

PORTSMOUTH SHOPPING STUDY: UPDATE

On behalf of

PORTSMOUTH CITY COUNCIL

APPENDIX 1

Household Telephone Survey

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Appendix 1A

Survey Methodology and Sampling

CONTENTS

1. Background & Methodology
2. Sample Breakdown
3. Statement of Reliability
4. Tabulations by Zone



PORTSMOUTH HOUSEHOLD SURVEY (JUNE 2004)

BACKGROUND & METHODOLOGY

The client, Colliers CRE, wished to conduct a telephone shopping survey in the Portsmouth area. This was to establish the following:

- Where respondents go for their general non-food shopping such as clothing, footwear and household goods.
- How frequently they visit their main and secondary centres.
- How their expenditure on such goods is divided between main and secondary centres.
- Why they choose their main centres, how they travel and the length of their journey from home.
- Similar information regarding food & grocery shopping.
- Information on linked trips connected to Food & Grocery shopping..

A total of 1500 interviews were targeted, in seventeen different zones, each zone defined by Postal Geography. Interviews were conducted over a period of three weeks, between March 26th and April 16th 2004.

In order to provide meaningful and reliable data in each of the zones an equal number of interviews (88) were allocated to each of the 17 zones. The results were then weighted, at the analysis stage to take account of the different populations in each zone and their importance to the overall survey area.



PORTSMOUTH SAMPLE BREAKDOWN

ZONE	Popn	%	Achieved Sample	Weighted Sample	Weight
1	39582	5.9	88	89	1.010
2	38648	5.8	88	87	0.987
3	9185	1.4	88	21	0.234
4	16259	2.4	88	37	0.415
5	11135	1.7	88	25	0.284
6	71863	10.8	88	161	1.835
7	55800	8.4	88	125	1.424
8	16887	2.5	88	38	0.431
9	66954	10.0	88	150	1.709
10	43322	6.5	88	97	1.106
11	36800	5.5	88	83	0.939
12	39372	5.9	88	88	1.005
13	36489	5.5	88	82	0.932
14	30297	4.5	88	68	0.773
15	53312	8.0	88	120	1.361
16	57257	8.6	88	129	1.462
17	44530	6.7	88	100	1.087
TOTAL	667702	100	1500	1500	1.000

The sample used for making telephone calls was obtained by Beacon Research from Ebiquita, who supplied names, addresses and telephone numbers by postal geography.

Full details of the samples achieved in each zone and the weightings subsequently applied within the analysis, are shown in the preceding table.

The following table summaries the details of calls made and interview outcome.

Initial Sample	2800	100.0
Completed interviews	1500	53.6
Refusals	148	5.3
Wrong numbers / Unobtainable / Answer phone	255	9.1
No reply (after 4 calls)	448	16.0
Not used	449	16.0



STATEMENT OF RELIABILITY

Assessment of the standard error:

1. The Portsmouth Household Shopping Survey has been undertaken by a series of individual sample surveys for a combination of zones.
2. The results are subject to the following sampling error, of which there follows an analysis.
3. The following analysis indicates the methodology used to calculate the standard error, with the standard 95% probability of being correct. The formulae for these calculations are as follows:

$$SE\% = \frac{8 \sqrt{p\% \cdot q\%}}{n}$$

Where p = % sample value recorded

$$q = 100\% - p\%$$

n = sample size

And where:

± 1.96 (SE%) = 95% probability that the correct answer lies in the range calculated.

4. Using the above formulae, we can predict the variation between the sample results and the 'true' values from our knowledge of the size of sample on which the results are based and the number of times that a particular answer is given. The table below illustrates the predicted ranges for the total sample and percentage results at the 95% confidence level.

Approximate sampling tolerances applicable to percentages at or near these levels.

Size of sample on which survey result is based	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
	±	±	±	±	±
1500 interviews	1.52	2.02	2.32	2.48	2.53



For example, with a sample of 1500 where 30% give a particular answer, the chances are 19 in 20 that the 'true' value (which would have been obtained if the whole population had been interviewed) will fall within the range of ± 2.32 percentage points from the sample results.



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Appendix 1B

Definition of Zones

Definition of Household Survey Zones

Zone	Name	Postcode
Zone 1	Selsey	PO20 0 PO20 1 PO20 7 PO20 8 PO20 9 PO21 3 PO21 4
Zone 2	Chichester	PO18 0 PO19 1 PO19 3 PO19 5 PO19 6 PO19 7 PO19 8 PO20 2 PO20 3
Zone 3	Midhurst	GU29 0 GU29 9
Zone 4	Southbourne	PO10 8 PO18 8 PO18 9
Zone 5	Petersfield	GU32 1 GU32 2 GU32 3 GU31 4 GU31 5
Zone 6	Waterlooville	PO 7 4 PO 7 5 PO 7 6 PO 7 7 PO 7 8 PO 8 0 PO 8 8 PO 8 9
Zone 7	Havant	PO 9 1 PO 9 2 PO 9 3 PO 9 4 PO 9 5 PO 9 6 PO10 7
Zone 8	Hayling Island	PO11 0 PO11 9

Zone	Name	Postcode
Zone 9	Portsmouth & Southsea	PO 1 2 PO 4 0 PO 4 8 PO 4 9 PO 5 1 PO 5 2 PO 5 3 PO 5 4
Zone 10	Fratton	PO 1 1 PO 1 3 PO 1 4 PO 1 5 PO 2 7 PO 3 6
Zone 11	North End	PO 2 0 PO 2 8 PO 2 9 PO 3 5
Zone 12	Cosham	PO 6 1 PO 6 2 PO 6 3 PO 6 4
Zone 13	Fareham	PO16 0 PO16 7 PO16 8 PO16 9 PO17 5 PO17 6
Zone 14	Bishops Waltham & Botley	SO30 2 SO32 1 SO32 2 SO32 3
Zone 15	Locks Heath	PO14 4 PO15 5 PO15 6 PO15 7 SO31 1 SO31 6 SO31 7 SO31 9
Zone 16	Stubbington	PO13 0 PO13 8 PO13 9 PO14 1 PO14 2 PO14 3
Zone 17	Gosport	PO12 1 PO12 2 PO12 3 PO12 4

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Appendix 1C

Catchment Area Definitions

Portsmouth – Household Telephone Survey

Objective

- A telephone survey of households living within the Portsmouth area was carried out during March/April 2004. The objective was to obtain comprehensive information on consumer shopping trip patterns and to establish the reason(s) why households shop at particular centres for convenience goods (food), and non-bulky and bulky comparison goods (non-food) shopping.

Methodology

- It was agreed that the survey would concentrate on households living within 17 zones, each being defined in terms of postal geography, as is usual (see **Appendix 2C** for definitions).
- Structured interviews were carried out, by telephone, with the person responsible for the main shop. For the Portsmouth survey, we interviewed a total of 1,500 households to ascertain their actual shopping patterns and their views.
- The aim was to achieve around 88 interviews in each zone. The normally accepted minimum size for statistical purposes is 70-80 interviews per zone. Adopting what is standard practice, we opted for a consistent absolute sample in each zone, rather than one proportional to zone population. This is because the latter approach would have meant a significantly larger number of interviews overall to ensure a minimum absolute number of interviews in the less densely populated zones. There was not the budget available to adopt this approach, nor was it considered essential.
- By adopting a consistent number of interviews within the zones irrespective of the population size of each zone, we accordingly over sample in some zones and under sample in others, while maintaining the same overall sample size. At the analysis stage of the survey, the individual samples are then “weighted” to their appropriated representation within the survey population to produce an overall result which is representative of the survey area as a whole. Without the weighting, the less densely populated zones would have a disproportionately large effect on the overall survey results contrary to their population size. The whole principle of weighting therefore allows the characteristics of less densely populated zones to be accurately represented without the unnecessary cost of a grossly inflated sample.

Catchment Area Definitions

- Our analysis permits the core, primary, secondary and tertiary catchments to be defined for Portsmouth. Although there are many ways of defining different types of catchment areas, for the purpose of this study we have adopted the following definitions:-
 - **core catchment:** comprising those zones from which a centre attracts the majority of generated expenditure (ie. 51% or more);
 - **primary catchment:** comprises those zones from which a centre attracts the largest single flow of generated expenditure (this may be less than 50%);
 - **secondary catchment:** comprises those remaining zones from which a centre attracts 10% or more of generated expenditure;
 - **tertiary catchment:** comprises all remaining zones from which a centre attracts 2% or more of generated expenditure.
- Beyond the tertiary catchment, the full results show that Portsmouth may attract even smaller amounts of expenditure from additional zones. Such expenditure flows will typically account for very low proportions of overall town turnover. We have therefore excluded these zones from our wider definition of a catchment area, although such flows have been considered as part of the retail floorspace need assessment set out in Section 5 and 6 in the main report.

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Appendix 1D

Key Results

TABLE 1: AGE AND GENDER OF RESPONDENTS (%)

Zone	Age							Gender	
	16-24	25-34	35-44	45-54	55-64	65+	Refused	Male	Female
Selsey (Zone 1)	0.0	4.5	3.4	4.5	12.5	73.9	1.1	25.0	75.0
Chichester (Zone 2)	2.3	2.3	12.5	4.5	19.3	58.0	1.1	37.5	61.4
Midhurst (Zone 3)	0.0	5.7	12.5	8.0	11.4	61.4	1.1	29.5	70.5
Southbourne (Zone 4)	1.1	1.1	13.6	13.6	20.5	47.7	2.3	36.4	63.6
Petersfield (Zone 5)	1.1	11.4	14.8	10.2	15.9	46.6	0.0	23.9	76.1
Waterlooville (Zone 6)	0.0	5.7	9.1	20.5	14.8	50.0	0.0	30.7	69.3
Havant (Zone 7)	2.3	6.8	10.2	10.2	18.2	48.9	3.4	29.5	70.5
Hayling Island (Zone 8)	0.0	5.7	6.8	9.1	23.9	53.4	1.1	33.0	67.0
Portsmouth and Southsea (Zone 9)	13.6	12.5	17.0	10.2	12.5	34.1	0.0	38.6	61.4
Fratton (Zone 10)	5.7	11.4	12.5	9.1	17.0	44.3	0.0	44.3	55.7
North End (Zone 11)	0.0	11.4	22.7	9.1	15.9	40.9	0.0	43.2	56.8
Cosham (Zone 12)	2.3	6.8	15.9	17.0	20.5	37.5	0.0	34.1	65.9
Fareham (Zone 13)	0.0	4.5	12.5	14.8	20.5	47.7	0.0	37.5	62.5
Bishops Waltham & Botley (Zone 14)	6.8	9.1	27.3	14.8	15.9	26.1	0.0	39.8	60.2
Locks Heath (Zone 15)	2.3	14.8	14.8	12.5	25.0	30.7	0.0	36.4	63.6
Subbington (Zone 16)	1.1	8.0	11.4	19.3	17.0	43.2	0.0	39.8	60.2
Gosport (Zone 17)	3.3	12.0	15.2	10.9	19.6	38.0	1.1	33.7	66.3

TABLE 2: SAMPLE PROFILE (%)

Zone	Social Grade						
	AB	C1	C2	D	E1	E2	Refused
Selsey (Zone 1)	10.2	28.4	27.3	0.0	27.3	0.0	6.8
Chichester (Zone 2)	13.6	35.2	19.3	9.1	14.8	5.7	2.3
Midhurst (Zone 3)	34.1	22.7	8.0	11.4	8.0	0.0	15.9
Southbourne (Zone 4)	31.8	13.6	15.9	12.5	5.7	2.3	18.2
Petersfield (Zone 5)	31.8	23.9	30.7	2.3	10.2	0.0	1.1
Waterlooville (Zone 6)	21.6	26.1	29.5	8.0	12.5	1.1	1.1
Havant (Zone 7)	12.5	18.2	9.1	6.8	51.1	1.1	1.1
Hayling Island (Zone 8)	15.9	23.9	4.5	2.3	52.3	0.0	1.1
Portsmouth and Southsea (Zone 9)	9.1	34.1	25.0	9.1	21.6	1.1	0.0
Fratton (Zone 10)	2.3	13.6	18.2	17.0	42.0	2.3	4.5
North End (Zone 11)	3.4	17.0	22.7	6.8	43.2	5.7	1.1
Cosham (Zone 12)	17.0	30.7	26.1	11.4	10.2	4.5	0.0
Fareham (Zone 13)	6.8	26.1	14.8	6.8	44.3	1.1	0.0
Bishops Waltham & Botley (Zone 14)	8.0	46.6	20.5	10.2	10.2	1.1	3.4
Locks Heath (Zone 15)	6.8	36.4	18.2	0.0	30.7	2.3	5.7
Subbington (Zone 16)	10.2	27.3	20.5	8.0	28.4	3.4	2.3
Gosport (Zone 17)	5.4	35.9	19.6	4.3	15.2	3.3	16.3

TABLE 3: CATCHMENT AREAS OF CENTRES FOR NON-BULKY COMPARISON GOODS SHOPPING

Centre*	Zones From Which Centre Attracts				Outside Catchment Area
	The Majority (51% or more) of Available Expenditure (%): Core Catchment Area	The Largest Share of Available Expenditure (%): Primary Catchment Area	10% or More of Available Expenditure (%): Secondary Catchment Area	2% or More of Available Expenditure (%): Tertiary Catchment Area	
Portsmouth City Centre	Zone 9 (50.5%) Zone 10 (80.9%) Zone 11 (64.8%)	Zone 7 (34.0%) Zone 12 (35.1%)	Zone 2 (11.9%) Zone 5 (17.5%) Zone 6 (26.1%) Zone 8 (29.1%) Zone 13 (16.9%) Zone 16 (16.2%) Zone 17 (22.4%)	Zone 1 (7.2%) Zone 4 (4.4%) Zone 14 (5.4%) Zone 15 (9.8%)	Zone 3
Southsea Town Centre	-	-	Zone 9 (12.8%)	Zone 7 (2.0%) Zone 8 (3.0%) Zone 10 (3.2%) Zone 13 (6.5%)	Zones 1 – 6, 11, 13 -17
Cosham Suburban Centre	-	-	Zone 12 (9.4%)	-	Zones 1-11, 13 -17
North End/ London Road Suburban Centre	-	-	Zone 11 (14.1%)	-	Zones 1 – 10, 12 -17
Fratton Suburban Centre	-	-	-	Zone 10 (2.1%)	Zones 1 – 9, 11 -17

Centre*	Zones From Which Centre Attracts				Outside Catchment Area
	The Majority (51% or more) of Available Expenditure (%): Core Catchment Area	The Largest Share of Available Expenditure (%): Primary Catchment Area	10% or More of Available Expenditure (%): Secondary Catchment Area	2% or More of Available Expenditure (%): Tertiary Catchment Area	
Gunwharf Quays	-	-	Zone 9 (12%)	Zone 1 (3.7%) Zone 4 (3.2%) Zone 5 (2.7%) Zone 6 (2.2%) Zone 7 (2.6%) Zone 8 (3.3%) Zone 10 (3.2%) Zone 11 (7.3%) Zone 12 (3.8%) Zone 13 (2.6%) Zone 14 (2.4%) Zone 16 (2.0%) Zone 17 (5.1%)	Zones 2, 3, 15
Chichester Town Centre	Zone 1 (55.8%) Zone 2 (57.7%) Zone 3 (57.0%) Zone 4 (75.8%)	Zone 8 (36.2%)	Zone 5 (12.6%) Zone 7 (33.0%)	Zone 6 (8.3%) Zone 9 (3.0%) Zone 11 (2.0%) Zone 12 (8.9%) Zone 13 (2.4%)	Zones 10, 14 - 17
Fareham Town Centre	Zone 13 (58.6)	Zone 15 (43.2%) Zone 16 (48.0%)	Zone 12 (11.3%) Zone 14 (14.3%) Zone 17 (16.2%)	Zone 6 (4.9%) Zone 7 (2.4%)	Zones 1 – 5, 8 – 11
Gosport Town Centre	-	Zone 17 (36.5%)	Zone 16 (10.3%)	-	Zones 1 - 15
Havant Town Centre	-	-	Zone 7 (15.3%)	Zone 6 (3.6%) Zone 8 (8.8%)	Zones 1 – 5, 9 - 17

Centre*	Zones From Which Centre Attracts				Outside Catchment Area
	The Majority (51% or more) of Available Expenditure (%): Core Catchment Area	The Largest Share of Available Expenditure (%): Primary Catchment Area	10% or More of Available Expenditure (%): Secondary Catchment Area	2% or More of Available Expenditure (%): Tertiary Catchment Area	
Southampton City Centre	-	Zone 14 (39.3%)	Zone 9 (11.0%) Zone 15 (26.8%) Zone 16 (13.1%) Zone 17 (11.4%)	Zone 4 (3.9%) Zone 5 (6.7%) Zone 6 (5.4%) Zone 7 (4.2%) Zone 8 (4.2%) Zone 10 (4.8%) Zone 11 (2.8%) Zone 12 (7.7%) Zone 13 (6.5%)	Zones 1 - 3
Waterlooville Town Centre	-	Zone 6 (40.0%)	-	Zone 5 (4.9%) Zone 13 (4.6%)	Zones 1 – 4, 7 – 11, 13 - 17
Petersfield	-	Zone 5 (29.3%)	-	Zone 3 (3.6%)	Zones 1-2, 4, 6-17

*This table only includes those centres with an 'all trip' non-bulky comparison goods market share of 2% or more.

TABLE 4: FREQUENCY OF MAIN NON-BULKY COMPARISON GOODS SHOPPING TRIPS BY CENTRE (%)

Centre	More than Once a Week	Once a Week	Once a fortnight	Once a Month	Once Every 2 Months	Less Often	Don't Know/ Cant Remember/ Varies	Total
Portsmouth City Centre	6.1	13.7	12.6	26.0	15.2	22.0	4.4	100.0
Southsea Town Centre	8.5	32.3	6.1	25.4	13.4	5.9	8.5	100.0
Cosham Suburban Centre	17.0	34.0	8.5	7.9	0.0	32.6	0.0	100.0
North End/ London Road Suburban Centre	18.2	28.9	25.6	0.0	9.1	18.2	0.0	100.0
Fratton Suburban Centre	50.0	0.0	0.0	0.0	0.0	50.0	0.0	100.0
Gunwharf Quays	0.0	6.6	8.2	34.8	31.6	14.9	3.9	100.0
Chichester Town Centre	3.6	10.7	15.0	19.7	24.9	22.8	3.3	100.0
Fareham Town Centre	3.8	11.6	21.2	14.7	15.5	24.8	8.3	100.0
Gosport Town Centre	2.4	11.9	11.9	25.4	7.9	18.3	22.2	100.0
Havant Town Centre	5.2	25.3	1.5	15.0	5.2	41.3	6.7	100.0
Southampton City Centre	0.0	4.5	19.3	26.5	23.0	25.8	0.9	100.0
Waterlooville Town Centre	12.5	12.9	17.8	20.4	9.3	24.0	3.1	100.0
Average for all Centres*	5.0	12.2	13.8	21.8	17.8	23.3	6.1	100.0

Note: Figures may not add up to 100% due to rounding.

*Also includes those retail locations with market shares of less than 2%.

TABLE 5: REASONS FOR SHOPPING AT MAIN NON-BULKY COMPARISON GOODS CENTRE (%)

Reason	Portsmouth City Centre	Southsea Town Centre	Cosham Suburban Centre	North End/ London Road Suburban Centre	Fratton Suburban Centre	Gunwharf Quays	Chichester Town Centre	Fareham Town Centre	Gosport Town Centre	Havant Town Centre	Southampton City Centre	Waterlooville Town Centre	Average for all Centres*
Close to home / Convenient	65.7	60.1	84.4	100.0	50.0	15.2	57.4	82.6	88.0	66.0	43.4	74.6	65.0
Good choice of shops / range of goods stores	31.2	40.0	15.6	0.0	0.0	38.0	18.9	6.9	6.8	27.4	39.4	10.0	23.1
Good range of major stores	9.1	6.4	0.0	0.0	0.0	10.8	6.8	1.7	0.0	0.0	8.8	4.7	6.8
Pedestrian friendly streets / Attractive environment	1.3	15.1	0.0	0.0	0.0	16.5	11.3	1.9	0.0	0.0	5.5	0.0	4.0
Close to work	1.8	0.0	0.0	0.0	0.0	3.3	1.3	1.2	3.0	6.7	3.5	3.0	2.3
Ease of parking / parking close to shops	1.4	6.4	0.0	0.0	50.0	0.0	3.3	3.2	0.0	0.0	3.1	3.0	2.3
Good prices / Good value for money	0.3	3.4	0.0	10.7	0.0	3.9	0.8	0.0	2.3	0.0	0.0	3.0	1.0
Other	4.2	9.1	0.0	0.0	50.0	17.9	5.7	4.0	0.0	0.0	7.8	4.9	1.1

*Also includes those retail locations with market shares of less than 2%.

Note: Columns may add up to more than 100% due to multi-response answer being given by respondents.

**TABLE 6: MAIN REASON FOR NOT SHOPPING AT PORTSMOUTH TOWN CENTRE BY ZONE
FOR NON-BULKY COMPARISON GOODS SHOPPING (%)**

Reason	Selsey (Zone 1)	Chichester (Zone 2)	Midhurst (Zone 3)	Southbourne (Zone 4)	Petersfield (Zone 5)	Waterlooville (Zone 6)	Havant (Zone 7)	Hayling Island (Zone 8)	Portsmouth & Southsea (Zone 9)	Fratton (Zone 10)	North End (Zone 11)	Cosham (Zone 12)	Fareham (Zone 13)	Bishops Waltham & Botley (Zone 14)	Locks Heath (Zone 15)	Subbington (Zone 16)	Gosport (Zone 17)	Average for all Zones
Too far / not convenient / Other centres easier to get to / Not worth the journey	38.6	43.1	61.4	35.4	14.9	12.3	38.3	16.9	28.6	0.0	8.0	8.2	24.6	40.7	37.7	24.6	29.2	28.8
Don't like Portsmouth/not a nice/clean area/prefer other town or centre	10.0	6.9	3.4	11.0	16.4	15.8	16.7	20.3	7.1	14.3	16.0	14.3	15.4	9.9	7.8	13.0	11.1	12.1
Poor/difficult parking	4.3	1.7	1.1	7.3	6.0	15.8	6.7	5.1	0.0	14.3	8.0	20.4	9.2	8.6	9.1	4.3	5.6	7.8
Not enough choice/variety / Nothing there / Better choice elsewhere	0.0	1.7	0.0	2.4	1.5	1.8	5.0	1.7	42.9	14.3	8.0	14.3	1.5	6.2	5.2	5.8	2.8	6.1
Access difficult by car/difficult to get to/poor roads	1.4	1.7	0.0	2.4	4.5	8.8	0.0	0.0	0.0	0.0	4.0	8.2	9.2	2.5	2.6	14.5	11.1	5.3
Traffic congestion/too much traffic	2.9	1.7	5.7	4.9	3.0	5.3	5.0	8.5	0.0	0.0	0.0	10.2	4.6	3.7	1.3	0.0	1.4	3.2
Too busy/crowded	0.0	0.0	2.3	2.4	7.5	7.0	3.3	6.8	7.1	0.0	0.0	2.0	4.6	2.5	2.6	0.0	2.8	2.9
Other	38.0	35.1	9.5	26.5	31.6	22.9	10.6	12.0	12.5	31.1	25.0	22.4	25.0	22.6	25.7	11.9	21.8	6.8
Don't know / No particular reason	1.4	3.4	0.0	1.2	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0	3.1	3.7	1.3	8.7	6.9	2.6
Don't shop/someone else shops etc	2.9	5.2	5.7	6.1	6.0	10.5	11.7	22.0	3.6	21.4	32.0	0.0	4.6	2.5	3.9	15.9	5.6	8.1

Note: Columns may add up to more than 100% due to multi-response answer being given by respondents.

TABLE 7: MODE OF TRANSPORT TO MAIN CENTRE FOR NON-BULKY COMPARISON GOODS SHOPPING BY ZONE (%)

Mode	Selsey (Zone 1)	Chichester (Zone 2)	Midhurst (Zone 3)	Southbourne (Zone 4)	Petersfield (Zone 5)	Waterlooville (Zone 6)	Havant (Zone 7)	Haying Island (Zone 8)	Portsmouth & Southsea (Zone 9)	Fratton (Zone 10)	North End (Zone 11)	Cosham (Zone 12)	Fareham (Zone 13)	Bishops Waltham & Botley (Zone 14)	Locks Heath (Zone 15)	Subbington (Zone 16)	Gosport (Zone 17)	Average for all Zones
Car Driver	67.9	61.3	58.2	68.0	33.3	57.7	57.4	69.6	48.3	24.7	48.1	53.4	59.8	85.5	75.9	51.4	44.0	56.0
Bus	16.0	7.5	11.4	14.7	3.8	9.0	10.3	5.4	19.5	14.1	24.7	17.0	9.8	6.0	10.8	17.1	32.1	14.6
Walk	3.7	17.5	7.6	1.3	21.8	10.3	4.4	0.0	14.9	47.1	19.5	9.1	19.5	1.2	6.0	11.4	3.6	12.5
Car Passenger	9.9	5.0	15.2	8.0	29.5	20.5	19.1	19.6	6.9	9.4	3.9	18.2	6.1	3.6	7.2	12.9	8.3	11.2
Train	2.5	7.5	1.3	2.7	6.4	0.0	4.4	5.4	4.6	1.2	1.3	1.1	2.4	3.6	0.0	0.0	1.2	2.3
Taxi	0.0	2.5	0.0	1.3	0.0	1.3	4.4	0.0	2.3	2.4	1.3	1.1	2.4	0.0	0.0	1.4	1.2	1.5
Cycle	0.0	0.0	1.3	1.3	2.6	0.0	0.0	0.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.4
Motorcycle	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Park and Ride	0.0	0.0	0.0	1.3	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Other	0.0	0.0	5.1	1.3	0.0	1.3	0.0	0.0	0.0	1.2	1.3	0.0	0.0	0.0	0.0	5.7	8.3	1.4
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Note: Figures may not add up to 100% due to rounding.

TABLE 8: MODE OF TRANSPORT FOR NON-BULKY COMPARISON GOODS SHOPPING BY MAIN CENTRE USED (%)

Mode	Portsmouth City Centre	Southsea Town Centre	Cosham Suburban Centre	North End/ London Road Suburban Centre	Fratton Suburban Centre	Gunwharf Quays	Chichester Town Centre	Fareham Town Centre	Gosport Town Centre	Havant Town Centre	Southampton City Centre	Waterlooville Town Centre	Average for all Centres*
Car Driver	47.1	53.4	33.4	9.1	100.0	56.8	70.2	62.2	33.1	37.1	77.9	43.8	56.0
Bus	21.1	5.2	0.0	25.6	0.0	13.1	9.8	13.4	44.3	3.1	5.9	9.0	14.6
Walk	15.9	20.7	58.1	65.3	0.0	1.0	5.8	14.0	9.8	17.0	0.0	15.0	12.5
Car Passenger	7.6	7.5	0.0	0.0	0.0	25.2	11.7	9.5	7.5	27.3	12.4	29.2	11.2
Train	2.4	2.8	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	3.8	0.0	2.3
Other	5.8	12.1	8.3	0.0	0.0	3.6	0.9	1.0	6.3	14.3	0.0	3.3	3.4
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

Note: Figures may not add up to 100% due to rounding.

*Also includes those retail locations with market shares of less than 2%.

TABLE 9: ORIGIN OF NON-BULKY COMPARISON GOODS TRIP TO MAIN CENTRE USED (%)

Trip Origin	Portsmouth City Centre	Southsea Town Centre	Cosham Suburban Centre	North End/ London Road Suburban Centre	Fratton Suburban Centre	Gunwharf Quays	Chichester Town Centre	Fareham Town Centre	Gosport Town Centre	Havant Town Centre	Southampton City Centre	Waterlooville Town Centre	Average for all Centres*
Home	98.7	100.0	100.0	100.0	100.0	96.7	98.5	98.3	100.0	93.3	99.1	97.0	98.4
Work	1.2	0.0	0.0	0.0	0.0	3.3	1.5	0.7	0.0	6.7	0.9	3.0	1.4
Home of friend / relative	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.2
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Figures may not add up to 100% due to rounding.

**Also includes those retail locations with market shares of less than 2%.*

TABLE 10: AVERAGE JOURNEY TIME FROM HOME TO MAIN NON-BULKY COMPARISON GOODS CENTRE BY ZONE (%)

Time	Selsey (Zone 1)	Chichester (Zone 2)	Midhurst (Zone 3)	Southbourne (Zone 4)	Petersfield (Zone 5)	Waterlooville (Zone 6)	Havant (Zone 7)	Hayling Island (Zone 8)	Portsmouth & Southsea (Zone 9)	Fratton (Zone 10)	North End (Zone 11)	Cosham (Zone 12)	Fareham (Zone 13)	Bishops Waltham & Botley (Zone 14)	Locks Heath (Zone 15)	Subbington (Zone 16)	Gosport (Zone 17)	Average for all Zones
0-10 minutes	4.9	8.0	6.8	45.2	28.8	38.4	28.8	9.1	36.8	71.4	57.1	22.4	54.3	13.4	30.1	34.8	32.1	33.4
11-20 minutes	76.5	69.3	43.8	43.8	19.2	32.9	45.5	40.0	35.6	19.0	23.4	45.9	29.6	45.1	48.2	36.2	25.0	39.9
21-30 minutes	11.1	16.0	38.4	8.2	31.5	23.3	16.7	32.7	12.6	9.5	14.3	27.1	12.3	30.5	12.0	11.6	32.1	17.9
31-40 minutes	3.7	4.0	8.2	1.4	12.3	2.7	4.5	9.1	6.9	0.0	2.6	3.5	1.2	4.9	7.2	10.1	7.1	4.9
41-50 minutes	0.0	0.0	1.4	0.0	4.1	1.4	1.5	0.0	1.1	0.0	0.0	0.0	1.2	4.9	1.2	0.0	2.4	1.0
51-60 minutes	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	1.1	0.0	1.3	1.2	1.2	0.0	0.0	1.4	1.2	0.6
Over 60 minutes	2.5	1.3	0.0	1.4	4.1	1.4	3.0	9.1	5.7	0.0	1.3	0.0	0.0	1.2	1.2	5.8	0.0	2.2
Don't know / No reply	1.2	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	0.2
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Figures may not add up to 100% due to rounding.

TABLE 11: AVERAGE JOURNEY TIME FROM HOME TO MAIN NON-BULKY COMPARISON GOODS CENTRE (%)

Time	Portsmouth City Centre	Southsea Town Centre	Cosham Suburban Centre	North End/ London Road Suburban Centre	Fratton Suburban Centre	Gunwharf Quays	Chichester Town Centre	Fareham Town Centre	Gosport Town Centre	Havant Town Centre	Southampton City Centre	Waterlooville Town Centre	Average for all Centres*
0-10 minutes	36.6	34.7	68.0	74.4	100.0	17.2	14.8	50.2	60.9	72.9	0.7	68.5	33.4
11-20 minutes	34.1	45.7	16.4	0.0	0.0	36.3	62.2	39.8	23.3	19.9	34.7	28.4	39.9
21-30 minutes	20.0	16.7	15.6	25.6	0.0	39.0	18.5	7.1	9.8	7.2	38.8	3.1	17.9
31-40 minutes	7.3	0.0	0.0	0.0	0.0	4.0	2.2	0.7	3.0	0.0	17.7	0.0	4.9
41-50 minutes	1.3	0.0	0.0	0.0	0.0	0.0	0.1	0.5	0.0	0.0	4.7	0.0	1.0
51-60 minutes	0.0	2.9	0.0	0.0	0.0	3.5	0.1	0.0	3.0	0.0	0.9	0.0	0.6
Over 60 mins	0.8	0.0	0.0	0.0	0.0	0.0	1.2	1.7	0.0	0.0	2.5	0.0	2.2
Don't know / No reply	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.2
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Figures may not add up to 100% due to rounding.

*Also includes those retail locations with market shares of less than 2%.

TABLE 12: MAIN CENTRE VISITED FOR CHRISTMAS AND OTHER SPECIAL OCCASION SHOPPING BY ZONE (%)

Centre	Selsey (Zone 1)	Chichester (Zone 2)	Midhurst (Zone 3)	Southbourne (Zone 4)	Petersfield (Zone 5)	Waterlooville (Zone 6)	Havant (Zone 7)	Hayling Island (Zone 8)	Portsmouth & Southsea (Zone 9)	Fratton (Zone 10)	North End (Zone 11)	Cosham (Zone 12)	Fareham (Zone 13)	Bishops Waltham & Botley (Zone 14)	Locks Heath (Zone 15)	Subbington (Zone 16)	Gosport (Zone 17)	Average for all Zones
Portsmouth City Centre	11.6	22.1	6.8	13.6	21.0	29.4	28.7	23.3	61.4	59.1	54.0	39.1	13.6	9.1	12.5	9.6	21.8	28.7
Chichester Town Centre	52.3	41.9	42.0	48.9	9.9	4.7	24.1	29.1	1.1	0.0	1.1	13.8	2.3	0.0	1.1	1.2	0.0	12.1
Southampton City Centre	4.7	1.2	0.0	4.5	8.6	9.4	3.4	8.1	12.5	6.8	2.3	11.5	5.7	43.2	33.0	7.2	6.9	10.6
Fareham Town Centre	0.0	0.0	0.0	0.0	3.7	4.7	2.3	1.2	0.0	0.0	0.0	10.3	42.0	9.1	28.4	13.3	10.3	8.2
Waterlooville Town Centre	0.0	1.2	0.0	0.0	1.2	25.9	0.0	0.0	0.0	0.0	0.0	2.3	0.0	0.0	0.0	0.0	0.0	3.0
Southsea Town Centre	2.3	2.3	0.0	1.1	0.0	1.2	1.1	0.0	14.8	0.0	0.0	4.6	0.0	0.0	0.0	0.0	0.0	2.3
Gunwharf Quays	1.2	1.2	1.1	0.0	0.0	0.0	0.0	1.2	1.1	2.3	2.3	1.1	3.4	2.3	2.3	1.2	5.7	1.6
Gosport Town Centre	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	4.8	17.2	1.6
Havant Town Centre	0.0	0.0	0.0	0.0	0.0	7.1	8.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5
Cosham Suburban Centre	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	8.0	0.0	0.0	0.0	0.0	0.0	0.6
Fratton Suburban Centre	0.0	0.0	0.0	0.0	0.0	0.0	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 End/ London Road Suburban Centre	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No Particular Centre/ Varies	3.5	11.6	19.3	18.2	11.1	3.5	19.5	15.1	0.0	17.0	20.7	2.3	19.3	3.4	3.4	47.0	28.7	13.8
None / Don't shop / Disabled / Someone else shops / Give money instead	3.5	3.5	4.5	8.0	7.4	7.1	9.2	12.8	1.1	10.2	11.5	1.1	6.8	1.1	6.8	13.3	5.7	6.6
Don't know / Can't remember	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	1.1	0.0	0.0	0.2
Any Other	20.7	14.1	23.8	5.4	39.1	6.4	2.4	5.4	8.7	4.1	7.3	5.7	6.1	26.5	11.7	1.7	3.2	8.7
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Figures may not add up to 100% due to rounding.

TABLE 13: CATCHMENT AREAS OF CENTRES FOR BULKY COMPARISON GOODS SHOPPING

Centre*	Zones From Which Centre Attracts				Outside Catchment Area
	The Majority (51% or more) of Available Expenditure (%): Core Catchment Area	The Largest Share of Available Expenditure (%): Primary Catchment Area	10% or More of Available Expenditure (%): Secondary Catchment Area	2% or More of Available Expenditure (%): Tertiary Catchment Area	
Portsmouth City Centre	-	-	Zone 9 (16.5%) Zone 10 (25.1%) Zone 12 (12.9%)	Zone 1 (5.6%) Zone 2 (7.4%) Zone 5 (4.6%) Zone 6 (7.6%) Zone 7 (7.6%) Zone 8 (6.9%) Zone 11 (9.1%)	Zones 3 – 4, 13- 17
Portsmouth – Ocean Park/Burrfields Road	Zone 11 (58.4%) Zone 12 (53.9%)	Zone 8 (27.8%) Zone 9 (34.1%)	Zone 7 (21.3%) Zone 10 (32.0%)	Zone 5 (7.6%) Zone 6 (9.8%) Zone 13 (9.1%)	Zones 1 – 4, 14 - 17
Portsmouth – Fratton Suburban Centre/B & Q	-	Zone 10 (36.2%)	Zone 9 (15.5%) Zone 11 (20.4%)	-	Zones 1 – 8, 12 - 17
Chichester	Zone 1 (54.9%) Zone 2 (65.2%) Zone 3 (54.4%) Zone 4 (66.5%)	-	-	Zone 5 (7.9%) Zone 8 (8.3%)	Zones 6 – 7, 9 - 17
Fareham – Newgate Lane Retail Park	-	Zone 13 (22.5%) Zone 16 (42.5%) Zone 17 (39.7%)	Zone 15 (19.1%)	-	Zones 1 – 12, 14
Fareham – Southampton Road Retail Park	-	-	Zone 17 (15.2%) Zone 16 (17.4%)	Zone 13 (9.6%) Zone 15 (7.3%)	Zones 1 – 12, 14
Gosport	-	-	Zone 17 (20.5%)	Zone 16 (5.7%)	Zones 1 - 15
Havant – Purbrook Way, B & Q	-	Zone 7 (30.3%)	Zone 5 (16.5%) Zone 6 (27.6%)	Zone 4 (9.4%) Zone 8 (6.9%) Zone 13 (6.9%) Zone 15 (5.9%)	Zones 1 – 3, 9 – 12, 14, 16 - 17

Centre*	Zones From Which Centre Attracts				Outside Catchment Area
	The Majority (51% or more) of Available Expenditure (%): Core Catchment Area	The Largest Share of Available Expenditure (%): Primary Catchment Area	10% or More of Available Expenditure (%): Secondary Catchment Area	2% or More of Available Expenditure (%): Tertiary Catchment Area	
Hedge End – Retail Park	Zone 14 (72.6%)	Zone 15 (21.8%)	Zone 16 (18.0%)	Zone 5 (4.7%) Zone 6 (4.7%) Zone 9 (3.4%) Zone 12 (5.2%) Zone 13 (3.8%) Zone 17 (9.3%)	Zones 1 – 4, 7 – 8, 10 – 11
Southampton	-	-	-	Zone 1 (2.0%) Zone 5 (4.2%) Zone 6 (3.9%) Zone 8 (3.4%) Zone 12 (4.4%) Zone 13 (2.9%) Zone 14 (6.3%) Zone 15 (4.7%) Zone 16 (3.3%)	Zones 2 – 4, 7, 9 – 11, 17
Waterlooville Town Centre	-	Zone 6 (29.5%)	-	Zone 5 (4.6%)	Zones 1 – 4, 7 - 17
Petersfield	-	Zone 5 (23.0%)	-	-	Zones 1-4, 6-17

*This table only includes those centres with an 'all trip' bulky comparison goods expenditure of 2% or more.

TABLE 14: FREQUENCY OF MAIN BULKY COMPARISON GOODS SHOPPING TRIPS BY CENTRE (%)

Centre	More than Once a Week	Once a Week	Once a fortnight	Once a Month	Once Every 2-3 Months	Once Every 4-6 Months	Less Often	Don't Know/ Cant Remember/ Varies	Total
Portsmouth City Centre	0.0	3.1	0.0	8.4	13.1	66.7	8.6	0.0	100.0
Portsmouth – Ocean Park/Burrfields Road	0.0	1.6	6.3	14.7	13.7	48.4	14.2	1.6	100.0
Portsmouth – Fratton Suburban Centre/B & Q	0.0	2.6	13.1	22.7	16.5	30.5	14.6	0.0	100.0
Chichester	0.2	0.8	2.2	2.5	14.5	59.2	15.6	4.9	100.0
Fareham – Newgate Lane Retail Park	0.0	8.5	5.9	9.2	5.7	43.9	26.7	0.0	100.0
Fareham – Southampton Road Retail Park	0.0	0.0	6.9	6.4	12.6	46.0	28.1	0.0	100.0
Gosport	4.8	0.0	15.5	14.3	0.0	28.7	36.7	0.0	100.0
Havant – Purbrook Way, B & Q	5.4	10.1	8.8	11.2	17.9	43.0	3.6	0.0	100.0
Hedge End – Retail Park	0.8	1.7	3.7	11.7	9.9	55.8	16.4	0.0	100.0
Southampton	0.0	0.0	0.0	2.3	12.5	73.3	12.0	0.0	100.0
Waterlooville Town Centre	0.0	4.6	0.0	9.2	6.0	77.7	0.0	2.5	100.0
Average for all Centres*	0.6	3.4	4.8	9.7	11.1	49.0	16.0	5.3	100.0

Note: Figures may not add up to 100% due to rounding.

*Also includes those retail locations with market shares of less than 2%.

TABLE 15: REASONS FOR SHOPPING AT MAIN BULKY COMPARISON GOODS CENTRE (%)

Reason	Portsmouth City Centre	Portsmouth – Ocean Park/Burrfields Road	Portsmouth – Fratton Suburban Centre/B & Q	Chichester	Fareham – Newgate Lane Retail Park	Fareham – Southampton Road Retail Park	Gosport	Havant – Purbrook Way, B & Q	Hedge End – Retail Park	Southampton	Waterlooville Town Centre	Average for all Centres*
Close to home / Convenient	59.9	51.6	87.7	70.1	90.9	91.3	83.7	62.2	68.3	22.5	85.5	68.3
Good choice of shops / range of goods / stores	33.4	43.6	14.9	19.3	3.4	9.5	0.0	9.4	17.0	42.8	4.6	21.8
Good range of major stores	12.8	6.4	0.0	15.3	4.1	3.8	0.0	2.7	12.3	6.0	0.0	6.6
Good prices / Good value for money	4.1	2.7	3.4	4.1	2.5	0.0	0.0	10.5	3.4	5.6	0.0	3.7
Good quality of goods / products	1.9	0.5	1.7	5.2	0.0	0.0	5.0	6.9	0.0	5.6	0.0	2.5
Ease of parking / parking close to shops	0.0	2.1	3.1	2.5	0.9	3.1	5.0	3.4	0.0	0.0	0.7	1.6
Pedestrian friendly streets / Attractive environment	0.0	0.0	0.0	9.5	0.0	0.0	6.3	0.0	0.0	11.7	0.0	1.3
Other	0.0	3.2	4.5	3.3	0.9	0.0	0.0	6.8	0.0	4.2	10.0	0.9
Don't know / No particular reason	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1

Note: Columns may add to more than 100% due to multi-response answer being given by respondents.

*Also includes those retail locations with market shares of less than 2%.

TABLE 16: MODE OF TRANSPORT TO MAIN CENTRE FOR BULKY COMPARISON GOODS SHOPPING BY ZONE (%)

Mode	Selsey (Zone 1)	Chichester (Zone 2)	Midhurst (Zone 3)	Southbourne (Zone 4)	Petersfield (Zone 5)	Waterlooville (Zone 6)	Havant (Zone 7)	Hayling Island (Zone 8)	Portsmouth & Southsea (Zone 9)	Fratton (Zone 10)	North End (Zone 11)	Cosham (Zone 12)	Fareham (Zone 13)	Bishops Waltham & Botley (Zone 14)	Locks Heath (Zone 15)	Subbington (Zone 16)	Gosport (Zone 17)	Average for all Zones
Car Driver	77.1	69.0	67.8	86.0	46.4	53.2	54.7	69.6	61.5	46.4	68.9	61.2	80.3	94.5	87.5	64.1	67.7	66.6
Car Passenger	8.3	1.7	16.9	10.5	37.7	32.3	32.1	26.8	16.7	13.0	14.8	31.8	7.0	4.1	7.8	21.9	18.5	18.1
Walk	4.2	25.9	6.8	0.0	13.0	8.1	3.8	1.8	12.8	33.3	6.6	1.2	7.0	1.4	3.1	9.4	3.1	9.0
Bus	10.4	1.7	3.4	3.5	0.0	1.6	7.5	0.0	6.4	4.3	4.9	5.9	4.2	0.0	0.0	1.6	9.2	4.1
Taxi	0.0	0.0	0.0	0.0	0.0	3.2	1.9	0.0	0.0	2.9	3.3	0.0	0.0	0.0	0.0	1.6	0.0	1.0
Cycle	0.0	3.4	1.7	0.0	1.4	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	1.5	0.5
Train	0.0	1.7	1.7	0.0	1.4	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.4
Motorcycle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Park and Ride	0.0	0.0	0.0	0.0	0.0	0.0	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	2.1	0.0	3.4	0.0	0.0	1.6	0.0	0.0	0.0	0.0	1.6	0.0	1.4	0.0	0.0	0.0	0.0	0.5
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Note: Figures may not add up to 100% due to rounding.

TABLE 17: MODE OF TRANSPORT TO MAIN CENTRE FOR BULKY COMPARISON GOODS SHOPPING (%)

Mode	Portsmouth City Centre	Portsmouth – Ocean Park/Burrfields Road	Portsmouth – Fratton Suburban Centre/B & Q	Chichester	Fareham – Newgate Lane Retail Park	Fareham – Southampton Road Retail Park	Gosport	Havant – Purbrook Way, B & Q	Hedge End – Retail Park	Southampton	Waterlooville Town Centre	Average for all Centres*
Car Driver	41.4	68.0	69.5	76.8	70.0	76.2	45.2	60.0	86.3	68.7	49.1	66.6
Car Passenger	12.9	25.8	7.7	6.8	17.6	17.7	9.1	40.0	13.0	30.2	23.3	18.1
Walk	20.8	3.6	19.9	12.8	6.7	3.7	21.3	0.0	0.7	0.0	18.4	9.0
Bus	16.4	1.0	2.9	3.6	3.4	2.5	18.2	0.0	0.0	0.0	0.0	4.1
Other	8.3	2.1	0.0	2.0	2.8	0.0	4.2	0.0	0.0	0.0	10.0	0.5
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

Note: Figures may not add up to 100% due to rounding.

**Also includes those retail locations with market shares of less than 2%.*

TABLE 18: ORIGIN OF BULKY COMPARISON GOODS TRIP TO MAIN CENTRE USED

Trip Origin	Portsmouth City Centre	Portsmouth – Ocean Park/Burrfields Road	Portsmouth – Fratton Suburban Centre/B & Q	Chichester	Fareham – Newgate Lane Retail Park	Fareham – Southampton Road Retail Park	Gosport	Havant – Purbrook Way, B & Q	Hedge End – Retail Park	Southampton	Waterlooville Town Centre	Average for all Centres*
Home	100.0	99.0	100.0	93.7	100.0	95.7	100.0	100.0	98.6	98.7	100.0	98.5
Work	0.0	1.0	0.0	3.1	0.0	4.3	0.0	0.0	0.0	1.3	0.0	1.0
Home of friend / relative	0.0	0.0	0.0	2.9	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.4
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

Note: Figures may not add up to 100% due to rounding.

*Also includes those retail locations with market shares of less than 2%.

TABLE 19: AVERAGE JOURNEY TIME FROM HOME TO MAIN BULKY COMPARISON GOODS CENTRE BY ZONE (%)

Time	Selsey (Zone 1)	Chichester (Zone 2)	Midhurst (Zone 3)	Southbourne (Zone 4)	Petersfield (Zone 5)	Waterlooville (Zone 6)	Havant (Zone 7)	Hayling Island (Zone 8)	Portsmouth & Southsea (Zone 9)	Fratton (Zone 10)	North End (Zone 11)	Cosham (Zone 12)	Fareham (Zone 13)	Bishops Waltham & Botley (Zone 14)	Locks Heath (Zone 15)	Subbington (Zone 16)	Gosport (Zone 17)	Average for all Zones
0-10 minutes	11.4	20.4	16.3	44.6	23.5	54.1	51.9	19.6	54.5	74.2	79.3	27.1	39.1	54.8	53.1	60.7	29.0	47.1
11-20 minutes	72.7	67.3	32.7	42.9	32.4	37.7	34.6	64.3	33.8	21.0	17.2	47.1	47.8	37.0	39.1	32.1	45.2	39.7
21-30 minutes	9.1	8.2	42.9	3.6	36.8	6.6	13.5	10.7	7.8	1.6	1.7	18.8	11.6	4.1	6.3	5.4	14.5	9.3
31-40 minutes	4.5	4.1	6.1	0.0	2.9	1.6	0.0	3.6	2.6	1.6	0.0	3.5	0.0	1.4	0.0	1.8	9.7	2.3
41-50 minutes	2.3	0.0	2.0	3.6	1.5	0.0	0.0	1.8	0.0	0.0	0.0	1.2	1.4	1.4	0.0	0.0	1.6	0.6
51-60 minutes	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	1.6	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.3
Over 60 minutes	0.0	0.0	0.0	3.6	1.5	0.0	0.0	0.0	1.3	0.0	1.7	0.0	0.0	1.4	1.6	0.0	0.0	0.6
Don't know / No reply	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Figures may not add up to 100% due to rounding.

TABLE 20: AVERAGE JOURNEY TIME FROM HOME TO MAIN BULKY COMPARISON GOODS BY CENTRE (%)

Time	Portsmouth City Centre	Portsmouth – Ocean Park/Burrfields Road	Portsmouth – Fratton Suburban Centre/B & Q	Chichester	Fareham – Newgate Lane Retail Park	Fareham – Southampton Road Retail Park	Gosport	Havant – Purbrook Way, B & Q	Hedge End – Retail Park	Southampton	Waterlooville Town Centre	Average for all Centres*
0-10 minutes	42.1	42.7	78.4	21.3	58.3	31.2	74.5	64.6	35.5	9.9	59.4	47.1
11-20 minutes	31.3	49.5	17.0	65.4	34.4	51.8	15.3	32.0	42.5	36.5	36.0	39.7
21-30 minutes	20.3	7.8	2.9	8.9	5.2	10.8	10.2	3.1	17.6	27.6	0.0	9.3
31-40 minutes	6.2	0.0	0.0	3.2	1.0	3.3	0.0	0.4	3.6	14.6	4.6	2.3
41-50 minutes	0.0	0.0	0.0	1.1	1.0	2.8	0.0	0.0	1.0	8.8	0.0	0.6
51-60 minutes	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.3
Over 60 minutes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.6
Don't know / No reply	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Figures may not add up to 100% due to rounding.

*Also includes those retail locations with market shares of less than 2%.

TABLE 21: CATCHMENT AREA OF MAJOR FOOD STORES FOR CONVENIENCE GOODS SHOPPING

Store*	Zones From Which Centre Attracts				Outside Catchment Area
	The Majority (51% or more) of Available Expenditure (%) Core Catchment Area	The Largest Share of Available Expenditure (%) Primary Catchment Area	10% or More of Available Expenditure (%) Secondary Catchment Area	2% or More of Available Expenditure (%) Tertiary Catchment Area	
Portsmouth City Centre – Sainsburys	-	-	Zone 9 (11.8%)	Zone 10 (9.7%) Zone 11 (5.1%)	Zones 1 – 8, 12 - 17
Portsmouth City Centre - Tesco	-	-	Zone 10 (30.4%)	Zone 11 (5.7%)	Zones 1 – 9, 12 - 17
Fratton – Asda	-	Zone 9 (27.7%) Zone 10 (31.4%)	Zone 11 (20.4%)	Zone 12 (2.2%)	Zones 1 – 8, 13 - 17
Cosham – Tesco	-	-	Zone 12 (17.0%)	Zone 6 (6.6%)	Zones 1 – 5, 7 – 11, 13 - 17
Farlington - Sainsburys	-	Zone 12 (39.3%)	-	Zone 6 (8.6%) Zone 7 (2.8%) Zone 8 (2.0%) Zone 9 (8.7%) Zone 10 (4.8%) Zone 11 (7.6%)	Zones 1 – 5, 13 - 17
North Harbour – Tesco	-	-	Zone 11 (10.8%) Zone 12 (21.1%) Zone 13 (17.2%)	Zone 8 (2.4%) Zone 9 (3.0%) Zone 10 (5.6%)	Zones 1 – 7, 14 - 17
Fareham – Asda	Zone 16 (54.8%)	-	Zone 13 (12.3%) Zone 17 (14.3%)	Zone 15 (9.3%)	Zones 1 – 12, 14
Fareham – Sainsburys	-	Zone 13 (37.9%)	Zone 14 (18.9%) Zone 15 (14.3%) Zone 16 (10.0%)	Zone 17 (5.3%)	Zones 1 - 12
Gosport – Asda	-	Zone 17 (48.9%)	Zone 16 (10.5%)	Zone 13 (2.8%)	Zones 1 – 12, 14 - 15
Havant – Asda/Wal-Mart	-	-	Zone 6 (17.4%) Zone 7 (23.0%) Zone 8 (12.2%)	Zone 4 (4.8%) Zone 12 (9.1%)	Zones 1 – 3, 5, 9 – 11, 13 - 17

Store*	Zones From Which Centre Attracts				Outside Catchment Area
	The Majority (51% or more) of Available Expenditure (%) Core Catchment Area	The Largest Share of Available Expenditure (%) Primary Catchment Area	10% or More of Available Expenditure (%) Secondary Catchment Area	2% or More of Available Expenditure (%) Tertiary Catchment Area	
Havant - Tesco	-	Zone 7 (46.2%) Zone 8 (28.6%)	-	Zone 4 (4.9%) Zone 6 (2.3%)	Zones 1 – 3, 5, 9 - 17
Hedge End – Sainsburys	-	Zone 14 (40.5%)	Zone 15 (11.2%)	Zone 16 (2.0%)	Zones 1 – 13, 17
Whiteley – Tesco	-	Zone 15 (33.3%)	-	Zone 16 (7.2%)	Zones 1 – 14, 17
Waterlooville – Asda	-	Zone 6 (31.8%)	-	Zone 4 (2.8%) Zone 9 (3.3%) Zone 11 (2.2%)	Zones 1 – 3, 5, 7 – 8, 10, 12 - 17
Waterlooville – Waitrose	-	-	Zone 6 (12.8%)	Zone 8 (7.3%)	Zones 1 – 5, 7, 9 - 17
Chichester - Any	Zone 1 (81.5%) Zone 2 (97.4%) Zone 4 (75.5%)	-	Zone 3 (33.8%)	Zone 7 (3.4%) Zone 8 (3.6%)	Zones 5 - 6, 9 - 17
Midhurst – Any	-	Zone 3 (36.1%)	-	-	Zones 1 – 2, 4 - 17
North End/London Road - Safeway	-	Zone 11 (25.2%)	-	Zone 10 (3.5 %)	Zones 1 – 9, 12 – 17
Petersfield – Tesco	Zone 5 (55.4%)	-	Zone 3 (11.6%)	Zone 9 (2.4%)	Zones 1 – 2, 4, 6 – 8, 10 - 17

*This table includes only those stores with an 'all trip' convenience goods market share of 2%.

TABLE 22: FREQUENCY OF MAIN CONVENIENCE GOODS SHOPPING TRIP BY STORE (%)

Centre / Store*	Three Times a Week or More	Twice a Week	Once a Week	Once a Fortnight	Once a Month or Less Often	Don't Know/ No Reply	Total
Portsmouth City Centre – Sainsburys	23.1	21.8	46.3	4.4	4.4	0.0	100.0
Portsmouth City Centre - Tesco	44.7	9.0	43.3	3.0	0.0	0.0	100.0
Fratton – Asda	15.1	16.9	60.3	3.0	4.7	0.0	100.0
Cosham – Tesco	25.2	15.1	49.0	10.7	0.0	0.0	100.0
Farlington - Sainsburys	14.6	15.2	60.8	6.7	2.8	0.0	100.0
North Harbour – Tesco	15.3	10.1	62.8	8.6	3.3	0.0	100.0
Fareham – Asda	7.6	18.4	64.0	2.6	6.5	0.8	100.0
Fareham – Sainsburys	13.2	22.6	62.1	0.0	0.0	2.0	100.0
Gosport – Asda	11.0	13.1	69.2	1.6	5.2	0.0	100.0
Havant – Asda/Wal-Mart	8.4	10.8	73.0	2.9	2.4	2.4	100.0
Havant - Tesco	14.4	18.4	52.7	11.4	3.2	0.0	100.0
Hedge End – Sainsburys	5.6	44.7	44.1	1.9	3.7	0.0	100.0
Whiteley – Tesco	4.0	51.4	44.7	0.0	0.0	0.0	100.0
Waterlooville – Asda	20.5	18.1	52.8	8.3	0.4	0.0	100.0
Waterlooville – Waitrose	12.3	0.0	61.8	26.0	0.0	0.0	100.0
Average for all Centres/Stores**	17.2	17.6	57.7	4.6	2.4	0.5	100.0

*This table includes only those stores with an "all trip" convenience goods market share of 2% or more.

**The 'Average for all stores' figure includes all centres / stores mentioned by respondents to the survey.

TABLE 23: REASONS FOR SHOPPING AT MAIN CONVENIENCE GOODS STORE (%)*

Reason	Portsmouth City Centre – Sainsburys	Portsmouth City Centre - Tesco	Fratton – Asda	Cosham – Tesco	Farlington - Sainsburys	North Harbour – Tesco	Fareham – Asda	Fareham – Sainsburys	Gosport – Asda	Havant – Asda/Wal-Mart	Havant - Tesco	Hedge End – Sainsburys	Whiteley – Tesco	Waterlooville – Asda	Waterlooville – Waitrose	Average for all Centres/Stores**
Close to home	68.2	63.0	46.4	78.0	56.7	54.0	80.3	79.0	56.7	21.9	63.1	87.8	95.8	39.7	12.3	63.6
Cheap prices / Value for money	30.9	31.5	59.0	4.8	7.6	24.4	9.5	6.6	25.2	30.0	7.6	0.0	0.0	35.1	4.4	18.3
Wide choice of goods	16.1	16.0	20.7	12.0	15.2	21.7	3.2	8.7	8.5	32.9	17.6	3.5	0.0	11.7	8.7	13.9
Good quality products	11.9	16.0	7.2	0.0	18.7	5.1	2.8	2.1	1.6	2.5	2.0	0.0	0.0	2.6	21.1	5.9
Easy / Free parking	0.0	0.0	0.0	0.0	0.0	12.2	0.0	5.2	1.6	0.0	2.0	0.0	4.0	0.0	10.7	3.4
Close to work	0.0	9.1	3.8	0.0	5.8	1.8	1.6	4.1	1.6	1.5	0.0	1.9	0.0	5.1	0.0	1.9

*This table includes only those centres / stores with an “all trip” convenience goods market share of 2% or more.

**The average figures include all centres/stores mentioned by respondents to the survey. Columns may add to more than 100% due to multi-response answers.

TABLE 24: NORMAL TIME OF UNDERTAKING MAIN CONVENIENCE GOODS SHOPPING BY STORE (%)*

Centre/Store	Weekday Day Time	Weekday Evening	Saturday	Sunday	Varies	Total
Portsmouth City Centre – Sainsburys	67.0	4.4	8.8	0.0	19.8	100.0
Portsmouth City Centre – Tesco	47.7	18.1	15.5	0.0	18.6	100.0
Fratton – Asda	49.7	21.1	14.4	1.0	13.8	100.0
Cosham – Tesco	66.1	2.6	2.8	0.0	28.5	100.0
Farlington - Sainsburys	43.4	10.8	9.6	3.0	33.2	100.0
North Harbour – Tesco	58.5	6.7	5.1	3.5	26.2	100.0
Fareham – Asda	59.9	14.0	3.2	1.6	21.2	100.0
Fareham – Sainsburys	62.5	12.0	1.3	1.9	22.3	100.0
Gosport – Asda	62.4	7.8	4.7	3.1	22.0	100.0
Havant – Asda/Wal-Mart	55.7	10.1	2.5	2.5	29.1	100.0
Havant - Tesco	74.8	3.4	8.9	0.0	12.9	100.0
Hedge End – Sainsburys	55.1	17.3	0.0	0.0	27.6	100.0
Whiteley – Tesco	44.1	32.2	4.0	0.0	19.8	100.0
Waterlooville – Asda	62.2	10.4	7.5	0.6	19.3	100.0
Waterlooville – Waitrose	62.0	17.3	8.7	0.0	12.0	100.0
Average for all Centres/Stores**	62.7	10.0	5.8	1.1	20.4	100.0

*This table includes only those centres / stores with an “all trip” convenience goods market share of 2% or more.

**The average figures include all centres/stores mentioned by respondents to the survey. Figures may not add up to 100% due to rounding.

TABLE 25: MODE OF TRANSPORT BY MAIN FOOD STORE USED (%)*

Mode	Portsmouth City Centre – Sainsburys	Portsmouth City Centre - Tesco	Fratton – Asda	Cosham – Tesco	Farlington - Sainsburys	North Harbour – Tesco	Fareham – Asda	Fareham – Sainsburys	Gosport – Asda	Havant – Asda/Wal-Mart	Havant - Tesco	Hedge End – Sainsburys	Whiteley – Tesco	Waterlooville – Asda	Waterlooville – Waitrose	Average for all Centres/Stores**
Car Driver	50.9	40.3	57.8	65.2	72.5	74.9	71.8	75.4	59.7	67.1	62.3	83.9	96.0	60.7	56.7	61.3
Walk	22.1	39.1	25.3	14.0	4.9	5.3	4.8	6.4	5.2	3.8	10.0	0.0	0.0	10.2	8.7	15.2
Car Passenger	3.0	12.0	10.8	12.5	21.0	16.4	17.6	15.0	23.0	23.4	23.7	8.8	4.0	21.4	17.3	14.3
Bus	21.4	8.6	4.9	2.8	0.0	0.0	4.2	1.9	8.4	5.8	0.0	1.9	0.0	5.1	8.7	5.9
Other	5.4	0.0	1.2	5.6	1.6	3.3	1.6	2.8	2.9	0.0	4.0	4.8	0.0	2.6	8.7	3.7
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

*This table includes only those centres / stores with an “all trip” convenience goods market share of 2% or more.

**The average figures include all centres/stores mentioned by respondents to the survey. Figures may not add up to 100% due to rounding.

TABLE 26: ORIGIN OF JOURNEY TO MAIN CONVENIENCE GOODS STORE (%)*

Origin	Portsmouth City Centre – Sainsburys	Portsmouth City Centre - Tesco	Fratton – Asda	Cosham – Tesco	Farlington - Sainsburys	North Harbour – Tesco	Fareham – Asda	Fareham – Sainsburys	Gosport – Asda	Havant – Asda/Wal-Mart	Havant - Tesco	Hedge End – Sainsburys	Whiteley – Tesco	Waterlooville – Asda	Waterlooville – Waitrose	Average for all Centres/ Stores**
Home	100.0	94.1	97.6	97.4	94.0	94.7	98.1	95.9	96.7	97.0	95.3	92.3	96.0	91.9	100.0	95.9
Work	0.0	5.9	2.4	2.6	3.0	1.8	1.9	4.1	3.3	2.4	4.7	7.7	4.0	8.1	0.0	3.7
Other	0.0	0.0	0.0	0.0	3.0	3.5	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

*This table includes only those centres / stores with an “all trip” convenience goods market share of 2% or more.

**The average figures include all centres/stores mentioned by respondents to the survey. Figures may not add up to 100% due to rounding.

TABLE 27: LENGTH OF JOURNEY FROM HOME TO MAIN CONVENIENCE GOODS STORE (%)*

Drive Time	Portsmouth City Centre – Sainsburys	Portsmouth City Centre - Tesco	Fratton – Asda	Cosham – Tesco	Farlington - Sainsburys	North Harbour – Tesco	Fareham – Asda	Fareham – Sainsburys	Gosport – Asda	Havant – Asda/Wal-Mart	Havant - Tesco	Hedge End – Sainsburys	Whiteley – Tesco	Waterlooville – Asda	Waterlooville – Waitrose	Average for all Centres/ Stores**
5 mins or less	27.8	53.9	38.9	43.1	40.3	20.5	38.1	39.7	34.2	37.3	37.6	25.0	37.0	22.3	26.0	32.7
6-10 mins	33.4	35.8	50.3	27.6	28.2	47.8	34.0	28.3	35.5	39.8	38.7	43.4	50.3	51.5	39.0	40.7
11-15 mins	24.1	3.4	2.6	14.9	23.5	20.0	13.2	19.7	20.8	14.9	12.2	16.4	8.2	14.5	12.7	14.4
16-20 mins	9.8	6.8	2.0	14.4	4.9	6.6	12.3	11.0	3.9	8.0	5.6	15.2	4.4	9.0	18.7	8.9
21-25 mins	0.0	0.0	1.1	0.0	0.0	5.1	0.9	0.0	3.9	0.0	3.2	0.0	0.0	0.0	0.0	1.1
26-30 mins	0.0	0.0	3.9	0.0	3.2	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	2.8	3.6	1.1
Over 30 mins	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	0.0	0.5
Don't know / No reply	0.0	0.0	1.3	0.0	0.0	0.0	0.0	1.4	1.7	0.0	2.8	0.0	0.0	0.0	0.0	0.5
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

*This table includes only those centres / stores with an “all trip” convenience goods market share of 2% or more.

**The average figures include all centres/stores mentioned by respondents to the survey. Figures may not add up to 100% due to rounding.

TABLE 28: INCIDENCE OF LINKED TRIPS ON VISITS TO MAIN CONVENIENCE GOODS STORE(%)*

Type of Trip	Portsmouth City Centre – Sainsburys	Portsmouth City Centre - Tesco	Fratton – Asda	Cosham – Tesco	Farlington - Sainsburys	North Harbour – Tesco	Fareham – Asda	Fareham – Sainsburys	Gosport – Asda	Havant – Asda/Wal-Mart	Havant - Tesco	Hedge End – Sainsburys	Whiteley – Tesco	Waterlooville – Asda	Waterlooville – Waitrose	Average for all Centres/ Stores**
Normally travel from home and only visit main food store	72.9	79.9	92.0	45.4	85.1	95.8	85.6	86.1	90.6	84.4	76.8	77.9	79.9	62.0	56.7	74.9
Normally visit other shops and services when visiting main food store	20.3	20.1	8.0	54.6	11.9	4.2	13.4	9.2	9.4	9.0	22.6	22.1	16.1	32.5	43.3	22.4
Normally travel from work and only visit main food store	0.0	0.0	0.0	0.0	3.0	0.0	1.0	0.0	0.0	2.4	0.6	0.0	4.0	5.5	0.0	1.4
Don't know / No reply	6.8	0.0	0.0	0.0	0.0	0.0	0.0	4.8	0.0	4.2	0.0	0.0	0.0	0.0	0.0	1.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

*This table includes only those centres / stores with an “all trip” convenience goods market share of 2% or more.

**The average figures include all centres/stores mentioned by respondents to the survey. Figures may not add up to 100% due to rounding.

TABLE 29: MODE OF TRANSPORT USED FOR LINKED TRIP TO MAIN CONVENIENCE GOODS STORE

Mode	Portsmouth City Centre – Sainsburys	Portsmouth City Centre - Tesco	Fratton – Asda	Cosham – Tesco	Farlington - Sainsburys	North Harbour – Tesco	Fareham – Asda	Fareham – Sainsburys	Gosport – Asda	Havant – Asda/Wal-Mart	Havant - Tesco	Hedge End – Sainsburys	Whiteley – Tesco	Waterlooville – Asda	Waterlooville – Waitrose	Average for all Centres/ Stores**
Walk	100.0	100.0	100.0	94.6	100.0	42.4	72.1	67.7	50.0	47.0	68.2	91.6	100.0	83.0	100.0	85.0
Drive	0.0	0.0	0.0	5.4	0.0	57.6	27.9	32.3	50.0	53.0	31.8	8.4	0.0	17.0	0.0	13.9
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	1.1
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Figures may not add up to 100% due to rounding.

**The average figures include all centres/stores mentioned by respondents to the survey.*

TABLE 30: OTHER SHOPS /SERVICES VISITED ON LINKED TRIP BY MAIN CONVENIENCE GOODS STORE

Type of Use	Portsmouth City Centre - Sainsburys	Portsmouth City Centre - Tesco	Fratton - Asda	Cosham - Tesco	Farlington - Sainsburys	North Harbour - Tesco	Fareham - Asda	Fareham - Sainsburys	Gosport - Asda	Havant - Asda/Wal-Mart	Havant - Tesco	Hedge End - Sainsburys	Whiteley - Tesco	Waterlooville - Asda	Waterlooville - Waitrose	Average for all Centres/ Stores*
Chemist / Photographic Store	42.4	70.1	44.8	50.4	0.0	39.4	10.1	25.4	0.0	0.0	0.0	25.2	24.5	39.4	40.0	40.2
Financial Outlets	42.4	59.8	0.0	10.2	0.0	0.0	21.8	28.8	33.3	40.9	83.1	0.0	0.0	24.8	20.0	39.2
Post Office	14.1	15.0	29.9	49.6	0.0	0.0	31.9	13.9	0.0	0.0	26.5	16.8	24.5	15.8	20.0	32.9
Department / Variety Store	28.2	85.0	40.2	44.5	19.3	39.4	20.1	28.8	16.7	26.5	11.4	41.2	26.4	59.4	40.0	31.3
Fashion Shops	28.2	85.0	70.1	29.1	0.0	81.8	10.1	13.9	0.0	0.0	14.1	0.0	0.0	17.0	40.0	28.5
Newsagent / Confectioners / Tobacconists	14.1	42.5	14.9	56.4	0.0	0.0	34.8	0.0	0.0	0.0	2.6	8.4	24.5	7.9	0.0	28.5
Specialist Food Shops	57.6	12.7	14.9	54.7	26.4	39.4	25.8	11.5	0.0	0.0	11.4	8.4	0.0	15.8	40.0	27.2
Charity Shops	14.1	42.6	42.5	19.7	0.0	81.8	36.5	27.8	0.0	0.0	0.0	0.0	0.0	4.3	0.0	18.5
Café / Restaurant / Pub / Take Away	28.2	29.9	29.9	15.4	0.0	39.4	10.1	13.9	0.0	0.0	0.0	8.4	0.0	1.2	0.0	17.3
Professional Services	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2

Note: Columns add to more than 100% because some respondents gave more than one answer

*The average figures include all centres/stores mentioned by respondents to the survey.

PORTSMOUTH SHOPPING STUDY: UPDATE

On behalf of

PORTSMOUTH CITY COUNCIL

Appendix 1E

Copy of Survey Questionnaire

STRICTLY CONFIDENTIAL
BEACON RESEARCH
Suite 3, The Resource Centre, Bridge Street, Garstang, Lancs. PR3 1YB
Tel: 01995 606330 Fax: 01995 605336

PORTSMOUTH SHOPPING STUDY UPDATE – HOUSEHOLD TELEPHONE SURVEY
ON BEHALF OF COLLIERS CRE (APRIL 2004)

Name: _____

Address: _____

Postcode: _____

- C1 Age: 16-24 1 Supervisor/Manager/Self Employed
25-34 2 Size of company _____
35-44 3 No. of employees _____
45-54 4
55-64 5 If Retired
65 + 6 Company pension—ask previous occupation
State pension only – code 5 below

- C2 Sex: Male 1 If Unemployed
Female 2 Less than 2 months – ask about previous
C3 What is the occupation of the chief occupation
wage earner in your household?

Over 2 months – code 6 below

- Full/Part time employed 1
Retired 2
Unemployed 3

Now Assess Social Grade

- AB 1
C1 2
C2 3
D 4
E1 (Retired) 5
E2 (Unemployed) 6
Refused 7

Occupation _____

Rank/Status _____

No. of Employees _____

Qualifications _____

Interviewer Signature: _____

Date: _____

Good morning/afternoon/evening, my name is

We are doing some research, on behalf of Portsmouth City Council, to improve shopping facilities in this area and I'd like to ask you a few questions.

Are you / may I speak to the person responsible for the majority of your household shopping?

- Yes 1
- No 2 - CLOSE INTERVIEW

As we need to speak to people across a number of areas, could you please tell me your full postcode?

WRITE IN POST CODE HERE _____

Refer to quota and check that respondent is eligible for interview - if not, thank and close.

Q1a Excluding Mail Order, and shopping over the Internet, at which Town, Centre or Retail Park do you do most of your shopping for non-food goods such as Clothing & Footwear, books, gifts and jewellery? **(Single Code)**

Q1b How often do you visit Town, Centre, or Retail Park for this type of non food shopping?

Q1c And excluding Mail Order, and shopping over the Internet, what percentage or proportion of your total expenditure on Clothing & Footwear shopping would you say that you do in Town, Centre, or Retail Park? **(Write In %)**

IF PORTSMOUTH CITY CENTRE NOT MENTIONED AT Q1a - OTHERS GO TO Q2a

Q1d Why do you not use Portsmouth City Centre as your main centre for Clothing and Footwear shopping?

Q2a Which is your second most important Town, Centre or Retail Park for your non-food shopping such as Clothing & Footwear, books, gifts and jewellery? **(Single Code)**

Q2b How often do you visit Town, Centre, or Retail Park for this type of non-food shopping?

Q2c And excluding Mail Order, and shopping over the Internet, what percentage or proportion of your total expenditure on Clothing & Footwear shopping would you say that you do in Town, Centre, or Retail Park? **(Write In %)**

RECORD ANSWERS BELOW & OPPOSITE - CHECK PERCENTAGES ADD TO 100% AT Q1c/Q2c

A	TOWN / CENTRE	Q1	Q2
	Portsmouth - City Centre	1	1
	Portsmouth - Burrfields Rd Retail Park	2	2
	Portsmouth - Cosham	3	3
	Portsmouth - Farlington (Homebase)	4	4
	Portsmouth - Fratton	5	5
	Portsmouth - Gunwharf Quays Designer Outlet	6	6
	Portsmouth - Hilsea (MFI)	7	7
	Portsmouth - Hilsea Industrial Estate	8	8
	Portsmouth - Ocean Retail Park	9	9
	Portsmouth - London Rd(Tiles R Us)	10	10
	Portsmouth - Ocean Retail Park.	11	11
	Portsmouth - Port Solent	12	12
	Portsmouth - Station Rd(Matalan)	13	13
	Portsmouth - Victory Retail Park	14	14
	Alton	15	15
	Basingstoke	16	16
	Bishops Waltham	17	17
	Bognor Regis	18	18
	Brighton	19	19
	Chichester	20	20
	Christchurch	21	21
	Crawley	22	22
	Eastleigh	23	23
	Fareham -Town Centre	24	24
	Fareham -Newgate Lane Retail Park	25	25
	Fareham -Southampton Rd Retail Park	26	26
	Fareham -Collingwood Retail Park	27	27

	Farnham	28	28
	Gosport	29	29
	Guildford	30	30
	Haslemere	31	31
	Havant - Town Centre	32	32
	Havant - Portsdown Hill Rd(Homebase)	33	33
	Havant - Purbrook Way (B&Q)	34	34
	Havant - Retail Park	35	35
	Hedge End - Town Centre	36	36
	Hedge End - Centre 27 Retail Park	37	37
	Horsham	38	38
	Hythe	39	38
	Littlehampton	40	40
	Locks Heath	41	41
	London - West End	42	42
	Midhurst	43	43
	Petersfield	44	44
	Porchester	45	45
	Ringwood	46	46
	Romsey	47	47
	Salisbury	48	48
	Southampton - City Centre / West Quay	49	49
	South Hayling / West Town (Hayling Island)	50	50
	Southsea - Town Centre	51	51
	Southsea - Albert Rd	52	52
	Stubbington	53	53
	Waterlooville - Town Centre	54	54
	Waterlooville - London Rd Retail Warehouses	55	55
	Waterlooville - Wellington Retail Park / HambleTon Centre	56	56
	Winchester	57	57
	Worthing	58	58
	Local Shops	59	59
	Other (Write In)		
	Varies / No particular centre	60	60
	None / Don't shop / Disabled	61	61
	No Second Centre		62
	DK / Can't remember	63	63
B	FREQUENCY OF SHOPPING		
	More than once a week	1	1
	Once a week	2	2
	Once a fortnight	3	3
	Once a month	4	4
	Once every 2 months	5	5
	Less often	6	6
	DK / Can't remember / Varies	7	7
C	% In Location (Write in)	%	%
D	IF NOT PORTSMOUTH CITY CENTRE AT Q1A, WHY NOT. (Most Important Reason Only - (WRITE IN))		

IF ANSWER "PORTSMOUTH - GUNWHARF QUAYS" AT Q1a OR Q2a (code 6)

Q2d When you visit Gunwharf Quays, how often do you also visit Portsmouth City Centre for shopping on the same trip?

- Always 1
- On most visits 2
- On around half of visit 3
- Only on some visit 4
- Never 5

Q2e When visiting Gunwharf Quays for shopping, is it normally a visit you make instead of going to your normal shopping centre, or do you visit Gunwharf Quays as a kind of special day out / leisure trip and still use your normal shopping centre as often as usual?

- I instead of visiting my normal centre 1
- Special day out / still use my normal centre as often as usual 2
- Varies / Don't Know 3

Q3a You said that is the Town / Centre / Retail Park where you do most of your clothing & footwear shopping. What is your main reason for choosing that centre? (Single Code)

- | | | | |
|--|---|---|----|
| Close to home/convenient | 1 | Ease of parking | 8 |
| Close to work | 2 | Free parking | 9 |
| Good choice of shops/range of goods stores | 3 | Cheap parking | 10 |
| Good range of major stores | 4 | Good quality goods/products | 11 |
| Pedestrian friendly streets/Attractive environment | 5 | Part of joint trip to other facility / centre | 12 |
| Good prices/Good value for money | 6 | Street Markets | 13 |
| Good/Cheap Public Transport | 7 | Other (Write In) | |

Q3b How do you normally travel to / from this Town / Centre / Retail Park? (If more than one mode of transport used, code transport used for longest part of journey)

- | | | | |
|-----------------|---|-------------|----|
| Car (Driver) | 1 | Walk | 6 |
| Car (Passenger) | 2 | Cycle | 7 |
| Bus | 3 | Motor Cycle | 8 |
| Train | 4 | Taxi | 9 |
| Park & Ride | 5 | Other | 10 |

Q3c Where does your journey usually start from?

- Home 1
- Work 2
- Other (write in) _____

ASK ALL SAYING HOME AT Q3c - OTHERS GO TO Q4

Q3d On average, how long does it take you to travel to this Town / Centre / Retail Park from home?

10 minutes or less	1	41 - 50 minutes	5
11 - 20 minutes	2	51 - 60 minutes	6
21 - 30 minutes	3	Over 60 minutes	7
31- 40 minutes	4		

Q4 At which Town, Centre or Retail Park do you normally undertake most of your Christmas or other special occasion non-food shopping? (Write In)

- Q5a Excluding Mail Order, and shopping over the Internet, at which Town, Centre or Retail Park do you do most of your shopping for bulky non food goods such as DIY, electrical goods, furniture and carpets?
- Q5b How often do you visit Town, Centre or Retail Park for this type of non food shopping?
- Q5c And excluding Mail Order, and shopping over the Internet, what percentage or proportion of your total expenditure on bulky non food goods would you say that you do in Town, Centre or Retail Park? **(Write In %)**
- Q6a Which is your second most important Town, Centre or Retail Park for bulky, non food goods shopping? **(Single Code)**
- Q6b How often do you visit Town, Centre or Retail Park for this type of non food shopping
- Q6c And excluding Mail Order, and shopping over the Internet, what percentage or proportion of your total expenditure on bulky, non food goods would you say that you do in Town, Centre or Retail Park? **(Write In %)**

RECORD ANSWERS BELOW & OPPOSITE - CHECK PERCENTAGES ADD TO 100% AT Q5c / Q6c

A	TOWN / CENTRE	Q5	Q6
	Portsmouth - City Centre	1	1
	Portsmouth - Burrfields Rd Retail Park	2	2
	Portsmouth - Cosham	3	3
	Portsmouth - Farlington (Homebase)	4	4
	Portsmouth - Fratton	5	5
	Portsmouth - Gunwharf Quays Designer Outlet	6	6
	Portsmouth - Hilsea (MFI)	7	7
	Portsmouth - Hilsea Industrial Estate	8	8
	Portsmouth - Ocean Retail Park	9	9
	Portsmouth - London Rd(Tiles R Us)	10	10
	Portsmouth - Ocean Retail Park.	11	11
	Portsmouth - Port Solent	12	12
	Portsmouth - Victory Retail Park	13	13
	Alton	14	14
	Basingstoke	15	15
	Bishops Waltham	16	16
	Bognor Regis	17	17
	Brighton	18	18
	Chichester	19	19
	Christchurch	20	20
	Crawley	21	21
	Eastleigh	22	22
	Fareham -Town Centre	23	23
	Fareham -Newgate Lane Retail Park	24	24
	Fareham -Southampton Rd Retail Park	25	25
	Fareham -Collingwood Retail Park	26	26
	Farnham	27	27

	Gosport	28	28
	Guildford	29	29
	Haslemere	30	30
	Havant - Town Centre	31	31
	Havant - Portsdown Hill Rd(Homebase)	32	32
	Havant - Purbrook Way (B&Q)	33	33
	Havant - Retail Park	34	34
	Hedge End - Town Centre	35	35
	Hedge End - Centre 27 Retail Park	36	36
	Horsham	37	37
	Hythe	38	38
	Littlehampton	39	38
	Locks Heath	40	40
	London - West End	41	41
	Midhurst	42	42
	Petersfield	43	43
	Porchester	44	44
	Ringwood	45	45
	Romsey	46	46
	Salisbury	47	47
	Southampton - City Centre / West Quay	48	48
	South Hayling / West Town (Hayling Island)	49	49
	Southsea - Town Centre	50	50
	Southsea - Albert Rd	51	51
	Stubbington	52	52
	Waterlooville - Town Centre	53	53
	Waterlooville - London Rd Retail Warehouses	54	54
	Waterlooville - Wellington Retail Park / HambleTon Centre	55	55
	Winchester	56	56
	Worthing	57	57
	Local Shops	58	58
	Other (Write In)		
	Varies / No particular centre	59	59
	None / Don't shop / Disabled	60	60
	No Second Centre		61
	DK / Can't remember	62	62
B	FREQUENCY OF SHOPPING		
	More than once a week	1	1
	Once a week	2	2
	Once a fortnight	3	3
	Once a month	4	4
	Once every 2 months	5	5
	Less often	6	6
	DK / Can't remember / Varies	7	7
C	% In Location (Write in)	%	%

Q7a You said that is your Town / Centre / Retail Park where you do most of your bulky non food shopping. What is your main reason for choosing that centre? (Single Code)

Close to home/convenient	1	Ease of parking	8
Close to work	2	Free parking	9
Good choice of shops/range of goods stores	3	Cheap parking	10
Good range of major stores	4	Good quality goods/products	11
Pedestrian friendly streets/Attractive environment	5	Part of joint trip to other facility/centre	12
Good prices/Good value for money	6	Street Markets	13
Good/Cheap Public Transport	7	Other (Write In)	

Q7b How do you normally travel to and from this Town / Centre / Retail Park? (If more than one mode of transport used, code transport used for longest part of journey)

Car (Driver)	1	Walk	6
Car (Passenger)	2	Cycle	7
Bus	3	Motor Cycle	8
Train	4	Taxi	9
Park & Ride	5	Other	10

Q7c Where does your journey usually start from?

Home	1
Work	2
Other (write in)_____	

ASK ALL SAYING HOME AT Q7c - OTHERS GO TO Q8

Q7d On average, how long does it take you to travel to this Town Centre / Retail Park from home?

10 minutes or less	1	41 - 50 minutes	5
11 - 20 minutes	2	51 - 60 minutes	6
21 - 30 minutes	3	Over 60 minutes	7
31- 40 minutes	4		

Q8a Which is your main store and centre for food and grocery shopping? (Store and Centre needed - Single code)

Q8b When during the week, would you normally shop at your main food store?

Q9a And which Store and Centre do you use for most of your remaining food and grocery shopping? (Store and Centre needed)

Q9b And when would you normally shop at your second food store?

RECORD ANSWER FROM CODE LIST BELOW

		Q8a Main Store / Centre	Q9a Second Store / Centre
A	CODE FROM LIST		
	OTHER (WRITE IN)		
B	WHEN SHOP		
	Weekdays (Mon - Fri) Daytime	1	1
	Weekdays (Mon - Fri) Evening	2	2
	Saturday	3	3
	Sunday	4	4
	Varies / No particular time	5	5

Q10a On average how much do you and your household spend on food and groceries each week in your main store?

Q10b And how much, on average do you spend on food and groceries each week in the store where you do most of your remaining food and grocery shopping?

RECORD BELOW	£	P
(a) Main' store weekly total expenditure		
(b) ' Second' store weekly total expenditure		
(c) Total weekly food expenditure		

Note: (c) is calculated as (a + b)

Q10d You said that..... is your main store for food/grocery shopping. How often do you visit that store for food and grocery shopping?

Three times a week or more often	1	Once a month	5
Twice a week	2	Once every two months	6
Once a week	3	Less often	7
Once a fortnight	4		

Q10e What is the main reason why you and your household choose to shop at the store where you do your main food / grocery shopping? (Single Code)

- Close to home / convenient 1
- Close to work 2
- Close to street Markets 3
- Ease of parking 4
- Free parking 5
- Cheap parking 6
- Good / cheap public transport 7
- Wide choice of goods / products 8
- Close to other shops 9
- Good prices/good value for money 10
- Good quality goods / products 11
- Other (WRITE IN) _____

Q10f How do you normally travel to? (If more than one mode of transport used, code transport used for longest part of journey)

- | | | | |
|-----------------|---|-------------|----|
| Car (Driver) | 1 | Walk | 6 |
| Car (Passenger) | 2 | Cycle | 7 |
| Bus | 3 | Motor Cycle | 8 |
| Train | 4 | Taxi | 9 |
| Park & Ride | 5 | Other | 10 |

Q10g Where does your journey usually start from?

- Home 1
- Work 2
- Other (write in) _____

ASK ALL SAYING HOME AT Q10g - OTHERS GO TO Q11a

Q10h On average, how long does it take you to travel to this Store / Centre from home?

- | | | | |
|-------------------|---|-----------------|---|
| 5 minutes or less | 1 | 21 - 25 minutes | 5 |
| 6 - 10 minutes | 2 | 26 - 30 minutes | 6 |
| 11 - 15 minutes | 3 | Over 30 minutes | 7 |
| 16 - 20 minutes | 4 | | |

Q11a Which of the following, best describes a normal visit to your main food store? (SINGLE CODE)

READ OUT

- I travel to the store from home and do not normally shop anywhere else during that visit 1
- I travel to the store from work and do not shop anywhere else during that visit 2
- I normally visit other stores and services in the area when visiting my main food store 3

IF CODED 3 ASK Q11b TO Q11d - OTHERS CLOSE

Q11b Which town/centre is this? (Write In)

Q11c And do you drive to the other shops/service outlets, or walk or use another form of transport?

Drive	1
Walk	2
Other Form of Transport	3

Q11d And what other shops/services do you normally visit (MULTI -CODE)

Financial outlets (eg Banks, Building Societies)	1
Professional Services (eg Solicitors, Accountants)	2
Post Office	3
Cafe/Restaurant/Pub/Take-Away	4
Specialist food shops (eg Baker, Greengrocer, Butcher)	5
Chemist	6
Newsagents/Confectioners/Tobacconists	7
Fashion Shops (eg for clothing, footwear etc)	8
Charity Shops	9
Department/Variety Store	10
Other type of shop (Write In) _____	

COMPLETE CLASSIFICATION - THANK RESPONDENT

PORTSMOUTH FOOD CODE LIST

Portsmouth City centre -Iceland	1
Portsmouth City centre -M&S	2
Portsmouth City centre-Sainsbury	3
Portsmouth City centre-Tesco	3
Portsmouth -Lidl	4
Portsmouth Anchorage -Safeway	5
Portsmouth, Fratton, Summers Rd North - Asda / Walmart	6
Portsmouth, Cosham - Coop	7
Portsmouth, Cosham - Iceland	8
Portsmouth, Cosham - Kwik Save	9
Portsmouth, Cosham - Tesco Metro	10
Portsmouth, Cowplane - Coop / Community Store	11
Portsmouth Fratton -Iceland	12
Portsmouth Farlington -Sainsbury	13
Portsmouth, Milton - Coop	14
Portsmouth North Harbour -Tesco	15
Portsmouth North End - Alldays	16
Portsmouth North End / London Rd -KwikSave	17
Portsmouth North End / London Rd- Lidl	18
Portsmouth North End / London Rd- Safeway	19
Portsmouth North End - Iceland	20
Portsmouth, Paulsgrove -Coop	21
Portsmouth Port Solent - Alldays	22
Alton(Any)	23
Bishops Waltham-Budgens	24
Bognor Regis(Any)	25
Borden- Alldays	26
Borden- Somerfield	27
Chichester (Any)	28
Eastleigh(Any)	29
Fareham - Aldi	30
Fareham - Alldays	31
Fareham - Asda	32
Fareham - M&S	33
Fareham - Sainsbury	34
Fareham town centre - Somerfield	35
Fareham out of centre - Somerfield	36
Farnham(Any)	37
Gosport - Alldays	38
Gosport town centre - Coop / Comm. Store	39
Gosport town centre - Safeway	40
Gosport town centre - Waitrose	41
Gosport out of centre - Asda	42
Gosport out of centre - Buy Lo	43
Gosport out of centre - Lidl	44
Gosport out of centre - Safeway	45
Gosport out of centre - Waitrose	46
Haslemere(Any)	47
Havant - Asda / Wal - Mart	48
Havant - Coop	49
Havant - Iceland	50

Havant - Kwik Save	51
Havant - Tesco	52
Havant - Tesco Metro	53
Havant - Waitrose	54
Hayling Island - Coop	55
Hayling Island - Somerfield	56
Hedge End town centre- KwikSave	57
Hedge End out of centre- M&S	58
Hedge End out of centre- Sainsbury	59
Hythe (Any)	60
Lee-on-Solent - Alldays	61
Lee-on-Solent - Coop	62
Littlehampton (Any)	63
Midhurst(Any)	64
Petersfield - Somerfield	65
Locks Heath District - Pioneer / Coop	66
Petersfield - Somerfield	67
Petersfield - Tesco	68
Petersfield - Waitrose	69
Portchester - Coop	70
Portchester - Iceland	71
Portchester - Safeway	72
Portchester - Somerfield	73
Romsey Town Centre - Coop / Stop&Shop	74
Romsey (Any)	75
Southampton (Any)	76
Southsea - Alldays	77
Southsea, Elmgrove - Coop	78
Southsea - Iceland	79
Southsea -Tesco Metro	80
Southsea -Waitrose	81
Southsea, Albert Rd - Tesco	82
Southsea, Albert Rd - Somerfield	83
Stubbington - Budgens	84
Stubbington - Iceland	85
Whiteley - Tesco	86
Waterlooville -Alldays	87
Waterlooville -Asda	88
Waterlooville -Coop	89
Waterlooville -Iceland	90
Waterlooville -KwikSave	91
Waterlooville -Tesco	92
Waterlooville -Waitrose	93
Verwood - Safeway	94
Local shops / PO	95
None / No particular store / Varies	96
None / Don't shop / Disabled / Someone else shops	97
No second Store	98
DK / Cant remember / No reply	99