is good	4.9%	24	4.7%	7	5.0%	17	3.9%	5	7.5%	10	4.0%	9	7.0%	20	2.0%	4
Cheap prices in shops	1.0%	5	1.3%	2	0.9%	3	0.8%	1	1.5%	2	0.9%	2	0.4%	1	2.0%	4
Cleanliness	10.9%	53	10.7%	16	10.9%	37	7.8%	10	11.9%	16	12.1%	27	12.3%	35	8.9%	18
Close to home	26.7%	130	23.5%	35	28.1%	95	20.9%	27	30.6%	41	27.7%	62	25.6%	73	28.2%	57
Close to work / en route to work	3.5%	17	3.4%	5	3.6%	12	7.8%	10	3.7%	5	0.9%	2	3.9%	11	3.0%	6
Community spirit	1.4%	7	1.3%	2	1.5%	5	2.3%	3	0.7%	1	1.3%	3	1.4%	4	1.5%	3
Easily accessible by foot / cycle	2.1%	10	0.7%	1	2.7%	9	3.1%	4	2.2%	3	1.3%	3	2.1%	6	2.0%	4
Easy to walk around	15.6%	76	14.8%	22	16.0%	54	18.6%	24	14.9%	20	14.3%	32	18.2%	52	11.9%	24
General character / atmosphere	4.7%	23	6.0%	9	4.1%	14	7.0%	9	6.0%	8	2.7%	6	6.0%	17	3.0%	6
Good access by car	3.7%	18	4.0%	6	3.6%	12	3.1%	4	5.2%	7	3.1%	7	5.6%	16	1.0%	2
Good access by cycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good access by foot	3.7%	18	4.0%	6	3.6%	12	3.1%	4	4.5%	6	3.6%	8	4.2%	12	3.0%	6
Good bus service / accessible public transport	4.9%	24	6.0%	9	4.4%	15	5.4%	7	4.5%	6	4.9%	11	3.5%	10	6.9%	14
Good disabled access	0.6%	3	1.3%	2	0.3%	1	0.8%	1	0.7%	1	0.4%	1	0.7%	2	0.5%	1
Good prices	2.7%	13	2.7%	4	2.7%	9	3.9%	5	3.0%	4	1.8%	4	1.8%	5	4.0%	8
Good range of chain / well known stores	12.5%	61	11.4%	17	13.0%	44	18.6%	24	8.2%	11	11.6%	26	13.7%	39	10.9%	22
Good range of independent stores	8.0%	39	4.0%	6	9.8%	33	12.4%	16	5.2%	7	7.1%	16	9.5%	27	5.9%	12
Good range of shops in general	33.1%	161	32.9%	49	33.1%	112	36.4%	47	32.8%	44	31.3%	70	39.3%	112	24.3%	49
Good quality pubs/bars and restaurants	3.5%	17	4.7%	7	3.0%	10	3.9%	5	6.0%	8	1.8%	4	3.2%	9	4.0%	8
Good events	2.5%	12	2.7%	4	2.4%	8	2.3%	3	2.2%	3	2.7%	6	3.2%	9	1.5%	3
Good range of services	12.1%	59	12.1%	18	12.1%	41	15.5%	20	14.2%	19	8.9%	20	15.1%	43	7.9%	16
Indoor shopping malls / arcades	18.7%	91	18.8%	28	18.6%	63	20.2%	26	18.7%	25	17.9%	40	23.2%	66	12.4%	25
Part of an overall day out	0.4%	2	0.7%	1	0.3%	1	0.8%	1	0.0%	0	0.4%	1	0.7%	2	0.0%	0
Street Market	1.0%	5	1.3%	2	0.9%	3	1.6%	2	1.5%	2	0.4%	1	0.7%	2	1.5%	3
Restaurant / café	3.9%	19	3.4%	5	4.1%	14	7.8%	10	3.0%	4	2.2%	5	3.5%	10	4.5%	9
Theatre	0.4%	2	0.7%	1	0.3%	1	0.8%	1	0.0%	0	0.4%	1	0.7%	2	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
All on one level	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.4%	1	0.0%	0
Bright and airy	0.6%	3	0.7%	1	0.6%	2	0.0%	0	0.7%	1	0.9%	2	1.1%	3	0.0%	0
Cinema	0.6%	3	0.7%	1	0.6%	2	0.8%	1	1.5%	2	0.0%	0	0.7%	2	0.5%	1
Compact	2.5%	12	1.3%	2	3.0%	10	1.6%	2	3.7%	5	2.2%	5	2.8%	8	2.0%	4
Everything is here	1.8%	9	1.3%	2	2.1%	7	3.1%	4	0.7%	1	1.8%	4	1.1%	3	3.0%	6
Friendly	1.0%	5	1.3%	2	0.9%	3	0.0%	0	2.2%	3	0.9%	2	1.1%	3	1.0%	2
Undercover	0.6%	3	0.0%	0	0.9%	3	0.0%	0	0.7%	1	0.9%	2	0.0%	0	1.5%	3
(Don't Know)	2.5%	12	1.3%	2	3.0%	10	2.3%	3	0.0%	0	4.0%	9	3.5%	10	1.0%	2
Base:		487		149		338		129		134		224		285		202

Basingstoke In Centre Survey for Lambert Smith Hampton

	Total	Male		Female		18 - 34		35 - 54		55 +		The Malls Shopping Centre		Market Place		
Q26 What do you dislike about Basingstoke town centre? [MR]																
Centre very windy	4.9%	24	2.7%	4	5.9%	20	4.7%	6	8.2%	11	3.1%	7	4.6%	13	5.4%	11
Cost of parking	2.7%	13	2.0%	3	3.0%	10	1.6%	2	3.7%	5	2.7%	6	4.2%	12	0.5%	1
Difficult to cross 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
Everything	1.6%	8	1.3%	2	1.8%	6	1.6%	2	1.5%	2	1.8%	4	1.8%	5	1.5%	3
Few traffic free areas	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.5%	1
Lack of a specific retailer (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of other leisure sports / cultural facilities	1.6%	8	2.0%	3	1.5%	5	3.1%	4	3.0%	4	0.0%	0	1.4%	4	2.0%	4
Lack of parking	0.6%	3	0.7%	1	0.6%	2	0.8%	1	0.0%	0	0.9%	2	0.7%	2	0.5%	1
Litter / dirty / dogs	1.2%	6	0.7%	1	1.5%	5	2.3%	3	1.5%	2	0.4%	1	1.1%	3	1.5%	3
Multi-storey awkward / difficult	0.2%	1	0.7%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
No department store	1.0%	5	0.7%	1	1.2%	4	0.0%	0	2.2%	3	0.9%	2	1.1%	3	1.0%	2
Not enough choice of shops	9.7%	47	8.7%	13	10.1%	34	7.0%	9	6.7%	9	12.9%	29	6.7%	19	13.9%	28
Not enough clothes shops	3.1%	15	0.7%	1	4.1%	14	3.1%	4	6.0%	8	1.3%	3	2.8%	8	3.5%	7
Not enough supermarket / food shops	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.5%	1
Nothing/very little	51.1%	249	56.4%	84	48.8%	165	51.2%	66	47.8%	64	53.1%	119	55.4%	158	45.1%	91
Poor bus service to centre	1.0%	5	0.7%	1	1.2%	4	1.6%	2	1.5%	2	0.4%	1	1.1%	3	1.0%	2
Poor facilities (e.g. seating, toilets)	0.8%	4	2.7%	4	0.0%	0	0.8%	1	0.7%	1	0.9%	2	0.4%	1	1.5%	3
Poor signposting in centre	0.8%	4	1.3%	2	0.6%	2	1.6%	2	1.5%	2	0.0%	0	0.4%	1	1.5%	3
Prices too high	0.8%	4	0.0%	0	1.2%	4	1.6%	2	0.7%	1	0.4%	1	0.4%	1	1.5%	3
Short opening hours / no facilities in the evening	0.8%	4	0.7%	1	0.9%	3	1.6%	2	1.5%	2	0.0%	0	0.7%	2	1.0%	2
Too few cafes, pubs or eating places	0.4%	2	0.0%	0	0.6%	2	0.0%	0	1.5%	2	0.0%	0	0.7%	2	0.0%	0
Too few service businesses (e.g. banks / building societies)	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.4%	1	0.0%	0
Too many shops of one type	1.8%	9	0.7%	1	2.4%	8	2.3%	3	1.5%	2	1.8%	4	1.1%	3	3.0%	6
Traffic congestion	0.6%	3	2.0%	3	0.0%	0	0.0%	0	0.7%	1	0.9%	2	0.7%	2	0.5%	1
Unsafe / poor security / dangerous	2.1%	10	3.4%	5	1.5%	5	2.3%	3	2.2%	3	1.8%	4	1.8%	5	2.5%	5
Vandals / hooligans	2.1%	10	2.7%	4	1.8%	6	2.3%	3	2.2%	3	1.8%	4	1.1%	3	3.5%	7
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empty shops	3.3%	16	2.7%	4	3.6%	12	2.3%	3	4.5%	6	3.1%	7	4.2%	12	2.0%	4
Lack of seating	1.2%	6	2.0%	3	0.9%	3	0.0%	0	1.5%	2	1.8%	4	0.4%	1	2.5%	5
Not enough disabled parking spaces	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.4%	1	0.0%	0
Not undercover	1.0%	5	0.0%	0	1.5%	5	0.8%	1	1.5%	2	0.9%	2	0.7%	2	1.5%	3
Tired looking	0.6%	3	0.7%	1	0.6%	2	0.0%	0	0.0%	0	1.3%	3	1.1%	3	0.0%	0
Toilets are not kept clean	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.7%	1	0.4%	1	0.4%	1	0.5%	1
Too busy	2.3%	11	2.0%	3	2.4%	8	3.9%	5	1.5%	2	1.8%	4	1.1%	3	4.0%	8
Too many disabled parking spaces	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.4%	1	0.0%	0
Too spread out	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.4%	1	0.0%	0
Poor quality shop	3.7%	18	2.7%	4	4.1%	14	7.8%	10	3.0%	4	1.8%	4	3.9%	11	3.5%	7
(Don't know)	8.8%	43	8.7%	13	8.9%	30	9.3%	12	8.2%	11	8.9%	20	8.4%	24	9.4%	19
Base:		487		149		338		129		134		224		285		202

Basingstoke In Centre Survey for Lambert Smith Hampton

	Total	Male		Female		18 - 34		35 - 54		55 +		The Malls Shopping Centre		Market Place		
Q27 What improvements to Basingstoke Town Centre would make you visit Basingstoke Town Centre more often?																
1st Mention																
Better choice of shops	16.0%	78	13.4%	20	17.2%	58	13.2%	17	17.2%	23	17.0%	38	13.7%	39	19.3%	39
Better facilities for pedestrian (including pedestrian crossing)	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 facilities for youth	0.6%	3	0.7%	1	0.6%	2	1.6%	2	0.7%	1	0.0%	0	0.7%	2	0.5%	1
Better facilities for older people	1.0%	5	0.7%	1	1.2%	4	0.0%	0	2.2%	3	0.9%	2	0.7%	2	1.5%	3
Better maintenance / cleanliness	0.8%	4	0.7%	1	0.9%	3	0.8%	1	0.7%	1	0.9%	2	0.7%	2	1.0%	2
Better quality shops	3.1%	15	2.0%	3	3.6%	12	3.9%	5	3.7%	5	2.2%	5	2.1%	6	4.5%	9
Improve appearance / environment	0.8%	4	0.7%	1	0.9%	3	0.8%	1	2.2%	3	0.0%	0	0.7%	2	1.0%	2
Improve bus services / access	0.6%	3	1.3%	2	0.3%	1	0.0%	0	0.0%	0	1.3%	3	0.0%	0	1.5%	3
Improve rail services / access	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.5%	1
Improve security, including CCTV	1.0%	5	0.0%	0	1.5%	5	3.1%	4	0.0%	0	0.4%	1	0.0%	0	2.5%	5
Improve signposting in centre	0.6%	3	0.0%	0	0.9%	3	0.8%	1	0.7%	1	0.4%	1	0.7%	2	0.5%	1
Longer opening hours / more evening activities	1.6%	8	2.0%	3	1.5%	5	0.8%	1	3.0%	4	1.3%	3	1.4%	4	2.0%	4
More banks / building societies	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 car parking	1.6%	8	1.3%	2	1.8%	6	0.8%	1	2.2%	3	1.8%	4	2.5%	7	0.5%	1
More large shops/department stores	1.6%	8	2.0%	3	1.5%	5	0.0%	0	2.2%	3	2.2%	5	1.4%	4	2.0%	4
More specialist / independent stores	3.5%	17	4.7%	7	3.0%	10	3.1%	4	4.5%	6	3.1%	7	2.8%	8	4.5%	9
Better cinema facilities	0.4%	2	0.7%	1	0.3%	1	0.8%	1	0.7%	1	0.0%	0	0.7%	2	0.0%	0
Better other leisure sports / 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
More pubs, restaurants, cafes	1.2%	6	1.3%	2	1.2%	4	1.6%	2	2.2%	3	0.4%	1	1.8%	5	0.5%	1
More supermarkets/food shops	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.4%	1	0.0%	0
More traffic free areas / Pedestrianisation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seating, toilets	2.5%	12	2.7%	4	2.4%	8	0.8%	1	3.7%	5	2.7%	6	2.1%	6	3.0%	6
No need to improve	1.0%	5	0.7%	1	1.2%	4	0.8%	1	0.7%	1	1.3%	3	1.1%	3	1.0%	2
Introduce a named retailer (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Automatic doors	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.4%	1	0.0%	0
Ban smoking	0.4%	2	0.7%	1	0.3%	1	0.0%	0	0.7%	1	0.4%	1	0.4%	1	0.5%	1
Cheaper car parking	0.4%	2	0.7%	1	0.3%	1	1.6%	2	0.0%	0	0.0%	0	0.7%	2	0.0%	0
Fill the empty shops	2.7%	13	2.0%	3	3.0%	10	4.7%	6	0.7%	1	2.7%	6	3.2%	9	2.0%	4
Improve the pavements	0.4%	2	0.0%	0	0.6%	2	1.6%	2	0.0%	0	0.0%	0	0.4%	1	0.5%	1
Improved access for disabled	0.6%	3	0.7%	1	0.6%	2	0.8%	1	0.7%	1	0.4%	1	0.7%	2	0.5%	1
Improved market	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.5%	1
Introduce Paypoint into shops	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.5%	1
Make undercover	1.4%	7	1.3%	2	1.5%	5	0.8%	1	0.7%	1	2.2%	5	1.1%	3	2.0%	4
More electric car charging points	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.4%	1	0.0%	0
More for children	0.6%	3	0.7%	1	0.6%	2	1.6%	2	0.0%	0	0.4%	1	0.4%	1	1.0%	2
Stop bicycles in the centre	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.5%	1
Nothing in particular (Don't know)	48.0%	234	52.3%	78	46.2%	156	48.8%	63	45.5%	61	49.1%	110	53.0%	151	41.1%	83
	5.7%	28	6.0%	9	5.6%	19	7.8%	10	2.2%	3	6.7%	15	6.3%	18	5.0%	10
Base:		487		149		338		129		134		224		285		202

Basingstoke In Centre Survey for Lambert Smith Hampton

	Total	Male		Female		18 - 34		35 - 54		55 +		The Malls Shopping Centre		Market Place		
2nd Mention																
Better choice of shops	1.0%	5	0.0%	0	1.5%	5	1.6%	2	1.5%	2	0.4%	1	1.1%	3	1.0%	2
Better facilities for pedestrian (including pedestrian crossing)	0.2%	1	0.7%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Better facilities for youth	1.6%	8	0.7%	1	2.1%	7	0.8%	1	4.5%	6	0.4%	1	1.4%	4	2.0%	4
Better facilities for older people	1.6%	8	1.3%	2	1.8%	6	1.6%	2	1.5%	2	1.8%	4	2.5%	7	0.5%	1
Better maintenance / cleanliness	0.4%	2	0.7%	1	0.3%	1	0.8%	1	0.7%	1	0.0%	0	0.7%	2	0.0%	0
Better quality shops	4.7%	23	4.0%	6	5.0%	17	3.1%	4	6.7%	9	4.5%	10	3.2%	9	6.9%	14
Improve appearance / environment	2.5%	12	3.4%	5	2.1%	7	3.1%	4	1.5%	2	2.7%	6	2.5%	7	2.5%	5
Improve bus services / access	0.4%	2	0.0%	0	0.6%	2	0.8%	1	0.7%	1	0.0%	0	0.0%	0	1.0%	2
Improve rail services / 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
Improve security, including CCTV	0.8%	4	0.7%	1	0.9%	3	1.6%	2	0.7%	1	0.4%	1	0.0%	0	2.0%	4
Improve signposting in centre	0.6%	3	0.7%	1	0.6%	2	1.6%	2	0.7%	1	0.0%	0	0.7%	2	0.5%	1
Longer opening hours / more evening activities	1.2%	6	1.3%	2	1.2%	4	2.3%	3	0.7%	1	0.9%	2	0.4%	1	2.5%	5
More banks / building societies	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 car parking	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.4%	1	0.0%	0
More large shops/department stores	1.0%	5	0.0%	0	1.5%	5	2.3%	3	0.7%	1	0.4%	1	0.7%	2	1.5%	3
More specialist / independent stores	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.7%	1	0.4%	1	0.7%	2	0.0%	0
Better cinema facilities	0.6%	3	0.0%	0	0.9%	3	0.0%	0	1.5%	2	0.4%	1	1.1%	3	0.0%	0
Better other leisure sports / cultural facilities	1.0%	5	1.3%	2	0.9%	3	0.8%	1	1.5%	2	0.9%	2	0.4%	1	2.0%	4
More pubs, restaurants, cafes	1.0%	5	0.7%	1	1.2%	4	0.8%	1	0.7%	1	1.3%	3	0.7%	2	1.5%	3
More supermarkets/food shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More traffic free areas / Pedestrianisation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seating, toilets	0.6%	3	1.3%	2	0.3%	1	0.8%	1	0.7%	1	0.4%	1	0.0%	0	1.5%	3
No need to improve	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.4%	1	0.0%	0
Introduce a named retailer (PLEASE WRITE IN)	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.5%	1
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Automatic doors	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ban smoking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper car parking	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Fill the empty shops	1.0%	5	0.0%	0	1.5%	5	0.0%	0	1.5%	2	1.3%	3	1.1%	3	1.0%	2
Improve the pavements	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved access for disabled	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Introduce Paypoint into shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Make undercover	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.4%	1	0.0%	0
More electric car charging points	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More for children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stop bicycles in the centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing in particular (Don't know)	57.9%	282	57.0%	85	58.3%	197	57.4%	74	55.2%	74	59.8%	134	62.5%	178	51.5%	104
	20.1%	98	24.8%	37	18.0%	61	19.4%	25	16.4%	22	22.8%	51	19.3%	55	21.3%	43
Base:		487		149		338		129		134		224		285		202

Basingstoke In Centre Survey for Lambert Smith Hampton

	Total		Male		Female		18 - 34		35 - 54		55 +		The Malls Shopping Centre		Market Place	
3rd Mention																
Better choice of shops	3.1%	15	3.4%	5	3.0%	10	3.1%	4	6.7%	9	0.9%	2	2.5%	7	4.0%	8
Better facilities for pedestrian (including pedestrian crossing)	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 facilities for youth	0.4%	2	0.0%	0	0.6%	2	0.8%	1	0.0%	0	0.4%	1	0.7%	2	0.0%	0
Better facilities for older people	1.6%	8	2.0%	3	1.5%	5	1.6%	2	1.5%	2	1.8%	4	2.1%	6	1.0%	2
Better maintenance / cleanliness	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Better quality shops	3.3%	16	3.4%	5	3.3%	11	3.1%	4	6.0%	8	1.8%	4	3.9%	11	2.5%	5
Improve appearance / environment	0.4%	2	0.0%	0	0.6%	2	0.8%	1	0.7%	1	0.0%	0	0.0%	0	1.0%	2
Improve bus services / access	0.4%	2	0.0%	0	0.6%	2	0.0%	0	1.5%	2	0.0%	0	0.4%	1	0.5%	1
Improve rail services / 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
Improve security, including CCTV	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.5%	1
Improve signposting in centre	0.4%	2	0.7%	1	0.3%	1	0.0%	0	1.5%	2	0.0%	0	0.4%	1	0.5%	1
Longer opening hours / more evening activities	0.8%	4	0.7%	1	0.9%	3	0.0%	0	2.2%	3	0.4%	1	0.4%	1	1.5%	3
More banks / building societies	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 car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More large shops/department stores	0.4%	2	1.3%	2	0.0%	0	0.8%	1	0.0%	0	0.4%	1	0.4%	1	0.5%	1
More specialist / independent stores	0.8%	4	0.7%	1	0.9%	3	0.8%	1	0.0%	0	1.3%	3	0.4%	1	1.5%	3
Better cinema facilities	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.5%	1
Better other leisure sports / cultural facilities	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.4%	1	0.0%	0
More pubs, restaurants, cafes	1.0%	5	0.0%	0	1.5%	5	3.1%	4	0.0%	0	0.4%	1	0.4%	1	2.0%	4
More supermarkets/food shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More traffic free areas / Pedestrianisation	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.5%	1
More / better seating, toilets	0.8%	4	0.0%	0	1.2%	4	0.8%	1	1.5%	2	0.4%	1	0.7%	2	1.0%	2
No need to improve	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Introduce a named retailer (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Automatic doors	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ban smoking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill the empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the pavements	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved access for disabled	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Introduce Paypoint into shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Make undercover	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 electric car charging points	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More for children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stop bicycles in the centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing in particular (Don't know)	62.4%	304	60.4%	90	63.3%	214	65.9%	85	57.5%	77	63.4%	142	65.3%	186	58.4%	118
	23.0%	112	26.8%	40	21.3%	72	18.6%	24	20.1%	27	27.2%	61	22.5%	64	23.8%	48
Base:		487		149		338		129		134		224		285		202

Basingstoke In Centre Survey for Lambert Smith Hampton

	Total	Male		Female		18 - 34		35 - 54		55 +		The Malls Shopping Centre		Market Place	

Mean score [times per year]

Q28 How often do you visit, for any purpose, each of the following areas of Basingstoke Town Centre

Festival Place Shopping Centre

Every day / most days	9.4%	46	7.4%	11	10.4%	35	12.4%	16	6.0%	8	9.8%	22	6.3%	18	13.9%	28
2-3 times a week	23.8%	116	20.1%	30	25.4%	86	25.6%	33	20.9%	28	24.6%	55	23.2%	66	24.8%	50
Once a week	28.3%	138	33.6%	50	26.0%	88	31.0%	40	30.6%	41	25.4%	57	24.9%	71	33.2%	67
Once a fortnight	11.1%	54	10.7%	16	11.2%	38	15.5%	20	12.7%	17	7.6%	17	13.0%	37	8.4%	17
Monthly	12.7%	62	10.7%	16	13.6%	46	5.4%	7	15.7%	21	15.2%	34	15.4%	44	8.9%	18
Once every 2-3 months	6.0%	29	4.7%	7	6.5%	22	5.4%	7	6.7%	9	5.8%	13	7.7%	22	3.5%	7
Once every 4-6 months	3.9%	19	5.4%	8	3.3%	11	3.1%	4	4.5%	6	4.0%	9	4.6%	13	3.0%	6
Less often	2.3%	11	4.7%	7	1.2%	4	0.0%	0	3.0%	4	3.1%	7	1.8%	5	3.0%	6
First time today	0.8%	4	0.7%	1	0.9%	3	0.8%	1	0.0%	0	1.3%	3	1.4%	4	0.0%	0
Never visit	0.8%	4	0.7%	1	0.9%	3	0.8%	1	0.0%	0	1.3%	3	0.7%	2	1.0%	2
(Don't know / varies)	0.8%	4	1.3%	2	0.6%	2	0.0%	0	0.0%	0	1.8%	4	1.1%	3	0.5%	1
Mean:		79.40		70.74		83.20		92.97		65.01		80.22		66.46		97.57
Base:		487		149		338		129		134		224		285		202

Top of the Town

Every day / most days	2.9%	14	2.7%	4	3.0%	10	2.3%	3	4.5%	6	2.2%	5	1.4%	4	5.0%	10
2-3 times a week	7.2%	35	8.1%	12	6.8%	23	9.3%	12	6.0%	8	6.7%	15	4.9%	14	10.4%	21
Once a week	14.8%	72	20.1%	30	12.4%	42	18.6%	24	9.0%	12	16.1%	36	11.9%	34	18.8%	38
Once a fortnight	9.0%	44	8.7%	13	9.2%	31	14.0%	18	6.7%	9	7.6%	17	9.5%	27	8.4%	17
Monthly	12.9%	63	11.4%	17	13.6%	46	10.9%	14	17.2%	23	11.6%	26	16.8%	48	7.4%	15
Once every 2-3 months	9.7%	47	7.4%	11	10.7%	36	5.4%	7	11.2%	15	11.2%	25	14.0%	40	3.5%	7
Once every 4-6 months	5.3%	26	3.4%	5	6.2%	21	7.0%	9	6.7%	9	3.6%	8	7.0%	20	3.0%	6
Less often	16.4%	80	20.8%	31	14.5%	49	13.2%	17	20.9%	28	15.6%	35	15.4%	44	17.8%	36
First time today	1.4%	7	1.3%	2	1.5%	5	1.6%	2	0.7%	1	1.8%	4	2.5%	7	0.0%	0
Never visit	17.9%	87	12.8%	19	20.1%	68	17.1%	22	14.9%	20	20.1%	45	14.7%	42	22.3%	45
(Don't know / varies)	2.5%	12	3.4%	5	2.1%	7	0.8%	1	2.2%	3	3.6%	8	1.8%	5	3.5%	7
Mean:		31.08		34.11		29.75		33.60		32.65		28.63		22.27		43.72
Base:		487		149		338		129		134		224		285		202

The Malls

Every day / most days	9.2%	45	7.4%	11	10.1%	34	10.9%	14	6.7%	9	9.8%	22	7.4%	21	11.9%	24
2-3 times a week	23.4%	114	19.5%	29	25.1%	85	23.3%	30	20.9%	28	25.0%	56	22.5%	64	24.8%	50
Once a week	30.4%	148	34.9%	52	28.4%	96	34.1%	44	31.3%	42	27.7%	62	26.3%	75	36.1%	73
Once a fortnight	11.7%	57	10.7%	16	12.1%	41	16.3%	21	13.4%	18	8.0%	18	13.3%	38	9.4%	19
Monthly	11.7%	57	10.7%	16	12.1%	41	5.4%	7	13.4%	18	14.3%	32	13.7%	39	8.9%	18
Once every 2-3 months	6.0%	29	5.4%	8	6.2%	21	5.4%	7	6.7%	9	5.8%	13	7.7%	22	3.5%	7
Once every 4-6 months	3.5%	17	4.7%	7	3.0%	10	2.3%	3	4.5%	6	3.6%	8	4.2%	12	2.5%	5
Less often	2.3%	11	4.7%	7	1.2%	4	0.8%	1	3.0%	4	2.7%	6	2.1%	6	2.5%	5
First time today	1.0%	5	1.3%	2	0.9%	3	0.8%	1	0.0%	0	1.8%	4	1.4%	4	0.5%	1
Never visit	0.4%	2	0.0%	0	0.6%	2	0.8%	1	0.0%	0	0.4%	1	0.7%	2	0.0%	0
(Don't know / varies)	0.4%	2	0.7%	1	0.3%	1	0.0%	0	0.0%	0	0.9%	2	0.7%	2	0.0%	0
Mean:		79.00		70.28		82.83		86.70		68.05		81.13		69.97		91.65
Base:		487		149		338		129		134		224		285		202

Basingstoke In Centre Survey for Lambert Smith Hampton

	Total		Male		Female		18 - 34		35 - 54		55 +		The Malls Shopping Centre		Market Place	
Q29 Considering specific areas of Basingstoke town centre, what do you like about (i) Festival Place Shopping Centre; (ii) Top-of-the Town and (iii) The Malls																
<i>Festival Place Shopping Centre</i>																
Nothing / very little	14.0%	68	14.8%	22	13.6%	46	4.7%	6	12.7%	17	20.1%	45	11.9%	34	16.8%	34
Attractive environment	2.7%	13	2.0%	3	3.0%	10	3.1%	4	3.0%	4	2.2%	5	2.5%	7	3.0%	6
Car parking: easy to find a space	1.6%	8	2.7%	4	1.2%	4	0.8%	1	3.0%	4	1.3%	3	2.5%	7	0.5%	1
Car parking: is cheap	2.9%	14	2.7%	4	3.0%	10	4.7%	6	3.7%	5	1.3%	3	2.8%	8	3.0%	6
Car parking: is good	2.3%	11	2.0%	3	2.4%	8	3.9%	5	0.7%	1	2.2%	5	3.5%	10	0.5%	1
Cheap prices in shops	0.8%	4	0.0%	0	1.2%	4	0.8%	1	0.7%	1	0.9%	2	0.7%	2	1.0%	2
Cleanliness	12.5%	61	8.7%	13	14.2%	48	11.6%	15	14.2%	19	12.1%	27	12.3%	35	12.9%	26
Close to home	18.5%	90	20.1%	30	17.8%	60	20.9%	27	21.6%	29	15.2%	34	18.6%	53	18.3%	37
Close to work / en route to work	1.0%	5	1.3%	2	0.9%	3	1.6%	2	0.7%	1	0.9%	2	1.8%	5	0.0%	0
Community spirit	1.2%	6	0.7%	1	1.5%	5	2.3%	3	0.7%	1	0.9%	2	1.1%	3	1.5%	3
Easily accessible by foot / cycle	1.6%	8	0.7%	1	2.1%	7	0.8%	1	2.2%	3	1.8%	4	0.7%	2	3.0%	6
Easy to walk around	13.6%	66	14.8%	22	13.0%	44	16.3%	21	11.9%	16	12.9%	29	16.5%	47	9.4%	19
General character / atmosphere	3.9%	19	3.4%	5	4.1%	14	6.2%	8	2.2%	3	3.6%	8	6.3%	18	0.5%	1
Good access by car	2.1%	10	2.7%	4	1.8%	6	3.1%	4	2.2%	3	1.3%	3	3.5%	10	0.0%	0
Good access by cycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good access by foot	1.8%	9	0.0%	0	2.7%	9	1.6%	2	0.7%	1	2.7%	6	1.8%	5	2.0%	4
Good bus service / accessible public transport	2.1%	10	2.7%	4	1.8%	6	3.1%	4	2.2%	3	1.3%	3	2.5%	7	1.5%	3
Good prices	1.8%	9	2.0%	3	1.8%	6	3.1%	4	1.5%	2	1.3%	3	1.4%	4	2.5%	5
Good range of chain / well known stores	9.4%	46	9.4%	14	9.5%	32	11.6%	15	11.9%	16	6.7%	15	12.6%	36	5.0%	10
Good range of independent stores	5.3%	26	4.0%	6	5.9%	20	6.2%	8	4.5%	6	5.4%	12	6.7%	19	3.5%	7
Good range of shops in general	33.7%	164	37.6%	56	32.0%	108	45.0%	58	26.9%	36	31.3%	70	39.3%	112	25.7%	52
Good quality pubs / bars and restaurants	3.5%	17	2.7%	4	3.8%	13	7.8%	10	3.0%	4	1.3%	3	3.9%	11	3.0%	6
Good events	2.7%	13	2.7%	4	2.7%	9	2.3%	3	4.5%	6	1.8%	4	4.2%	12	0.5%	1
Good range of services	8.4%	41	8.7%	13	8.3%	28	13.2%	17	7.5%	10	6.3%	14	12.3%	35	3.0%	6
Historic heritage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Indoor shopping malls / arcades	23.4%	114	22.8%	34	23.7%	80	25.6%	33	24.6%	33	21.4%	48	28.4%	81	16.3%	33
Part of an overall day out	1.0%	5	0.0%	0	1.5%	5	0.0%	0	1.5%	2	1.3%	3	1.1%	3	1.0%	2
Street Market	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Restaurant / café	1.8%	9	0.7%	1	2.4%	8	1.6%	2	0.7%	1	2.7%	6	3.2%	9	0.0%	0
Theatre	0.6%	3	1.3%	2	0.3%	1	0.0%	0	0.7%	1	0.9%	2	0.7%	2	0.5%	1
Feels safe	2.1%	10	2.0%	3	2.1%	7	1.6%	2	2.2%	3	2.2%	5	1.8%	5	2.5%	5
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bright and airy	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.7%	1	0.4%	1	0.4%	1	0.5%	1
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
Diversity of shops	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Everything	0.6%	3	0.7%	1	0.6%	2	0.0%	0	0.7%	1	0.9%	2	0.4%	1	1.0%	2
Everything is here	0.8%	4	0.7%	1	0.9%	3	2.3%	3	0.7%	1	0.0%	0	0.4%	1	1.5%	3
Friendly	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.0%	0	0.9%	2	0.4%	1	0.5%	1
Good security	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.5%	1
Museum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.3%	11	3.4%	5	1.8%	6	2.3%	3	0.0%	0	3.6%	8	2.8%	8	1.5%	3
Base:		487		149		338		129		134		224		285		202

Basingstoke In Centre Survey for Lambert Smith Hampton

	Total		Male		Female		18 - 34		35 - 54		55 +		The Malls Shopping Centre		Market Place	
<i>Top of the Town</i>																
Nothing / very little	41.9%	204	39.6%	59	42.9%	145	38.8%	50	39.6%	53	45.1%	101	37.5%	107	48.0%	97
Attractive environment	2.3%	11	2.0%	3	2.4%	8	2.3%	3	2.2%	3	2.2%	5	3.9%	11	0.0%	0
Car parking: easy to find a space	1.2%	6	1.3%	2	1.2%	4	1.6%	2	2.2%	3	0.4%	1	1.8%	5	0.5%	1
Car parking: is cheap	0.4%	2	0.7%	1	0.3%	1	0.0%	0	0.7%	1	0.4%	1	0.7%	2	0.0%	0
Car parking: is good	0.4%	2	0.7%	1	0.3%	1	0.0%	0	0.7%	1	0.4%	1	0.7%	2	0.0%	0
Cheap prices in shops	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.5%	1
Cleanliness	2.1%	10	1.3%	2	2.4%	8	2.3%	3	1.5%	2	2.2%	5	2.1%	6	2.0%	4
Close to home	6.6%	32	6.0%	9	6.8%	23	6.2%	8	8.2%	11	5.8%	13	5.6%	16	7.9%	16
Close to work / en route to work	0.6%	3	0.0%	0	0.9%	3	1.6%	2	0.7%	1	0.0%	0	0.7%	2	0.5%	1
Community spirit	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easily accessible by foot / cycle	0.4%	2	1.3%	2	0.0%	0	0.8%	1	0.7%	1	0.0%	0	0.4%	1	0.5%	1
Easy to walk around	1.4%	7	2.0%	3	1.2%	4	2.3%	3	1.5%	2	0.9%	2	0.4%	1	3.0%	6
General character / atmosphere	5.1%	25	4.0%	6	5.6%	19	7.0%	9	7.5%	10	2.7%	6	7.0%	20	2.5%	5
Good access by car	0.4%	2	0.7%	1	0.3%	1	0.8%	1	0.0%	0	0.4%	1	0.7%	2	0.0%	0
Good access by cycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good access by foot	0.4%	2	0.7%	1	0.3%	1	1.6%	2	0.0%	0	0.0%	0	0.4%	1	0.5%	1
Good bus service / accessible public transport	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.4%	1	0.0%	0
Good prices	0.4%	2	0.0%	0	0.6%	2	0.8%	1	0.7%	1	0.0%	0	0.0%	0	1.0%	2
Good range of chain / well known stores	1.0%	5	0.7%	1	1.2%	4	1.6%	2	0.7%	1	0.9%	2	0.7%	2	1.5%	3
Good range of independent stores	0.4%	2	0.0%	0	0.6%	2	0.8%	1	0.0%	0	0.4%	1	0.0%	0	1.0%	2
Good range of shops in general	3.1%	15	4.0%	6	2.7%	9	6.2%	8	2.2%	3	1.8%	4	3.9%	11	2.0%	4
Good quality pubs / bars and restaurants	3.7%	18	4.0%	6	3.6%	12	3.9%	5	3.7%	5	3.6%	8	2.5%	7	5.4%	11
Good 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
Good range of services	0.8%	4	1.3%	2	0.6%	2	0.8%	1	1.5%	2	0.4%	1	0.7%	2	1.0%	2
Historic heritage	5.1%	25	6.0%	9	4.7%	16	9.3%	12	4.5%	6	3.1%	7	6.7%	19	3.0%	6
Indoor shopping malls / arcades	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.5%	1
Part of an overall day out	0.6%	3	0.0%	0	0.9%	3	0.8%	1	0.0%	0	0.9%	2	1.1%	3	0.0%	0
Street Market	7.2%	35	7.4%	11	7.1%	24	4.7%	6	7.5%	10	8.5%	19	7.4%	21	6.9%	14
Restaurant / café	1.8%	9	2.0%	3	1.8%	6	3.9%	5	0.7%	1	1.3%	3	2.1%	6	1.5%	3
Theatre	2.5%	12	3.4%	5	2.1%	7	1.6%	2	4.5%	6	1.8%	4	3.5%	10	1.0%	2
Feels safe	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bright and airy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cinema	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.4%	1	0.0%	0
Diversity of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Everything	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Everything is here	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Museum	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
The market	1.0%	5	2.0%	3	0.6%	2	0.8%	1	0.7%	1	1.3%	3	0.4%	1	2.0%	4
Good disabled access	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
(Don't know)	17.0%	83	17.5%	26	16.9%	57	11.6%	15	15.7%	21	21.0%	47	18.6%	53	14.9%	30
Base:		487		149		338		129		134		224		285		202

Basingstoke In Centre Survey for Lambert Smith Hampton

	Total	Male		Female		18 - 34		35 - 54		55 +		The Malls Shopping Centre		Market Place		
<i>The Malls</i>																
Nothing / very little	14.0%	68	14.1%	21	13.9%	47	5.4%	7	13.4%	18	19.2%	43	11.2%	32	17.8%	36
Attractive environment	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.5%	1
Car parking: easy to find a space	0.6%	3	0.7%	1	0.6%	2	0.8%	1	0.0%	0	0.9%	2	1.1%	3	0.0%	0
Car parking: is cheap	0.4%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.7%	2	0.0%	0
Car parking: is good	0.6%	3	1.3%	2	0.3%	1	1.6%	2	0.0%	0	0.4%	1	1.1%	3	0.0%	0
Cheap prices in shops	0.4%	2	0.7%	1	0.3%	1	0.0%	0	0.7%	1	0.4%	1	0.4%	1	0.5%	1
Cleanliness	6.2%	30	2.7%	4	7.7%	26	6.2%	8	6.0%	8	6.3%	14	5.6%	16	6.9%	14
Close to home	15.8%	77	12.1%	18	17.5%	59	15.5%	20	18.7%	25	14.3%	32	14.7%	42	17.3%	35
Close to work / en route to work	0.8%	4	0.7%	1	0.9%	3	1.6%	2	1.5%	2	0.0%	0	1.4%	4	0.0%	0
Community spirit	0.6%	3	0.0%	0	0.9%	3	0.0%	0	2.2%	3	0.0%	0	0.7%	2	0.5%	1
Easily accessible by foot / cycle	2.3%	11	1.3%	2	2.7%	9	0.8%	1	2.2%	3	3.1%	7	1.4%	4	3.5%	7
Easy to walk around	9.2%	45	7.4%	11	10.1%	34	9.3%	12	9.0%	12	9.4%	21	9.8%	28	8.4%	17
General character / atmosphere	1.8%	9	1.3%	2	2.1%	7	3.1%	4	1.5%	2	1.3%	3	2.5%	7	1.0%	2
Good access by car	1.2%	6	2.0%	3	0.9%	3	0.8%	1	1.5%	2	1.3%	3	2.1%	6	0.0%	0
Good access by cycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good access by foot	1.8%	9	1.3%	2	2.1%	7	2.3%	3	1.5%	2	1.8%	4	1.8%	5	2.0%	4
Good bus service / accessible public transport	0.8%	4	0.7%	1	0.9%	3	0.8%	1	0.7%	1	0.9%	2	1.4%	4	0.0%	0
Good prices	2.3%	11	2.7%	4	2.1%	7	4.7%	6	1.5%	2	1.3%	3	1.4%	4	3.5%	7
Good range of chain / well known stores	7.8%	38	7.4%	11	8.0%	27	10.1%	13	8.2%	11	6.3%	14	8.8%	25	6.4%	13
Good range of independent stores	6.2%	30	6.0%	9	6.2%	21	7.0%	9	5.2%	7	6.3%	14	6.3%	18	5.9%	12
Good range of shops in general	31.0%	151	34.9%	52	29.3%	99	44.2%	57	24.6%	33	27.2%	61	37.9%	108	21.3%	43
Good quality pubs / bars and restaurants	2.7%	13	3.4%	5	2.4%	8	4.7%	6	2.2%	3	1.8%	4	3.2%	9	2.0%	4
Good events	1.2%	6	2.7%	4	0.6%	2	0.8%	1	3.0%	4	0.4%	1	1.8%	5	0.5%	1
Good range of services	4.1%	20	4.0%	6	4.1%	14	6.2%	8	2.2%	3	4.0%	9	5.3%	15	2.5%	5
Historic heritage	0.8%	4	0.0%	0	1.2%	4	0.0%	0	1.5%	2	0.9%	2	1.4%	4	0.0%	0
Indoor shopping malls / arcades	10.1%	49	8.1%	12	10.9%	37	7.0%	9	14.2%	19	9.4%	21	10.2%	29	9.9%	20
Part of an overall day out	0.6%	3	0.0%	0	0.9%	3	0.0%	0	0.7%	1	0.9%	2	0.4%	1	1.0%	2
Street Market	0.4%	2	0.0%	0	0.6%	2	0.0%	0	1.5%	2	0.0%	0	0.7%	2	0.0%	0
Restaurant / café	1.4%	7	1.3%	2	1.5%	5	0.8%	1	1.5%	2	1.8%	4	1.8%	5	1.0%	2
Theatre	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.7%	1	0.4%	1	0.7%	2	0.0%	0
Feels safe	2.1%	10	1.3%	2	2.4%	8	1.6%	2	1.5%	2	2.7%	6	2.1%	6	2.0%	4
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bright and airy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Diversity of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Everything	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Everything is here	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.4%	1	0.0%	0
Good security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Museum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	14.4%	70	17.5%	26	13.0%	44	15.5%	20	12.7%	17	14.7%	33	15.4%	44	12.9%	26
Base:		487		149		338		129		134		224		285		202

Basingstoke In Centre Survey for Lambert Smith Hampton

	Total	Male	Female	18 - 34	35 - 54	55 +	The Malls Shopping Centre	Market Place

Q30 What do you dislike about (i) Festival Place Shopping Centre; (ii) Top-of-the Town and (iii) The Malls.

Festival Place Shopping Centre

Nothing / very little	70.6%	344	75.2%	112	68.6%	232	70.5%	91	68.7%	92	71.9%	161	75.4%	215	63.9%	129
Centre very windy	0.4%	2	0.0%	0	0.6%	2	0.8%	1	0.7%	1	0.0%	0	0.4%	1	0.5%	1
Cost of parking	2.7%	13	3.4%	5	2.4%	8	3.9%	5	3.0%	4	1.8%	4	4.6%	13	0.0%	0
Difficult to cross streets	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.5%	1
Everything	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Few traffic free areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of a specific retailer (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of other leisure sports / cultural facilities	1.0%	5	0.7%	1	1.2%	4	1.6%	2	0.0%	0	1.3%	3	1.1%	3	1.0%	2
Lack of parking	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Litter / dirty / dogs	0.4%	2	0.7%	1	0.3%	1	0.0%	0	0.0%	0	0.9%	2	0.7%	2	0.0%	0
Multi-storey awkward / difficult	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.4%	1	0.0%	0
No department store	0.4%	2	0.7%	1	0.3%	1	0.8%	1	0.7%	1	0.0%	0	0.4%	1	0.5%	1
Not enough choice of shops	8.2%	40	6.0%	9	9.2%	31	2.3%	3	10.4%	14	10.3%	23	7.0%	20	9.9%	20
Not enough clothes shops	1.8%	9	1.3%	2	2.1%	7	1.6%	2	3.7%	5	0.9%	2	0.7%	2	3.5%	7
Not enough supermarket / food shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor bus service to centre	0.8%	4	0.7%	1	0.9%	3	0.8%	1	1.5%	2	0.4%	1	0.4%	1	1.5%	3
Poor facilities (e.g. seating, toilets)	1.6%	8	1.3%	2	1.8%	6	0.0%	0	2.2%	3	2.2%	5	0.4%	1	3.5%	7
Poor quality shop	1.8%	9	0.0%	0	2.7%	9	2.3%	3	3.0%	4	0.9%	2	1.4%	4	2.5%	5
Poor signposting in centre	0.4%	2	1.3%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.4%	1	0.5%	1
Prices too high	0.8%	4	0.0%	0	1.2%	4	0.8%	1	1.5%	2	0.4%	1	0.0%	0	2.0%	4
Short opening hours / no facilities in the evening	1.2%	6	0.0%	0	1.8%	6	3.9%	5	0.7%	1	0.0%	0	1.4%	4	1.0%	2
Too few cafes, pubs or eating places	1.0%	5	0.0%	0	1.5%	5	0.8%	1	0.7%	1	1.3%	3	0.4%	1	2.0%	4
Too few service businesses (e.g. banks / building societies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many shops of one type	0.6%	3	0.7%	1	0.6%	2	0.8%	1	0.7%	1	0.4%	1	0.0%	0	1.5%	3
Traffic congestion	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.5%	1
Unsafe / poor security / dangerous	0.4%	2	0.7%	1	0.3%	1	0.8%	1	0.0%	0	0.4%	1	0.0%	0	1.0%	2
Vandals / hooligans	0.4%	2	0.7%	1	0.3%	1	1.6%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Drunk people	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empty shops	1.0%	5	0.7%	1	1.2%	4	0.0%	0	0.7%	1	1.8%	4	0.7%	2	1.5%	3
Lack of cover	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.4%	1	0.0%	0
Not welcoming	0.4%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.4%	1	0.5%	1
Poor pavements	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.5%	1
Too crowded	1.2%	6	1.3%	2	1.2%	4	1.6%	2	0.7%	1	1.3%	3	1.1%	3	1.5%	3
Too spread out	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.9%	14	2.7%	4	3.0%	10	3.9%	5	1.5%	2	3.1%	7	3.5%	10	2.0%	4
Base:	487	149	338	129	134	224	285	202								

Basingstoke In Centre Survey for Lambert Smith Hampton

	Total		Male		Female		18 - 34		35 - 54		55 +		The Malls Shopping Centre		Market Place	
Top of the Town																
Nothing / very little	61.8%	301	67.8%	101	59.2%	200	56.6%	73	62.7%	84	64.3%	144	64.9%	185	57.4%	116
Centre very windy	2.5%	12	2.0%	3	2.7%	9	2.3%	3	4.5%	6	1.3%	3	2.8%	8	2.0%	4
Cost of parking	1.2%	6	1.3%	2	1.2%	4	1.6%	2	2.2%	3	0.4%	1	2.1%	6	0.0%	0
Difficult to cross streets	0.4%	2	0.0%	0	0.6%	2	0.8%	1	0.7%	1	0.0%	0	0.4%	1	0.5%	1
Everything	0.4%	2	0.7%	1	0.3%	1	0.0%	0	1.5%	2	0.0%	0	0.0%	0	1.0%	2
Few traffic free areas	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Lack of a specific retailer (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of other leisure sports / cultural facilities	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Lack of parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Litter / dirty / dogs	2.5%	12	2.0%	3	2.7%	9	3.9%	5	1.5%	2	2.2%	5	2.1%	6	3.0%	6
Multi-storey awkward / difficult	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 department store	0.4%	2	0.0%	0	0.6%	2	0.0%	0	1.5%	2	0.0%	0	0.7%	2	0.0%	0
Not enough choice of shops	6.2%	30	6.0%	9	6.2%	21	5.4%	7	3.7%	5	8.0%	18	5.6%	16	6.9%	14
Not enough clothes shops	0.4%	2	1.3%	2	0.0%	0	0.0%	0	0.7%	1	0.4%	1	0.4%	1	0.5%	1
Not enough supermarket / food shops	0.4%	2	0.7%	1	0.3%	1	0.8%	1	0.0%	0	0.4%	1	0.7%	2	0.0%	0
Poor bus service to centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor facilities (e.g. seating, toilets)	0.8%	4	1.3%	2	0.6%	2	1.6%	2	0.7%	1	0.4%	1	0.7%	2	1.0%	2
Poor quality shop	2.9%	14	0.0%	0	4.1%	14	2.3%	3	3.0%	4	3.1%	7	1.1%	3	5.4%	11
Poor signposting in centre	0.4%	2	0.7%	1	0.3%	1	0.8%	1	0.7%	1	0.0%	0	0.4%	1	0.5%	1
Prices too high	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.5%	1
Short opening hours / no facilities 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
Too few cafes, pubs or eating places	0.8%	4	0.0%	0	1.2%	4	0.0%	0	1.5%	2	0.9%	2	0.0%	0	2.0%	4
Too few service businesses (e.g. banks / building societies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many shops of one type	1.4%	7	0.0%	0	2.1%	7	1.6%	2	2.2%	3	0.9%	2	0.4%	1	3.0%	6
Traffic congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unsafe / poor security / dangerous	8.2%	40	7.4%	11	8.6%	29	10.9%	14	11.2%	15	4.9%	11	8.4%	24	7.9%	16
Vandals / hooligans	3.7%	18	3.4%	5	3.8%	13	7.8%	10	3.7%	5	1.3%	3	3.5%	10	4.0%	8
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Drunk people	0.8%	4	0.7%	1	0.9%	3	1.6%	2	0.7%	1	0.4%	1	0.0%	0	2.0%	4
Empty shops	2.3%	11	2.7%	4	2.1%	7	0.8%	1	2.2%	3	3.1%	7	2.8%	8	1.5%	3
Lack of cover	1.0%	5	0.0%	0	1.5%	5	1.6%	2	0.7%	1	0.9%	2	1.4%	4	0.5%	1
Not welcoming	1.2%	6	2.0%	3	0.9%	3	0.0%	0	0.7%	1	2.2%	5	1.8%	5	0.5%	1
Poor pavements	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.0%	0	0.9%	2	0.7%	2	0.0%	0
Too crowded	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too spread out	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	4.7%	23	5.4%	8	4.4%	15	5.4%	7	1.5%	2	6.3%	14	4.6%	13	5.0%	10
Base:		487		149		338		129		134		224		285		202

Basingstoke In Centre Survey for Lambert Smith Hampton

	Total	Male		Female		18 - 34		35 - 54		55 +		The Malls Shopping Centre		Market Place		
The Malls																
Nothing / very little	73.9%	360	77.9%	116	72.2%	244	71.3%	92	70.1%	94	77.7%	174	76.5%	218	70.3%	142
Centre very windy	4.7%	23	3.4%	5	5.3%	18	3.1%	4	6.7%	9	4.5%	10	4.9%	14	4.5%	9
Cost of parking	2.1%	10	3.4%	5	1.5%	5	2.3%	3	3.0%	4	1.3%	3	3.5%	10	0.0%	0
Difficult to cross streets	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.5%	1
Everything	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Few traffic free areas	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.4%	1	0.0%	0
Lack of a specific retailer (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of other leisure sports / cultural facilities	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.4%	1	0.0%	0
Lack of parking	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Litter / dirty / dogs	0.6%	3	0.7%	1	0.6%	2	1.6%	2	0.0%	0	0.4%	1	0.4%	1	1.0%	2
Multi-storey awkward / difficult	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 department store	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Not enough choice of shops	5.7%	28	5.4%	8	5.9%	20	1.6%	2	7.5%	10	7.1%	16	4.6%	13	7.4%	15
Not enough clothes shops	2.9%	14	1.3%	2	3.6%	12	3.1%	4	4.5%	6	1.8%	4	1.4%	4	5.0%	10
Not enough supermarket / food shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor bus service to centre	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Poor facilities (e.g. seating, toilets)	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.7%	1	0.4%	1	0.7%	2	0.0%	0
Poor quality shop	1.0%	5	0.0%	0	1.5%	5	0.8%	1	1.5%	2	0.9%	2	0.7%	2	1.5%	3
Poor signposting in centre	0.6%	3	1.3%	2	0.3%	1	2.3%	3	0.0%	0	0.0%	0	0.7%	2	0.5%	1
Prices too high	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.5%	1
Short opening hours / no facilities in the evening	0.8%	4	0.0%	0	1.2%	4	2.3%	3	0.7%	1	0.0%	0	0.4%	1	1.5%	3
Too few cafes, pubs or eating places	1.2%	6	0.0%	0	1.8%	6	1.6%	2	1.5%	2	0.9%	2	0.7%	2	2.0%	4
Too few service businesses (e.g. banks / building societies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many shops of one type	0.6%	3	0.0%	0	0.9%	3	1.6%	2	0.7%	1	0.0%	0	0.4%	1	1.0%	2
Traffic congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unsafe / poor security / dangerous	0.4%	2	0.7%	1	0.3%	1	0.8%	1	0.0%	0	0.4%	1	0.0%	0	1.0%	2
Vandals / hooligans	0.4%	2	0.7%	1	0.3%	1	1.6%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Drunk people	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empty shops	0.6%	3	0.7%	1	0.6%	2	0.0%	0	0.7%	1	0.9%	2	0.4%	1	1.0%	2
Lack of cover	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Not welcoming	0.6%	3	1.3%	2	0.3%	1	0.0%	0	0.0%	0	1.3%	3	0.7%	2	0.5%	1
Poor pavements	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too crowded	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too spread out	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.4%	1	0.0%	0
(Don't know)	3.5%	17	3.4%	5	3.6%	12	4.7%	6	2.2%	3	3.6%	8	4.2%	12	2.5%	5
Base:		487		149		338		129		134		224		285		202
LOC Location Points																
The Malls Shopping Centre	58.5%	285	56.4%	84	59.5%	201	57.4%	74	63.4%	85	56.3%	126	100.0%	285	0.0%	0
Market Place	41.5%	202	43.6%	65	40.5%	137	42.6%	55	36.6%	49	43.8%	98	0.0%	0	100.0%	202
Base:		487		149		338		129		134		224		285		202
DAY Day of Week:																
Monday	16.8%	82	19.5%	29	15.7%	53	17.1%	22	17.9%	24	16.1%	36	21.1%	60	10.9%	22
Tuesday	14.2%	69	8.1%	12	16.9%	57	13.2%	17	10.4%	14	17.0%	38	18.2%	52	8.4%	17
Wednesday	17.5%	85	16.8%	25	17.8%	60	14.0%	18	23.1%	31	16.1%	36	15.8%	45	19.8%	40
Thursday	20.9%	102	24.2%	36	19.5%	66	21.7%	28	16.4%	22	23.2%	52	14.7%	42	29.7%	60
Friday	14.0%	68	14.8%	22	13.6%	46	15.5%	20	11.9%	16	14.3%	32	13.0%	37	15.3%	31
Saturday	16.6%	81	16.8%	25	16.6%	56	18.6%	24	20.1%	27	13.4%	30	17.2%	49	15.8%	32
Base:		487		149		338		129		134		224		285		202

Basingstoke In Centre Survey for Lambert Smith Hampton

	Total		Male		Female		18 - 34		35 - 54		55 +		The Malls Shopping Centre		Market Place	
TIME Time of Interview:																
09.00 – 12.00	37.2%	181	37.6%	56	37.0%	125	36.4%	47	35.8%	48	38.4%	86	36.8%	105	37.6%	76
12.01 – 14.00	34.5%	168	32.2%	48	35.5%	120	35.7%	46	31.3%	42	35.7%	80	34.4%	98	34.7%	70
14.01 – 16.00	27.3%	133	30.2%	45	26.0%	88	27.1%	35	30.6%	41	25.4%	57	27.0%	77	27.7%	56
16.01 – 17.00	1.0%	5	0.0%	0	1.5%	5	0.8%	1	2.2%	3	0.4%	1	1.8%	5	0.0%	0
Base:		487		149		338		129		134		224		285		202
GEN Gender:																
Male	30.6%	149	100.0%	149	0.0%	0	27.9%	36	31.3%	42	31.7%	71	29.5%	84	32.2%	65
Female	69.4%	338	0.0%	0	100.0%	338	72.1%	93	68.7%	92	68.3%	153	70.5%	201	67.8%	137
Base:		487		149		338		129		134		224		285		202
AGE Age Group:																
18 - 24 years	10.1%	49	10.1%	15	10.1%	34	38.0%	49	0.0%	0	0.0%	0	9.1%	26	11.4%	23
25 - 34 years	16.4%	80	14.1%	21	17.5%	59	62.0%	80	0.0%	0	0.0%	0	16.8%	48	15.8%	32
35 - 44 years	14.8%	72	16.1%	24	14.2%	48	0.0%	0	53.7%	72	0.0%	0	16.5%	47	12.4%	25
45 - 54 years	12.7%	62	12.1%	18	13.0%	44	0.0%	0	46.3%	62	0.0%	0	13.3%	38	11.9%	24
55 - 64 years	16.0%	78	18.1%	27	15.1%	51	0.0%	0	0.0%	0	34.8%	78	15.1%	43	17.3%	35
65+ years	30.0%	146	29.5%	44	30.2%	102	0.0%	0	0.0%	0	65.2%	146	29.1%	83	31.2%	63
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		487		149		338		129		134		224		285		202
CAR Car: (Own or have use of)																
None	37.8%	184	33.6%	50	39.6%	134	41.1%	53	29.1%	39	41.1%	92	26.3%	75	54.0%	109
One	46.6%	227	48.3%	72	45.9%	155	40.3%	52	48.5%	65	49.1%	110	51.9%	148	39.1%	79
Two	11.9%	58	14.1%	21	10.9%	37	12.4%	16	17.9%	24	8.0%	18	16.5%	47	5.4%	11
Three or more	3.7%	18	4.0%	6	3.6%	12	6.2%	8	4.5%	6	1.8%	4	5.3%	15	1.5%	3
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		487		149		338		129		134		224		285		202

Basingstoke In Centre Survey for Lambert Smith Hampton

	Total		Male		Female		18 - 34		35 - 54		55 +		The Malls Shopping Centre		Market Place	
PC																
BA13 2	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.5%	1
BH24 9	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.4%	1	0.0%	0
BL6 6	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.4%	1	0.0%	0
CB8 9	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.5%	1
DT4 7	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.5%	1
GU10 5	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.4%	1	0.0%	0
GU11 2	0.2%	1	0.7%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
GU14 0	0.4%	2	0.7%	1	0.3%	1	0.0%	0	1.5%	2	0.0%	0	0.7%	2	0.0%	0
GU14 6	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.0%	0	0.9%	2	0.0%	0	1.0%	2
GU17 4	0.2%	1	0.7%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
GU19 5	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
GU21 8	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.4%	1	0.0%	0
GU22 4	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.4%	1	0.0%	0
GU30 7	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.4%	1	0.0%	0
GU33 6	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.4%	1	0.0%	0
GU34	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.4%	1	0.0%	0
GU34 2	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.5%	1
GU34 3	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.4%	1	0.0%	0
GU34 4	0.2%	1	0.7%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
GU34 5	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.0%	0	0.9%	2	0.4%	1	0.5%	1
GU34 7	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.4%	1	0.0%	0
GU35 0	0.4%	2	0.7%	1	0.3%	1	0.0%	0	0.7%	1	0.4%	1	0.7%	2	0.0%	0
GU35 9	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.4%	1	0.0%	0
GU51 2	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.5%	1
GU51 3	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.4%	1	0.0%	0
GU51 4	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
GU52 6	0.2%	1	0.7%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
GU52 8	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
KT12 1	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.4%	1	0.0%	0
RG1 1	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.4%	1	0.0%	0
RG1 6	0.4%	2	0.0%	0	0.6%	2	1.6%	2	0.0%	0	0.0%	0	0.7%	2	0.0%	0
RG12 4	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
RG14 7	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.7%	1	0.4%	1	0.7%	2	0.0%	0
RG18 3	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
RG18 4	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.7%	1	0.4%	1	0.4%	1	0.5%	1
RG19 3	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.4%	1	0.0%	0
RG19 8	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
RG2 0	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
RG20 2	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.4%	1	0.0%	0
RG20 5	0.4%	2	1.3%	2	0.0%	0	0.8%	1	0.0%	0	0.4%	1	0.0%	0	1.0%	2
RG20 9	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.4%	1	0.0%	0
RG21	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
RG21 2	1.2%	6	0.7%	1	1.5%	5	0.8%	1	2.2%	3	0.9%	2	0.0%	0	3.0%	6
RG21 3	4.1%	20	4.0%	6	4.1%	14	4.7%	6	4.5%	6	3.6%	8	4.2%	12	4.0%	8
RG21 4	4.3%	21	4.7%	7	4.1%	14	5.4%	7	4.5%	6	3.6%	8	2.5%	7	6.9%	14
RG21 5	6.2%	30	4.7%	7	6.8%	23	4.7%	6	3.0%	4	8.9%	20	5.6%	16	6.9%	14
RG21 6	1.6%	8	2.7%	4	1.2%	4	2.3%	3	0.7%	1	1.8%	4	1.8%	5	1.5%	3
RG21 7	4.5%	22	4.0%	6	4.7%	16	3.1%	4	9.0%	12	2.7%	6	4.2%	12	5.0%	10
RG21 8	3.9%	19	4.0%	6	3.8%	13	3.1%	4	4.5%	6	4.0%	9	3.2%	9	5.0%	10
RG21 9	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
RG22	0.4%	2	0.7%	1	0.3%	1	0.0%	0	0.7%	1	0.4%	1	0.7%	2	0.0%	0
RG22 1	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.5%	1
RG22 3	1.0%	5	2.0%	3	0.6%	2	0.0%	0	3.0%	4	0.4%	1	1.8%	5	0.0%	0
RG22 4	7.0%	34	6.0%	9	7.4%	25	6.2%	8	6.7%	9	7.6%	17	7.4%	21	6.4%	13
RG22 5	9.0%	44	10.1%	15	8.6%	29	13.2%	17	5.2%	7	8.9%	20	7.4%	21	11.4%	23
RG22 6	6.6%	32	6.0%	9	6.8%	23	3.9%	5	6.0%	8	8.5%	19	5.3%	15	8.4%	17
RG23	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.4%	1	0.0%	0
RG23 3	0.4%	2	0.7%	1	0.3%	1	0.0%	0	0.0%	0	0.9%	2	0.4%	1	0.5%	1
RG23 4	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.0%	0	0.9%	2	0.7%	2	0.0%	0
RG23 7	2.3%	11	2.7%	4	2.1%	7	1.6%	2	0.7%	1	3.6%	8	1.8%	5	3.0%	6
RG23 8	4.1%	20	2.7%	4	4.7%	16	1.6%	2	5.2%	7	4.9%	11	3.5%	10	5.0%	10
RG24 4	0.8%	4	1.3%	2	0.6%	2	0.8%	1	0.7%	1	0.9%	2	1.4%	4	0.0%	0
RG24 5	0.4%	2	1.3%	2	0.0%	0	0.8%	1	0.7%	1	0.0%	0	0.7%	2	0.0%	0
RG24 7	1.6%	8	0.7%	1	2.1%	7	1.6%	2	0.7%	1	2.2%	5	2.5%	7	0.5%	1
RG24 8	2.5%	12	2.7%	4	2.4%	8	4.7%	6	2.2%	3	1.3%	3	3.2%	9	1.5%	3
RG24 9	6.8%	33	7.4%	11	6.5%	22	11.6%	15	8.2%	11	3.1%	7	6.0%	17	7.9%	16
RG25 2	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.5%	1
RG25 3	1.4%	7	2.0%	3	1.2%	4	0.8%	1	0.7%	1	2.2%	5	1.4%	4	1.5%	3
RG26 3	1.8%	9	2.0%	3	1.8%	6	1.6%	2	1.5%	2	2.2%	5	2.1%	6	1.5%	3
RG26 4	2.3%	11	2.0%	3	2.4%	8	2.3%	3	3.0%	4	1.8%	4	2.5%	7	2.0%	4
RG26 5	1.8%	9	1.3%	2	2.1%	7	1.6%	2	1.5%	2	2.2%	5	2.5%	7	1.0%	2
RG27	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.5%	1

Basingstoke In Centre Survey for Lambert Smith Hampton

	Total		Male		Female		18 - 34		35 - 54		55 +		The Malls Shopping Centre		Market Place	
RG27 0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.4%	1	0.0%	0
RG27 8	0.4%	2	0.7%	1	0.3%	1	1.6%	2	0.0%	0	0.0%	0	0.7%	2	0.0%	0
RG27 9	0.8%	4	0.7%	1	0.9%	3	0.8%	1	1.5%	2	0.4%	1	0.7%	2	1.0%	2
RG28 7	0.8%	4	0.7%	1	0.9%	3	0.8%	1	1.5%	2	0.4%	1	1.1%	3	0.5%	1
RG29 1	0.6%	3	0.7%	1	0.6%	2	0.8%	1	0.0%	0	0.9%	2	1.1%	3	0.0%	0
RG30 2	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
RG36 3	0.4%	2	0.7%	1	0.3%	1	0.0%	0	0.7%	1	0.4%	1	0.4%	1	0.5%	1
RG5 4	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.5%	1
RG6 3	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.4%	1	0.0%	0
RG6 5	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.4%	1	0.0%	0
RG7 1	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.5%	1
RG7 2	0.6%	3	0.7%	1	0.6%	2	1.6%	2	0.7%	1	0.0%	0	1.1%	3	0.0%	0
RG7 3	0.8%	4	0.0%	0	1.2%	4	0.0%	0	0.0%	0	1.8%	4	1.1%	3	0.5%	1
RG7 4	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.5%	1
RG7 6	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.7%	1	0.4%	1	0.4%	1	0.5%	1
RG9 1	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.4%	1	0.0%	0
SA43 2	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.4%	1	0.0%	0
SO16 7	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
SO19 9	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.5%	1
SO20 6	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.4%	1	0.0%	0
SO22 6	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.5%	1
SO23 7	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.4%	1	0.0%	0
SO40 2	0.2%	1	0.7%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
SO40 7	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.4%	1	0.0%	0
SO51 7	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.4%	1	0.0%	0
SO53 3	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.4%	1	0.0%	0
SP01 3	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.4%	1	0.0%	0
SP10 1	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.5%	1
SP10 3	1.2%	6	2.7%	4	0.6%	2	1.6%	2	1.5%	2	0.9%	2	1.1%	3	1.5%	3
SP10 4	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.4%	1	0.0%	0
SP10 5	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
SP4 9	0.2%	1	0.7%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
SP9	0.2%	1	0.0%	0	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
TS15 2	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.5%	1
TS17 9	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.5%	1
WD3 3	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.4%	1	0.0%	0
Refused	0.4%	2	0.7%	1	0.3%	1	0.0%	0	0.0%	0	0.9%	2	0.0%	0	1.0%	2
Base:	487		149		338		129		134		224		285		202	

Appendix 2:

Sample questionnaire

INTRODUCTION: Good morning / afternoon, I am from NEMS market research, an independent market research company. We are conducting a short survey in the area about people's shopping habits, and I wonder if you can spare a few minutes.

ASK ALL:

- Q.A Can I ask, do you, or any members of your household work in any of these occupations (READ OUT):
 Advertising, Market Research, Marketing, Retailing.

IF 'YES' - CLOSE INTERVIEW, DO NOT COUNT AS AN INTERVIEW.

IF 'NONE OF THESE' - GO TO Q.B.

ASK ALL:

- Q.B. Could you tell me your home postcode and home town or village name please, not your holiday address?

DO NOT RECORD THE LAST 2 CHARACTERS

INTERVIEWER, PLEASE WRITE CLEARLY AND IN CAPITALS.

Home Postcode:

Home Town: _____ (1)

ASK ALL:

- Q.1 What is the **main** purpose of your visit to Basingstoke town centre today?

DO NOT PROMPT. ONE ANSWER ONLY.

ASK ALL:

- Q.2 What else, if anything, will you be doing here today?

DO NOT PROMPT. CAN BE MULTI-CODED. PROBE FULLY. What else ?

	Q.1 Main (2)	Q.2 Others (3)
Food shopping	1	1
Non-food shopping (e.g. clothing and footwear)	2	2
Non-food shopping (e.g. furniture, floor coverings, household textiles)	3	3
Non-food shopping (e.g. DIY and decorating goods)	4	4
Non-food shopping (e.g. Domestic electrical appliances such as fridges, kettles, washing machines)	5	5
Non-food shopping (e.g. TV, Hi Fi, radio, photographic and Computer equipment)	6	6
Non-food shopping (e.g. Personal / luxury goods such as books, jewellery, china, glass and cosmetics)	7	7
Financial services (e.g. banks, building societies, accountants)	8	8
Personal services (e.g. hairdressers, nail bar, beauty salon)	9	9
Other services (e.g. travel agents, estate agents)	A	A
Eating or drinking out	B	B
Work / business	C	C
Tourism / sight seeing	D	D
Socialising	E	E
Education	F	F
Browsing	G	G
Cinema	H	H
Theatre	I	I
Bingo	J	J
Bowling	K	K
Health & fitness / gym	L	L
Other (PLEASE WRITE IN)	M	M
(Don't know)	N	N
(No particular purpose)	O	O
(Nothing else)	-	P

ASK ALL:
Q.3 Approximately how long have you already been in the town centre today?
DO NOT PROMPT. ONE ANSWER ONLY.

	(4)
Less than 30 minutes	1
30- 59 minutes	2
<u>1hr -1 hr 29 min</u>	<u>3</u>
1hr 30 mins - 1 hr 59 min	4
2hrs - 2hrs 29 mins	5
<u>2hrs 30 mins - 2hrs 59 mins</u>	<u>6</u>
3hrs - 3hrs 59 mins	7
4hrs or more	8
(Don't know)	9

ASK ALL:
Q.4 And how much longer are you planning to stay?
DO NOT PROMPT. ONE ANSWER ONLY.

	(5)
Less than 30 minutes	1
30- 59 minutes	2
<u>1hr -1 hr 29 min</u>	<u>3</u>
1hr 30 mins - 1 hr 59 min	4
2hrs - 2hrs 29 mins	5
<u>2hrs 30 mins - 2hrs 59 mins</u>	<u>6</u>
3hrs - 3hrs 59 mins	7
4hrs or more	8
(Don't know)	9

ASK ALL:
Q.5 Where have you travelled from today (i.e. origin of journey)?

	(6)	
Home	1	GO TO Q.7
Work	2	GO TO Q.6
<u>School</u>	<u>3</u>	GO TO Q.6
Leisure Facility	4	GO TO Q.6
Other	5	GO TO Q.6

ASK THOSE WHO DID NOT SAY 'HOME' AT Q.5. OTHERS GO TO Q.7.
Q.6 What is the full postcode / address of your point of origin?

Origin Postcode:

Address: _____ (7)

ASK ALL:
Q.7 How did you travel here today?
DO NOT PROMPT. ONE ANSWER ONLY.

	(8)
Car (as driver or passenger)	1
Bus	2
<u>Park & Ride</u>	<u>3</u>
Train	4
Taxi	5
<u>Walk</u>	<u>6</u>
Cycle	7
Motorcycle	8
Other (PLEASE WRITE IN)	9

Q.8 ASK ALL:
How long did your journey to Basingstoke town centre take you, in minutes?
DO NOT PROMPT. ONE ANSWER ONLY.

	(9)
0-5 minutes	1
6-10 minutes	2
<u>11-15 minutes</u>	<u>3</u>
16-20 minutes	4
21-25 minutes	5
<u>26-30 minutes</u>	<u>6</u>
31-35 minutes	7
36-40 minutes	8
<u>41-45 minutes</u>	<u>9</u>
46-50 minutes	A
51-55 minutes	B
<u>56-60 minutes</u>	<u>C</u>
1 hour - 1 hour 15 minutes	D
1 hour 16 minutes - 1 hour 30 minutes	E
1hour 31 minutes - 1 hour 45 minutes	F
<u>1 hour 45 minutes - 2 hours</u>	<u>G</u>
Over 2 hours	H
(Don't know / can't remember)	I

ASK IF 'CAR / MOTORCYCLE' MENTIONED AT Q7, OTHERS GO TO INSTRUCTION AT Q.10:
SHOW CAR PARK MAP

Q.9 From this map, please could you indicate where you parked today? If you are unsure of map location, please could you give the car park name, street name and / or store nearby.

PROBE FULLY FOR CAR PARK NAME AND / OR STREET NAME / STORE NEARBY

Off-street car park	(10)		(11)
Vyne Meadow	1	Eastlands car park (Sat only)	1
Alencon Link Car Park	2	Feathers Yard	2
<u>Churchill Way</u>	<u>3</u>	<u>Central Car Park</u>	<u>3</u>
Churchill Way East	4	Sarum Hill Car Park	4
Joices Yard	5	Bronkletts Car Park	5
<u>Albert Yard</u>	<u>6</u>	<u>Train Station</u>	<u>6</u>
Castons Yard	7	The Malls	7
Jacobs Yard	8	Festival Place	8
<u>Castons Car Park</u>	<u>9</u>	Off-street parking (PLEASE STATE NAME)	9
Southern Road Car Park	A		
Civic Offices	B		
Crossborough Hill	C		
		Off-street parking, don't know name	A
		On-street parking (PLEASE STATE NAME)	B
		On-street parking, don't know name	C
		(Don't know / dropped off)	D

ASK IF 'BUS' MENTIONED AT Q.7, OTHERS GO TO INSTRUCT AT Q11: SHOW BUS STOP MAP

Q.10 From this map, please could you indicate which bus stop you got off at today? If you are unsure of map location, please could you give the bus stop name, street name and / or store nearby.

PROBE FULLY FOR BUS STOP NAME AND / OR STREET NAME / STORE NEARBY

	(12)	(13)
Bus Stop 1	1	
Bus Stop 2	2	
<u>Bus Stop 3</u>	<u>3</u>	
Bus Stop 4	4	
Bus Stop 5	5	
<u>Bus Stop 6</u>	<u>6</u>	
Bus Stop 7	7	
Other bus stop (PLEASE STATE NAME)	8	

ASK IF 'WALK/CYCLE' MENTIONED AT Q.7, OTHERS GO TO INSTRUCT AT Q.13; SHOW MAP OF TOWN CENTRE WITH KEY ENTRY POINTS TO TOWN CENTRE MARKED A-Z?

Q.11

From this map, please could you indicate where you entered the town centre from.

If you are unsure of map location, please could you give the street name and / or store nearby.

PROBE FULLY FOR BUS STOP NAME AND / OR STREET NAME / STORE NEARBY

	(14)
A	1
B	2
C	3
D	4
E	5
F	6
G	7
H	8
I	9
J	A
K	B
L	C
M	D
Other entry point (PLEASE STATE NAME)	E

ASK ALL:

Q.12 What types of shops, businesses or services in Basingstoke town centre have you visited, or do you intend to visit today?

DO NOT PROMPT CAN BE MULTICODED

	(15)		(16)
Bakers	1	Hairdressers / barbers / beauty shops	1
Banks / building societies	2	Health and beauty shops	2
Bathroom / kitchen shops	3	Health food shops	3
Betting shops	4	Home furnishing / textile shops	4
Book shops	5	Household goods shops	5
Butchers	6	Jewellers	6
Carpet / floorcovering shops	7	Opticians	7
Charity shops	8	Post Office	8
Chemists / pharmacy	9	Pubs / bars	9
Cobblers	A	Restaurants / cafes	A
Clothing / fashion store	B	Shoe shop	B
DIY / hardware stores	C	Sports good shops	C
Double glazing / window shops	D	Takeaways	D
Estate agents	E	Toy shops	E
Ethnic / foreign food shops	F	Vets	F
Foodstore / supermarket	G	Other (PLEASE WRITE IN)	G
General stores / corner shops / newsagents	H		
Greengrocers / fruit & veg shops	I		
		(Don't know)	H

ASK ALL:

Q.13 What are the specific names of the shops, businesses or services in the town centre you have visited, or intend to visit today?

DO NOT PROMPT. PROBE WHERE ELSE?

(17)

- ASK ALL:
Q.14 Where do you **mainly** undertake your household's **main food shopping**?
DO NOT PROMPT. ONE ANSWER ONLY
INTERVIEWER PLEASE WRITE IN NAME OF SUPERMARKET, STREET AND TOWN
(18)

(Don't do MAIN food shopping)

Z

- ASK ALL:
Q.15 Where do you **mainly** undertake your household's **top-up food shopping**?
INTERVIEWER PLEASE WRITE IN NAME OF SUPERMARKET, STREET AND TOWN
(19)

(Don't do TOP-UP food shopping)

Z

- ASK IF VISIT FOOD SHOPS AT Q.15 OR Q.16. OTHERS GO TO Q.19:
Q.16 When you visit food shops, do you normally visit any other shops or facilities in the town centre on the same visit?
DO NOT PROMPT ONE ANSWER ONLY.
- | | | |
|-----------------------|--------|-------------------|
| | (20) | |
| Yes | 1 | GO TO Q.18 |
| No | 2 | GO TO Q.19 |
| (Don't know / varies) | 3 | GO TO Q.18 |

- ASK THOSE WHO SAID 'YES' AT Q.17, OTHERS GO TO Q.19:
Q.17 When you undertake your main and/or top-up food shopping, what linked trips do you combine this with?
DO NOT PROMPT. CAN BE MULTI-CODED PROBE FULLY What else?

	(21)		(22)
Advice / Job Centre	1	Hairdressers / barbers / beauty shops	1
Bakers	2	Health and beauty shops	2
<u>Banks / building societies</u>	<u>3</u>	<u>Health food shops</u>	<u>3</u>
Bathroom / kitchen shops	4	Home furnishing / textile shops	4
Betting shops	5	Household goods shops	5
Book shops	6	Jewellers	6
Butchers	7	Market	7
Café	8	Meeting family	8
<u>Carpet / floorcovering shops</u>	<u>9</u>	<u>Meeting friends</u>	<u>9</u>
Charity shops	A	Opticians	A
Chemists / pharmacy	B	Post Office	B
<u>Cinema</u>	<u>C</u>	<u>Pubs / bars</u>	<u>C</u>
Cobblers	D	Restaurants	D
Clothing / fashion store	E	Shoe shop	E
<u>DIY / hardware stores</u>	<u>F</u>	<u>Sports good shops</u>	<u>F</u>
Dry Cleaners / Launderette	G	Takeaways	G
Double glazing / window shops	H	Theatre	H
<u>Estate agents</u>	<u>I</u>	<u>Toy shops</u>	<u>I</u>
Ethnic / foreign food shops	J	Vets	J
Foodstore / supermarket	K	Other (PLEASE WRITE IN)	K
<u>General stores / corner shops / newsagents</u>	<u>L</u>		
Greengrocers / fruit & veg shops	M		
Gym / health & fitness	N	(Don't know)	L

- ASK ALL:
Q.18 Is Basingstoke your first choice shopping destination for clothing and footwear and other non-food goods?
DO NOT PROMPT. ONE ANSWER ONLY.

	(23)	
Yes	1	GO TO Q.21
No	2	GO TO Q.19
(Don't do this type of shopping)	3	GO TO Q.21

- Q.19 ASK THOSE THAT SAID 'NO' AT Q.18. OTHERS GO TO Q.21:
Which town centre, retail warehouse or other shopping facility is your first choice shopping destination for clothing and footwear and other non-food goods?
DO NOT PROMPT. ONE ANSWER ONLY
INTERVIEWER PLEASE WRITE IN NAME OF TOWN, RETAIL WAREHOUSE OR SHOPPING FACILITY
(24)

- Q.20 ASK THOSE WHO SAID 'YES' AT Q.18. OTHERS GO TO Q.21.
When you visit Basingstoke Town Centre, which specific shops, businesses or services do you visit?
DO NOT PROMPT CAN BE MULTICODED. INTERVIEWER: CIRCLE FROM THE STORE LIST

(25)

001	002	003	004	005	006	007	008	009	010	011	012	013	014	014	015
016	017	018	019	020	021	022	023	024	025	026	027	028	029	030	031
032	033	034	035	036	037	038	039	040	041	042	043	044	045	046	047
048	049	050	051	052	053	054	055	056	057	058	059	060	061	062	063
064	065	066	067	068	069	070	071	072	073	074	075	076	077	078	079
080	081	082													

Other (PLEASE WRITE IN SPECIFIC SHOPS) A

(Don't know) B

- Q.21 ASK ALL:
How often do you visit the non-food shops in BASINGSTOKE town centre?
DO NOT PROMPT ONE ANSWER ONLY.

(26)

Every day / most days	1
2-3 times a week	2
Once a week	3
Once a fortnight	4
Monthly	5
Once every 2-3 months	6
Once every 4-6 months	7
Less often	8
Varies	9
Never visit	A

- Q.22 ASK ALL:
How often do you visit BASINGSTOKE town centre during the **daytime**?
ONE ANSWER ONLY

- Q.23 ASK ALL:
How often do you visit BASINGSTOKE town centre during the **evening**?
ONE ANSWER ONLY

	Q.22 Daytime (27)	Q.23 Evening (28)	
Every day / most days	1	1	GO TO Q.24
2-3 times a week	2	2	GO TO Q.24
Once a week	3	3	GO TO Q.24
Once a fortnight	4	4	GO TO Q.24
Monthly	5	5	GO TO Q.24
Once every 2-3 months	6	6	GO TO Q.24
Once every 4-6 months	7	7	GO TO Q.25
Less often	8	8	GO TO Q.25
First visit today	9	9	GO TO Q.25
Never -	A	A	GO TO Q.25
(Don't know)	B	B	GO TO Q.25

**ASK THOSE WHO VISIT BASINGSTOKE TOWN CENTRE AT LEAST ONCE EVERY 2/3 MONTHS DURING THE EVENING
AT Q.23, OTHERS GO TO Q.25:**

Q.24 What are the main reasons you visit the town centre during the evening?
DO NOT PROMPT. CAN BE MULTI-CODED What others?

	(29)
Sports facilities (including Gyms)	1
Pubs / bars	2
Restaurants	3
Services (eg. cash tills)	4
Takeaway food	5
Walk about / look around	6
Theatre	7
Nightclubs	8
Other (PLEASE WRITE IN)	9
(Don't know / varies)	A

ASK ALL:

Q.25 What do you **like** about Basingstoke town centre?
DO NOT PROMPT. CAN BE MULTI-CODED What else?

	(30)
Nothing / very little	001
Attractive environment	002
<u>Car parking: easy to find a space</u>	003
Car parking: is cheap	004
Car parking: is good	005
<u>Cheap prices in shops</u>	006
Cleanliness	007
Close to home	008
<u>Close to work / en route to work</u>	009
Community spirit	010
Easily accessible by foot / cycle	011
<u>Easy to walk around</u>	012
General character / atmosphere	013
Good access by car	014
<u>Good access by cycle</u>	015
Good access by foot	016
Good bus service / accessible public transport	017
<u>Good disabled access</u>	018
Good prices	019
Good range of chain / well known stores	020
<u>Good range of independent stores</u>	021
Good range of shops in general	022
Good quality pubs/bars and restaurants	023
<u>Good events</u>	024
Good range of services	025
Indoor shopping malls / arcades	026
<u>Part of an overall day out</u>	027
Street Market	028
Restaurant / café	029
<u>Theatre</u>	030
Other (PLEASE WRITE IN)	031
(Don't Know)	032

Q.26 ASK ALL: What do you **dislike** about Basingstoke town centre?
DO NOT PROMPT, CAN BE MULTI-CODED What else?

	(31)
Centre very windy	001
Cost of parking	002
<u>Difficult to cross streets</u>	<u>003</u>
Everything	004
Few traffic free areas	005
Lack of a specific retailer (PLEASE WRITE IN)	006
Lack of other leisure sports / cultural facilities	007
Lack of parking	008
<u>Litter / dirty / dogs</u>	<u>009</u>
Multi-storey awkward / difficult	010
No department store	011
<u>Not enough choice of shops</u>	<u>012</u>
Not enough clothes shops	013
Not enough supermarket / food shops	014
<u>Nothing/very little</u>	<u>015</u>
Poor bus service to centre	016
Poor facilities (e.g. seating, toilets)	017
<u>Poor quality shop</u>	<u>018</u>
Poor signposting in centre	019
Prices too high	020
<u>Short opening hours / no facilities in the evening</u>	<u>021</u>
Too few cafes, pubs or eating places	022
Too few service businesses (e.g. banks / building societies)	023
<u>Too many shops of one type</u>	<u>024</u>
Traffic congestion	025
Traffic congestion	026
<u>Unsafe / poor security / dangerous</u>	<u>027</u>
Vandals / hooligans	028
Other (PLEASE WRITE IN)	029
(Don't know)	030

Q.27 ASK ALL: What improvements to Basingstoke Town Centre would make you visit Basingstoke Town Centre more often?
DO NOT PROMPT, CODE UP TO 3 RESPONSES IN ORDER MENTIONED

	1st mention	2nd mention	3rd mention
	(32)	(33)	(34)
Better choice of shops	1	1	1
Better facilities for pedestrian (including pedestrian crossing)	2	2	2
<u>Better facilities for youth</u>	<u>3</u>	<u>3</u>	<u>3</u>
Better facilities for older people	4	4	4
Better maintenance / cleanliness	5	5	5
<u>Better quality shops</u>	<u>6</u>	<u>6</u>	<u>6</u>
Improve appearance / environment	7	7	7
Improve bus services / access	8	8	8
<u>Improve rail services / access</u>	<u>9</u>	<u>9</u>	<u>9</u>
Improve security, including CCTV	A	A	A
Improve signposting in centre	B	B	B
<u>Longer opening hours / more evening activities</u>	<u>C</u>	<u>C</u>	<u>C</u>
More banks / building societies	D	D	D
More car parking	E	E	E
<u>More large shops/department stores</u>	<u>F</u>	<u>F</u>	<u>F</u>
More specialist / independent stores	G	G	G
Better cinema facilities	H	H	H
<u>Better other leisure sports / cultural facilities</u>	<u>I</u>	<u>I</u>	<u>I</u>
More pubs, restaurants, cafés	J	J	J
More supermarkets/food shops	K	K	K
<u>More traffic free areas / Pedestrianisation</u>	<u>L</u>	<u>L</u>	<u>L</u>
More / better seating, toilets	M	M	M
No need to improve	N	N	N
Introduce a named retailer (PLEASE WRITE IN)	O	O	O
Other (PLEASE WRITE IN)	P	P	P
Nothing in particular	Q	Q	Q
(Don't know)	R	R	R

ASK ALL:

Q.28 How often do you visit, for any purpose, each of the following areas of Basingstoke Town Centre? [(i) Festival Place Shopping Centre; (ii) Top-of-the Town and (iii) The Malls]

ONE ANSWER FOR EACH COLUMN

	Festival Place Shopping Centre	Top of the Town	The Malls
	(35)	(36)	(37)
Every day / most days	1	1	1
2-3 times a week	2	2	2
<u>Once a week</u>	<u>3</u>	<u>3</u>	<u>3</u>
Once a fortnight	4	4	4
Monthly	5	5	5
<u>Once every 2-3 months</u>	<u>6</u>	<u>6</u>	<u>6</u>
Once every 4-6 months	7	7	7
Less often	8	8	8
<u>First time today</u>	<u>9</u>	<u>9</u>	<u>9</u>
Never visit	A	A	A
(Don't know / varies)	B	B	B

- ASK ALL:**
Q.29 Considering specific areas of Basingstoke town centre, what do you like about (i) Festival Place Shopping Centre; (ii) Top-of-the Town and (iii) The Malls

DO NOT PROMPT

CAN BE MULTICODED BUT AT LEAST ONE ANSWER FOR EACH COLUMN

	Festival Place Shopping Centre (38)	Top of the Town (39)	The Malls (40)
Nothing / very little	1	1	1
Attractive environment	2	2	2
<u>Car parking: easy to find a space</u>	3	3	3
Car parking: is cheap	4	4	4
Car parking: is good	5	5	5
<u>Cheap prices in shops</u>	6	6	6
Cleanliness	7	7	7
Close to home	8	8	8
<u>Close to work / en route to work</u>	9	9	9
Community spirit	A	A	A
Easily accessible by foot / cycle	B	B	B
<u>Easy to walk around</u>	C	C	C
General character / atmosphere	D	D	D
Good access by car	E	E	E
<u>Good access by cycle</u>	F	F	F
Good access by foot	G	G	G
Good bus service / accessible public transport	H	H	H
<u>Good disabled access</u>	I	I	I
Good prices	J	J	J
Good range of chain / well known stores	K	K	K
<u>Good range of independent stores</u>	L	L	L
Good range of shops in general	M	M	M
Good quality pubs / bars and restaurants	N	N	N
<u>Good events</u>	O	O	O
Good range of services	P	P	P
Historic heritage	Q	Q	Q
<u>Indoor shopping malls / arcades</u>	R	R	R
Part of an overall day out	S	S	S
Street Market	T	T	T
<u>Restaurant / café</u>	U	U	U
Theatre	V	V	V
Feels safe	W	W	W
Other (PLEASE WRITE IN)	X	X	X
(Don't know)	Y	Y	Y

Q.30 ASK ALL: What do you dislike about (i) Festival Place Shopping Centre; (ii) Top-of-the Town and (iii) The Malls.

DO NOT PROMPT

CAN BE MULTICODED BUT AT LEAST ONE ANSWER FOR EACH COLUMN

	Festival Place Shopping Centre (41)	Top of the Town (42)	The Malls (43)
Nothing / very little	1	1	1
Centre very windy	2	2	2
<u>Cost of parking</u>	3	3	3
Difficult to cross streets	4	4	4
Everything	5	5	5
<u>Few traffic free areas</u>	6	6	6
Lack of a specific retailer (PLEASE WRITE IN)	7	7	7
Lack of other leisure sports / cultural facilities	8	8	8
<u>Lack of parking</u>	9	9	9
Litter / dirty / dogs	A	A	A
Multi-storey awkward / difficult	B	B	B
<u>No department store</u>	C	C	C
Not enough choice of shops	D	D	D
Not enough clothes shops	E	E	E
<u>Not enough supermarket / food shops</u>	F	F	F
Poor bus service to centre	G	G	G
Poor facilities (e.g. seating, toilets)	H	H	H
<u>Poor quality shop</u>	I	I	I
Poor signposting in centre	J	J	J
Prices too high	K	K	K
<u>Short opening hours / no facilities in the evening</u>	L	L	L
Too few cafes, pubs or eating places	M	M	M
Too few service businesses (e.g. banks / building societies)	N	N	N
<u>Too many shops of one type</u>	O	O	O
Traffic congestion	P	P	P
Traffic congestion	Q	Q	Q
<u>Unsafe / poor security / dangerous</u>	R	R	R
Vandals / hooligans	S	S	S
Other (PLEASE WRITE IN)	T	T	T
(Don't know)	U	U	U

RESPONDENT DETAILS

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

INTERVIEWER: PLEASE RECORD IN BLOCK CAPITALS

NAME: _____

TEL. NO. _____

EMAIL ADDRESS: _____

LOCATION POINTS (TO BE CONFIRMED)	(44)	DAY OF WEEK:	(45)
The Malls Shopping Centre	1	Monday	1
Market Place	2	Tuesday	2
		<u>Wednesday</u>	<u>3</u>
		Thursday	4
		Friday	5
		Saturday	6

TIME OF INTERVIEW:	(46)
09.00 – 12.00	1
<u>12.01 – 14.00</u>	<u>2</u>
14.01 – 16.00	3
16.01 – 17.00	4

GENDER:	(47)	AGE GROUP:	(48)
Male	1	18 - 24 years	1
Female	2	25 - 34 years	2
		<u>35 - 44 years</u>	<u>3</u>
		45 - 54 years	4
		55 - 64 years	5
		<u>65+ years</u>	<u>6</u>
		(Refused)	7

CAR: (OWN OR HAVE USE OF)	(49)
None	1
One	2
<u>Two</u>	<u>3</u>
Three or more	4
(Refused)	5

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

INTERVIEWER'S SIGNATURE: _____ DATE: (50) (51)

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Appendix 21: Basingstoke Town Centre Pedestrian Flow-Count: Methodology & Outputs



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Basingstoke Pedestrian Counts

for

Lambert Smith Hampton

March 2020

Job Ref: 170220

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Introduction

1.1 Research Background & Objectives

The objective of the study was to determine typical footfall patterns at six key location points in and around Basingstoke town centre to determine current footfall levels.

1.2 Research Methodology

To evaluate footfall in the town centre, six sampling points were selected which are listed below and detailed in Appendix 3:

- 1 Malls Entrance North
- 2 Malls Entrance South
- 3 Eastrop Pedestrian Subway
- 4 Wote Street North
- 5 Wote Street South
- 6 Church Street

One fieldworker was deployed each day, moving between the eight designated count points. Pedestrian counts (in both directions on the thoroughfare) were made for a period of 5 minutes at each point before moving onto the next. Counts excluded children aged 7 or under, vagrants, post-persons, traffic wardens, police and delivery men / women.

The counts were conducted between 10am and 4pm. To provide a representative sample across the week, counts were conducted on six days: Tuesday 25th February, Wednesday 26th February, Thursday 27th February, Saturday 29th February, Monday 2nd March and Friday 6th March 2020.

The fieldwork was conducted by our highly experienced and professional market research interviewers working to the Code of Practice and quality assurance of The Market Research Society, to which we subscribe.

1.3 Basingstoke Market

Basingstoke market is situated in Market Place at the Top of the Town and continues along Wote Street towards Festival Place (see Appendix 3) and runs every Wednesday and Saturday.

1.4 Analysis

The 5-minute raw counts were multiplied by a factor of 12 to give a footfall figure per hour.

Footfall counts for the trading periods of 9am-10am and 4pm-5pm were modelled from the overall hourly pattern measured across the day and were modelled iteratively to have an overall hourly index approximately half that of the adjacent hour, with the total then split across the days proportionally to daily footfalls. Similarly, footfall for the trading period between 12pm-1pm was modelled from the adjacent hour.

1.5 Weather on the day

	AM	PM
<i>Tuesday 25th February</i>	<i>Partly sunny 7°C, 12mph winds</i>	<i>Partly sunny 7°C, 15mph winds</i>
<i>Wednesday 26th February</i>	<i>Sunny 7°C, 14mph winds</i>	<i>Sunny 8°C, 12mph winds</i>
<i>Thursday 27th February</i>	<i>Partly sunny 5°C, 11mph winds</i>	<i>Sunny 8°C, 15mph winds</i>
<i>Saturday 29th February</i>	<i>Partly sunny 6°C, 16mph winds</i>	<i>Sunny 6°C, 23mph winds</i>
<i>Monday 2nd March</i>	<i>Passing clouds 7°C, 10mph winds</i>	<i>Scattered clouds 8°C, 16mph winds</i>
<i>Friday 6th March</i>	<i>Passing clouds 7°C, 5mph winds</i>	<i>Passing clouds 8°C, 6mph winds</i>

Results

2.1 Footfall patterns by day

The average daily footfall for the six location points ranged between 637 and 12490 passers-by.

The Malls Entrance South enumeration point registered the highest daily average footfall of 12490, which was 16% higher than the Malls Entrance North daily average of 10689.

Both Malls Entrance locations registered footfall which, on average, was more than 5-times that of the other four non-Malls locations (which averaged 2255 per day).

Eastrop Pedestrian Subway had the lowest footfall for all six days, averaging 637 passers-by per day, with the highest footfall being registered on the Tuesday at 787.

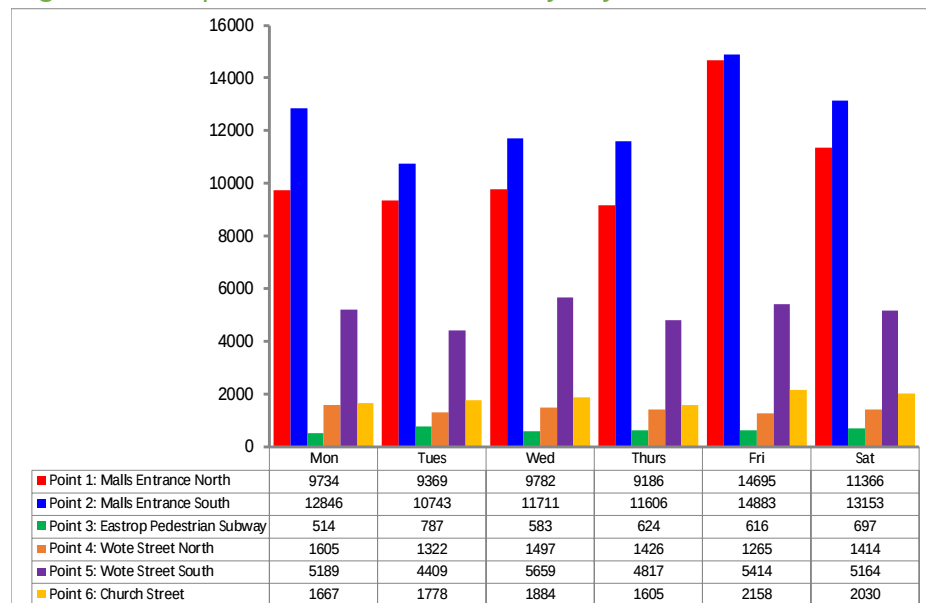
The two Wote Street locations registered notably different daily average footfalls: the South location point was 3.5x higher than the North location point (5109 and 1422 respectively).

Of the six days monitored, Friday was the busiest with a total footfall of 39031, which was 21% higher than the average recorded for all six studies (32200). The next busiest day was the Saturday with a total of 33824 passers-by.

Excluding the Friday, weekday footfall was largely consistent between Monday and Thursday – differing by only 10% (between a low of 28408 on the Tuesday and a high of 31555 on the Monday).

See Fig 1 for detailed comparisons of each location throughout the enumeration period.

Fig 1: Footfall patterns at each location by day



2.2 Footfall patterns by time of day

Looking at footfall across the trading day, the peak footfall took place between two hourly slots: 11am-12pm and 3pm-4pm, registering a total of 4520 and 4512 passers-by respectively for the combined six locations (differing by only 8 passers-by). Footfall during these two periods were 12% higher than the hourly combined average for all six locations.

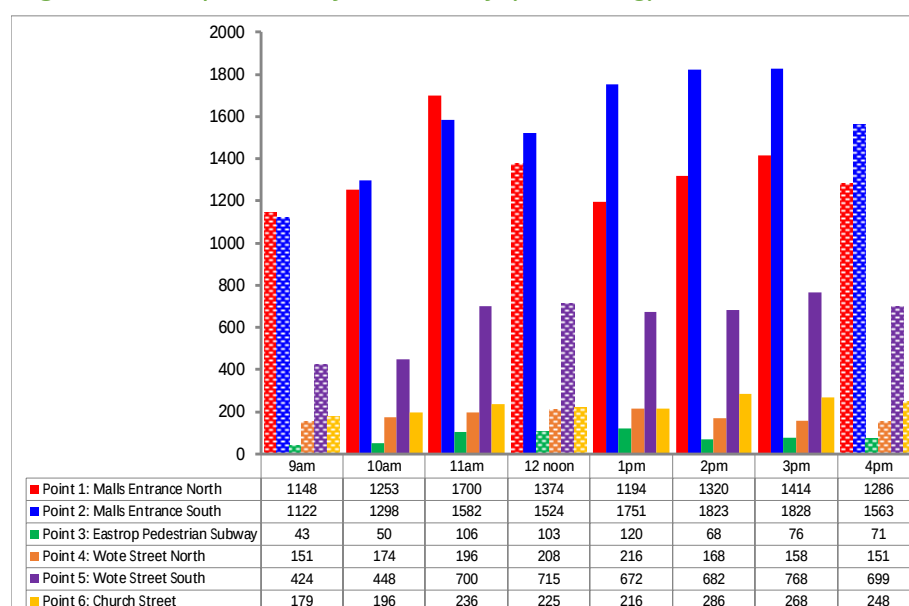
Overall footfall was seen to increase between 9am and 11am for the majority of locations, from 3067 at 9am to 4520 at 11am. Footfall was then seen to drop by 371 passers-by (around 8%) to 4149 after which it increased on the afternoon to a peak of 4512 passers-by between 3pm and 4pm.

The majority of locations were busiest between 11am through to 4pm. Between 9am and 12pm the two Malls Entrances were broadly equal in terms of footfall; throughout the day both locations recorded footfall notably higher than elsewhere (by around a factor of 5).

Between 1pm and 4pm the two Malls Entrances began to differ, with greater footfall being recorded at the South Entrance, by around a third.

Fig 2 shows the details for each trading hour.

Fig 2: Footfall patterns by time of day (hr starting) for each location



Note: shaded blocks indicate modelled data

Appendix 1:

Raw Counts

NEMS Market Research							
BASINGSTOKE PEDESTRIAN COUNTS							
TUESDAY 25TH FEBRUARY							
Time		Location	Count Left to Right	Count Right to Left	Total	Index	
10.00 - 10.05	1	Malls Entrance North	36	59	95	68	
10.07 - 10.12	2	Malls Entrance South	48	50	98	70	
10.19 - 10.24	3	Eastrop Pedestrian Subway	0	4	4	3	
10.29 - 10.34	4	Wote Street North	2	7	9	6	
10.36 - 10.41	5	Wote Street South	13	20	33	24	
10.42 - 10.47	6	Church Street	8	11	19	14	
10.57 - 11.02	1	Malls Entrance North	41	82	123	88	
11.04 - 11.09	2	Malls Entrance South	68	52	120	86	
11.16 - 11.21	3	Eastrop Pedestrian Subway	1	4	5	4	
11.26 - 11.31	4	Wote Street North	10	16	26	19	
11.33 - 11.38	5	Wote Street South	12	9	21	15	
11.39 - 11.44	6	Church Street	9	13	22	16	
11.54 - 11.59	1	Malls Entrance North	91	44	135	96	
12.59 - 13.04	2	Malls Entrance South	73	67	140	100	
13.11 - 13.16	3	Eastrop Pedestrian Subway	10	16	26	19	
13.21 - 13.26	4	Wote Street North	10	3	13	9	
13.28 - 13.33	5	Wote Street South	27	34	61	44	
13.34 - 13.39	6	Church Street	14	8	22	16	
13.49 - 13.54	1	Malls Entrance North	32	47	79	56	
13.56 - 14.01	2	Malls Entrance South	70	53	123	88	
14.08 - 14.13	3	Eastrop Pedestrian Subway	2	3	5	4	
14.18 - 14.23	4	Wote Street North	6	9	15	11	
14.25 - 14.30	5	Wote Street South	22	31	53	38	
14.31 - 14.36	6	Church Street	11	4	15	11	
14.46 - 14.51	1	Malls Entrance North	30	22	52	37	
14.53 - 14.58	2	Malls Entrance South	31	28	59	42	
15.05 - 15.10	3	Eastrop Pedestrian Subway	2	5	7	5	
15.15 - 15.20	4	Wote Street North	3	7	10	7	
15.22 - 15.27	5	Wote Street South	27	31	58	41	
15.28 - 15.33	6	Church Street	12	5	17	12	
15.43 - 15.48	1	Malls Entrance North	63	47	110	79	
15.50 - 15.55	2	Malls Entrance South	81	54	135	96	
		Total	865	845	1710		

NEMS Market Research						
BASINGSTOKE PEDESTRIAN COUNTS						
WEDNESDAY 26TH FEBRUARY						
Time		Location	Count Left to Right	Count Right to Left	Total	Index
10.00 - 10.05	1	Malls Entrance North	24	56	80	49
10.07 - 10.12	2	Malls Entrance South	53	55	108	66
10.19 - 10.24	3	Eastrop Pedestrian Subway	1	6	7	4
10.29 - 10.34	4	Wote Street North	4	15	19	12
10.36 - 10.41	5	Wote Street South	20	29	49	30
10.42 - 10.47	6	Church Street	12	11	23	14
10.57 - 11.02	1	Malls Entrance North	48	91	139	85
11.04 - 11.09	2	Malls Entrance South	53	59	112	68
11.16 - 11.21	3	Eastrop Pedestrian Subway	2	7	9	5
11.26 - 11.31	4	Wote Street North	9	15	24	15
11.33 - 11.38	5	Wote Street South	22	36	58	35
11.39 - 11.44	6	Church Street	13	6	19	12
11.54 - 11.59	1	Malls Entrance North	87	63	150	91
12.01 - 12.06	2	Malls Entrance South	77	59	136	83
12.13 - 12.18	3	Eastrop Pedestrian Subway	3	4	7	4
12.23 - 12.28	4	Wote Street North	6	4	10	6
12.30 - 12.35	5	Wote Street South	27	38	65	40
12.36 - 12.41	6	Church Street	11	6	17	10
12.51 - 12.55	1	Malls Entrance North	44	37	81	49
13.55 - 14.00	2	Malls Entrance South	65	61	126	77
14.07 - 14.12	3	Eastrop Pedestrian Subway	2	4	6	4
14.17 - 14.22	4	Wote Street North	4	11	15	9
14.24 - 14.29	5	Wote Street South	27	17	44	27
14.30 - 14.35	6	Church Street	16	7	23	14
14.45 - 14.50	1	Malls Entrance North	50	67	117	71
14.52 - 14.57	2	Malls Entrance South	72	92	164	100
15.04 - 15.09	3	Eastrop Pedestrian Subway	0	3	3	2
15.14 - 15.19	4	Wote Street North	6	7	13	8
15.21 - 15.26	5	Wote Street South	36	45	81	49
15.27 - 15.32	6	Church Street	11	8	19	12
15.42 - 15.47	1	Malls Entrance North	39	47	86	52
15.49 - 15.54	2	Malls Entrance South	62	71	133	81
		Total	906	1037	1943	

NEMS Market Research						
BASINGSTOKE PEDESTRIAN COUNTS						
THURSDAY 27TH FEBRUARY						
Time		Location	Count Left to Right	Count Right to Left	Total	Index
10.00 - 10.05	1	Malls Entrance North	23	58	81	54
10.07 - 10.12	2	Malls Entrance South	51	62	113	75
10.19 - 10.24	3	Eastrop Pedestrian Subway	0	3	3	2
10.29 - 10.34	4	Wote Street North	2	11	13	9
10.36 - 10.41	5	Wote Street South	15	31	46	31
10.42 - 10.47	6	Church Street	11	7	18	12
10.57 - 11.02	1	Malls Entrance North	48	97	145	97
11.04 - 11.09	2	Malls Entrance South	69	61	130	87
11.16 - 11.21	3	Eastrop Pedestrian Subway	4	11	15	10
11.26 - 11.31	4	Wote Street North	6	7	13	9
11.33 - 11.38	5	Wote Street South	21	31	52	35
11.39 - 11.44	6	Church Street	10	7	17	11
11.54 - 11.59	1	Malls Entrance North	71	47	118	79
12.59 - 13.04	2	Malls Entrance South	50	41	91	61
13.11 - 13.16	3	Eastrop Pedestrian Subway	2	4	6	4
13.21 - 13.26	4	Wote Street North	10	16	26	17
13.28 - 13.33	5	Wote Street South	27	32	59	39
13.34 - 13.39	6	Church Street	12	5	17	11
13.49 - 13.54	1	Malls Entrance North	48	36	84	56
13.56 - 14.01	2	Malls Entrance South	72	67	139	93
14.08 - 14.13	3	Eastrop Pedestrian Subway	0	3	3	2
14.18 - 14.23	4	Wote Street North	1	7	8	5
14.25 - 14.30	5	Wote Street South	21	37	58	39
14.31 - 14.36	6	Church Street	12	9	21	14
14.46 - 14.51	1	Malls Entrance North	41	31	72	48
14.53 - 14.58	2	Malls Entrance South	67	79	146	97
15.05 - 15.10	3	Eastrop Pedestrian Subway	4	2	6	4
15.15 - 15.20	4	Wote Street North	3	11	14	9
15.22 - 15.27	5	Wote Street South	27	19	46	31
15.28 - 15.33	6	Church Street	9	5	14	9
15.43 - 15.48	1	Malls Entrance North	48	51	99	66
15.50 - 15.55	2	Malls Entrance South	73	77	150	100
		Total	858	965	1823	

NEMS Market Research						
BASINGSTOKE PEDESTRIAN COUNTS						
SATURDAY 29TH FEBRUARY						
Time		Location	Count Left to Right	Count Right to Left	Total	Index
10.00 - 10.05	1	Malls Entrance North	14	42	56	30
10.07 - 10.12	2	Malls Entrance South	45	52	97	51
10.19 - 10.24	3	Eastrop Pedestrian Subway	0	2	2	1
10.29 - 10.34	4	Wote Street North	6	4	10	5
10.36 - 10.41	5	Wote Street South	11	17	28	15
10.42 - 10.47	6	Church Street	3	7	10	5
10.57 - 11.02	1	Malls Entrance North	51	72	123	65
11.04 - 11.09	2	Malls Entrance South	81	101	182	96
11.16 - 11.21	3	Eastrop Pedestrian Subway	3	7	10	5
11.26 - 11.31	4	Wote Street North	4	6	10	5
11.33 - 11.38	5	Wote Street South	31	47	78	41
11.39 - 11.44	6	Church Street	15	7	22	12
11.54 - 11.59	1	Malls Entrance North	87	102	189	100
12.01 - 12.06	2	Malls Entrance South	53	67	120	63
12.13 - 12.18	3	Eastrop Pedestrian Subway	3	7	10	5
12.23 - 12.28	4	Wote Street North	4	11	15	8
12.30 - 12.35	5	Wote Street South	28	17	45	24
12.36 - 12.41	6	Church Street	15	8	23	12
12.51 - 12.55	1	Malls Entrance North	77	96	173	92
13.55 - 14.00	2	Malls Entrance South	82	103	185	98
14.07 - 14.12	3	Eastrop Pedestrian Subway	4	7	11	6
14.17 - 14.22	4	Wote Street North	11	15	26	14
14.24 - 14.29	5	Wote Street South	27	35	62	33
14.30 - 14.35	6	Church Street	17	11	28	15
14.45 - 14.50	1	Malls Entrance North	49	52	101	53
14.52 - 14.57	2	Malls Entrance South	97	87	184	97
15.04 - 15.09	3	Eastrop Pedestrian Subway	3	4	7	4
15.14 - 15.19	4	Wote Street North	6	12	18	10
15.21 - 15.26	5	Wote Street South	31	37	68	36
15.27 - 15.32	6	Church Street	11	17	28	15
15.42 - 15.47	1	Malls Entrance North	51	37	88	47
15.49 - 15.54	2	Malls Entrance South	75	71	146	77
		Total	995	1160	2155	

NEMS Market Research						
BASINGSTOKE PEDESTRIAN COUNTS						
MONDAY 2ND MARCH						
Time		Location	Count Left to Right	Count Right to Left	Total	Index
10.00 - 10.05	1	Malls Entrance North	31	68	99	59
10.07 - 10.12	2	Malls Entrance South	47	78	125	74
10.19 - 10.24	3	Eastrop Pedestrian Subway	2	5	7	4
10.29 - 10.34	4	Wote Street North	4	15	19	11
10.36 - 10.41	5	Wote Street South	11	27	38	22
10.42 - 10.47	6	Church Street	6	11	17	10
10.57 - 11.02	1	Malls Entrance North	41	95	136	80
11.04 - 11.09	2	Malls Entrance South	58	55	113	67
11.16 - 11.21	3	Eastrop Pedestrian Subway	2	6	8	5
11.26 - 11.31	4	Wote Street North	7	8	15	9
11.33 - 11.38	5	Wote Street South	25	37	62	37
11.39 - 11.44	6	Church Street	12	6	18	11
11.54 - 11.59	1	Malls Entrance North	80	53	133	79
12.59 - 13.04	2	Malls Entrance South	64	57	121	72
13.11 - 13.16	3	Eastrop Pedestrian Subway	1	3	4	2
13.21 - 13.26	4	Wote Street North	12	18	30	18
13.28 - 13.33	5	Wote Street South	31	37	68	40
13.34 - 13.39	6	Church Street	6	8	14	8
13.49 - 13.54	1	Malls Entrance North	41	37	78	46
13.56 - 14.01	2	Malls Entrance South	75	61	136	80
14.08 - 14.13	3	Eastrop Pedestrian Subway	1	2	3	2
14.18 - 14.23	4	Wote Street North	3	6	9	5
14.25 - 14.30	5	Wote Street South	25	31	56	33
14.31 - 14.36	6	Church Street	11	13	24	14
14.46 - 14.51	1	Malls Entrance North	47	48	95	56
14.53 - 14.58	2	Malls Entrance South	69	90	159	94
15.05 - 15.10	3	Eastrop Pedestrian Subway	1	3	4	2
15.15 - 15.20	4	Wote Street North	2	9	11	7
15.22 - 15.27	5	Wote Street South	31	23	54	32
15.28 - 15.33	6	Church Street	14	4	18	11
15.43 - 15.48	1	Malls Entrance North	57	41	98	58
15.50 - 15.55	2	Malls Entrance South	80	89	169	100
		Total	897	1044	1941	

NEMS Market Research						
BASINGSTOKE PEDESTRIAN COUNTS						
FRIDAY 6TH MARCH						
Time		Location	Count Left to Right	Count Right to Left	Total	Index
10.00 - 10.05	1	Malls Entrance North	35	72	107	38
10.07 - 10.12	2	Malls Entrance South	60	48	108	39
10.19 - 10.24	3	Eastrop Pedestrian Subway	0	2	2	1
10.29 - 10.34	4	Wote Street North	5	12	17	6
10.36 - 10.41	5	Wote Street South	9	21	30	11
10.42 - 10.47	6	Church Street	5	6	11	4
10.57 - 11.02	1	Malls Entrance North	50	91	141	50
11.04 - 11.09	2	Malls Entrance South	62	72	134	48
11.16 - 11.21	3	Eastrop Pedestrian Subway	2	4	6	2
11.26 - 11.31	4	Wote Street North	4	6	10	4
11.33 - 11.38	5	Wote Street South	41	38	79	28
11.39 - 11.44	6	Church Street	15	5	20	7
11.54 - 11.59	1	Malls Entrance North	68	74	142	51
12.01 - 12.06	2	Malls Entrance South	80	74	154	55
12.13 - 12.18	3	Eastrop Pedestrian Subway	1	6	7	3
12.23 - 12.28	4	Wote Street North	2	12	14	5
12.30 - 12.35	5	Wote Street South	21	17	38	14
12.36 - 12.41	6	Church Street	11	4	15	5
12.51 - 12.55	1	Malls Entrance North	58	44	102	36
13.55 - 14.00	2	Malls Entrance South	158	122	280	100
14.07 - 14.12	3	Eastrop Pedestrian Subway	2	4	6	2
14.17 - 14.22	4	Wote Street North	3	8	11	4
14.24 - 14.29	5	Wote Street South	31	37	68	24
14.30 - 14.35	6	Church Street	15	17	32	11
14.45 - 14.50	1	Malls Entrance North	125	98	223	80
14.52 - 14.57	2	Malls Entrance South	116	68	184	66
15.04 - 15.09	3	Eastrop Pedestrian Subway	4	7	11	4
15.14 - 15.19	4	Wote Street North	4	9	13	5
15.21 - 15.26	5	Wote Street South	41	36	77	28
15.27 - 15.32	6	Church Street	17	21	38	14
15.42 - 15.47	1	Malls Entrance North	139	87	226	81
15.49 - 15.54	2	Malls Entrance South	106	75	181	65
		Total	1290	1197	2487	

Appendix 2:

Summary Counts

NEMS Market Research								
BASINGSTOKE PEDESTRIAN COUNTS								
TUESDAY 25TH FEBRUARY 2020 TO FRIDAY 6TH MARCH 2020								
Point 1: Malls Entrance North								
Day:								
Hr starting	Mon 2nd Mar	Tues 25th Feb	Wed 26th Feb	Thurs 27th Feb	Fri 6th Mar	Sat 29th Feb	Average	Index
9am (modelled)	1191	1125	1174	1156	1250	992	1148	86
10am	1355	1266	1226	1260	1437	974	1253	94
11am	1606	1579	1762	1509	1701	2042	1700	127
12 noon (modelled)	1225	1270	1211	1114	1436	1989	1374	103
1pm	936	948	972	1008	1224	2076	1194	89
2pm	1140	624	1404	864	2676	1212	1320	99
3pm	1176	1320	1032	1188	2712	1056	1414	106
4pm (modelled)	1105	1237	1001	1087	2259	1025	1286	96
TOTAL	9734	9369	9782	9186	14695	11366	10689	
Point 2: Malls Entrance South								
Day:								
Hr starting	Mon 2nd Mar	Tues 25th Feb	Wed 26th Feb	Thurs 27th Feb	Fri 6th Mar	Sat 29th Feb	Average	Index
9am (modelled)	1287	988	1102	1083	1218	1053	1122	72
10am	1500	1176	1296	1356	1296	1164	1298	83
11am	1356	1440	1344	1560	1608	2184	1582	101
12 noon	1452	1680	1632	1092	1848	1440	1524	98
1pm	1542	1578	1572	1380	2604	1830	1751	112
2pm	1862	836	1892	1738	2400	2210	1823	117
3pm	2028	1620	1596	1800	2172	1752	1828	117
4pm (modelled)	1819	1425	1277	1597	1737	1520	1563	100
TOTAL	12846	10743	11711	11606	14883	13153	12490	
Point 3: Eastrop Pedestrian Subway								
Day:								
Hr starting	Mon 2nd Mar	Tues 25th Feb	Wed 26th Feb	Thurs 27th Feb	Fri 6th Mar	Sat 29th Feb	Average	Index
9am (modelled)	74	42	71	30	21	22	43	54
10am	84	48	84	36	24	24	50	63
11am	96	60	108	180	72	120	106	133
12 noon (modelled)	86	100	94	134	81	121	103	129
1pm	48	312	84	72	84	120	120	151
2pm	36	60	72	36	72	132	68	85
3pm	48	84	36	72	132	84	76	95
4pm (modelled)	42	81	34	64	130	74	71	89
TOTAL	514	787	583	624	616	697	637	

Point 4: Wote Street North								
	Day:							
Hr starting	Mon 2nd Mar	Tues 25th Feb	Wed 26th Feb	Thurs 27th Feb	Fri 6th Mar	Sat 29th Feb	Average	Index
9am (modelled)	218	97	171	134	182	101	151	85
10am	228	108	228	156	204	120	174	98
11am	180	312	288	156	120	120	196	110
12 noon (modelled)	256	234	210	244	148	156	208	117
1pm	360	156	120	312	168	180	216	122
2pm	108	180	180	96	132	312	168	95
3pm	132	120	156	168	156	216	158	89
4pm (modelled)	123	115	144	160	155	209	151	85
TOTAL	1605	1322	1497	1426	1265	1414	1422	
Point 5: Wote Street South								
	Day:							
Hr starting	Mon 2nd Mar	Tues 25th Feb	Wed 26th Feb	Thurs 27th Feb	Fri 6th Mar	Sat 29th Feb	Average	Index
9am (modelled)	436	372	551	531	346	310	424	66
10am	456	396	588	552	360	336	448	70
11am	744	252	696	624	948	936	700	110
12 noon (modelled)	796	654	734	675	721	711	715	112
1pm	816	732	780	708	456	540	672	105
2pm	672	636	528	696	816	744	682	107
3pm	648	696	972	552	924	816	768	120
4pm (modelled)	621	671	810	479	843	771	699	109
TOTAL	5189	4409	5659	4817	5414	5164	5109	
Point 6: Church Street								
	Day:							
Hr starting	Mon 2nd Mar	Tues 25th Feb	Wed 26th Feb	Thurs 27th Feb	Fri 6th Mar	Sat 29th Feb	Average	Index
9am (modelled)	197	185	261	209	112	108	179	77
10am	204	228	276	216	132	120	196	85
11am	216	264	228	204	240	264	236	102
12 noon (modelled)	197	260	210	203	210	269	225	97
1pm	168	264	204	204	180	276	216	93
2pm	288	180	276	252	384	336	286	123
3pm	216	204	228	168	456	336	268	116
4pm (modelled)	181	193	201	149	444	321	248	107
TOTAL	1667	1778	1884	1605	2158	2030	1854	
Red text denotes modelled data								
Sum of raw counts:								
Point 1	1761	1626	1812	1652	2763	2086		
Point 2	2760	2360	2644	2529	3380	2998		
Point 3	88	160	109	112	109	136		
Point 4	286	248	275	252	221	269		
Point 5	945	768	1010	888	993	956		
Point 6	309	323	343	296	394	377		

Appendix 3:

Plan showing count locations



1	Malls Entrance North
2	Malls Entrance South
3	Eastrop Pedestrian Subway
4	Wote Street North
5	Wote Street South
6	Church Street

Market location (Wednesday and Saturday)

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