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Havant Household Survey for MWA Planning

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Introduction

1.1 Research Background & Objectives

To conduct a survey amongst residents in and around Havant to assess shopping habits for main food and grocery, top-up food and non-food shopping.

1.2 Research Methodology

A total of 401 telephone interviews were conducted between Monday 5th and Sunday 10th May 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 4 zones, defined using postcode sectors. The zone details were:

Zone	Postcode Sectors	Number of Interviews
1	PO7 5, PO7 8	75
2	PO7 6, PO7 7, PO8 8	150
3	PO8 0, PO8 9	151
4	PO7 4, PO17 6	25
Total		401

1.3.2 Telephone Numbers

All available telephone numbers are used to obtain the sample of interviews. This includes published telephone numbers (land-lines and some mobile numbers) 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 random selected number for interviewers, all calls are made by interviewers; no automated call handling systems are used.

1.3.4 Time of Interviewing

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

1.3.5 Monitoring of Calls

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

1.4 Weightings

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

Age	Main Shopper Profile (%)	Interviews Achieved	Age Weightings
18-34	17.6%	42	1.6714
35-44	16.3%	26	2.4368
45-54	19.0%	85	0.9285
55-64	19.8%	72	1.0870
65+	27.2%	176	0.6267
(Refused)	n/a	0	1.0000
Total		401	

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	20838	75	106	1.3073
2	31797	150	150	1.0021
3	25339	151	129	0.8851
4	3495	75	16	0.6526
Total	81469	401	401	

* Source: Location Analyst Area Comparison Report; Data Version UK 2019

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 401 answers “Yes” to a question, we can be 95% sure that between 44.1% and 54.9% of the population holds the same opinion (i.e. +/- 4.9%). The following is a guide showing confidence intervals attached to various sample sizes from the study:

%ge Response	95% confidence interval
10%	±2.9%
20%	±3.9%
30%	±4.5%
40%	±4.8%
50%	±4.9%

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

Havant Household Survey for MWA Planning

	Total	Zone 1		Zone 2		Zone 3		Zone 4		
Q01 Where did you last undertake your household's main food and grocery shopping?										
Aldi, Central Retail Park, Havant	1.7%	7	2.7%	2	2.7%	4	0.7%	1	0.0%	0
Aldi, West Street, Fareham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Asda, Larchwood Avenue, Bedhampton, Havant	7.5%	30	25.3%	19	2.0%	3	4.6%	7	4.0%	1
Asda, Portland Road, Waterloooville	18.2%	73	21.3%	16	22.7%	34	15.2%	23	0.0%	0
Co-op, Hambledon Road, Denmead	0.7%	3	0.0%	0	1.3%	2	0.0%	0	4.0%	1
Iceland, Wellington Way, Waterloooville	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Castle Trading Estate, Southampton Road, Portchester	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Lidl, Elettra Avenue, Waterloooville	5.7%	23	0.0%	0	8.7%	13	6.0%	9	4.0%	1
Lidl, London Road, Cowplain, Waterloooville	2.7%	11	4.0%	3	4.0%	6	1.3%	2	0.0%	0
Lidl, Somborne Drive, Leigh Park, Havant	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), High Street, Petersfield	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Marks & Spencer (Simply Food), Wellington Retail Park, Waterloooville	2.0%	8	0.0%	0	2.7%	4	2.0%	3	4.0%	1
Morrisons, Anchorage Road, Portsmouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Morrisons, Lakesmere Road, Horndean, Waterloooville	20.0%	80	6.7%	5	13.3%	20	34.4%	52	12.0%	3
Sainsbury's Superstore, Broadcut, Fareham	1.2%	5	0.0%	0	0.7%	1	0.0%	0	16.0%	4
Sainsbury's Superstore, Fitzherbert Road, Farlington	0.7%	3	1.3%	1	0.7%	1	0.7%	1	0.0%	0
Sainsbury's Superstore, Hambledon Road, Waterloooville	17.0%	68	21.3%	16	24.7%	37	9.3%	14	4.0%	1
Tesco Express, Lovedean, Waterloooville	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Tesco Extra, Clement Attlee Way, Cosham	1.5%	6	2.7%	2	0.0%	0	0.7%	1	12.0%	3
Tesco Extra, Solent Road, Havant	2.5%	10	1.3%	1	2.0%	3	4.0%	6	0.0%	0
Tesco Superstore, Quay Street, Fareham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Waitrose, Dukes Walk, Stakes Hill Road, Waterloooville	8.0%	32	8.0%	6	9.3%	14	5.3%	8	16.0%	4
Waitrose, Rams Walk, Petersfield	1.2%	5	0.0%	0	0.0%	0	2.6%	4	4.0%	1
Internet / delivery	5.7%	23	2.7%	2	4.7%	7	7.9%	12	8.0%	2
Lidl, Station Road, Petersfield	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Local shops, Clanfield Village Centre	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Local shops, Portsmouth City Centre	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Tesco Express, Charles Street, Petersfield	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Tesco Superstore, The Causeway, Petersfield	0.5%	2	0.0%	0	0.7%	1	0.7%	1	0.0%	0
Base:	401		75		150		151		25	

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		
Meanscore: [Number of visits per week]										
Q02 How often do you normally do your household's main food shopping at (STORE / LOCATION MENTIONED AT Q01)?										
Daily	1.2%	5	0.0%	0	2.7%	4	0.0%	0	4.0%	1
4 to 6 times a week	0.5%	2	1.3%	1	0.0%	0	0.7%	1	0.0%	0
2 or 3 times a week	17.0%	68	17.3%	13	16.0%	24	17.9%	27	16.0%	4
Once a week	62.8%	252	57.3%	43	64.7%	97	63.6%	96	64.0%	16
Once a fortnight	11.7%	47	18.7%	14	7.3%	11	11.9%	18	16.0%	4
Once a month	4.0%	16	0.0%	0	6.0%	9	4.6%	7	0.0%	0
Less often	1.2%	5	2.7%	2	1.3%	2	0.7%	1	0.0%	0
(Don't know / varies)	1.5%	6	2.7%	2	2.0%	3	0.7%	1	0.0%	0
Mean:	1.26		1.20		1.32		1.20		1.40	
Base:	401		75		150		151		25	

Q03 How do you normally travel to (STORE / LOCATION MENTIONED AT Q01) when undertaking your main food shop?
Excluding those who do their main food shopping via the Internet at Q01

Car / van (as driver)	80.2%	303	83.6%	61	75.5%	108	81.3%	113	91.3%	21
Car / van (as passenger)	7.7%	29	6.8%	5	9.1%	13	7.2%	10	4.3%	1
Motorcycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bus	4.5%	17	2.7%	2	2.8%	4	7.9%	11	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	0.5%	2	0.0%	0	0.7%	1	0.7%	1	0.0%	0
Walk	5.3%	20	2.7%	2	10.5%	15	1.4%	2	4.3%	1
Bicycle	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Disability vehicle (scooter, wheelchair etc.)	0.8%	3	1.4%	1	0.7%	1	0.7%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.8%	3	2.7%	2	0.0%	0	0.7%	1	0.0%	0
Base:	378		73		143		139		23	

Q04 When your household undertakes its main food shopping at (STORE / LOCATION MENTIONED AT Q01), does it also visit other shops or service outlets on the same shopping trip?
Excluding those who do their main food shopping via the Internet at Q01

Yes	44.4%	168	41.1%	30	46.9%	67	43.9%	61	43.5%	10
No	55.6%	210	58.9%	43	53.1%	76	56.1%	78	56.5%	13
Base:	378		73		143		139		23	

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		
Q05 Where did you undertake your main food and grocery shopping the time before your last visit to (STORE / LOCATION MENTIONED AT Q01) was it the same place, or different and if so please specify?										
Aldi, Central Retail Park, Havant	1.5%	6	0.0%	0	2.7%	4	1.3%	2	0.0%	0
Aldi, Southampton Road, Portsmouth	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Aldi, West Street, Fareham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Asda, Larchwood Avenue, Bedhampton, Havant	7.5%	30	25.3%	19	1.3%	2	5.3%	8	4.0%	1
Asda, Portland Road, Waterloooville	15.7%	63	16.0%	12	22.7%	34	11.3%	17	0.0%	0
Co-op, London Road, COWPLAIN, Waterloooville	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Co-op, The Square, Wickham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Iceland, Wellington Way, Waterloooville	0.5%	2	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, Elettra Avenue, Waterloooville	5.5%	22	2.7%	2	8.0%	12	4.6%	7	4.0%	1
Lidl, London Road, Cowplain, Waterloooville	5.2%	21	5.3%	4	8.0%	12	3.3%	5	0.0%	0
Marks & Spencer (Simply Food), High Street, Petersfield	0.7%	3	0.0%	0	0.0%	0	2.0%	3	0.0%	0
Marks & Spencer (Simply Food), Wellington Retail Park, Waterloooville	3.5%	14	4.0%	3	4.7%	7	2.0%	3	4.0%	1
Marks & Spencer, Solent Retail Park, Havant	0.5%	2	1.3%	1	0.0%	0	0.7%	1	0.0%	0
Morrisons, Lakesmere Road, Hordean, Waterloooville	16.5%	66	4.0%	3	6.0%	9	33.8%	51	12.0%	3
Morrisons, Victory Retail Park, Portsmouth	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Broadcut, Fareham	1.0%	4	0.0%	0	0.0%	0	0.0%	0	16.0%	4
Sainsbury's Superstore, Fitzherbert Road, Farlington	0.5%	2	0.0%	0	0.7%	1	0.7%	1	0.0%	0
Sainsbury's Superstore, Hambledon Road, Waterloooville	14.5%	58	13.3%	10	20.7%	31	8.6%	13	16.0%	4
Tesco Express, Lavender Road, Waterloooville	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lovedean, Waterloooville	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Tesco Extra, Clement Attlee Way, Cosham	1.2%	5	1.3%	1	0.7%	1	0.7%	1	8.0%	2
Tesco Extra, Solent Road, Havant	3.5%	14	4.0%	3	3.3%	5	4.0%	6	0.0%	0
Tesco Superstore, Quay Street, Fareham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Waitrose, Dukes Walk, Stakes Hill Road, Waterloooville	9.5%	38	9.3%	7	12.7%	19	6.6%	10	8.0%	2
Waitrose, Marmion Road, Portsmouth	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Waitrose, Rams Walk, Petersfield	1.2%	5	0.0%	0	0.0%	0	2.0%	3	8.0%	2
Internet / delivery	6.2%	25	6.7%	5	4.7%	7	7.3%	11	8.0%	2
Local shops, Clanfield Village Centre	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Local shops, Petersfield Town Centre	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Local shops, Portsmouth City Centre	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Local shops, Waterloooville Town Centre	0.5%	2	1.3%	1	0.0%	0	0.7%	1	0.0%	0
One Stop, Five Heads Road, Hordean	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Tesco Superstore, The Causeway, Petersfield	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
(Don't know / can't	1.2%	5	0.0%	0	2.0%	3	1.3%	2	0.0%	0

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	Total	Zone 1	Zone 2	Zone 3	Zone 4
remember)					
Base:	401	75	150	151	25

Meanscore: [Number of visits per week]

Q06 How often do you normally do your household's main food and grocery shopping at (STORE / LOCATION MENTIONED AT Q05)?

Those who visit a different location for main food shopping at Q05

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4 to 6 times a week	1.1%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0
2 or 3 times a week	11.8%	22	9.5%	4	14.7%	10	8.7%	6	25.0%	2
Once a week	37.4%	70	38.1%	16	41.2%	28	34.8%	24	25.0%	2
Once a fortnight	26.2%	49	28.6%	12	16.2%	11	36.2%	25	12.5%	1
Once a month	11.8%	22	11.9%	5	13.2%	9	8.7%	6	25.0%	2
Less often	3.7%	7	4.8%	2	1.5%	1	5.8%	4	0.0%	0
(Don't know / varies)	8.0%	15	7.1%	3	10.3%	7	5.8%	4	12.5%	1
Mean:	0.97		0.86		1.17		0.83		1.16	
Base:	187		42		68		69		8	

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		
Q07 Where did you last undertake your household's shopping for small scale / daily 'top up' shopping?										
Aldi, Central Retail Park, Havant	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Larchwood Avenue, Bedhampton, Havant	2.5%	10	8.0%	6	0.7%	1	2.0%	3	0.0%	0
Asda, Portland Road, Waterloooville	7.0%	28	8.0%	6	9.3%	14	5.3%	8	0.0%	0
Co-op, Hambledon Road, Denmead	3.5%	14	0.0%	0	5.3%	8	0.7%	1	20.0%	5
Co-op, London Road, COWPLAIN, Waterloooville	2.2%	9	0.0%	0	4.7%	7	1.3%	2	0.0%	0
Co-op, London Road, PURBROOK, Waterloooville	0.5%	2	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, Purbrook Chase Precinct, Crookhorn Lane, Waterloooville	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, The Square, Wickham	1.2%	5	0.0%	0	0.0%	0	0.0%	0	20.0%	5
Co-op, White DIRT Lane, Clanfield	2.7%	11	0.0%	0	0.0%	0	7.3%	11	0.0%	0
Iceland, Wellington Way, Waterloooville	0.7%	3	2.7%	2	0.0%	0	0.7%	1	0.0%	0
Lidl, Elettra Avenue, Waterloooville	2.5%	10	1.3%	1	4.7%	7	1.3%	2	0.0%	0
Lidl, London Road, Cowplain, Waterloooville	5.2%	21	5.3%	4	8.7%	13	2.6%	4	0.0%	0
Lidl, Somborne Drive, Leigh Park, Havant	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), High Street, Petersfield	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Marks & Spencer (Simply Food), Wellington Retail Park, Waterloooville	3.0%	12	2.7%	2	4.7%	7	2.0%	3	0.0%	0
Morrisons, Lakesmere Road, Horndean, Waterloooville	7.5%	30	0.0%	0	8.0%	12	11.9%	18	0.0%	0
Sainsbury's Superstore, Broadcut, Fareham	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Fitzherbert Road, Farlington	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Hambledon Road, Waterloooville	5.2%	21	9.3%	7	5.3%	8	3.3%	5	4.0%	1
Tesco Express, Lavender Road, Waterloooville	3.0%	12	13.3%	10	1.3%	2	0.0%	0	0.0%	0
Tesco Express, London Road, Waterloooville	3.0%	12	2.7%	2	6.7%	10	0.0%	0	0.0%	0
Tesco Express, Lovedean, Waterloooville	4.7%	19	1.3%	1	1.3%	2	10.6%	16	0.0%	0
Tesco Express, The Westbrook Centre, Tempest Avenue, Waterloooville	4.0%	16	14.7%	11	2.0%	3	1.3%	2	0.0%	0
Tesco Extra, Solent Road, Havant	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Waitrose, Dukes Walk, Stakes Hill Road, Waterloooville	4.5%	18	6.7%	5	7.3%	11	0.7%	1	4.0%	1
Internet / delivery	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Budgens, Green Lane, Clanfield	2.0%	8	0.0%	0	0.0%	0	5.3%	8	0.0%	0
Central Store, Frogmore Lane, Waterloooville	0.5%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Co-op, Milton Road, Cowplain, Waterloooville	0.5%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Local shops, Clanfield Village Centre	0.5%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Local shops, Hambledon Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	8.0%	2
Local shops, Horndean	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0

Havant Household Survey for MWA Planning

	Total	Zone 1		Zone 2		Zone 3		Zone 4		
Village Centre										
Local shops, Waterloooville	0.5%	2	1.3%	1	0.0%	0	0.7%	1	0.0%	0
Town Centre										
Local shops, Wickham	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Village Centre										
One Stop, Five Heads Road, Horndean	0.5%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0
One Stop, Hart Plain Avenue, Cowplain	0.5%	2	0.0%	0	0.7%	1	0.7%	1	0.0%	0
One Stop, Mill Road, Waterloooville	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
People's Market, West Street, Waterloooville	0.5%	2	0.0%	0	0.0%	0	0.0%	0	8.0%	2
Poundland, London Road, Waterloooville	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Premier, Hazleton Way, Waterloooville	1.2%	5	0.0%	0	0.7%	1	2.6%	4	0.0%	0
Premier, Meadow Parade, Hambledon Road, Waterloooville	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Midhurst Road, Liphook	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Spar, Catherington Lane, Horndean	1.0%	4	0.0%	0	0.0%	0	2.6%	4	0.0%	0
The Bakehouse, Hambledon Road, Denmead	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	1.2%	5	0.0%	0	2.7%	4	0.0%	0	4.0%	1
(Don't do this type of shopping)	23.7%	95	12.0%	9	22.7%	34	30.5%	46	24.0%	6
Base:	401			75		150		151		25

Havant Household Survey for MWA Planning

	Total		Zone 1		Zone 2		Zone 3		Zone 4	
Q08 Where did you last undertake your household's shopping for clothes, footwear and o										
Chichester City Centre	7.2%	29	6.7%	5	4.0%	6	10.6%	16	8.0%	2
Cosham Local Centre, Portsmouth	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Fareham Town Centre	2.5%	10	2.7%	2	2.7%	4	0.7%	1	12.0%	3
Havant Town Centre	3.0%	12	2.7%	2	1.3%	2	4.6%	7	4.0%	1
Hedge End Town Centre	0.5%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Petersfield Town Centre	1.7%	7	1.3%	1	1.3%	2	2.0%	3	4.0%	1
Portsmouth City Centre	9.0%	36	13.3%	10	8.7%	13	6.6%	10	12.0%	3
Southampton City Centre	0.5%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Southsea Local Centre, Portsmouth	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Waterlooville Town Centre	12.0%	48	12.0%	9	12.0%	18	13.9%	21	0.0%	0
Winchester City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Gunwharf Quays Outlet Centre, Portsmouth (M&S Outlet, Gap, Nike, Timberland & more)	2.7%	11	1.3%	1	2.7%	4	2.6%	4	8.0%	2
Hedge End Retail Park, Hedge End (Currys, Pets at Home, M&S, Sainsbury's & more)	3.7%	15	2.7%	2	4.7%	7	3.3%	5	4.0%	1
Solent Retail Park, Havant (Halfords, M&S, Next, Sports Direct & more)	3.7%	15	5.3%	4	3.3%	5	4.0%	6	0.0%	0
Wellington Retail Park, Waterlooville (Argos, Halfords, Home Bargains, TK Maxx & more)	5.5%	22	6.7%	5	7.3%	11	4.0%	6	0.0%	0
West Quay Shopping Centre & Retail Park, Southampton (IKEA, John Lewis, Argos, Currys, Furniture Village & more)	2.7%	11	1.3%	1	2.7%	4	2.6%	4	8.0%	2
Whiteley Shopping Centre, Whiteley (Boots, M&S, Next, Tesco & more)	1.5%	6	0.0%	0	0.7%	1	2.6%	4	4.0%	1
Dobbies Garden Centre, Bartons Road, Havant	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Asda, Larchwood Avenue, Bedhampton, Havant	1.2%	5	1.3%	1	0.7%	1	2.0%	3	0.0%	0
Asda, Portland Road, Waterlooville	3.2%	13	2.7%	2	4.0%	6	3.3%	5	0.0%	0
Marks & Spencer, Solent Retail Park, Havant	0.5%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Marks & Spencer, Whiteley Shopping Centre, Whiteley	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Broadcut, Fareham	0.5%	2	0.0%	0	0.0%	0	0.0%	0	8.0%	2
Sainsbury's Superstore, Fitzherbert Road, Farlington	0.5%	2	1.3%	1	0.0%	0	0.7%	1	0.0%	0
Sainsbury's Superstore, Hambleton Road, Waterlooville	4.0%	16	4.0%	3	5.3%	8	2.0%	3	8.0%	2
Tesco Extra, Solent Road, Havant	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Internet / delivery	20.0%	80	18.7%	14	20.0%	30	21.9%	33	12.0%	3
Bluewater Shopping Centre, Dartford, Greenhithe	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Central London	0.7%	3	0.0%	0	2.0%	3	0.0%	0	0.0%	0
Country Market Shopping Centre, Kingsley, Bordon	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Findon Village Centre, West Sussex	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Horndean Village Centre	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
(Don't know / can't remember)	5.0%	20	4.0%	3	6.0%	9	4.6%	7	4.0%	1
(Don't do this type of shopping)	5.5%	22	9.3%	7	7.3%	11	2.6%	4	0.0%	0
Base:		401		75		150		151		25

Havant Household Survey for MWA Planning

	Total	Zone 1		Zone 2		Zone 3		Zone 4		
Q09 Where did you last undertake your household's shopping for furniture, floor coverings, soft furnishings or household textiles?										
Chichester City Centre	0.7%	3	0.0%	0	0.7%	1	1.3%	2	0.0%	0
Cosham Local Centre, Portsmouth	1.0%	4	1.3%	1	0.7%	1	1.3%	2	0.0%	0
Farlington Local Centre, Portsmouth	1.0%	4	2.7%	2	0.0%	0	1.3%	2	0.0%	0
Havant Town Centre	1.0%	4	1.3%	1	0.7%	1	1.3%	2	0.0%	0
Petersfield Town Centre	1.5%	6	0.0%	0	0.7%	1	2.0%	3	8.0%	2
Portsmouth City Centre	2.2%	9	6.7%	5	1.3%	2	0.7%	1	4.0%	1
Southampton City Centre	1.0%	4	0.0%	0	2.0%	3	0.7%	1	0.0%	0
Southsea Local Centre, Portsmouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Waterlooville Town Centre	9.2%	37	9.3%	7	11.3%	17	7.9%	12	4.0%	1
Bradbeers Retail Park, Hedge End (Bradbeers, Carpetright, Homesense, Smyths, TK Maxx)	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Central Retail Park, Havant (Aldi, Carpetright, Dreams)	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Collingwood Retail Park, Fareham (Homebase, Pets at Home, Poundstretcher, Matalan)	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Hedge End Retail Park, Hedge End (Currys, Pets at Home, M&S, Sainsbury's & more)	3.7%	15	1.3%	1	2.0%	3	4.0%	6	20.0%	5
Ocean Retail Park, Portsmouth (Currys PC World, Carpetright, Halfords, TK Maxx & more)	1.0%	4	0.0%	0	1.3%	2	1.3%	2	0.0%	0
Pompey Centre, Southsea (B&Q, Bathstore, Carpetright, Tile Giant & more)	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Portfield Retail Park, Chichester (John Lewis, Currys, Harveys, Homesense & more)	1.0%	4	0.0%	0	1.3%	2	1.3%	2	0.0%	0
Solent Retail Park, Havant (Halfords, M&S, Next, Sports Direct & more)	0.5%	2	1.3%	1	0.0%	0	0.7%	1	0.0%	0
Wellington Retail Park, Waterlooville (Argos, Halfords, Home Bargains, TK Maxx & more)	11.7%	47	12.0%	9	12.0%	18	12.6%	19	4.0%	1
West Quay Shopping Centre & Retail Park, Southampton (IKEA, John Lewis, Argos, Currys, Furniture Village & more)	3.5%	14	5.3%	4	2.0%	3	4.0%	6	4.0%	1
B&Q, Purbrook Way, Havant	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Larchwood Avenue, Bedhampton, Havant	0.5%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Asda, Portland Road, Waterlooville	1.2%	5	0.0%	0	1.3%	2	2.0%	3	0.0%	0
Lidl, Elettra Avenue, Waterlooville	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Marks & Spencer, Solent Retail Park, Havant	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Marks & Spencer, Whiteley Shopping Centre, Whiteley	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lakesmere Road, Horndean, Waterlooville	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Sainsbury's Superstore, Hambledon Road, Waterlooville	1.5%	6	1.3%	1	0.7%	1	2.0%	3	4.0%	1
Internet / delivery	13.5%	54	8.0%	6	12.7%	19	17.9%	27	8.0%	2
Ash Village Centre	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0

Havant Household Survey for MWA Planning

	Total		Zone 1		Zone 2		Zone 3		Zone 4	
Chandler's Ford Town Centre	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Cowplain Village Centre	0.5%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Dunelm, Southampton Road, Park Gate, Fareham	0.5%	2	0.0%	0	0.7%	1	0.0%	0	4.0%	1
Horndean Village Centre	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Marriotts Furnishers, New Road, Fratton, Portsmouth	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Southampton Road Retail Park, Titchfield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1
(Don't know / can't remember)	15.2%	61	8.0%	6	21.3%	32	13.2%	20	12.0%	3
(Don't do this type of shopping)	24.2%	97	33.3%	25	24.0%	36	20.5%	31	20.0%	5
Base:		401		75		150		151		25

Havant Household Survey for MWA Planning

	Total	Zone 1		Zone 2		Zone 3		Zone 4		
Q10 Where did you last undertake your household's shopping for DIY, hardware, decorating goods, garden products, plants or pet related products?										
Clanfield Village Centre	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Denmead Village Centre	0.7%	3	0.0%	0	0.7%	1	0.0%	0	8.0%	2
Fareham Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	8.0%	2
Farlington Local Centre, Portsmouth	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Havant Town Centre	0.7%	3	1.3%	1	0.0%	0	0.7%	1	4.0%	1
Petersfield Town Centre	0.5%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Southampton City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Waterlooville Town Centre	9.2%	37	8.0%	6	12.0%	18	7.9%	12	4.0%	1
Wickham Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Hedge End Retail Park, Hedge End (Currys, Pets at Home, M&S, Sainsbury's & more)	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Ocean Retail Park, Portsmouth (Currys PC World, Carpetright, Halfords, TK Maxx & more)	0.5%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Pompey Centre, Southsea (B&Q, Bathstore, Carpetright, Tile Giant & more)	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Portfield Retail Park, Chichester (John Lewis, Currys, Harveys, Homesense & more)	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Solent Retail Park, Havant (Halfords, M&S, Next, Sports Direct & more)	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Speedfields Park, Fareham (Asda, B&M, Wickes, Screwfix & more)	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Victory Retail Park, Portsmouth (Morrisons & Dreams)	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Wellington Retail Park, Waterlooville (Argos, Halfords, Home Bargains, TK Maxx & more)	5.5%	22	0.0%	0	12.0%	18	2.0%	3	4.0%	1
West Quay Shopping Centre & Retail Park, Southampton (IKEA, John Lewis, Argos, Currys, Furniture Village & more)	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
B&Q, Purbrook Way, Havant	44.6%	179	57.3%	43	38.7%	58	45.7%	69	36.0%	9
Dobbies Garden Centre, Bartons Road, Havant	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Garsons Titchfield, Fontley Road, Titchfield	0.5%	2	1.3%	1	0.0%	0	0.0%	0	4.0%	1
Keydell Nurseries, Havant Road, Horndean	3.0%	12	2.7%	2	2.7%	4	4.0%	6	0.0%	0
Stansted Park Garden Centre, Rowland's Castle	0.5%	2	1.3%	1	0.7%	1	0.0%	0	0.0%	0
Asda, Larchwood Avenue, Bedhampton, Havant	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Portland Road, Waterlooville	0.7%	3	1.3%	1	0.7%	1	0.7%	1	0.0%	0
Lidl, Elettra Avenue, Waterlooville	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Sainsbury's Superstore, Hambledon Road, Waterlooville	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Internet / delivery	3.5%	14	0.0%	0	3.3%	5	5.3%	8	4.0%	1
B&Q, Charles Watts Way, Hedge End	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Goodwillies Timber Merchant, London Road, Purbrook	0.5%	2	1.3%	1	0.0%	0	0.7%	1	0.0%	0
Horndean Village Centre	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0

Havant Household Survey for MWA Planning

	Total	Zone 1		Zone 2		Zone 3		Zone 4		
Portfield Industrial Estate, Portfield Road, Portsmouth	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Screwfix, Hazleton Interchange, Lakesmere Road, Horndean	1.2%	5	0.0%	0	0.0%	0	3.3%	5	0.0%	0
Wickes, Park Way, Havant	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Wickes, Rockville Drive, Waterlooville	3.7%	15	0.0%	0	4.7%	7	5.3%	8	0.0%	0
(Don't know / can't remember)	6.2%	25	1.3%	1	8.7%	13	6.6%	10	4.0%	1
(Don't do this type of shopping)	13.0%	52	20.0%	15	11.3%	17	11.3%	17	12.0%	3
Base:		401		75		150		151		25

Havant Household Survey for MWA Planning

	Total	Zone 1		Zone 2		Zone 3		Zone 4		
Q11 Where did you last undertake your households shopping for small and large electrical goods including photographic equipment?										
Chichester City Centre	0.5%	2	1.3%	1	0.7%	1	0.0%	0	0.0%	0
Clanfield Village Centre	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Denmead Village Centre	0.5%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Fareham Town Centre	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Farlington Local Centre, Portsmouth	0.5%	2	0.0%	0	0.7%	1	0.7%	1	0.0%	0
Havant Town Centre	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Petersfield Town Centre	1.0%	4	0.0%	0	0.0%	0	2.0%	3	4.0%	1
Portsmouth City Centre	1.0%	4	2.7%	2	0.0%	0	1.3%	2	0.0%	0
Southampton City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Southsea Local Centre, Portsmouth	0.5%	2	1.3%	1	0.0%	0	0.7%	1	0.0%	0
Waterlooville Town Centre	6.0%	24	4.0%	3	7.3%	11	6.0%	9	4.0%	1
Central Retail Park, Havant (Aldi, Carpetright, Dreams)	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Collingwood Retail Park, Fareham (Homebase, Pets at Home, Poundstretcher, Matalan)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Hedge End Retail Park, Hedge End (Currys, Pets at Home, M&S, Sainsbury's & more)	1.0%	4	1.3%	1	0.7%	1	0.7%	1	4.0%	1
Ocean Retail Park, Portsmouth (Currys PC World, Carpetright, Halfords, TK Maxx & more)	15.2%	61	20.0%	15	14.0%	21	13.9%	21	16.0%	4
Portfield Retail Park, Chichester (John Lewis, Currys, Harveys, Homesense & more)	1.0%	4	2.7%	2	0.0%	0	1.3%	2	0.0%	0
Wellington Retail Park, Waterlooville (Argos, Halfords, Home Bargains, TK Maxx & more)	7.2%	29	8.0%	6	9.3%	14	6.0%	9	0.0%	0
West Quay Shopping Centre & Retail Park, Southampton (IKEA, John Lewis, Argos, Currys, Furniture Village & more)	1.7%	7	1.3%	1	0.7%	1	2.0%	3	8.0%	2
B&M (with Garden Centre) Fitzherbert Road, Farlington	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Purbrook Way, Havant	2.2%	9	2.7%	2	4.0%	6	0.7%	1	0.0%	0
Asda, Larchwood Avenue, Bedhampton, Havant	1.5%	6	4.0%	3	1.3%	2	0.7%	1	0.0%	0
Asda, Portland Road, Waterlooville	3.0%	12	5.3%	4	4.0%	6	1.3%	2	0.0%	0
Lidl, London Road, Cowplain, Waterlooville	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Morrisons, Lakesmere Road, Horndean, Waterlooville	1.2%	5	0.0%	0	1.3%	2	1.3%	2	4.0%	1
Sainsbury's Superstore, Fitzherbert Road, Farlington	0.5%	2	1.3%	1	0.0%	0	0.7%	1	0.0%	0
Sainsbury's Superstore, Hambledon Road, Waterlooville	1.0%	4	0.0%	0	2.0%	3	0.7%	1	0.0%	0
Tesco Extra, Clement Attlee Way, Cosham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Internet / delivery	26.9%	108	28.0%	21	22.7%	34	31.8%	48	20.0%	5
Bishop's Waltham Town Centre	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Eastern Road, Portsmouth	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Lidl, Station Road, Petersfield	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Screwfix, Arnside Road, Waterlooville	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Screwfix, Hazleton	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0

Havant Household Survey for MWA Planning

	Total	Zone 1		Zone 2		Zone 3		Zone 4	
Interchange, Lakesmere Road, Hordean									
Tesco Extra, Fratton Way, Portsmouth	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%
Wickes, Rockville Drive, Waterloooville	0.7%	3	0.0%	0	0.0%	0	2.0%	3	0.0%
(Don't know / can't remember)	10.0%	40	1.3%	1	14.0%	21	11.3%	17	4.0%
(Don't do this type of shopping)	13.0%	52	12.0%	9	12.7%	19	11.9%	18	24.0%
Base:		401		75		150		151	25

Havant Household Survey for MWA Planning

	Total		Zone 1		Zone 2		Zone 3		Zone 4	
Q12 Where did you last undertake your household's shopping for other non-food items including books, jewellery, china, glass and household goods?										
Brighton City Centre	0.5%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Chichester City Centre	2.5%	10	1.3%	1	1.3%	2	4.0%	6	4.0%	1
Fareham Town Centre	1.2%	5	1.3%	1	0.7%	1	0.7%	1	8.0%	2
Gosport Town Centre	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Havant Town Centre	1.0%	4	0.0%	0	0.7%	1	2.0%	3	0.0%	0
Hedge End Town Centre	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Petersfield Town Centre	3.7%	15	1.3%	1	1.3%	2	6.6%	10	8.0%	2
Portsmouth City Centre	4.5%	18	4.0%	3	5.3%	8	4.0%	6	4.0%	1
Southampton City Centre	0.5%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Southsea Local Centre, Portsmouth	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Waterlooville Town Centre	11.2%	45	12.0%	9	14.0%	21	9.9%	15	0.0%	0
Gunwharf Quays Outlet Centre, Portsmouth (M&S Outlet, Gap, Nike, Timberland & more)	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Hedge End Retail Park, Hedge End (Currys, Pets at Home, M&S, Sainsbury's & more)	0.5%	2	1.3%	1	0.7%	1	0.0%	0	0.0%	0
Portfield Retail Park, Chichester (John Lewis, Currys, Harveys, Homesense & more)	0.5%	2	0.0%	0	0.7%	1	0.7%	1	0.0%	0
Wellington Retail Park, Waterlooville (Argos, Halfords, Home Bargains, TK Maxx & more)	1.2%	5	1.3%	1	1.3%	2	1.3%	2	0.0%	0
West Quay Shopping Centre & Retail Park, Southampton (IKEA, John Lewis, Argos, Currys, Furniture Village & more)	1.0%	4	1.3%	1	0.7%	1	1.3%	2	0.0%	0
Whiteley Shopping Centre, Whiteley (Boots, M&S, Next, Tesco & more)	0.5%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0
B&M (with Garden Centre) Fitzherbert Road, Farlington	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Purbrook Way, Havant	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Keydell Nurseries, Havant Road, Horndean	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Asda, Larchwood Avenue, Bedhampton, Havant	3.2%	13	9.3%	7	2.0%	3	1.3%	2	4.0%	1
Asda, Portland Road, Waterlooville	5.0%	20	6.7%	5	4.0%	6	6.0%	9	0.0%	0
Asda, Speedfields Park, Newgate Lane, Fareham	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Morrisons, Lakesmere Road, Horndean, Waterlooville	0.7%	3	1.3%	1	0.7%	1	0.0%	0	4.0%	1
Sainsbury's Superstore, Broadcut, Fareham	0.5%	2	0.0%	0	0.0%	0	0.0%	0	8.0%	2
Sainsbury's Superstore, Fitzherbert Road, Farlington	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Sainsbury's Superstore, Hambledon Road, Waterlooville	0.7%	3	0.0%	0	2.0%	3	0.0%	0	0.0%	0
Tesco Extra, Clement Attlee Way, Cosham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Tesco Extra, Solent Road, Havant	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Internet / delivery	28.4%	114	26.7%	20	31.3%	47	27.2%	41	24.0%	6
Cowplain Village Centre	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Totnes Town Centre	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
(Don't know / can't remember)	3.5%	14	2.7%	2	4.7%	7	2.6%	4	4.0%	1
(Don't do this type of shopping)	25.4%	102	26.7%	20	26.0%	39	23.8%	36	28.0%	7

Havant Household Survey for MWA Planning

	Total		Zone 1		Zone 2		Zone 3		Zone 4	
Base:	401		75		150		151		25	
Q13 Where did you last undertake your household's shopping for health, beauty or chemist items (excluding prescriptions)?										
Chichester City Centre	0.7%	3	1.3%	1	0.7%	1	0.7%	1	0.0%	0
Clanfield Village Centre	3.2%	13	0.0%	0	0.0%	0	8.6%	13	0.0%	0
Cosham Local Centre, Portsmouth	0.7%	3	1.3%	1	0.7%	1	0.7%	1	0.0%	0
Denmead Village Centre	2.5%	10	0.0%	0	6.0%	9	0.0%	0	4.0%	1
Fareham Town Centre	1.7%	7	0.0%	0	0.7%	1	0.0%	0	24.0%	6
Havant Town Centre	0.5%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Petersfield Town Centre	2.0%	8	0.0%	0	0.0%	0	4.6%	7	4.0%	1
Portsmouth City Centre	1.7%	7	4.0%	3	2.0%	3	0.7%	1	0.0%	0
Southampton City Centre	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Waterlooville Town Centre	31.2%	125	32.0%	24	36.7%	55	28.5%	43	12.0%	3
Wickham Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	8.0%	2
Winchester City Centre	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Gunwharf Quays Outlet Centre, Portsmouth (M&S Outlet, Gap, Nike, Timberland & more)	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Hedge End Retail Park, Hedge End (Currys, Pets at Home, M&S, Sainsbury's & more)	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Wellington Retail Park, Waterlooville (Argos, Halfords, Home Bargains, TK Maxx & more)	1.7%	7	5.3%	4	0.7%	1	1.3%	2	0.0%	0
Whiteley Shopping Centre, Whiteley (Boots, M&S, Next, Tesco & more)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Asda, Larchwood Avenue, Bedhampton, Havant	2.2%	9	9.3%	7	0.7%	1	0.7%	1	0.0%	0
Asda, Portland Road, Waterlooville	9.2%	37	13.3%	10	9.3%	14	8.6%	13	0.0%	0
Asda, Speedfields Park, Newgate Lane, Fareham	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Lidl, Elettia Avenue, Waterlooville	0.5%	2	1.3%	1	0.7%	1	0.0%	0	0.0%	0
Lidl, London Road, Cowplain, Waterlooville	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Morrisons, Lakesmere Road, Horndean, Waterlooville	6.5%	26	0.0%	0	2.0%	3	14.6%	22	4.0%	1
Sainsbury's Superstore, Broadcut, Fareham	0.5%	2	0.0%	0	0.0%	0	0.0%	0	8.0%	2
Sainsbury's Superstore, Fitzherbert Road, Farlington	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Sainsbury's Superstore, Hambledon Road, Waterlooville	5.2%	21	4.0%	3	8.0%	12	2.6%	4	8.0%	2
Tesco Extra, Clement Attlee Way, Cosham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Tesco Extra, Solent Road, Havant	1.5%	6	0.0%	0	0.7%	1	3.3%	5	0.0%	0
Internet / delivery	6.2%	25	8.0%	6	6.0%	9	5.3%	8	8.0%	2
Bishop's Waltham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Cowplain Village Centre	7.5%	30	1.3%	1	8.0%	12	11.3%	17	0.0%	0
Gatwick Airport	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Horndean Village Centre	1.0%	4	0.0%	0	0.0%	0	2.6%	4	0.0%	0
Purbrook Village Centre	0.5%	2	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Waitrose, Dukes Walk, Stakes Hill Road, Waterlooville	1.0%	4	4.0%	3	0.7%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	1.7%	7	1.3%	1	2.7%	4	0.7%	1	4.0%	1
(Don't do this type of shopping)	7.0%	28	10.7%	8	8.0%	12	4.6%	7	4.0%	1
Base:	401		75		150		151		25	

Havant Household Survey for MWA Planning

	Total	Zone 1		Zone 2		Zone 3		Zone 4		
Q14 Where did you last undertake your household's shopping for recreational goods including bicycles, toys, sports and camping equipment?										
Chichester City Centre	1.0%	4	0.0%	0	1.3%	2	1.3%	2	0.0%	0
Fareham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Havant Town Centre	1.7%	7	1.3%	1	1.3%	2	2.0%	3	4.0%	1
Petersfield Town Centre	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Portchester Local Centre, Fareham	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Portsmouth City Centre	1.7%	7	4.0%	3	0.7%	1	2.0%	3	0.0%	0
Southampton City Centre	0.7%	3	1.3%	1	0.7%	1	0.7%	1	0.0%	0
Waterlooville Town Centre	4.7%	19	0.0%	0	6.0%	9	6.6%	10	0.0%	0
Winchester City Centre	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Bradbeers Retail Park, Hedge End (Bradbeers, Carpetright, Homesense, Smyths, TK Maxx)	0.5%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Hedge End Retail Park, Hedge End (Currys, Pets at Home, M&S, Sainsbury's & more)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Ocean Retail Park, Portsmouth (Currys PC World, Carpetright, Halfords, TK Maxx & more)	1.7%	7	1.3%	1	2.7%	4	1.3%	2	0.0%	0
Pompey Centre, Southsea (B&Q, Bathstore, Carpetright, Tile Giant & more)	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Solent Retail Park, Havant (Halfords, M&S, Next, Sports Direct & more)	3.5%	14	5.3%	4	2.7%	4	4.0%	6	0.0%	0
Wellington Retail Park, Waterlooville (Argos, Halfords, Home Bargains, TK Maxx & more)	4.2%	17	5.3%	4	4.7%	7	3.3%	5	4.0%	1
West Quay Shopping Centre & Retail Park, Southampton (IKEA, John Lewis, Argos, Currys, Furniture Village & more)	0.7%	3	2.7%	2	0.0%	0	0.7%	1	0.0%	0
Whiteley Shopping Centre, Whiteley (Boots, M&S, Next, Tesco & more)	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Asda, Larchwood Avenue, Bedhampton, Havant	1.2%	5	2.7%	2	0.7%	1	1.3%	2	0.0%	0
Asda, Portland Road, Waterlooville	2.0%	8	2.7%	2	1.3%	2	2.6%	4	0.0%	0
Sainsbury's Superstore, Fitzherbert Road, Farlington	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Sainsbury's Superstore, Hambledon Road, Waterlooville	0.7%	3	0.0%	0	1.3%	2	0.7%	1	0.0%	0
Tesco Extra, Solent Road, Havant	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Abroad	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Internet / delivery	23.7%	95	20.0%	15	20.7%	31	25.8%	39	40.0%	10
Cowplain Village Centre	0.5%	2	1.3%	1	0.0%	0	0.7%	1	0.0%	0
Decathlon, Binnacle Way, Cosham, Portsmouth	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Go Outdoors, Third Avenue, Millbrook Road, Southampton	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Smyths Toys Superstores, Southampton Road, Titchfield	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
The Boardwalk Shopping Centre, Port Solent	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Uxbridge Town Centre	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Widley Village Centre	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
(Don't know / can't	3.5%	14	2.7%	2	6.7%	10	1.3%	2	0.0%	0

Havant Household Survey for MWA Planning

	Total		Zone 1		Zone 2		Zone 3		Zone 4	
remember)										
(Don't do this type of shopping)	43.4%	174	45.3%	34	44.0%	66	42.4%	64	40.0%	10
Base:		401		75		150		151		25

Q15 How does your household normally travel when shopping for non-food goods?

Car / van (as driver)	75.3%	302	76.0%	57	72.0%	108	76.8%	116	84.0%	21
Car / van (as passenger)	7.0%	28	4.0%	3	8.0%	12	7.3%	11	8.0%	2
Motorcycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bus	6.5%	26	4.0%	3	6.7%	10	8.6%	13	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	0.5%	2	0.0%	0	0.7%	1	0.7%	1	0.0%	0
Walk	5.5%	22	8.0%	6	9.3%	14	0.7%	1	4.0%	1
Bicycle	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Disability vehicle (scooter, wheelchair etc.)	0.7%	3	2.7%	2	0.7%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.0%	12	5.3%	4	2.0%	3	2.6%	4	4.0%	1
(Don't travel - goods delivered)	1.2%	5	0.0%	0	0.7%	1	2.6%	4	0.0%	0
Base:		401		75		150		151		25

Q16 Overall, which is the main town / district centre you most regularly visit for your household's non-food shopping needs?

Chichester City Centre	11.5%	46	9.3%	7	8.0%	12	15.9%	24	12.0%	3
Cosham Local Centre, Portsmouth	0.5%	2	0.0%	0	0.7%	1	0.7%	1	0.0%	0
Fareham Town Centre	5.2%	21	2.7%	2	4.0%	6	1.3%	2	44.0%	11
Havant Town Centre	4.7%	19	2.7%	2	5.3%	8	6.0%	9	0.0%	0
Hedge End Town Centre	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Petersfield Town Centre	4.2%	17	1.3%	1	0.7%	1	7.9%	12	12.0%	3
Portsmouth City Centre	13.5%	54	18.7%	14	13.3%	20	11.9%	18	8.0%	2
Southampton City Centre	5.5%	22	9.3%	7	2.7%	4	6.0%	9	8.0%	2
Southsea Local Centre, Portsmouth	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Waterlooville Town Centre	42.4%	170	42.7%	32	51.3%	77	39.7%	60	4.0%	1
Winchester City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Bluewater Shopping Centre, Dartford, Greenhithe	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Cowplain Village Centre	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Gunwharf Quays Outlet Centre, Portsmouth	1.2%	5	1.3%	1	1.3%	2	1.3%	2	0.0%	0
Hedge End Retail Park, Hedge End	0.5%	2	0.0%	0	0.7%	1	0.0%	0	4.0%	1
Whiteley Shopping Centre, Whiteley	1.5%	6	1.3%	1	2.0%	3	1.3%	2	0.0%	0
(Don't know / varies)	3.5%	14	5.3%	4	5.3%	8	1.3%	2	0.0%	0
(Don't shop in town / district centres)	4.5%	18	4.0%	3	4.0%	6	5.3%	8	4.0%	1
Base:		401		75		150		151		25

GEN Gender of respondent.

Male	28.2%	113	25.3%	19	30.0%	45	26.5%	40	36.0%	9
Female	71.8%	288	74.7%	56	70.0%	105	73.5%	111	64.0%	16
Base:		401		75		150		151		25

AGE Could I ask, how old are you?

18 to 24	2.0%	8	0.0%	0	2.7%	4	2.6%	4	0.0%	0
25 to 34	8.5%	34	10.7%	8	9.3%	14	7.3%	11	4.0%	1
35 to 44	6.5%	26	10.7%	8	5.3%	8	5.3%	8	8.0%	2
45 to 54	21.2%	85	13.3%	10	21.3%	32	25.2%	38	20.0%	5
55 to 64	18.0%	72	24.0%	18	18.7%	28	13.2%	20	24.0%	6
65 +	43.9%	176	41.3%	31	42.7%	64	46.4%	70	44.0%	11
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		401		75		150		151		25

Havant Household Survey for MWA Planning

	Total		Zone 1		Zone 2		Zone 3		Zone 4	
QUOTA Zone										
Zone 1	18.7%	75	100.0%	75	0.0%	0	0.0%	0	0.0%	0
Zone 2	37.4%	150	0.0%	0	100.0%	150	0.0%	0	0.0%	0
Zone 3	37.7%	151	0.0%	0	0.0%	0	100.0%	151	0.0%	0
Zone 4	6.2%	25	0.0%	0	0.0%	0	0.0%	0	100.0%	25
Base:		401		75		150		151		25
PC Postcode Sector										
PO17 6	3.0%	12	0.0%	0	0.0%	0	0.0%	0	48.0%	12
PO7 4	3.2%	13	0.0%	0	0.0%	0	0.0%	0	52.0%	13
PO7 5	8.5%	34	45.3%	34	0.0%	0	0.0%	0	0.0%	0
PO7 6	8.2%	33	0.0%	0	22.0%	33	0.0%	0	0.0%	0
PO7 7	15.0%	60	0.0%	0	40.0%	60	0.0%	0	0.0%	0
PO7 8	10.2%	41	54.7%	41	0.0%	0	0.0%	0	0.0%	0
PO8 0	14.5%	58	0.0%	0	0.0%	0	38.4%	58	0.0%	0
PO8 8	14.2%	57	0.0%	0	38.0%	57	0.0%	0	0.0%	0
PO8 9	23.2%	93	0.0%	0	0.0%	0	61.6%	93	0.0%	0
Base:		401		75		150		151		25

Appendix 2:

Data Tabulations

By Zone (Weighted)

Havant Household Survey for MWA Planning

Weighted:

March 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		
Q01 Where did you last undertake your household's main food and grocery shopping?										
Aldi, Central Retail Park, Havant	2.1%	8	3.2%	3	2.9%	4	0.4%	1	0.0%	0
Aldi, West Street, Fareham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Asda, Larchwood Avenue, Bedhampton, Havant	9.1%	36	26.2%	28	2.2%	3	3.7%	5	2.5%	0
Asda, Portland Road, Waterloooville	22.2%	89	24.6%	26	26.9%	40	17.5%	22	0.0%	0
Co-op, Hambledon Road, Denmead	0.5%	2	0.0%	0	0.8%	1	0.0%	0	4.4%	1
Iceland, Wellington Way, Waterloooville	0.5%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, Castle Trading Estate, Southampton Road, Portchester	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Lidl, Elettra Avenue, Waterloooville	5.6%	23	0.0%	0	9.2%	14	5.5%	7	9.9%	2
Lidl, London Road, Cowplain, Waterloooville	2.0%	8	2.7%	3	2.7%	4	0.9%	1	0.0%	0
Lidl, Somborne Drive, Leigh Park, Havant	0.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), High Street, Petersfield	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Marks & Spencer (Simply Food), Wellington Retail Park, Waterloooville	1.5%	6	0.0%	0	2.0%	3	2.0%	3	2.5%	0
Morrisons, Anchorage Road, Portsmouth	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0
Morrisons, Lakesmere Road, Horndean, Waterloooville	17.7%	71	6.4%	7	13.4%	20	32.1%	41	16.2%	3
Sainsbury's Superstore, Broadcut, Fareham	1.1%	4	0.0%	0	1.1%	2	0.0%	0	17.5%	3
Sainsbury's Superstore, Fitzherbert Road, Farlington	0.6%	2	0.8%	1	0.4%	1	0.7%	1	0.0%	0
Sainsbury's Superstore, Hambledon Road, Waterloooville	16.7%	67	17.0%	18	24.7%	37	8.5%	11	4.4%	1
Tesco Express, Lovedean, Waterloooville	0.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Tesco Extra, Clement Attlee Way, Cosham	1.3%	5	2.7%	3	0.0%	0	0.6%	1	10.7%	2
Tesco Extra, Solent Road, Havant	3.8%	15	3.0%	3	2.4%	4	6.5%	8	0.0%	0
Tesco Superstore, Quay Street, Fareham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0
Waitrose, Dukes Walk, Stakes Hill Road, Waterloooville	6.8%	27	7.8%	8	6.8%	10	5.1%	7	13.9%	2
Waitrose, Rams Walk, Petersfield	1.0%	4	0.0%	0	0.0%	0	2.8%	4	3.8%	1
Internet / delivery	5.4%	22	2.1%	2	4.1%	6	9.5%	12	5.1%	1
Lidl, Station Road, Petersfield	0.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Local shops, Clanfield Village Centre	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Local shops, Portsmouth City Centre	0.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Tesco Express, Charles Street, Petersfield	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Tesco Superstore, The Causeway, Petersfield	0.3%	1	0.0%	0	0.4%	1	0.4%	1	0.0%	0
Weighted base:		401		106		150		129		16
Sample:		401		75		150		151		25

	Total	Zone 1		Zone 2		Zone 3		Zone 4		
Meanscore: [Number of visits per week]										
Q02 How often do you normally do your household's main food shopping at (STORE / LOCATION MENTIONED AT Q01)?										
Daily	1.3%	5	0.0%	0	3.3%	5	0.0%	0	2.5%	0
4 to 6 times a week	0.7%	3	1.1%	1	0.0%	0	1.1%	1	0.0%	0
2 or 3 times a week	16.2%	65	16.4%	17	16.1%	24	16.6%	21	12.6%	2
Once a week	61.7%	248	57.2%	61	62.5%	94	63.3%	81	72.8%	12
Once a fortnight	12.1%	48	18.6%	20	7.0%	11	12.6%	16	12.1%	2
Once a month	4.6%	18	0.0%	0	7.5%	11	5.5%	7	0.0%	0
Less often	1.7%	7	2.8%	3	2.2%	3	0.4%	1	0.0%	0
(Don't know / varies)	1.7%	7	3.8%	4	1.5%	2	0.4%	1	0.0%	0
Mean:	1.25		1.18		1.34		1.19		1.28	
Weighted base:	401		106		150		129		16	
Sample:	401		75		150		151		25	

Q03 How do you normally travel to (STORE / LOCATION MENTIONED AT Q01) when undertaking your main food shop?
Excluding those who do their main food shopping via the Internet at Q01

Car / van (as driver)	80.1%	304	83.3%	87	76.1%	109	80.4%	94	94.6%	14
Car / van (as passenger)	7.7%	29	8.1%	8	8.0%	11	7.7%	9	2.7%	0
Motorcycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bus	4.2%	16	2.0%	2	2.8%	4	8.4%	10	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	0.6%	2	0.0%	0	0.4%	1	1.3%	1	0.0%	0
Walk	5.0%	19	2.0%	2	10.6%	15	1.2%	1	2.7%	0
Bicycle	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Disability vehicle (scooter, wheelchair etc.)	1.6%	6	3.1%	3	1.7%	2	0.5%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.6%	2	1.6%	2	0.0%	0	0.5%	1	0.0%	0
Weighted base:		379		104		144		116		15
Sample:		378		73		143		139		23

Q04 When your household undertakes its main food shopping at (STORE / LOCATION MENTIONED AT Q01), does it also visit other shops or service outlets on the same shopping trip?
Excluding those who do their main food shopping via the Internet at Q01

Yes	43.4%	165	38.1%	40	46.6%	67	44.1%	51	43.1%	7
No	56.6%	215	61.9%	64	53.4%	77	55.9%	65	56.9%	9
Weighted base:		379		104		144		116		15
Sample:		378		73		143		139		23

	Total	Zone 1		Zone 2		Zone 3		Zone 4		
Q05 Where did you undertake your main food and grocery shopping the time before your last visit to (STORE / LOCATION MENTIONED AT Q01) was it the same place, or different and if so please specify?										
Aldi, Central Retail Park, Havant	1.7%	7	0.0%	0	3.1%	5	1.6%	2	0.0%	0
Aldi, Southampton Road, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Aldi, West Street, Fareham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Asda, Larchwood Avenue, Bedhampton, Havant	8.2%	33	23.1%	24	1.3%	2	4.6%	6	2.5%	0
Asda, Portland Road, Waterloooville	19.0%	76	17.8%	19	26.3%	39	13.8%	18	0.0%	0
Co-op, London Road, COWPLAIN, Waterloooville	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Co-op, The Square, Wickham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	6.8%	1
Iceland, Wellington Way, Waterloooville	0.8%	3	3.2%	3	0.0%	0	0.0%	0	0.0%	0
Lidl, Elettra Avenue, Waterloooville	6.1%	24	3.8%	4	8.9%	13	5.1%	7	2.5%	0
Lidl, London Road, Cowplain, Waterloooville	4.9%	20	4.0%	4	8.0%	12	2.7%	3	0.0%	0
Marks & Spencer (Simply Food), High Street, Petersfield	0.6%	3	0.0%	0	0.0%	0	2.0%	3	0.0%	0
Marks & Spencer (Simply Food), Wellington Retail Park, Waterloooville	3.1%	12	2.7%	3	3.9%	6	1.5%	2	9.9%	2
Marks & Spencer, Solent Retail Park, Havant	0.4%	2	0.8%	1	0.0%	0	0.6%	1	0.0%	0
Morrisons, Lakesmere Road, Horndean, Waterloooville	14.5%	58	4.5%	5	5.2%	8	33.5%	43	16.2%	3
Morrisons, Victory Retail Park, Portsmouth	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Broadcut, Fareham	0.5%	2	0.0%	0	0.0%	0	0.0%	0	13.3%	2
Sainsbury's Superstore, Fitzherbert Road, Farlington	0.4%	2	0.0%	0	0.6%	1	0.6%	1	0.0%	0
Sainsbury's Superstore, Hambledon Road, Waterloooville	14.7%	59	11.7%	12	22.0%	33	8.4%	11	17.0%	3
Tesco Express, Lavender Road, Waterloooville	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lovedean, Waterloooville	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Tesco Extra, Clement Attlee Way, Cosham	1.0%	4	1.3%	1	0.4%	1	0.6%	1	7.0%	1
Tesco Extra, Solent Road, Havant	3.7%	15	4.9%	5	2.8%	4	4.4%	6	0.0%	0
Tesco Superstore, Quay Street, Fareham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0
Waitrose, Dukes Walk, Stakes Hill Road, Waterloooville	8.8%	35	11.0%	12	10.0%	15	6.0%	8	7.0%	1
Waitrose, Marmion Road, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Waitrose, Rams Walk, Petersfield	0.8%	3	0.0%	0	0.0%	0	1.6%	2	6.3%	1
Internet / delivery	6.6%	27	8.9%	9	4.1%	6	7.8%	10	5.1%	1
Local shops, Clanfield Village Centre	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Local shops, Petersfield Town Centre	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Local shops, Portsmouth City Centre	0.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Local shops, Waterloooville Town Centre	0.6%	2	0.8%	1	0.0%	0	1.1%	1	0.0%	0
One Stop, Five Heads Road, Horndean	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Tesco Superstore, The Causeway, Petersfield	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
(Don't know / can't	0.9%	4	0.0%	0	1.8%	3	0.9%	1	0.0%	0

Havant Household Survey for MWA Planning

Weighted:

March 2020

	Total	Zone 1	Zone 2	Zone 3	Zone 4
remember)					
Weighted base:	401	106	150	129	16
Sample:	401	75	150	151	25

Meanscore: [Number of visits per week]

Q06 How often do you normally do your household's main food and grocery shopping at (STORE / LOCATION MENTIONED AT Q05)?*Those who visit a different location for main food shopping at Q05*

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4 to 6 times a week	0.9%	2	0.0%	0	2.8%	2	0.0%	0	0.0%	0
2 or 3 times a week	12.6%	23	7.0%	4	18.4%	11	10.7%	6	25.3%	2
Once a week	39.5%	72	42.9%	24	40.2%	25	37.6%	22	18.8%	1
Once a fortnight	23.9%	44	26.5%	15	13.5%	8	33.7%	20	12.0%	1
Once a month	11.5%	21	9.8%	5	14.9%	9	8.9%	5	17.1%	1
Less often	4.6%	8	8.3%	5	1.7%	1	4.7%	3	0.0%	0
(Don't know / varies)	6.9%	13	5.5%	3	8.5%	5	4.5%	3	26.8%	2
Mean:	0.98		0.82		1.22		0.88		1.27	
Weighted base:	183		56		62		59		6	
Sample:	187		42		68		69		8	

Havant Household Survey for MWA Planning

Weighted:

March 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		
Q07 Where did you last undertake your household's shopping for small scale / daily 'top up' shopping?										
Aldi, Central Retail Park, Havant	0.5%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Asda, Larchwood Avenue, Bedhampton, Havant	3.1%	13	7.6%	8	0.4%	1	3.0%	4	0.0%	0
Asda, Portland Road, Waterloooville	9.1%	37	9.4%	10	12.0%	18	6.6%	9	0.0%	0
Co-op, Hambledon Road, Denmead	4.4%	18	0.0%	0	7.5%	11	1.1%	1	31.2%	5
Co-op, London Road, COWPLAIN, Waterloooville	1.5%	6	0.0%	0	3.2%	5	0.9%	1	0.0%	0
Co-op, London Road, PURBROOK, Waterloooville	1.1%	4	4.1%	4	0.0%	0	0.0%	0	0.0%	0
Co-op, Purbrook Chase Precinct, Crookhorn Lane, Waterloooville	0.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, The Square, Wickham	0.8%	3	0.0%	0	0.0%	0	0.0%	0	19.6%	3
Co-op, White DIRT Lane, Clanfield	2.5%	10	0.0%	0	0.0%	0	7.9%	10	0.0%	0
Iceland, Wellington Way, Waterloooville	1.1%	4	3.2%	3	0.0%	0	0.6%	1	0.0%	0
Lidl, Elettra Avenue, Waterloooville	3.3%	13	0.8%	1	6.9%	10	1.6%	2	0.0%	0
Lidl, London Road, Cowplain, Waterloooville	5.3%	21	5.7%	6	8.3%	12	2.1%	3	0.0%	0
Lidl, Somborne Drive, Leigh Park, Havant	0.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), High Street, Petersfield	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Marks & Spencer (Simply Food), Wellington Retail Park, Waterloooville	2.4%	10	1.5%	2	3.9%	6	1.7%	2	0.0%	0
Morrisons, Lakesmere Road, Horndean, Waterloooville	7.6%	31	0.0%	0	7.6%	11	14.9%	19	0.0%	0
Sainsbury's Superstore, Broadcut, Fareham	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Fitzherbert Road, Farlington	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Hambledon Road, Waterloooville	4.9%	20	7.7%	8	5.1%	8	2.7%	3	3.8%	1
Tesco Express, Lavender Road, Waterloooville	4.2%	17	14.6%	16	0.8%	1	0.0%	0	0.0%	0
Tesco Express, London Road, Waterloooville	3.0%	12	1.9%	2	6.7%	10	0.0%	0	0.0%	0
Tesco Express, Lovedean, Waterloooville	4.6%	19	1.3%	1	1.2%	2	11.9%	15	0.0%	0
Tesco Express, The Westbrook Centre, Tempest Avenue, Waterloooville	5.0%	20	13.5%	14	2.9%	4	1.2%	2	0.0%	0
Tesco Extra, Solent Road, Havant	0.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Waitrose, Dukes Walk, Stakes Hill Road, Waterloooville	4.7%	19	7.2%	8	6.8%	10	0.4%	1	2.5%	0
Internet / delivery	0.3%	1	0.0%	0	0.0%	0	0.0%	0	6.8%	1
Budgens, Green Lane, Clanfield	1.4%	6	0.0%	0	0.0%	0	4.4%	6	0.0%	0
Central Store, Frogmore Lane, Waterloooville	0.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Co-op, Milton Road, Cowplain, Waterloooville	0.8%	3	0.0%	0	2.0%	3	0.0%	0	0.0%	0
Local shops, Clanfield Village Centre	0.6%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Local shops, Hambledon Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	5.1%	1
Local shops, Horndean	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0

Column %ges.

Havant Household Survey for MWA Planning

Weighted:

March 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4	
Village Centre									
Local shops, Waterloo	0.7%	3	1.3%	1	0.0%	0	1.1%	1	0.0%
Town Centre									
Local shops, Wickham	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%
Village Centre									
One Stop, Five Heads Road,	0.4%	2	0.0%	0	0.0%	0	1.2%	2	0.0%
Horndean									
One Stop, Hart Plain	0.4%	2	0.0%	0	0.4%	1	0.7%	1	0.0%
Avenue, Cowplain									
One Stop, Mill Road,	0.5%	2	2.1%	2	0.0%	0	0.0%	0	0.0%
Waterloo									
People's Market, West Street,	0.3%	1	0.0%	0	0.0%	0	0.0%	0	6.3%
Waterloo									
Poundland, London Road,	0.4%	1	0.0%	0	0.0%	0	1.1%	1	0.0%
Waterloo									
Premier, Hazleton Way,	1.0%	4	0.0%	0	1.1%	2	1.9%	2	0.0%
Waterloo									
Premier, Meadow Parade,	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%
Hambledon Road,									
Waterloo									
Sainsbury's Superstore,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.5%
Midhurst Road, Liphook									
Spar, Catherington Lane,	0.8%	3	0.0%	0	0.0%	0	2.5%	3	0.0%
Horndean									
The Bakehouse, Hambledon	0.4%	2	0.0%	0	1.1%	2	0.0%	0	0.0%
Road, Denmead									
(Don't know / can't	1.0%	4	0.0%	0	2.3%	3	0.0%	0	3.8%
remember)									
(Don't do this type of	19.0%	76	11.8%	12	18.3%	27	26.0%	33	18.4%
shopping)									
Weighted base:	401		106		150		129		16
Sample:	401		75		150		151		25

Havant Household Survey for MWA Planning

Weighted:

March 2020

	Total		Zone 1		Zone 2		Zone 3		Zone 4	
Q08 Where did you last undertake your household's shopping for clothes, footwear and other fashion goods?										
Chichester City Centre	7.0%	28	7.8%	8	3.0%	5	11.4%	15	5.1%	1
Cosham Local Centre, Portsmouth	0.8%	3	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Fareham Town Centre	2.7%	11	3.8%	4	2.6%	4	0.4%	1	13.8%	2
Havant Town Centre	2.5%	10	1.5%	2	1.2%	2	4.9%	6	2.5%	0
Hedge End Town Centre	0.4%	2	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Petersfield Town Centre	1.2%	5	1.1%	1	0.8%	1	1.5%	2	2.5%	0
Portsmouth City Centre	11.4%	46	18.7%	20	9.6%	14	7.0%	9	16.2%	3
Southampton City Centre	0.5%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Southsea Local Centre, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Waterlooville Town Centre	11.4%	46	11.9%	13	10.0%	15	14.0%	18	0.0%	0
Winchester City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0
Gunwharf Quays Outlet Centre, Portsmouth (M&S Outlet, Gap, Nike, Timberland & more)	2.3%	9	1.3%	1	2.8%	4	1.9%	2	8.2%	1
Hedge End Retail Park, Hedge End (Currys, Pets at Home, M&S, Sainsbury's & more)	2.9%	12	2.1%	2	4.3%	6	2.2%	3	2.5%	0
Solent Retail Park, Havant (Halfords, M&S, Next, Sports Direct & more)	4.1%	17	5.7%	6	3.2%	5	4.5%	6	0.0%	0
Wellington Retail Park, Waterlooville (Argos, Halfords, Home Bargains, TK Maxx & more)	5.3%	21	5.0%	5	7.8%	12	3.3%	4	0.0%	0
West Quay Shopping Centre & Retail Park, Southampton (IKEA, John Lewis, Argos, Currys, Furniture Village & more)	2.5%	10	0.8%	1	3.5%	5	2.0%	3	8.2%	1
Whiteley Shopping Centre, Whiteley (Boots, M&S, Next, Tesco & more)	1.1%	5	0.0%	0	0.4%	1	2.8%	4	2.5%	0
Dobbies Garden Centre, Bartons Road, Havant	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Asda, Larchwood Avenue, Bedhampton, Havant	1.1%	4	0.8%	1	1.1%	2	1.5%	2	0.0%	0
Asda, Portland Road, Waterlooville	5.0%	20	4.3%	5	6.4%	10	4.5%	6	0.0%	0
Marks & Spencer, Solent Retail Park, Havant	0.3%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Marks & Spencer, Whiteley Shopping Centre, Whiteley	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Broadcut, Fareham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	1
Sainsbury's Superstore, Fitzherbert Road, Farlington	0.4%	2	0.8%	1	0.0%	0	0.7%	1	0.0%	0
Sainsbury's Superstore, Hambleton Road, Waterlooville	3.5%	14	2.7%	3	4.2%	6	3.0%	4	7.0%	1
Tesco Extra, Solent Road, Havant	0.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Internet / delivery	21.7%	87	18.3%	19	23.5%	35	23.5%	30	12.6%	2
Bluewater Shopping Centre, Dartford, Greenhithe	0.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Central London	0.5%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Country Market Shopping Centre, Kingsley, Bordon	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Findon Village Centre, West Sussex	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Horndean Village Centre	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
(Don't know / can't remember)	4.8%	19	2.7%	3	5.7%	9	5.0%	6	9.9%	2
(Don't do this type of shopping)	4.5%	18	6.3%	7	5.7%	9	2.0%	3	0.0%	0
Weighted base:		401		106		150		129		16
Sample:		401		75		150		151		25

Column %ges.

Havant Household Survey for MWA Planning

Weighted:

March 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		
Q09 Where did you last undertake your household's shopping for furniture, floor covering										
Chichester City Centre	0.5%	2	0.0%	0	0.4%	1	1.1%	1	0.0%	0
Cosham Local Centre, Portsmouth	1.1%	4	2.1%	2	0.6%	1	0.9%	1	0.0%	0
Farlington Local Centre, Portsmouth	1.2%	5	2.7%	3	0.0%	0	1.4%	2	0.0%	0
Havant Town Centre	1.0%	4	1.3%	1	0.6%	1	1.2%	2	0.0%	0
Petersfield Town Centre	1.0%	4	0.0%	0	0.6%	1	1.5%	2	8.2%	1
Portsmouth City Centre	2.7%	11	7.4%	8	1.1%	2	0.6%	1	2.5%	0
Southampton City Centre	1.5%	6	0.0%	0	3.5%	5	0.6%	1	0.0%	0
Southsea Local Centre, Portsmouth	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0
Waterlooville Town Centre	9.4%	38	9.3%	10	11.2%	17	7.4%	9	9.9%	2
Bradbeers Retail Park, Hedge End (Bradbeers, Carpetright, Homesense, Smyths, TK Maxx)	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Central Retail Park, Havant (Aldi, Carpetright, Dreams)	0.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Collingwood Retail Park, Fareham (Homebase, Pets at Home, Poundstretcher, Matalan)	0.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Hedge End Retail Park, Hedge End (Currys, Pets at Home, M&S, Sainsbury's & more)	2.7%	11	0.8%	1	1.7%	2	3.7%	5	15.8%	3
Ocean Retail Park, Portsmouth (Currys PC World, Carpetright, Halfords, TK Maxx & more)	0.8%	3	0.0%	0	1.2%	2	1.1%	1	0.0%	0
Pompey Centre, Southsea (B&Q, Bathstore, Carpetright, Tile Giant & more)	0.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Portfield Retail Park, Chichester (John Lewis, Currys, Harveys, Homesense & more)	0.9%	4	0.0%	0	0.8%	1	1.8%	2	0.0%	0
Solent Retail Park, Havant (Halfords, M&S, Next, Sports Direct & more)	1.0%	4	3.0%	3	0.0%	0	0.6%	1	0.0%	0
Wellington Retail Park, Waterlooville (Argos, Halfords, Home Bargains, TK Maxx & more)	12.4%	50	12.5%	13	12.7%	19	12.9%	17	3.8%	1
West Quay Shopping Centre & Retail Park, Southampton (IKEA, John Lewis, Argos, Currys, Furniture Village & more)	3.4%	14	4.2%	4	2.5%	4	3.7%	5	4.4%	1
B&Q, Purbrook Way, Havant	0.8%	3	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Asda, Larchwood Avenue, Bedhampton, Havant	0.8%	3	0.0%	0	2.2%	3	0.0%	0	0.0%	0
Asda, Portland Road, Waterlooville	1.9%	8	0.0%	0	2.2%	3	3.4%	4	0.0%	0
Lidl, Elettra Avenue, Waterlooville	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Marks & Spencer, Solent Retail Park, Havant	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Marks & Spencer, Whiteley Shopping Centre, Whiteley	0.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lakesmere Road, Horndean, Waterlooville	0.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Sainsbury's Superstore, Hambleton Road, Waterlooville	2.1%	8	1.1%	1	0.4%	1	4.5%	6	4.4%	1
Internet / delivery	15.0%	60	12.3%	13	15.4%	23	18.0%	23	6.3%	1
Ash Village Centre	0.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Havant Household Survey for MWA Planning

Weighted:

March 2020

	Total		Zone 1		Zone 2		Zone 3		Zone 4	
Chandler's Ford Town Centre	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Cowplain Village Centre	0.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Dunelm, Southampton Road, Park Gate, Fareham	0.3%	1	0.0%	0	0.4%	1	0.0%	0	4.4%	1
Horndean Village Centre	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Marriotts Furnishers, New Road, Fratton, Portsmouth	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Southampton Road Retail Park, Titchfield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1
(Don't know / can't remember)	15.5%	62	9.1%	10	21.6%	32	14.7%	19	7.6%	1
(Don't do this type of shopping)	20.7%	83	25.8%	27	19.2%	29	17.4%	22	26.2%	4
Weighted base:	401		106		150		129		16	
Sample:	401		75		150		151		25	

	Total	Zone 1		Zone 2		Zone 3		Zone 4		
Q10 Where did you last undertake your household's shopping for DIY, hardware, decorating goods, garden products, plants or pet related products?										
Clanfield Village Centre	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Denmead Village Centre	0.4%	2	0.0%	0	0.6%	1	0.0%	0	5.1%	1
Fareham Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	7.0%	1
Farlington Local Centre, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Havant Town Centre	0.7%	3	0.8%	1	0.0%	0	0.4%	1	9.9%	2
Petersfield Town Centre	0.3%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Southampton City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0
Waterlooville Town Centre	9.2%	37	11.7%	12	9.8%	15	7.1%	9	3.8%	1
Wickham Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0
Hedge End Retail Park, Hedge End (Currys, Pets at Home, M&S, Sainsbury's & more)	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Ocean Retail Park, Portsmouth (Currys PC World, Carpetright, Halfords, TK Maxx & more)	0.4%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Pompey Centre, Southsea (B&Q, Bathstore, Carpetright, Tile Giant & more)	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Portfield Retail Park, Chichester (John Lewis, Currys, Harveys, Homesense & more)	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Solent Retail Park, Havant (Halfords, M&S, Next, Sports Direct & more)	0.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Speedfields Park, Fareham (Asda, B&M, Wickes, Screwfix & more)	0.4%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Victory Retail Park, Portsmouth (Morrisons & Dreams)	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Wellington Retail Park, Waterlooville (Argos, Halfords, Home Bargains, TK Maxx & more)	5.6%	22	0.0%	0	12.3%	18	1.8%	2	9.9%	2
West Quay Shopping Centre & Retail Park, Southampton (IKEA, John Lewis, Argos, Currys, Furniture Village & more)	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
B&Q, Purbrook Way, Havant	48.4%	194	58.2%	62	42.3%	63	49.1%	63	35.3%	6
Dobbies Garden Centre, Bartons Road, Havant	0.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Garsons Titchfield, Fontley Road, Titchfield	0.5%	2	1.3%	1	0.0%	0	0.0%	0	2.5%	0
Keydell Nurseries, Havant Road, Horndean	2.0%	8	1.5%	2	1.7%	3	3.1%	4	0.0%	0
Stansted Park Garden Centre, Rowland's Castle	0.5%	2	0.8%	1	0.7%	1	0.0%	0	0.0%	0
Asda, Larchwood Avenue, Bedhampton, Havant	0.5%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Asda, Portland Road, Waterlooville	1.6%	6	3.0%	3	1.1%	2	1.1%	1	0.0%	0
Lidl, Elettra Avenue, Waterlooville	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0
Sainsbury's Superstore, Hambledon Road, Waterlooville	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Internet / delivery	2.5%	10	0.0%	0	2.4%	4	4.7%	6	2.5%	0
B&Q, Charles Watts Way, Hedge End	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Goodwillies Timber Merchant, London Road, Purbrook	0.4%	2	0.8%	1	0.0%	0	0.6%	1	0.0%	0
Horndean Village Centre	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0

Havant Household Survey for MWA Planning

Weighted:

March 2020

	Total		Zone 1		Zone 2		Zone 3		Zone 4	
Portfield Industrial Estate, Portfield Road, Portsmouth	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Screwfix, Hazleton Interchange, Lakesmere Road, Horndean	1.2%	5	0.0%	0	0.0%	0	3.6%	5	0.0%	0
Wickes, Park Way, Havant	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Wickes, Rockville Drive, Waterlooville	3.0%	12	0.0%	0	3.8%	6	4.8%	6	0.0%	0
(Don't know / can't remember)	6.9%	28	3.0%	3	9.4%	14	7.8%	10	2.5%	0
(Don't do this type of shopping)	12.3%	49	14.8%	16	11.8%	18	10.7%	14	13.8%	2
Weighted base:		401		106		150		129		16
Sample:		401		75		150		151		25

	Total	Zone 1		Zone 2		Zone 3		Zone 4		
Q11 Where did you last undertake your households shopping for small and large electrical goods including photographic equipment?										
Chichester City Centre	0.4%	1	0.8%	1	0.4%	1	0.0%	0	0.0%	0
Clanfield Village Centre	0.4%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Denmead Village Centre	0.4%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Fareham Town Centre	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Farlington Local Centre, Portsmouth	0.4%	1	0.0%	0	0.6%	1	0.4%	1	0.0%	0
Havant Town Centre	0.4%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Petersfield Town Centre	0.5%	2	0.0%	0	0.0%	0	1.3%	2	2.5%	0
Portsmouth City Centre	1.3%	5	2.8%	3	0.0%	0	1.6%	2	0.0%	0
Southampton City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0
Southsea Local Centre, Portsmouth	0.4%	2	1.1%	1	0.0%	0	0.4%	1	0.0%	0
Waterlooville Town Centre	5.8%	23	5.3%	6	6.8%	10	5.3%	7	2.5%	0
Central Retail Park, Havant (Aldi, Carpetright, Dreams)	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Collingwood Retail Park, Fareham (Homebase, Pets at Home, Poundstretcher, Matalan)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0
Hedge End Retail Park, Hedge End (Currys, Pets at Home, M&S, Sainsbury's & more)	0.8%	3	1.3%	1	0.4%	1	0.4%	1	4.4%	1
Ocean Retail Park, Portsmouth (Currys PC World, Carpetright, Halfords, TK Maxx & more)	14.3%	57	17.4%	18	12.2%	18	13.3%	17	20.6%	3
Portfield Retail Park, Chichester (John Lewis, Currys, Harveys, Homesense & more)	0.9%	4	1.5%	2	0.0%	0	1.6%	2	0.0%	0
Wellington Retail Park, Waterlooville (Argos, Halfords, Home Bargains, TK Maxx & more)	8.8%	35	8.9%	9	11.0%	16	7.4%	10	0.0%	0
West Quay Shopping Centre & Retail Park, Southampton (IKEA, John Lewis, Argos, Currys, Furniture Village & more)	1.3%	5	0.8%	1	0.7%	1	1.6%	2	8.8%	1
B&M (with Garden Centre) Fitzherbert Road, Farlington	0.8%	3	3.0%	3	0.0%	0	0.0%	0	0.0%	0
B&Q, Purbrook Way, Havant	1.9%	7	1.9%	2	3.2%	5	0.4%	1	0.0%	0
Asda, Larchwood Avenue, Bedhampton, Havant	1.6%	6	2.9%	3	1.5%	2	0.7%	1	0.0%	0
Asda, Portland Road, Waterlooville	3.7%	15	4.6%	5	4.7%	7	2.3%	3	0.0%	0
Lidl, London Road, Cowplain, Waterlooville	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Morrisons, Lakesmere Road, Horndean, Waterlooville	0.9%	4	0.0%	0	1.1%	2	1.1%	1	2.5%	0
Sainsbury's Superstore, Fitzherbert Road, Farlington	0.4%	2	0.8%	1	0.0%	0	0.6%	1	0.0%	0
Sainsbury's Superstore, Hambledon Road, Waterlooville	0.7%	3	0.0%	0	1.6%	2	0.4%	1	0.0%	0
Tesco Extra, Clement Attlee Way, Cosham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.4%	1
Internet / delivery	29.9%	120	33.2%	35	26.3%	40	32.1%	41	23.8%	4
Bishop's Waltham Town Centre	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Eastern Road, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Lidl, Station Road, Petersfield	0.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Screwfix, Arnside Road, Waterlooville	0.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Screwfix, Hazleton	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0

Havant Household Survey for MWA Planning

Weighted:

March 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4	
Interchange, Lakesmere Road, Horndean									
Tesco Extra, Fratton Way, Portsmouth	0.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%
Wickes, Rockville Drive, Waterlooville	0.8%	3	0.0%	0	0.0%	0	2.5%	3	0.0%
(Don't know / can't remember)	9.7%	39	0.8%	1	13.2%	20	13.2%	17	6.8%
(Don't do this type of shopping)	11.5%	46	11.6%	12	12.1%	18	9.8%	13	18.4%
Weighted base:	401		106		150		129		16
Sample:	401		75		150		151		25

Havant Household Survey for MWA Planning

Weighted:

March 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		
Q12 Where did you last undertake your household's shopping for other non-food items in household goods?										
Brighton City Centre	0.4%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Chichester City Centre	1.8%	7	1.3%	1	0.8%	1	3.0%	4	4.4%	1
Fareham Town Centre	1.7%	7	3.0%	3	0.7%	1	0.4%	1	11.2%	2
Gosport Town Centre	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Havant Town Centre	0.9%	3	0.0%	0	0.4%	1	2.2%	3	0.0%	0
Hedge End Town Centre	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Petersfield Town Centre	3.1%	12	1.1%	1	1.1%	2	6.5%	8	6.3%	1
Portsmouth City Centre	4.6%	19	3.4%	4	6.4%	10	3.8%	5	2.5%	0
Southampton City Centre	0.4%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Southsea Local Centre, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Waterlooville Town Centre	11.5%	46	11.0%	12	14.8%	22	9.4%	12	0.0%	0
Gunwharf Quays Outlet Centre, Portsmouth (M&S Outlet, Gap, Nike, Timberland & more)	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Hedge End Retail Park, Hedge End (Currys, Pets at Home, M&S, Sainsbury's & more)	0.4%	1	0.8%	1	0.4%	1	0.0%	0	0.0%	0
Portfield Retail Park, Chichester (John Lewis, Currys, Harveys, Homesense & more)	0.3%	1	0.0%	0	0.4%	1	0.4%	1	0.0%	0
Wellington Retail Park, Waterlooville (Argos, Halfords, Home Bargains, TK Maxx & more)	2.2%	9	2.1%	2	2.7%	4	2.1%	3	0.0%	0
West Quay Shopping Centre & Retail Park, Southampton (IKEA, John Lewis, Argos, Currys, Furniture Village & more)	1.0%	4	1.3%	1	0.6%	1	1.2%	2	0.0%	0
Whiteley Shopping Centre, Whiteley (Boots, M&S, Next, Tesco & more)	0.7%	3	0.0%	0	0.0%	0	2.3%	3	0.0%	0
B&M (with Garden Centre) Fitzherbert Road, Farlington	0.8%	3	3.0%	3	0.0%	0	0.0%	0	0.0%	0
B&Q, Purbrook Way, Havant	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Keydell Nurseries, Havant Road, Horndean	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Asda, Larchwood Avenue, Bedhampton, Havant	3.6%	14	7.6%	8	2.6%	4	1.4%	2	2.5%	0
Asda, Portland Road, Waterlooville	7.0%	28	8.7%	9	5.8%	9	8.0%	10	0.0%	0
Asda, Speedfields Park, Newgate Lane, Fareham	0.4%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Morrisons, Lakesmere Road, Horndean, Waterlooville	0.6%	2	0.8%	1	0.6%	1	0.0%	0	3.8%	1
Sainsbury's Superstore, Broadcut, Fareham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	1
Sainsbury's Superstore, Fitzherbert Road, Farlington	0.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Sainsbury's Superstore, Hambledon Road, Waterlooville	0.5%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Tesco Extra, Clement Attlee Way, Cosham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.4%	1
Tesco Extra, Solent Road, Havant	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Internet / delivery	30.6%	123	32.6%	35	30.6%	46	29.4%	38	27.6%	4
Cowplain Village Centre	0.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Totnes Town Centre	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
(Don't know / can't remember)	4.5%	18	3.8%	4	6.2%	9	3.1%	4	3.8%	1
(Don't do this type of shopping)	20.7%	83	18.7%	20	22.3%	33	19.7%	25	27.1%	4

Column %ges.

Havant Household Survey
for MWA Planning

	Total	Zone 1	Zone 2	Zone 3	Zone 4
Weighted base:	401	106	150	129	16
Sample:	401	75	150	151	25

Havant Household Survey for MWA Planning

Weighted:

March 2020

	Total		Zone 1		Zone 2		Zone 3		Zone 4	
Q13 Where did you last undertake your household's shopping for health, beauty or chemist items (excluding prescriptions)?										
Chichester City Centre	0.7%	3	1.3%	1	0.6%	1	0.4%	1	0.0%	0
Clanfield Village Centre	2.3%	9	0.0%	0	0.0%	0	7.1%	9	0.0%	0
Cosham Local Centre, Portsmouth	1.0%	4	1.3%	1	1.1%	2	0.6%	1	0.0%	0
Denmead Village Centre	2.2%	9	0.0%	0	5.4%	8	0.0%	0	4.4%	1
Fareham Town Centre	1.2%	5	0.0%	0	0.7%	1	0.0%	0	22.6%	4
Havant Town Centre	0.5%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Petersfield Town Centre	1.7%	7	0.0%	0	0.0%	0	4.8%	6	3.8%	1
Portsmouth City Centre	2.3%	9	4.2%	4	2.7%	4	0.6%	1	0.0%	0
Southampton City Centre	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Waterlooville Town Centre	32.0%	128	32.6%	35	37.0%	56	27.7%	36	15.0%	2
Wickham Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	7.0%	1
Winchester City Centre	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Gunwharf Quays Outlet Centre, Portsmouth (M&S Outlet, Gap, Nike, Timberland & more)	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Hedge End Retail Park, Hedge End (Currys, Pets at Home, M&S, Sainsbury's & more)	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Wellington Retail Park, Waterlooville (Argos, Halfords, Home Bargains, TK Maxx & more)	1.6%	6	4.0%	4	0.7%	1	0.9%	1	0.0%	0
Whiteley Shopping Centre, Whiteley (Boots, M&S, Next, Tesco & more)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.4%	1
Asda, Larchwood Avenue, Bedhampton, Havant	3.1%	12	9.1%	10	1.1%	2	0.7%	1	0.0%	0
Asda, Portland Road, Waterlooville	14.1%	57	18.1%	19	14.5%	22	12.1%	16	0.0%	0
Asda, Speedfields Park, Newgate Lane, Fareham	0.4%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Lidl, Elettra Avenue, Waterlooville	0.6%	2	0.8%	1	1.1%	2	0.0%	0	0.0%	0
Lidl, London Road, Cowplain, Waterlooville	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Morrisons, Lakesmere Road, Horndean, Waterlooville	5.5%	22	0.0%	0	1.8%	3	14.5%	19	3.8%	1
Sainsbury's Superstore, Broadcut, Fareham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	1
Sainsbury's Superstore, Fitzherbert Road, Farlington	0.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Sainsbury's Superstore, Hambledon Road, Waterlooville	4.9%	20	3.3%	3	7.5%	11	2.0%	3	14.3%	2
Tesco Extra, Clement Attlee Way, Cosham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Tesco Extra, Solent Road, Havant	1.8%	7	0.0%	0	0.6%	1	4.8%	6	0.0%	0
Internet / delivery	5.8%	23	8.4%	9	4.3%	6	5.2%	7	7.0%	1
Bishop's Waltham Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0
Cowplain Village Centre	5.7%	23	0.8%	1	6.4%	10	9.6%	12	0.0%	0
Gatwick Airport	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Horndean Village Centre	0.9%	4	0.0%	0	0.0%	0	2.9%	4	0.0%	0
Purbrook Village Centre	0.6%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Waitrose, Dukes Walk, Stakes Hill Road, Waterlooville	1.4%	5	4.5%	5	0.4%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	1.4%	6	1.3%	1	2.1%	3	0.4%	1	2.5%	0
(Don't do this type of shopping)	6.2%	25	8.0%	9	6.3%	10	4.9%	6	2.5%	0
Weighted base:	401		106		150		129		16	
Sample:	401		75		150		151		25	

Havant Household Survey for MWA Planning

Weighted:

March 2020

	Total		Zone 1		Zone 2		Zone 3		Zone 4	
Q14 Where did you last undertake your household's shopping for recreational goods including bicycles, toys, sports and camping equipment?										
Chichester City Centre	0.7%	3	0.0%	0	1.0%	2	0.9%	1	0.0%	0
Fareham Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0
Havant Town Centre	1.7%	7	0.8%	1	1.8%	3	2.0%	3	4.4%	1
Petersfield Town Centre	0.5%	2	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Portchester Local Centre, Fareham	0.6%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Portsmouth City Centre	2.0%	8	5.3%	6	0.4%	1	1.3%	2	0.0%	0
Southampton City Centre	1.2%	5	3.0%	3	0.7%	1	0.4%	1	0.0%	0
Waterlooville Town Centre	5.8%	23	0.0%	0	8.6%	13	8.0%	10	0.0%	0
Winchester City Centre	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Bradbeers Retail Park, Hedge End (Bradbeers, Carpetright, Homesense, Smyths, TK Maxx)	0.5%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Hedge End Retail Park, Hedge End (Currys, Pets at Home, M&S, Sainsbury's & more)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Ocean Retail Park, Portsmouth (Currys PC World, Carpetright, Halfords, TK Maxx & more)	2.2%	9	1.1%	1	3.0%	4	2.3%	3	0.0%	0
Pompey Centre, Southsea (B&Q, Bathstore, Carpetright, Tile Giant & more)	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Solent Retail Park, Havant (Halfords, M&S, Next, Sports Direct & more)	3.3%	13	4.0%	4	2.1%	3	4.7%	6	0.0%	0
Wellington Retail Park, Waterlooville (Argos, Halfords, Home Bargains, TK Maxx & more)	4.3%	17	5.9%	6	4.1%	6	3.4%	4	2.5%	0
West Quay Shopping Centre & Retail Park, Southampton (IKEA, John Lewis, Argos, Currys, Furniture Village & more)	0.8%	3	2.1%	2	0.0%	0	0.7%	1	0.0%	0
Whiteley Shopping Centre, Whiteley (Boots, M&S, Next, Tesco & more)	0.4%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Asda, Larchwood Avenue, Bedhampton, Havant	1.5%	6	2.1%	2	1.1%	2	1.5%	2	0.0%	0
Asda, Portland Road, Waterlooville	2.8%	11	4.1%	4	1.1%	2	3.9%	5	0.0%	0
Sainsbury's Superstore, Fitzherbert Road, Farlington	0.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Sainsbury's Superstore, Hambledon Road, Waterlooville	0.7%	3	0.0%	0	1.5%	2	0.4%	1	0.0%	0
Tesco Extra, Solent Road, Havant	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Abroad	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Internet / delivery	27.6%	111	28.1%	30	25.0%	38	27.3%	35	50.1%	8
Cowplain Village Centre	0.4%	2	0.8%	1	0.0%	0	0.6%	1	0.0%	0
Decathlon, Binnacle Way, Cosham, Portsmouth	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Go Outdoors, Third Avenue, Millbrook Road, Southampton	0.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	0.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Smyths Toys Superstores, Southampton Road, Titchfield	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
The Boardwalk Shopping Centre, Port Solent	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Uxbridge Town Centre	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Widley Village Centre	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
(Don't know / can't	3.9%	16	2.5%	3	7.3%	11	1.6%	2	0.0%	0

Column %ges.

Havant Household Survey for MWA Planning

Weighted:

March 2020

	Total		Zone 1		Zone 2		Zone 3		Zone 4	
remember)										
(Don't do this type of shopping)	36.2%	145	36.9%	39	35.8%	54	36.6%	47	32.8%	5
Weighted base:		401		106		150		129		16
Sample:		401		75		150		151		25

Q15 How does your household normally travel when shopping for non-food goods?

Car / van (as driver)	76.2%	305	78.1%	83	72.1%	108	77.9%	100	87.4%	14
Car / van (as passenger)	6.4%	26	5.1%	5	6.8%	10	6.9%	9	6.3%	1
Motorcycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bus	5.4%	22	2.7%	3	5.2%	8	8.7%	11	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	0.5%	2	0.0%	0	0.4%	1	1.1%	1	0.0%	0
Walk	6.3%	25	5.9%	6	11.9%	18	0.4%	1	2.5%	0
Bicycle	0.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Disability vehicle (scooter, wheelchair etc.)	1.6%	6	3.8%	4	1.6%	2	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.3%	9	4.4%	5	1.3%	2	1.7%	2	3.8%	1
(Don't travel - goods delivered)	1.1%	4	0.0%	0	0.7%	1	2.6%	3	0.0%	0
Weighted base:		401		106		150		129		16
Sample:		401		75		150		151		25

Q16 Overall, which is the main town / district centre you most regularly visit for your household's non-food shopping needs?

Chichester City Centre	10.3%	41	9.3%	10	7.0%	11	14.0%	18	16.9%	3
Cosham Local Centre, Portsmouth	0.6%	2	0.0%	0	1.1%	2	0.4%	1	0.0%	0
Fareham Town Centre	4.5%	18	4.3%	5	3.4%	5	1.3%	2	42.2%	7
Havant Town Centre	4.2%	17	2.1%	2	4.9%	7	5.5%	7	0.0%	0
Hedge End Town Centre	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Petersfield Town Centre	3.1%	12	0.8%	1	0.4%	1	7.5%	10	8.9%	1
Portsmouth City Centre	14.0%	56	17.5%	19	13.3%	20	12.9%	17	6.3%	1
Southampton City Centre	5.2%	21	7.6%	8	2.6%	4	6.0%	8	8.2%	1
Southsea Local Centre, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Waterlooville Town Centre	44.7%	179	42.9%	46	53.3%	80	40.3%	52	9.9%	2
Winchester City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0
Bluewater Shopping Centre, Dartford, Greenhithe	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Cowplain Village Centre	0.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Gunwharf Quays Outlet Centre, Portsmouth	1.2%	5	0.8%	1	1.5%	2	1.2%	2	0.0%	0
Hedge End Retail Park, Hedge End	0.3%	1	0.0%	0	0.4%	1	0.0%	0	2.5%	0
Whiteley Shopping Centre, Whiteley	1.7%	7	1.1%	1	1.8%	3	2.3%	3	0.0%	0
(Don't know / varies)	5.6%	22	9.8%	10	6.7%	10	1.6%	2	0.0%	0
(Don't shop in town / district centres)	3.8%	15	2.9%	3	2.8%	4	5.9%	8	2.5%	0
Weighted base:		401		106		150		129		16
Sample:		401		75		150		151		25

GEN Gender of respondent.

Male	25.2%	101	24.0%	25	27.4%	41	21.9%	28	37.6%	6
Female	74.8%	300	76.0%	81	72.6%	109	78.1%	100	62.4%	10
Weighted base:		401		106		150		129		16
Sample:		401		75		150		151		25

Havant Household Survey for MWA Planning

Weighted:

March 2020

	Total		Zone 1		Zone 2		Zone 3		Zone 4	
AGE Could I ask, how old are you?										
18 to 24	3.1%	13	0.0%	0	4.5%	7	4.6%	6	0.0%	0
25 to 34	14.5%	58	16.5%	17	15.6%	23	12.6%	16	6.8%	1
35 to 44	16.3%	65	24.0%	25	13.0%	20	13.4%	17	19.8%	3
45 to 54	19.0%	76	11.4%	12	19.8%	30	24.3%	31	18.9%	3
55 to 64	19.8%	80	24.1%	26	20.3%	31	14.9%	19	26.5%	4
65 +	27.2%	109	23.9%	25	26.8%	40	30.2%	39	28.0%	4
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		401		106		150		129		16
Sample:		401		75		150		151		25

QUOTA Zone

Zone 1	26.5%	106	100.0%	106	0.0%	0	0.0%	0	0.0%	0
Zone 2	37.4%	150	0.0%	0	100.0%	150	0.0%	0	0.0%	0
Zone 3	32.1%	129	0.0%	0	0.0%	0	100.0%	129	0.0%	0
Zone 4	4.0%	16	0.0%	0	0.0%	0	0.0%	0	100.0%	16
Weighted base:		401		106		150		129		16
Sample:		401		75		150		151		25

PC Postcode Sector

PO17 6	1.8%	7	0.0%	0	0.0%	0	0.0%	0	44.7%	7
PO7 4	2.2%	9	0.0%	0	0.0%	0	0.0%	0	55.2%	9
PO7 5	13.9%	56	52.5%	56	0.0%	0	0.0%	0	0.0%	0
PO7 6	9.2%	37	0.0%	0	24.7%	37	0.0%	0	0.0%	0
PO7 7	15.2%	61	0.0%	0	40.7%	61	0.0%	0	0.0%	0
PO7 8	12.6%	50	47.5%	50	0.0%	0	0.0%	0	0.0%	0
PO8 0	12.0%	48	0.0%	0	0.0%	0	37.3%	48	0.0%	0
PO8 8	13.0%	52	0.0%	0	34.6%	52	0.0%	0	0.0%	0
PO8 9	20.1%	81	0.0%	0	0.0%	0	62.8%	81	0.0%	0
Weighted base:		401		106		150		129		16
Sample:		401		75		150		151		25

Appendix 3:

Data Tabulations

By Zone – Filtered Nulls & SFT

Havant Household Survey for MWA Planning

	Total	Zone 1		Zone 2		Zone 3		Zone 4		
Q01 Where did you last undertake your household's main food and grocery shopping?										
Excl. Nulls & SFT										
Aldi, Central Retail Park, Havant	1.9%	7	2.7%	2	2.8%	4	0.7%	1	0.0%	0
Aldi, West Street, Fareham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Asda, Larchwood Avenue, Bedhampton, Havant	7.9%	30	26.0%	19	2.1%	3	5.0%	7	4.3%	1
Asda, Portland Road, Waterloooville	19.3%	73	21.9%	16	23.8%	34	16.5%	23	0.0%	0
Co-op, Hambledon Road, Denmead	0.8%	3	0.0%	0	1.4%	2	0.0%	0	4.3%	1
Iceland, Wellington Way, Waterloooville	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Castle Trading Estate, Southampton Road, Portchester	0.3%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Lidl, Elettra Avenue, Waterloooville	6.1%	23	0.0%	0	9.1%	13	6.5%	9	4.3%	1
Lidl, London Road, Cowplain, Waterloooville	2.9%	11	4.1%	3	4.2%	6	1.4%	2	0.0%	0
Lidl, Somborne Drive, Leigh Park, Havant	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), High Street, Petersfield	0.3%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Marks & Spencer (Simply Food), Wellington Retail Park, Waterloooville	2.1%	8	0.0%	0	2.8%	4	2.2%	3	4.3%	1
Morrisons, Anchorage Road, Portsmouth	0.3%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Morrisons, Lakesmere Road, Horndean, Waterloooville	21.2%	80	6.8%	5	14.0%	20	37.4%	52	13.0%	3
Sainsbury's Superstore, Broadcut, Fareham	1.3%	5	0.0%	0	0.7%	1	0.0%	0	17.4%	4
Sainsbury's Superstore, Fitzherbert Road, Farlington	0.8%	3	1.4%	1	0.7%	1	0.7%	1	0.0%	0
Sainsbury's Superstore, Hambledon Road, Waterloooville	18.0%	68	21.9%	16	25.9%	37	10.1%	14	4.3%	1
Tesco Express, Lovedean, Waterloooville	0.3%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Tesco Extra, Clement Attlee Way, Cosham	1.6%	6	2.7%	2	0.0%	0	0.7%	1	13.0%	3
Tesco Extra, Solent Road, Havant	2.6%	10	1.4%	1	2.1%	3	4.3%	6	0.0%	0
Tesco Superstore, Quay Street, Fareham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Waitrose, Dukes Walk, Stakes Hill Road, Waterloooville	8.5%	32	8.2%	6	9.8%	14	5.8%	8	17.4%	4
Waitrose, Rams Walk, Petersfield	1.3%	5	0.0%	0	0.0%	0	2.9%	4	4.3%	1
Lidl, Station Road, Petersfield	0.3%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Local shops, Clanfield Village Centre	0.3%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Local shops, Portsmouth City Centre	0.3%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Tesco Express, Charles Street, Petersfield	0.3%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Tesco Superstore, The Causeway, Petersfield	0.5%	2	0.0%	0	0.7%	1	0.7%	1	0.0%	0
Base:		378		73		143		139		23

Havant Household Survey for MWA Planning

	Total	Zone 1		Zone 2		Zone 3		Zone 4		
Meanscore: [Number of visits per week]										
Q02 How often do you normally do your household's main food shopping at (STORE / LOCATION MENTIONED AT Q01)?										
Daily	1.2%	5	0.0%	0	2.7%	4	0.0%	0	4.0%	1
4 to 6 times a week	0.5%	2	1.3%	1	0.0%	0	0.7%	1	0.0%	0
2 or 3 times a week	17.0%	68	17.3%	13	16.0%	24	17.9%	27	16.0%	4
Once a week	62.8%	252	57.3%	43	64.7%	97	63.6%	96	64.0%	16
Once a fortnight	11.7%	47	18.7%	14	7.3%	11	11.9%	18	16.0%	4
Once a month	4.0%	16	0.0%	0	6.0%	9	4.6%	7	0.0%	0
Less often	1.2%	5	2.7%	2	1.3%	2	0.7%	1	0.0%	0
(Don't know / varies)	1.5%	6	2.7%	2	2.0%	3	0.7%	1	0.0%	0
Mean:	1.26		1.20		1.32		1.20		1.40	
Base:	401		75		150		151		25	

Q03 How do you normally travel to (STORE / LOCATION MENTIONED AT Q01) when undertaking your main food shop?
Excluding those who do their main food shopping via the Internet at Q01

Car / van (as driver)	80.2%	303	83.6%	61	75.5%	108	81.3%	113	91.3%	21
Car / van (as passenger)	7.7%	29	6.8%	5	9.1%	13	7.2%	10	4.3%	1
Motorcycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bus	4.5%	17	2.7%	2	2.8%	4	7.9%	11	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	0.5%	2	0.0%	0	0.7%	1	0.7%	1	0.0%	0
Walk	5.3%	20	2.7%	2	10.5%	15	1.4%	2	4.3%	1
Bicycle	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Disability vehicle (scooter, wheelchair etc.)	0.8%	3	1.4%	1	0.7%	1	0.7%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.8%	3	2.7%	2	0.0%	0	0.7%	1	0.0%	0
Base:		378		73		143		139		23

Q04 When your household undertakes its main food shopping at (STORE / LOCATION MENTIONED AT Q01), does it also visit other shops or service outlets on the same shopping trip?
Excluding those who do their main food shopping via the Internet at Q01

Yes	44.4%	168	41.1%	30	46.9%	67	43.9%	61	43.5%	10
No	55.6%	210	58.9%	43	53.1%	76	56.1%	78	56.5%	13
Base:		378		73		143		139		23

Havant Household Survey for MWA Planning

	Total	Zone 1		Zone 2		Zone 3		Zone 4		
Q05 Where did you undertake your main food and grocery shopping the time before your last visit to (STORE / LOCATION MENTIONED AT Q01) was it the same place, or different and if so please specify?										
Excl. Nulls & SFT										
Aldi, Central Retail Park, Havant	1.6%	6	0.0%	0	2.9%	4	1.4%	2	0.0%	0
Aldi, Southampton Road, Portsmouth	0.3%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Aldi, West Street, Fareham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Asda, Larchwood Avenue, Bedhampton, Havant	8.1%	30	27.1%	19	1.4%	2	5.8%	8	4.3%	1
Asda, Portland Road, Waterloooville	17.0%	63	17.1%	12	24.3%	34	12.3%	17	0.0%	0
Co-op, London Road, COWPLAIN, Waterloooville	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Co-op, The Square, Wickham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Iceland, Wellington Way, Waterloooville	0.5%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, Elettra Avenue, Waterloooville	5.9%	22	2.9%	2	8.6%	12	5.1%	7	4.3%	1
Lidl, London Road, Cowplain, Waterloooville	5.7%	21	5.7%	4	8.6%	12	3.6%	5	0.0%	0
Marks & Spencer (Simply Food), High Street, Petersfield	0.8%	3	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Marks & Spencer (Simply Food), Wellington Retail Park, Waterloooville	3.8%	14	4.3%	3	5.0%	7	2.2%	3	4.3%	1
Marks & Spencer, Solent Retail Park, Havant	0.5%	2	1.4%	1	0.0%	0	0.7%	1	0.0%	0
Morrisons, Lakesmere Road, Horndean, Waterloooville	17.8%	66	4.3%	3	6.4%	9	37.0%	51	13.0%	3
Morrisons, Victory Retail Park, Portsmouth	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Broadcut, Fareham	1.1%	4	0.0%	0	0.0%	0	0.0%	0	17.4%	4
Sainsbury's Superstore, Fitzherbert Road, Farlington	0.5%	2	0.0%	0	0.7%	1	0.7%	1	0.0%	0
Sainsbury's Superstore, Hambledon Road, Waterloooville	15.6%	58	14.3%	10	22.1%	31	9.4%	13	17.4%	4
Tesco Express, Lavender Road, Waterloooville	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lovedean, Waterloooville	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Tesco Extra, Clement Attlee Way, Cosham	1.3%	5	1.4%	1	0.7%	1	0.7%	1	8.7%	2
Tesco Extra, Solent Road, Havant	3.8%	14	4.3%	3	3.6%	5	4.3%	6	0.0%	0
Tesco Superstore, Quay Street, Fareham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Waitrose, Dukes Walk, Stakes Hill Road, Waterloooville	10.2%	38	10.0%	7	13.6%	19	7.2%	10	8.7%	2
Waitrose, Marmion Road, Portsmouth	0.3%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Waitrose, Rams Walk, Petersfield	1.3%	5	0.0%	0	0.0%	0	2.2%	3	8.7%	2
Local shops, Clanfield Village Centre	0.3%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Local shops, Petersfield Town Centre	0.3%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Local shops, Portsmouth City Centre	0.3%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Local shops, Waterloooville Town Centre	0.5%	2	1.4%	1	0.0%	0	0.7%	1	0.0%	0
One Stop, Five Heads Road, Horndean	0.3%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Tesco Superstore, The Causeway, Petersfield	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Base:		371		70		140		138		23

Havant Household Survey for MWA Planning

Total	Zone 1	Zone 2	Zone 3	Zone 4
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Meanscore: [Number of visits per week]

Q06 How often do you normally do your household's main food and grocery shopping at (STORE / LOCATION MENTIONED AT Q05)?*Those who visit a different location for main food shopping at Q05*

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4 to 6 times a week	1.1%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0
2 or 3 times a week	11.8%	22	9.5%	4	14.7%	10	8.7%	6	25.0%	2
Once a week	37.4%	70	38.1%	16	41.2%	28	34.8%	24	25.0%	2
Once a fortnight	26.2%	49	28.6%	12	16.2%	11	36.2%	25	12.5%	1
Once a month	11.8%	22	11.9%	5	13.2%	9	8.7%	6	25.0%	2
Less often	3.7%	7	4.8%	2	1.5%	1	5.8%	4	0.0%	0
(Don't know / varies)	8.0%	15	7.1%	3	10.3%	7	5.8%	4	12.5%	1
Mean:		0.97		0.86		1.17		0.83		1.16
Base:		187		42		68		69		8

Havant Household Survey for MWA Planning

	Total	Zone 1		Zone 2		Zone 3		Zone 4		
Q07 Where did you last undertake your household's shopping for small scale / daily 'top up' shopping?										
Excl. Nulls & SFT										
Aldi, Central Retail Park, Havant	0.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Larchwood Avenue, Bedhampton, Havant	3.3%	10	9.1%	6	0.9%	1	2.9%	3	0.0%	0
Asda, Portland Road, Waterloooville	9.3%	28	9.1%	6	12.5%	14	7.6%	8	0.0%	0
Co-op, Hambledon Road, Denmead	4.7%	14	0.0%	0	7.1%	8	1.0%	1	29.4%	5
Co-op, London Road, COWPLAIN, Waterloooville	3.0%	9	0.0%	0	6.3%	7	1.9%	2	0.0%	0
Co-op, London Road, PURBROOK, Waterloooville	0.7%	2	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, Purbrook Chase Precinct, Crookhorn Lane, Waterloooville	0.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, The Square, Wickham	1.7%	5	0.0%	0	0.0%	0	0.0%	0	29.4%	5
Co-op, White DIRT Lane, Clanfield	3.7%	11	0.0%	0	0.0%	0	10.5%	11	0.0%	0
Iceland, Wellington Way, Waterloooville	1.0%	3	3.0%	2	0.0%	0	1.0%	1	0.0%	0
Lidl, Elettra Avenue, Waterloooville	3.3%	10	1.5%	1	6.3%	7	1.9%	2	0.0%	0
Lidl, London Road, Cowplain, Waterloooville	7.0%	21	6.1%	4	11.6%	13	3.8%	4	0.0%	0
Lidl, Somborne Drive, Leigh Park, Havant	0.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), High Street, Petersfield	0.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Marks & Spencer (Simply Food), Wellington Retail Park, Waterloooville	4.0%	12	3.0%	2	6.3%	7	2.9%	3	0.0%	0
Morrisons, Lakesmere Road, Horndean, Waterloooville	10.0%	30	0.0%	0	10.7%	12	17.1%	18	0.0%	0
Sainsbury's Superstore, Broadcut, Fareham	0.3%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Fitzherbert Road, Farlington	0.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Hambledon Road, Waterloooville	7.0%	21	10.6%	7	7.1%	8	4.8%	5	5.9%	1
Tesco Express, Lavender Road, Waterloooville	4.0%	12	15.2%	10	1.8%	2	0.0%	0	0.0%	0
Tesco Express, London Road, Waterloooville	4.0%	12	3.0%	2	8.9%	10	0.0%	0	0.0%	0
Tesco Express, Lovedean, Waterloooville	6.3%	19	1.5%	1	1.8%	2	15.2%	16	0.0%	0
Tesco Express, The Westbrook Centre, Tempest Avenue, Waterloooville	5.3%	16	16.7%	11	2.7%	3	1.9%	2	0.0%	0
Tesco Extra, Solent Road, Havant	0.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Waitrose, Dukes Walk, Stakes Hill Road, Waterloooville	6.0%	18	7.6%	5	9.8%	11	1.0%	1	5.9%	1
Budgens, Green Lane, Clanfield	2.7%	8	0.0%	0	0.0%	0	7.6%	8	0.0%	0
Central Store, Frogmore Lane, Waterloooville	0.7%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Co-op, Milton Road, Cowplain, Waterloooville	0.7%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0
Local shops, Clanfield Village Centre	0.7%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Local shops, Hambledon Village Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	11.8%	2
Local shops, Horndean	0.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0

Havant Household Survey for MWA Planning

	Total	Zone 1		Zone 2		Zone 3		Zone 4		
Village Centre										
Local shops, Waterloooville	0.7%	2	1.5%	1	0.0%	0	1.0%	1	0.0%	0
Town Centre										
Local shops, Wickham	0.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Village Centre										
One Stop, Five Heads Road, Horndean	0.7%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0
One Stop, Hart Plain Avenue, Cowplain	0.7%	2	0.0%	0	0.9%	1	1.0%	1	0.0%	0
One Stop, Mill Road, Waterloooville	0.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0
People's Market, West Street, Waterloooville	0.7%	2	0.0%	0	0.0%	0	0.0%	0	11.8%	2
Poundland, London Road, Waterloooville	0.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Premier, Hazleton Way, Waterloooville	1.7%	5	0.0%	0	0.9%	1	3.8%	4	0.0%	0
Premier, Meadow Parade, Hambledon Road, Waterloooville	0.3%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Midhurst Road, Liphook	0.3%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Spar, Catherington Lane, Horndean	1.3%	4	0.0%	0	0.0%	0	3.8%	4	0.0%	0
The Bakehouse, Hambledon Road, Denmead	0.3%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Base:	300		66		112		105			17

Havant Household Survey for MWA Planning

	Total		Zone 1		Zone 2		Zone 3		Zone 4	
Q08 Where did you last undertake your household's shopping for clothes, footwear and o										
Excl. Nulls & SFT										
Chichester City Centre	10.4%	29	9.8%	5	6.0%	6	15.0%	16	9.5%	2
Cosham Local Centre, Portsmouth	0.4%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Fareham Town Centre	3.6%	10	3.9%	2	4.0%	4	0.9%	1	14.3%	3
Havant Town Centre	4.3%	12	3.9%	2	2.0%	2	6.5%	7	4.8%	1
Hedge End Town Centre	0.7%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Petersfield Town Centre	2.5%	7	2.0%	1	2.0%	2	2.8%	3	4.8%	1
Portsmouth City Centre	12.9%	36	19.6%	10	13.0%	13	9.3%	10	14.3%	3
Southampton City Centre	0.7%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Southsea Local Centre, Portsmouth	0.4%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Waterlooville Town Centre	17.2%	48	17.6%	9	18.0%	18	19.6%	21	0.0%	0
Winchester City Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Gunwharf Quays Outlet Centre, Portsmouth (M&S Outlet, Gap, Nike, Timberland & more)	3.9%	11	2.0%	1	4.0%	4	3.7%	4	9.5%	2
Hedge End Retail Park, Hedge End (Currys, Pets at Home, M&S, Sainsbury's & more)	5.4%	15	3.9%	2	7.0%	7	4.7%	5	4.8%	1
Solent Retail Park, Havant (Halfords, M&S, Next, Sports Direct & more)	5.4%	15	7.8%	4	5.0%	5	5.6%	6	0.0%	0
Wellington Retail Park, Waterlooville (Argos, Halfords, Home Bargains, TK Maxx & more)	7.9%	22	9.8%	5	11.0%	11	5.6%	6	0.0%	0
West Quay Shopping Centre & Retail Park, Southampton (IKEA, John Lewis, Argos, Currys, Furniture Village & more)	3.9%	11	2.0%	1	4.0%	4	3.7%	4	9.5%	2
Whiteley Shopping Centre, Whiteley (Boots, M&S, Next, Tesco & more)	2.2%	6	0.0%	0	1.0%	1	3.7%	4	4.8%	1
Dobbies Garden Centre, Bartons Road, Havant	0.4%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Asda, Larchwood Avenue, Bedhampton, Havant	1.8%	5	2.0%	1	1.0%	1	2.8%	3	0.0%	0
Asda, Portland Road, Waterlooville	4.7%	13	3.9%	2	6.0%	6	4.7%	5	0.0%	0
Marks & Spencer, Solent Retail Park, Havant	0.7%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Marks & Spencer, Whiteley Shopping Centre, Whiteley	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Broadcut, Fareham	0.7%	2	0.0%	0	0.0%	0	0.0%	0	9.5%	2
Sainsbury's Superstore, Fitzherbert Road, Farlington	0.7%	2	2.0%	1	0.0%	0	0.9%	1	0.0%	0
Sainsbury's Superstore, Hambledon Road, Waterlooville	5.7%	16	5.9%	3	8.0%	8	2.8%	3	9.5%	2
Tesco Extra, Solent Road, Havant	0.4%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Bluewater Shopping Centre, Dartford, Greenhithe	0.4%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Central London	1.1%	3	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Country Market Shopping Centre, Kingsley, Bordon	0.4%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Findon Village Centre, West Sussex	0.4%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Horndean Village Centre	0.4%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Base:		279		51		100		107		21

Havant Household Survey for MWA Planning

	Total	Zone 1		Zone 2		Zone 3		Zone 4		
Q09 Where did you last undertake your household's shopping for furniture, floor coverings, soft furnishings or household textiles? Excl. Nulls & SFT										
Chichester City Centre	1.6%	3	0.0%	0	1.6%	1	2.7%	2	0.0%	0
Cosham Local Centre, Portsmouth	2.1%	4	2.6%	1	1.6%	1	2.7%	2	0.0%	0
Farlington Local Centre, Portsmouth	2.1%	4	5.3%	2	0.0%	0	2.7%	2	0.0%	0
Havant Town Centre	2.1%	4	2.6%	1	1.6%	1	2.7%	2	0.0%	0
Petersfield Town Centre	3.2%	6	0.0%	0	1.6%	1	4.1%	3	13.3%	2
Portsmouth City Centre	4.8%	9	13.2%	5	3.2%	2	1.4%	1	6.7%	1
Southampton City Centre	2.1%	4	0.0%	0	4.8%	3	1.4%	1	0.0%	0
Southsea Local Centre, Portsmouth	0.5%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	1
Waterlooville Town Centre	19.6%	37	18.4%	7	27.0%	17	16.4%	12	6.7%	1
Bradbeers Retail Park, Hedge End (Bradbeers, Carpetright, Homesense, Smyths, TK Maxx)	0.5%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Central Retail Park, Havant (Aldi, Carpetright, Dreams)	0.5%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Collingwood Retail Park, Fareham (Homebase, Pets at Home, Poundstretcher, Matalan)	0.5%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Hedge End Retail Park, Hedge End (Currys, Pets at Home, M&S, Sainsbury's & more)	7.9%	15	2.6%	1	4.8%	3	8.2%	6	33.3%	5
Ocean Retail Park, Portsmouth (Currys PC World, Carpetright, Halfords, TK Maxx & more)	2.1%	4	0.0%	0	3.2%	2	2.7%	2	0.0%	0
Pompey Centre, Southsea (B&Q, Bathstore, Carpetright, Tile Giant & more)	0.5%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Portfield Retail Park, Chichester (John Lewis, Currys, Harveys, Homesense & more)	2.1%	4	0.0%	0	3.2%	2	2.7%	2	0.0%	0
Solent Retail Park, Havant (Halfords, M&S, Next, Sports Direct & more)	1.1%	2	2.6%	1	0.0%	0	1.4%	1	0.0%	0
Wellington Retail Park, Waterlooville (Argos, Halfords, Home Bargains, TK Maxx & more)	24.9%	47	23.7%	9	28.6%	18	26.0%	19	6.7%	1
West Quay Shopping Centre & Retail Park, Southampton (IKEA, John Lewis, Argos, Currys, Furniture Village & more)	7.4%	14	10.5%	4	4.8%	3	8.2%	6	6.7%	1
B&Q, Purbrook Way, Havant	0.5%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Larchwood Avenue, Bedhampton, Havant	1.1%	2	0.0%	0	3.2%	2	0.0%	0	0.0%	0
Asda, Portland Road, Waterlooville	2.6%	5	0.0%	0	3.2%	2	4.1%	3	0.0%	0
Lidl, Elettta Avenue, Waterlooville	0.5%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Marks & Spencer, Solent Retail Park, Havant	0.5%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Marks & Spencer, Whiteley Shopping Centre, Whiteley	0.5%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lakesmere Road, Horndean, Waterlooville	0.5%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Sainsbury's Superstore, Hambledon Road, Waterlooville	3.2%	6	2.6%	1	1.6%	1	4.1%	3	6.7%	1
Ash Village Centre	0.5%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0

Havant Household Survey for MWA Planning

	Total	Zone 1		Zone 2		Zone 3		Zone 4		
Chandler's Ford Town Centre	0.5%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Cowplain Village Centre	1.1%	2	0.0%	0	0.0%	0	2.7%	2	0.0%	0
Dunelm, Southampton Road, Park Gate, Fareham	1.1%	2	0.0%	0	1.6%	1	0.0%	0	6.7%	1
Horndean Village Centre	0.5%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Marriotts Furnishers, New Road, Fratton, Portsmouth	0.5%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Southampton Road Retail Park, Titchfield	0.5%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	1
Base:	189		38		63		73		15	

Havant Household Survey for MWA Planning

	Total	Zone 1		Zone 2		Zone 3		Zone 4		
Q10 Where did you last undertake your household's shopping for DIY, hardware, decorating goods, garden products, plants or pet related products? Excl. Nulls & SFT										
Clanfield Village Centre	0.3%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Denmead Village Centre	1.0%	3	0.0%	0	0.9%	1	0.0%	0	10.0%	2
Fareham Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	10.0%	2
Farlington Local Centre, Portsmouth	0.3%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Havant Town Centre	1.0%	3	1.7%	1	0.0%	0	0.9%	1	5.0%	1
Petersfield Town Centre	0.6%	2	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Southampton City Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1
Waterlooville Town Centre	11.9%	37	10.2%	6	15.7%	18	10.3%	12	5.0%	1
Wickham Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1
Hedge End Retail Park, Hedge End (Currys, Pets at Home, M&S, Sainsbury's & more)	0.3%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Ocean Retail Park, Portsmouth (Currys PC World, Carpetright, Halfords, TK Maxx & more)	0.6%	2	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Pompey Centre, Southsea (B&Q, Bathstore, Carpetright, Tile Giant & more)	0.3%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Portfield Retail Park, Chichester (John Lewis, Currys, Harveys, Homesense & more)	0.3%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Solent Retail Park, Havant (Halfords, M&S, Next, Sports Direct & more)	0.3%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Speedfields Park, Fareham (Asda, B&M, Wickes, Screwfix & more)	0.3%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Victory Retail Park, Portsmouth (Morrisons & Dreams)	0.3%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Wellington Retail Park, Waterlooville (Argos, Halfords, Home Bargains, TK Maxx & more)	7.1%	22	0.0%	0	15.7%	18	2.6%	3	5.0%	1
West Quay Shopping Centre & Retail Park, Southampton (IKEA, John Lewis, Argos, Currys, Furniture Village & more)	0.3%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
B&Q, Purbrook Way, Havant	57.7%	179	72.9%	43	50.4%	58	59.5%	69	45.0%	9
Dobbies Garden Centre, Bartons Road, Havant	0.3%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Garsons Titchfield, Fontley Road, Titchfield	0.6%	2	1.7%	1	0.0%	0	0.0%	0	5.0%	1
Keydell Nurseries, Havant Road, Horndean	3.9%	12	3.4%	2	3.5%	4	5.2%	6	0.0%	0
Stansted Park Garden Centre, Rowland's Castle	0.6%	2	1.7%	1	0.9%	1	0.0%	0	0.0%	0
Asda, Larchwood Avenue, Bedhampton, Havant	0.3%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Portland Road, Waterlooville	1.0%	3	1.7%	1	0.9%	1	0.9%	1	0.0%	0
Lidl, Elettra Avenue, Waterlooville	0.3%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1
Sainsbury's Superstore, Hambledon Road, Waterlooville	0.3%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
B&Q, Charles Watts Way, Hedge End	0.3%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Goodwillies Timber Merchant, London Road, Purbrook	0.6%	2	1.7%	1	0.0%	0	0.9%	1	0.0%	0
Horndean Village Centre	0.3%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0

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	Total		Zone 1		Zone 2		Zone 3		Zone 4	
Portfield Industrial Estate, Portfield Road, Portsmouth	0.3%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Screwfix, Hazleton Interchange, Lakesmere Road, Horndean	1.6%	5	0.0%	0	0.0%	0	4.3%	5	0.0%	0
Wickes, Park Way, Havant	0.3%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Wickes, Rockville Drive, Waterlooville	4.8%	15	0.0%	0	6.1%	7	6.9%	8	0.0%	0
Base:		310		59		115		116		20

Havant Household Survey for MWA Planning

	Total	Zone 1		Zone 2		Zone 3		Zone 4		
Q11 Where did you last undertake your households shopping for small and large electrical goods including photographic equipment?										
Excl. Nulls & SFT										
Chichester City Centre	1.0%	2	2.3%	1	1.3%	1	0.0%	0	0.0%	0
Clanfield Village Centre	0.5%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Denmead Village Centre	1.0%	2	0.0%	0	2.6%	2	0.0%	0	0.0%	0
Fareham Town Centre	0.5%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Farlington Local Centre, Portsmouth	1.0%	2	0.0%	0	1.3%	1	1.5%	1	0.0%	0
Havant Town Centre	0.5%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Petersfield Town Centre	2.0%	4	0.0%	0	0.0%	0	4.4%	3	7.7%	1
Portsmouth City Centre	2.0%	4	4.5%	2	0.0%	0	2.9%	2	0.0%	0
Southampton City Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	7.7%	1
Southsea Local Centre, Portsmouth	1.0%	2	2.3%	1	0.0%	0	1.5%	1	0.0%	0
Waterlooville Town Centre	11.9%	24	6.8%	3	14.5%	11	13.2%	9	7.7%	1
Central Retail Park, Havant (Aldi, Carpetright, Dreams)	0.5%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Collingwood Retail Park, Fareham (Homebase, Pets at Home, Poundstretcher, Matalan)	0.5%	1	0.0%	0	0.0%	0	0.0%	0	7.7%	1
Hedge End Retail Park, Hedge End (Currys, Pets at Home, M&S, Sainsbury's & more)	2.0%	4	2.3%	1	1.3%	1	1.5%	1	7.7%	1
Ocean Retail Park, Portsmouth (Currys PC World, Carpetright, Halfords, TK Maxx & more)	30.3%	61	34.1%	15	27.6%	21	30.9%	21	30.8%	4
Portfield Retail Park, Chichester (John Lewis, Currys, Harveys, Homesense & more)	2.0%	4	4.5%	2	0.0%	0	2.9%	2	0.0%	0
Wellington Retail Park, Waterlooville (Argos, Halfords, Home Bargains, TK Maxx & more)	14.4%	29	13.6%	6	18.4%	14	13.2%	9	0.0%	0
West Quay Shopping Centre & Retail Park, Southampton (IKEA, John Lewis, Argos, Currys, Furniture Village & more)	3.5%	7	2.3%	1	1.3%	1	4.4%	3	15.4%	2
B&M (with Garden Centre) Fitzherbert Road, Farlington	0.5%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Purbrook Way, Havant	4.5%	9	4.5%	2	7.9%	6	1.5%	1	0.0%	0
Asda, Larchwood Avenue, Bedhampton, Havant	3.0%	6	6.8%	3	2.6%	2	1.5%	1	0.0%	0
Asda, Portland Road, Waterlooville	6.0%	12	9.1%	4	7.9%	6	2.9%	2	0.0%	0
Lidl, London Road, Cowplain, Waterlooville	0.5%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Morrisons, Lakesmere Road, Hordean, Waterlooville	2.5%	5	0.0%	0	2.6%	2	2.9%	2	7.7%	1
Sainsbury's Superstore, Fitzherbert Road, Farlington	1.0%	2	2.3%	1	0.0%	0	1.5%	1	0.0%	0
Sainsbury's Superstore, Hambledon Road, Waterlooville	2.0%	4	0.0%	0	3.9%	3	1.5%	1	0.0%	0
Tesco Extra, Clement Attlee Way, Cosham	0.5%	1	0.0%	0	0.0%	0	0.0%	0	7.7%	1
Bishop's Waltham Town Centre	0.5%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Eastern Road, Portsmouth	0.5%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Lidl, Station Road, Petersfield	0.5%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Screwfix, Arnside Road, Waterlooville	0.5%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Screwfix, Hazleton	0.5%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0

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	Total	Zone 1		Zone 2		Zone 3		Zone 4	
Interchange, Lakesmere Road, Horndean									
Tesco Extra, Fratton Way, Portsmouth	0.5%	1	0.0%	0	0.0%	0	1.5%	1	0.0%
Wickes, Rockville Drive, Waterloooville	1.5%	3	0.0%	0	0.0%	0	4.4%	3	0.0%
Base:	201	44		76		68		13	

Havant Household Survey for MWA Planning

	Total	Zone 1		Zone 2		Zone 3		Zone 4		
Q12 Where did you last undertake your household's shopping for other non-food items including books, jewellery, china, glass and household goods?										
<i>Excl. Nulls & SFT</i>										
Brighton City Centre	1.2%	2	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Chichester City Centre	5.8%	10	3.0%	1	3.5%	2	8.6%	6	9.1%	1
Fareham Town Centre	2.9%	5	3.0%	1	1.8%	1	1.4%	1	18.2%	2
Gosport Town Centre	0.6%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Havant Town Centre	2.3%	4	0.0%	0	1.8%	1	4.3%	3	0.0%	0
Hedge End Town Centre	0.6%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Petersfield Town Centre	8.8%	15	3.0%	1	3.5%	2	14.3%	10	18.2%	2
Portsmouth City Centre	10.5%	18	9.1%	3	14.0%	8	8.6%	6	9.1%	1
Southampton City Centre	1.2%	2	0.0%	0	3.5%	2	0.0%	0	0.0%	0
Southsea Local Centre, Portsmouth	0.6%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Waterlooville Town Centre	26.3%	45	27.3%	9	36.8%	21	21.4%	15	0.0%	0
Gunwharf Quays Outlet Centre, Portsmouth (M&S Outlet, Gap, Nike, Timberland & more)	0.6%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Hedge End Retail Park, Hedge End (Currys, Pets at Home, M&S, Sainsbury's & more)	1.2%	2	3.0%	1	1.8%	1	0.0%	0	0.0%	0
Portfield Retail Park, Chichester (John Lewis, Currys, Harveys, Homesense & more)	1.2%	2	0.0%	0	1.8%	1	1.4%	1	0.0%	0
Wellington Retail Park, Waterlooville (Argos, Halfords, Home Bargains, TK Maxx & more)	2.9%	5	3.0%	1	3.5%	2	2.9%	2	0.0%	0
West Quay Shopping Centre & Retail Park, Southampton (IKEA, John Lewis, Argos, Currys, Furniture Village & more)	2.3%	4	3.0%	1	1.8%	1	2.9%	2	0.0%	0
Whiteley Shopping Centre, Whiteley (Boots, M&S, Next, Tesco & more)	1.2%	2	0.0%	0	0.0%	0	2.9%	2	0.0%	0
B&M (with Garden Centre) Fitzherbert Road, Farlington	0.6%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Purbrook Way, Havant	0.6%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Keydell Nurseries, Havant Road, Horndean	0.6%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Asda, Larchwood Avenue, Bedhampton, Havant	7.6%	13	21.2%	7	5.3%	3	2.9%	2	9.1%	1
Asda, Portland Road, Waterlooville	11.7%	20	15.2%	5	10.5%	6	12.9%	9	0.0%	0
Asda, Speedfields Park, Newgate Lane, Fareham	0.6%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Morrisons, Lakesmere Road, Horndean, Waterlooville	1.8%	3	3.0%	1	1.8%	1	0.0%	0	9.1%	1
Sainsbury's Superstore, Broadcut, Fareham	1.2%	2	0.0%	0	0.0%	0	0.0%	0	18.2%	2
Sainsbury's Superstore, Fitzherbert Road, Farlington	0.6%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Sainsbury's Superstore, Hambledon Road, Waterlooville	1.8%	3	0.0%	0	5.3%	3	0.0%	0	0.0%	0
Tesco Extra, Clement Attlee Way, Cosham	0.6%	1	0.0%	0	0.0%	0	0.0%	0	9.1%	1
Tesco Extra, Solent Road, Havant	0.6%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Abroad	0.6%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Cowplain Village Centre	0.6%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Totnes Town Centre	0.6%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Base:		171		33		57		70		11

Havant Household Survey for MWA Planning

	Total		Zone 1		Zone 2		Zone 3		Zone 4	
Q13 Where did you last undertake your household's shopping for health, beauty or chemi										
<i>Excl. Nulls & SFT</i>										
Chichester City Centre	0.9%	3	1.7%	1	0.8%	1	0.7%	1	0.0%	0
Clanfield Village Centre	3.8%	13	0.0%	0	0.0%	0	9.6%	13	0.0%	0
Cosham Local Centre, Portsmouth	0.9%	3	1.7%	1	0.8%	1	0.7%	1	0.0%	0
Denmead Village Centre	2.9%	10	0.0%	0	7.2%	9	0.0%	0	4.8%	1
Fareham Town Centre	2.1%	7	0.0%	0	0.8%	1	0.0%	0	28.6%	6
Havant Town Centre	0.6%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Petersfield Town Centre	2.3%	8	0.0%	0	0.0%	0	5.2%	7	4.8%	1
Portsmouth City Centre	2.1%	7	5.0%	3	2.4%	3	0.7%	1	0.0%	0
Southampton City Centre	0.3%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Waterlooville Town Centre	36.7%	125	40.0%	24	44.0%	55	31.9%	43	14.3%	3
Wickham Village Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	9.5%	2
Winchester City Centre	0.3%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Gunwharf Quays Outlet Centre, Portsmouth (M&S Outlet, Gap, Nike, Timberland & more)	0.3%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Hedge End Retail Park, Hedge End (Currys, Pets at Home, M&S, Sainsbury's & more)	0.3%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Wellington Retail Park, Waterlooville (Argos, Halfords, Home Bargains, TK Maxx & more)	2.1%	7	6.7%	4	0.8%	1	1.5%	2	0.0%	0
Whiteley Shopping Centre, Whiteley (Boots, M&S, Next, Tesco & more)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Asda, Larchwood Avenue, Bedhampton, Havant	2.6%	9	11.7%	7	0.8%	1	0.7%	1	0.0%	0
Asda, Portland Road, Waterlooville	10.9%	37	16.7%	10	11.2%	14	9.6%	13	0.0%	0
Asda, Speedfields Park, Newgate Lane, Fareham	0.3%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Lidl, Eletttra Avenue, Waterlooville	0.6%	2	1.7%	1	0.8%	1	0.0%	0	0.0%	0
Lidl, London Road, Cowplain, Waterlooville	0.3%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Morrisons, Lakesmere Road, Horndean, Waterlooville	7.6%	26	0.0%	0	2.4%	3	16.3%	22	4.8%	1
Sainsbury's Superstore, Broadcut, Fareham	0.6%	2	0.0%	0	0.0%	0	0.0%	0	9.5%	2
Sainsbury's Superstore, Fitzherbert Road, Farlington	0.3%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Sainsbury's Superstore, Hambledon Road, Waterlooville	6.2%	21	5.0%	3	9.6%	12	3.0%	4	9.5%	2
Tesco Extra, Clement Attlee Way, Cosham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Tesco Extra, Solent Road, Havant	1.8%	6	0.0%	0	0.8%	1	3.7%	5	0.0%	0
Bishop's Waltham Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Cowplain Village Centre	8.8%	30	1.7%	1	9.6%	12	12.6%	17	0.0%	0
Gatwick Airport	0.3%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Horndean Village Centre	1.2%	4	0.0%	0	0.0%	0	3.0%	4	0.0%	0
Purbrook Village Centre	0.6%	2	3.3%	2	0.0%	0	0.0%	0	0.0%	0
Waitrose, Dukes Walk, Stakes Hill Road, Waterlooville	1.2%	4	5.0%	3	0.8%	1	0.0%	0	0.0%	0
Base:		341		60		125		135		21

Havant Household Survey for MWA Planning

	Total	Zone 1		Zone 2		Zone 3		Zone 4		
Q14 Where did you last undertake your household's shopping for recreational goods including bicycles, toys, sports and camping equipment?										
<i>Excl. Nulls & SFT</i>										
Chichester City Centre	3.4%	4	0.0%	0	4.7%	2	4.3%	2	0.0%	0
Fareham Town Centre	0.8%	1	0.0%	0	0.0%	0	0.0%	0	20.0%	1
Havant Town Centre	5.9%	7	4.2%	1	4.7%	2	6.5%	3	20.0%	1
Petersfield Town Centre	0.8%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Portchester Local Centre, Fareham	0.8%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Portsmouth City Centre	5.9%	7	12.5%	3	2.3%	1	6.5%	3	0.0%	0
Southampton City Centre	2.5%	3	4.2%	1	2.3%	1	2.2%	1	0.0%	0
Waterlooville Town Centre	16.1%	19	0.0%	0	20.9%	9	21.7%	10	0.0%	0
Winchester City Centre	0.8%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Bradbeers Retail Park, Hedge End (Bradbeers, Carpetright, Homesense, Smyths, TK Maxx)	1.7%	2	0.0%	0	4.7%	2	0.0%	0	0.0%	0
Hedge End Retail Park, Hedge End (Currys, Pets at Home, M&S, Sainsbury's & more)	0.8%	1	0.0%	0	0.0%	0	0.0%	0	20.0%	1
Ocean Retail Park, Portsmouth (Currys PC World, Carpetright, Halfords, TK Maxx & more)	5.9%	7	4.2%	1	9.3%	4	4.3%	2	0.0%	0
Pompey Centre, Southsea (B&Q, Bathstore, Carpetright, Tile Giant & more)	0.8%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Solent Retail Park, Havant (Halfords, M&S, Next, Sports Direct & more)	11.9%	14	16.7%	4	9.3%	4	13.0%	6	0.0%	0
Wellington Retail Park, Waterlooville (Argos, Halfords, Home Bargains, TK Maxx & more)	14.4%	17	16.7%	4	16.3%	7	10.9%	5	20.0%	1
West Quay Shopping Centre & Retail Park, Southampton (IKEA, John Lewis, Argos, Currys, Furniture Village & more)	2.5%	3	8.3%	2	0.0%	0	2.2%	1	0.0%	0
Whiteley Shopping Centre, Whiteley (Boots, M&S, Next, Tesco & more)	0.8%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Asda, Larchwood Avenue, Bedhampton, Havant	4.2%	5	8.3%	2	2.3%	1	4.3%	2	0.0%	0
Asda, Portland Road, Waterlooville	6.8%	8	8.3%	2	4.7%	2	8.7%	4	0.0%	0
Sainsbury's Superstore, Fitzherbert Road, Farlington	0.8%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Sainsbury's Superstore, Hambledon Road, Waterlooville	2.5%	3	0.0%	0	4.7%	2	2.2%	1	0.0%	0
Tesco Extra, Solent Road, Havant	0.8%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Abroad	0.8%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Cowplain Village Centre	1.7%	2	4.2%	1	0.0%	0	2.2%	1	0.0%	0
Decathlon, Binnacle Way, Cosham, Portsmouth	0.8%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Go Outdoors, Third Avenue, Millbrook Road, Southampton	0.8%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	0.8%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0
Smyths Toys Superstores, Southampton Road, Titchfield	0.8%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0
The Boardwalk Shopping Centre, Port Solent	0.8%	1	0.0%	0	0.0%	0	0.0%	0	20.0%	1
Uxbridge Town Centre	0.8%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Widley Village Centre	0.8%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Base:		118		24		43		46		5

Havant Household Survey for MWA Planning

	Total		Zone 1		Zone 2		Zone 3		Zone 4	
Q15 How does your household normally travel when shopping for non-food goods?										
Car / van (as driver)	75.3%	302	76.0%	57	72.0%	108	76.8%	116	84.0%	21
Car / van (as passenger)	7.0%	28	4.0%	3	8.0%	12	7.3%	11	8.0%	2
Motorcycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bus	6.5%	26	4.0%	3	6.7%	10	8.6%	13	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	0.5%	2	0.0%	0	0.7%	1	0.7%	1	0.0%	0
Walk	5.5%	22	8.0%	6	9.3%	14	0.7%	1	4.0%	1
Bicycle	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Disability vehicle (scooter, wheelchair etc.)	0.7%	3	2.7%	2	0.7%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.0%	12	5.3%	4	2.0%	3	2.6%	4	4.0%	1
(Don't travel - goods delivered)	1.2%	5	0.0%	0	0.7%	1	2.6%	4	0.0%	0
Base:		401		75		150		151		25

Q16 Overall, which is the main town / district centre you most regularly visit for your household's non-food shopping needs?
Excl. Nulls & SFT

Chichester City Centre	12.5%	46	10.3%	7	8.8%	12	17.0%	24	12.5%	3
Cosham Local Centre, Portsmouth	0.5%	2	0.0%	0	0.7%	1	0.7%	1	0.0%	0
Fareham Town Centre	5.7%	21	2.9%	2	4.4%	6	1.4%	2	45.8%	11
Havant Town Centre	5.1%	19	2.9%	2	5.9%	8	6.4%	9	0.0%	0
Hedge End Town Centre	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Petersfield Town Centre	4.6%	17	1.5%	1	0.7%	1	8.5%	12	12.5%	3
Portsmouth City Centre	14.6%	54	20.6%	14	14.7%	20	12.8%	18	8.3%	2
Southampton City Centre	6.0%	22	10.3%	7	2.9%	4	6.4%	9	8.3%	2
Southsea Local Centre, Portsmouth	0.3%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Waterlooville Town Centre	46.1%	170	47.1%	32	56.6%	77	42.6%	60	4.2%	1
Winchester City Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1
Bluewater Shopping Centre, Dartford, Greenhithe	0.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Cowplain Village Centre	0.3%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Gunwharf Quays Outlet Centre, Portsmouth	1.4%	5	1.5%	1	1.5%	2	1.4%	2	0.0%	0
Hedge End Retail Park, Hedge End	0.5%	2	0.0%	0	0.7%	1	0.0%	0	4.2%	1
Whiteley Shopping Centre, Whiteley	1.6%	6	1.5%	1	2.2%	3	1.4%	2	0.0%	0
Base:	369		68		136		141		24	

GEN Gender of respondent.

Male	28.2%	113	25.3%	19	30.0%	45	26.5%	40	36.0%	9
Female	71.8%	288	74.7%	56	70.0%	105	73.5%	111	64.0%	16
Base:	401		75		150		151		25	

AGE Could I ask, how old are you?

18 to 24	2.0%	8	0.0%	0	2.7%	4	2.6%	4	0.0%	0
25 to 34	8.5%	34	10.7%	8	9.3%	14	7.3%	11	4.0%	1
35 to 44	6.5%	26	10.7%	8	5.3%	8	5.3%	8	8.0%	2
45 to 54	21.2%	85	13.3%	10	21.3%	32	25.2%	38	20.0%	5
55 to 64	18.0%	72	24.0%	18	18.7%	28	13.2%	20	24.0%	6
65 +	43.9%	176	41.3%	31	42.7%	64	46.4%	70	44.0%	11
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	401		75		150		151		25	

QUOTA Zone

Zone 1	18.7%	75	100.0%	75	0.0%	0	0.0%	0	0.0%	0
Zone 2	37.4%	150	0.0%	0	100.0%	150	0.0%	0	0.0%	0
Zone 3	37.7%	151	0.0%	0	0.0%	0	100.0%	151	0.0%	0
Zone 4	6.2%	25	0.0%	0	0.0%	0	0.0%	0	100.0%	25
Base:	401		75		150		151		25	

Havant Household Survey
for MWA Planning

	Total		Zone 1		Zone 2		Zone 3		Zone 4	
PC Postcode Sector										
PO17 6	3.0%	12	0.0%	0	0.0%	0	0.0%	0	48.0%	12
PO7 4	3.2%	13	0.0%	0	0.0%	0	0.0%	0	52.0%	13
PO7 5	8.5%	34	45.3%	34	0.0%	0	0.0%	0	0.0%	0
PO7 6	8.2%	33	0.0%	0	22.0%	33	0.0%	0	0.0%	0
PO7 7	15.0%	60	0.0%	0	40.0%	60	0.0%	0	0.0%	0
PO7 8	10.2%	41	54.7%	41	0.0%	0	0.0%	0	0.0%	0
PO8 0	14.5%	58	0.0%	0	0.0%	0	38.4%	58	0.0%	0
PO8 8	14.2%	57	0.0%	0	38.0%	57	0.0%	0	0.0%	0
PO8 9	23.2%	93	0.0%	0	0.0%	0	61.6%	93	0.0%	0
Base:		401		75		150		151		25

Appendix 4:

Data Tabulations

By Zone – Filtered Nulls & SFT
(Weighted)

Havant Household Survey for MWA Planning

Weighted:

March 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		
Q01 Where did you last undertake your household's main food and grocery shopping?										
<i>Excl. Nulls & SFT</i>										
Aldi, Central Retail Park, Havant	2.2%	8	3.3%	3	3.0%	4	0.5%	1	0.0%	0
Aldi, West Street, Fareham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Asda, Larchwood Avenue, Bedhampton, Havant	9.6%	36	26.8%	28	2.2%	3	4.1%	5	2.7%	0
Asda, Portland Road, Waterloooville	23.4%	89	25.2%	26	28.1%	40	19.3%	22	0.0%	0
Co-op, Hambledon Road, Denmead	0.5%	2	0.0%	0	0.9%	1	0.0%	0	4.7%	1
Iceland, Wellington Way, Waterloooville	0.6%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, Castle Trading Estate, Southampton Road, Portchester	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Lidl, Elettra Avenue, Waterloooville	6.0%	23	0.0%	0	9.6%	14	6.1%	7	10.4%	2
Lidl, London Road, Cowplain, Waterloooville	2.1%	8	2.7%	3	2.8%	4	1.0%	1	0.0%	0
Lidl, Somborne Drive, Leigh Park, Havant	0.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), High Street, Petersfield	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Marks & Spencer (Simply Food), Wellington Retail Park, Waterloooville	1.6%	6	0.0%	0	2.1%	3	2.2%	3	2.7%	0
Morrisons, Anchorage Road, Portsmouth	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0
Morrisons, Lakesmere Road, Horndean, Waterloooville	18.7%	71	6.6%	7	14.0%	20	35.4%	41	17.1%	3
Sainsbury's Superstore, Broadcut, Fareham	1.2%	4	0.0%	0	1.2%	2	0.0%	0	18.5%	3
Sainsbury's Superstore, Fitzherbert Road, Farlington	0.6%	2	0.8%	1	0.4%	1	0.8%	1	0.0%	0
Sainsbury's Superstore, Hambledon Road, Waterloooville	17.6%	67	17.4%	18	25.7%	37	9.4%	11	4.7%	1
Tesco Express, Lovedean, Waterloooville	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Tesco Extra, Clement Attlee Way, Cosham	1.4%	5	2.7%	3	0.0%	0	0.7%	1	11.3%	2
Tesco Extra, Solent Road, Havant	4.0%	15	3.1%	3	2.5%	4	7.2%	8	0.0%	0
Tesco Superstore, Quay Street, Fareham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0
Waitrose, Dukes Walk, Stakes Hill Road, Waterloooville	7.2%	27	8.0%	8	7.1%	10	5.6%	7	14.7%	2
Waitrose, Rams Walk, Petersfield	1.1%	4	0.0%	0	0.0%	0	3.0%	4	4.0%	1
Lidl, Station Road, Petersfield	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Local shops, Clanfield Village Centre	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Local shops, Portsmouth City Centre	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Tesco Express, Charles Street, Petersfield	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Tesco Superstore, The Causeway, Petersfield	0.3%	1	0.0%	0	0.4%	1	0.5%	1	0.0%	0
Weighted base:	379			104		144		116		15
Sample:	378			73		143		139		23

Havant Household Survey for MWA Planning

Weighted:

March 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		
Meanscore: [Number of visits per week]										
Q02 How often do you normally do your household's main food shopping at (STORE / LOCATION MENTIONED AT Q01)?										
Daily	1.3%	5	0.0%	0	3.3%	5	0.0%	0	2.5%	0
4 to 6 times a week	0.7%	3	1.1%	1	0.0%	0	1.1%	1	0.0%	0
2 or 3 times a week	16.2%	65	16.4%	17	16.1%	24	16.6%	21	12.6%	2
Once a week	61.7%	248	57.2%	61	62.5%	94	63.3%	81	72.8%	12
Once a fortnight	12.1%	48	18.6%	20	7.0%	11	12.6%	16	12.1%	2
Once a month	4.6%	18	0.0%	0	7.5%	11	5.5%	7	0.0%	0
Less often	1.7%	7	2.8%	3	2.2%	3	0.4%	1	0.0%	0
(Don't know / varies)	1.7%	7	3.8%	4	1.5%	2	0.4%	1	0.0%	0
Mean:		1.25		1.18		1.34		1.19		1.28
Weighted base:		401		106		150		129		16
Sample:		401		75		150		151		25

Q03 How do you normally travel to (STORE / LOCATION MENTIONED AT Q01) when undertaking your main food shop?
Excluding those who do their main food shopping via the Internet at Q01

Car / van (as driver)	80.1%	304	83.3%	87	76.1%	109	80.4%	94	94.6%	14
Car / van (as passenger)	7.7%	29	8.1%	8	8.0%	11	7.7%	9	2.7%	0
Motorcycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bus	4.2%	16	2.0%	2	2.8%	4	8.4%	10	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	0.6%	2	0.0%	0	0.4%	1	1.3%	1	0.0%	0
Walk	5.0%	19	2.0%	2	10.6%	15	1.2%	1	2.7%	0
Bicycle	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Disability vehicle (scooter, wheelchair etc.)	1.6%	6	3.1%	3	1.7%	2	0.5%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.6%	2	1.6%	2	0.0%	0	0.5%	1	0.0%	0
Weighted base:		379		104		144		116		15
Sample:		378		73		143		139		23

Q04 When your household undertakes its main food shopping at (STORE / LOCATION MENTIONED AT Q01), does it also visit other shops or service outlets on the same shopping trip?
Excluding those who do their main food shopping via the Internet at Q01

Yes	43.4%	165	38.1%	40	46.6%	67	44.1%	51	43.1%	7
No	56.6%	215	61.9%	64	53.4%	77	55.9%	65	56.9%	9
Weighted base:		379		104		144		116		15
Sample:		378		73		143		139		23

Havant Household Survey for MWA Planning

Weighted:

March 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		
Q05 Where did you undertake your main food and grocery shopping the time before your last visit to (STORE / LOCATION MENTIONED AT Q01) was it the same place, or different and if so please specify?										
Excl. Nulls & SFT										
Aldi, Central Retail Park, Havant	1.8%	7	0.0%	0	3.3%	5	1.7%	2	0.0%	0
Aldi, Southampton Road, Portsmouth	0.2%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Aldi, West Street, Fareham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Asda, Larchwood Avenue, Bedhampton, Havant	8.9%	33	25.3%	24	1.4%	2	5.0%	6	2.7%	0
Asda, Portland Road, Waterloooville	20.5%	76	19.5%	19	27.9%	39	15.1%	18	0.0%	0
Co-op, London Road, COWPLAIN, Waterloooville	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Co-op, The Square, Wickham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	7.2%	1
Iceland, Wellington Way, Waterloooville	0.9%	3	3.5%	3	0.0%	0	0.0%	0	0.0%	0
Lidl, Elettra Avenue, Waterloooville	6.6%	24	4.1%	4	9.5%	13	5.6%	7	2.7%	0
Lidl, London Road, Cowplain, Waterloooville	5.3%	20	4.4%	4	8.5%	12	2.9%	3	0.0%	0
Marks & Spencer (Simply Food), High Street, Petersfield	0.7%	3	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Marks & Spencer (Simply Food), Wellington Retail Park, Waterloooville	3.3%	12	3.0%	3	4.2%	6	1.6%	2	10.4%	2
Marks & Spencer, Solent Retail Park, Havant	0.4%	2	0.8%	1	0.0%	0	0.7%	1	0.0%	0
Morrisons, Lakesmere Road, Horndean, Waterloooville	15.7%	58	5.0%	5	5.5%	8	36.7%	43	17.1%	3
Morrisons, Victory Retail Park, Portsmouth	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Broadcut, Fareham	0.6%	2	0.0%	0	0.0%	0	0.0%	0	14.0%	2
Sainsbury's Superstore, Fitzherbert Road, Farlington	0.5%	2	0.0%	0	0.7%	1	0.7%	1	0.0%	0
Sainsbury's Superstore, Hambledon Road, Waterloooville	15.9%	59	12.8%	12	23.4%	33	9.2%	11	17.9%	3
Tesco Express, Lavender Road, Waterloooville	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lovedean, Waterloooville	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Tesco Extra, Clement Attlee Way, Cosham	1.1%	4	1.5%	1	0.4%	1	0.7%	1	7.3%	1
Tesco Extra, Solent Road, Havant	4.1%	15	5.4%	5	3.0%	4	4.8%	6	0.0%	0
Tesco Superstore, Quay Street, Fareham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0
Waitrose, Dukes Walk, Stakes Hill Road, Waterloooville	9.6%	35	12.1%	12	10.6%	15	6.5%	8	7.3%	1
Waitrose, Marmion Road, Portsmouth	0.2%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Waitrose, Rams Walk, Petersfield	0.8%	3	0.0%	0	0.0%	0	1.8%	2	6.7%	1
Local shops, Clanfield Village Centre	0.2%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Local shops, Petersfield Town Centre	0.2%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Local shops, Portsmouth City Centre	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Local shops, Waterloooville Town Centre	0.6%	2	0.8%	1	0.0%	0	1.3%	1	0.0%	0
One Stop, Five Heads Road, Horndean	0.3%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Tesco Superstore, The Causeway, Petersfield	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Weighted base:		371		97		141		118		15

Column %ges.

Havant Household Survey for MWA Planning

Weighted:

March 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		
Sample:	371	70		140		138		23		
Meanscore: [Number of visits per week]										
Q06 How often do you normally do your household's main food and grocery shopping at (STORE / LOCATION MENTIONED AT Q05)?										
Those who visit a different location for main food shopping at Q05										
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4 to 6 times a week	0.9%	2	0.0%	0	2.8%	2	0.0%	0	0.0%	0
2 or 3 times a week	12.6%	23	7.0%	4	18.4%	11	10.7%	6	25.3%	2
Once a week	39.5%	72	42.9%	24	40.2%	25	37.6%	22	18.8%	1
Once a fortnight	23.9%	44	26.5%	15	13.5%	8	33.7%	20	12.0%	1
Once a month	11.5%	21	9.8%	5	14.9%	9	8.9%	5	17.1%	1
Less often	4.6%	8	8.3%	5	1.7%	1	4.7%	3	0.0%	0
(Don't know / varies)	6.9%	13	5.5%	3	8.5%	5	4.5%	3	26.8%	2
Mean:	0.98	0.82		1.22		0.88		1.27		
Weighted base:	183	56		62		59		6		
Sample:	187	42		68		69		8		

Havant Household Survey for MWA Planning

Weighted:

March 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		
Q07 Where did you last undertake your household's shopping for small scale / daily 'top up' shopping?										
<i>Excl. Nulls & SFT</i>										
Aldi, Central Retail Park, Havant	0.7%	2	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Asda, Larchwood Avenue, Bedhampton, Havant	3.9%	13	8.6%	8	0.5%	1	4.0%	4	0.0%	0
Asda, Portland Road, Waterloooville	11.4%	37	10.7%	10	15.1%	18	9.0%	9	0.0%	0
Co-op, Hambledon Road, Denmead	5.5%	18	0.0%	0	9.4%	11	1.6%	1	43.9%	5
Co-op, London Road, COWPLAIN, Waterloooville	1.9%	6	0.0%	0	4.1%	5	1.2%	1	0.0%	0
Co-op, London Road, PURBROOK, Waterloooville	1.4%	4	4.7%	4	0.0%	0	0.0%	0	0.0%	0
Co-op, Purbrook Chase Precinct, Crookhorn Lane, Waterloooville	0.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, The Square, Wickham	1.0%	3	0.0%	0	0.0%	0	0.0%	0	27.6%	3
Co-op, White DIRT Lane, Clanfield	3.2%	10	0.0%	0	0.0%	0	10.6%	10	0.0%	0
Iceland, Wellington Way, Waterloooville	1.3%	4	3.6%	3	0.0%	0	0.9%	1	0.0%	0
Lidl, Elettra Avenue, Waterloooville	4.2%	13	0.9%	1	8.7%	10	2.1%	2	0.0%	0
Lidl, London Road, Cowplain, Waterloooville	6.6%	21	6.5%	6	10.4%	12	2.9%	3	0.0%	0
Lidl, Somborne Drive, Leigh Park, Havant	0.4%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), High Street, Petersfield	0.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Marks & Spencer (Simply Food), Wellington Retail Park, Waterloooville	3.1%	10	1.8%	2	5.0%	6	2.3%	2	0.0%	0
Morrisons, Lakesmere Road, Horndean, Waterloooville	9.6%	31	0.0%	0	9.6%	11	20.1%	19	0.0%	0
Sainsbury's Superstore, Broadcut, Fareham	0.3%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Fitzherbert Road, Farlington	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Hambledon Road, Waterloooville	6.2%	20	8.7%	8	6.4%	8	3.6%	3	5.3%	1
Tesco Express, Lavender Road, Waterloooville	5.2%	17	16.6%	16	1.1%	1	0.0%	0	0.0%	0
Tesco Express, London Road, Waterloooville	3.8%	12	2.2%	2	8.5%	10	0.0%	0	0.0%	0
Tesco Express, Lovedean, Waterloooville	5.8%	19	1.5%	1	1.6%	2	16.0%	15	0.0%	0
Tesco Express, The Westbrook Centre, Tempest Avenue, Waterloooville	6.3%	20	15.3%	14	3.6%	4	1.6%	2	0.0%	0
Tesco Extra, Solent Road, Havant	0.3%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Waitrose, Dukes Walk, Stakes Hill Road, Waterloooville	5.9%	19	8.2%	8	8.6%	10	0.6%	1	3.6%	0
Budgens, Green Lane, Clanfield	1.8%	6	0.0%	0	0.0%	0	5.9%	6	0.0%	0
Central Store, Frogmore Lane, Waterloooville	0.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Co-op, Milton Road, Cowplain, Waterloooville	1.0%	3	0.0%	0	2.6%	3	0.0%	0	0.0%	0
Local shops, Clanfield Village Centre	0.8%	2	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Local shops, Hambledon Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	7.2%	1
Local shops, Horndean	0.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0

Column %ges.

Havant Household Survey for MWA Planning

Weighted:

March 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4	
Village Centre									
Local shops, Waterloooville	0.9%	3	1.5%	1	0.0%	0	1.6%	1	0.0%
Town Centre									
Local shops, Wickham	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%
Village Centre									
One Stop, Five Heads Road, Horndean	0.5%	2	0.0%	0	0.0%	0	1.6%	2	0.0%
One Stop, Hart Plain	0.5%	2	0.0%	0	0.5%	1	1.0%	1	0.0%
Avenue, Cowplain									
One Stop, Mill Road, Waterloooville	0.7%	2	2.3%	2	0.0%	0	0.0%	0	0.0%
People's Market, West Street, Waterloooville	0.3%	1	0.0%	0	0.0%	0	0.0%	0	8.9%
Poundland, London Road, Waterloooville	0.5%	1	0.0%	0	0.0%	0	1.6%	1	0.0%
Premier, Hazleton Way, Waterloooville	1.3%	4	0.0%	0	1.4%	2	2.6%	2	0.0%
Premier, Meadow Parade, Hambledon Road, Waterloooville	0.3%	1	0.0%	0	0.8%	1	0.0%	0	0.0%
Sainsbury's Superstore, Midhurst Road, Liphook	0.1%	0	0.0%	0	0.0%	0	0.0%	0	3.6%
Spar, Catherington Lane, Horndean	1.0%	3	0.0%	0	0.0%	0	3.3%	3	0.0%
The Bakehouse, Hambledon Road, Denmead	0.5%	2	0.0%	0	1.4%	2	0.0%	0	0.0%
Weighted base:	320			94		119		95	11
Sample:	300			66		112		105	17

Havant Household Survey for MWA Planning

Weighted:

March 2020

	Total		Zone 1		Zone 2		Zone 3		Zone 4	
Q08 Where did you last undertake your household's shopping for clothes, footwear and o										
Excl. Nulls & SFT										
Chichester City Centre	10.2%	28	10.7%	8	4.6%	5	16.3%	15	6.6%	1
Cosham Local Centre, Portsmouth	1.2%	3	4.1%	3	0.0%	0	0.0%	0	0.0%	0
Fareham Town Centre	3.9%	11	5.2%	4	4.0%	4	0.6%	1	17.8%	2
Havant Town Centre	3.7%	10	2.1%	2	1.9%	2	7.0%	6	3.3%	0
Hedge End Town Centre	0.5%	2	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Petersfield Town Centre	1.7%	5	1.6%	1	1.3%	1	2.2%	2	3.3%	0
Portsmouth City Centre	16.5%	46	25.7%	20	14.7%	14	10.1%	9	20.9%	3
Southampton City Centre	0.8%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Southsea Local Centre, Portsmouth	0.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Waterlooville Town Centre	16.6%	46	16.4%	13	15.4%	15	20.2%	18	0.0%	0
Winchester City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	0
Gunwharf Quays Outlet Centre, Portsmouth (M&S Outlet, Gap, Nike, Timberland & more)	3.4%	9	1.8%	1	4.3%	4	2.8%	2	10.6%	1
Hedge End Retail Park, Hedge End (Currys, Pets at Home, M&S, Sainsbury's & more)	4.3%	12	2.9%	2	6.5%	6	3.1%	3	3.3%	0
Solent Retail Park, Havant (Halfords, M&S, Next, Sports Direct & more)	6.0%	17	7.8%	6	4.9%	5	6.4%	6	0.0%	0
Wellington Retail Park, Waterlooville (Argos, Halfords, Home Bargains, TK Maxx & more)	7.7%	21	6.9%	5	12.0%	12	4.8%	4	0.0%	0
West Quay Shopping Centre & Retail Park, Southampton (IKEA, John Lewis, Argos, Currys, Furniture Village & more)	3.6%	10	1.1%	1	5.4%	5	2.9%	3	10.6%	1
Whiteley Shopping Centre, Whiteley (Boots, M&S, Next, Tesco & more)	1.7%	5	0.0%	0	0.6%	1	4.0%	4	3.3%	0
Dobbies Garden Centre, Bartons Road, Havant	0.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Asda, Larchwood Avenue, Bedhampton, Havant	1.6%	4	1.1%	1	1.7%	2	2.2%	2	0.0%	0
Asda, Portland Road, Waterlooville	7.2%	20	6.0%	5	9.9%	10	6.5%	6	0.0%	0
Marks & Spencer, Solent Retail Park, Havant	0.5%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Marks & Spencer, Whiteley Shopping Centre, Whiteley	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Broadcut, Fareham	0.4%	1	0.0%	0	0.0%	0	0.0%	0	8.2%	1
Sainsbury's Superstore, Fitzherbert Road, Farlington	0.6%	2	1.1%	1	0.0%	0	1.1%	1	0.0%	0
Sainsbury's Superstore, Hambledon Road, Waterlooville	5.1%	14	3.7%	3	6.4%	6	4.2%	4	9.0%	1
Tesco Extra, Solent Road, Havant	0.3%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Bluewater Shopping Centre, Dartford, Greenhithe	0.5%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Central London	0.8%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Country Market Shopping Centre, Kingsley, Bordon	0.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Findon Village Centre, West Sussex	0.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Horndean Village Centre	0.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Weighted base:		277		77		98		90		12
Sample:		279		51		100		107		21

Havant Household Survey for MWA Planning

Weighted:

March 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		
Q09 Where did you last undertake your household's shopping for furniture, floor covering, soft furnishings or household textiles?										
<i>Excl. Nulls & SFT</i>										
Chichester City Centre	1.0%	2	0.0%	0	1.0%	1	2.1%	1	0.0%	0
Cosham Local Centre, Portsmouth	2.2%	4	3.9%	2	1.4%	1	1.7%	1	0.0%	0
Farlington Local Centre, Portsmouth	2.4%	5	5.1%	3	0.0%	0	2.8%	2	0.0%	0
Havant Town Centre	2.0%	4	2.5%	1	1.4%	1	2.4%	2	0.0%	0
Petersfield Town Centre	2.1%	4	0.0%	0	1.4%	1	3.0%	2	13.7%	1
Portsmouth City Centre	5.5%	11	14.0%	8	2.6%	2	1.3%	1	4.3%	0
Southampton City Centre	3.1%	6	0.0%	0	7.9%	5	1.3%	1	0.0%	0
Southsea Local Centre, Portsmouth	0.2%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	0
Waterlooville Town Centre	19.3%	38	17.6%	10	25.6%	17	14.7%	9	16.6%	2
Bradbeers Retail Park, Hedge End (Bradbeers, Carpetright, Homesense, Smyths, TK Maxx)	0.4%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Central Retail Park, Havant (Aldi, Carpetright, Dreams)	0.4%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Collingwood Retail Park, Fareham (Homebase, Pets at Home, Poundstretcher, Matalan)	0.4%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Hedge End Retail Park, Hedge End (Currys, Pets at Home, M&S, Sainsbury's & more)	5.5%	11	1.5%	1	3.8%	2	7.5%	5	26.5%	3
Ocean Retail Park, Portsmouth (Currys PC World, Carpetright, Halfords, TK Maxx & more)	1.7%	3	0.0%	0	2.8%	2	2.1%	1	0.0%	0
Pompey Centre, Southsea (B&Q, Bathstore, Carpetright, Tile Giant & more)	0.7%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Portfield Retail Park, Chichester (John Lewis, Currys, Harveys, Homesense & more)	1.8%	4	0.0%	0	1.9%	1	3.6%	2	0.0%	0
Solent Retail Park, Havant (Halfords, M&S, Next, Sports Direct & more)	2.0%	4	5.7%	3	0.0%	0	1.3%	1	0.0%	0
Wellington Retail Park, Waterlooville (Argos, Halfords, Home Bargains, TK Maxx & more)	25.3%	50	23.8%	13	28.9%	19	25.9%	17	6.3%	1
West Quay Shopping Centre & Retail Park, Southampton (IKEA, John Lewis, Argos, Currys, Furniture Village & more)	7.0%	14	8.0%	4	5.6%	4	7.5%	5	7.4%	1
B&Q, Purbrook Way, Havant	1.6%	3	5.7%	3	0.0%	0	0.0%	0	0.0%	0
Asda, Larchwood Avenue, Bedhampton, Havant	1.7%	3	0.0%	0	5.1%	3	0.0%	0	0.0%	0
Asda, Portland Road, Waterlooville	4.0%	8	0.0%	0	5.1%	3	6.9%	4	0.0%	0
Lidl, Elettta Avenue, Waterlooville	0.6%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Marks & Spencer, Solent Retail Park, Havant	0.3%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Marks & Spencer, Whiteley Shopping Centre, Whiteley	0.6%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lakesmere Road, Horndean, Waterlooville	0.4%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Sainsbury's Superstore, Hambledon Road, Waterlooville	4.3%	8	2.2%	1	1.0%	1	9.0%	6	7.4%	1
Ash Village Centre	0.7%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Havant Household Survey for MWA Planning

Weighted:

March 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		
Chandler's Ford Town Centre	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Cowplain Village Centre	0.7%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Dunelm, Southampton Road, Park Gate, Fareham	0.7%	1	0.0%	0	1.0%	1	0.0%	0	7.4%	1
Horndean Village Centre	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Marriotts Furnishers, New Road, Fratton, Portsmouth	0.4%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Southampton Road Retail Park, Titchfield	0.3%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	1
Weighted base:	196			56		66		64		10
Sample:	189			38		63		73		15

Havant Household Survey for MWA Planning

Weighted:

March 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		
Q10 Where did you last undertake your household's shopping for DIY, hardware, decorating goods, garden products, plants or pet related products?										
<i>Excl. Nulls & SFT</i>										
Clanfield Village Centre	0.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Denmead Village Centre	0.6%	2	0.0%	0	0.8%	1	0.0%	0	6.3%	1
Fareham Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	8.6%	1
Farlington Local Centre, Portsmouth	0.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Havant Town Centre	0.9%	3	0.9%	1	0.0%	0	0.6%	1	12.2%	2
Petersfield Town Centre	0.4%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Southampton City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0
Waterlooville Town Centre	11.7%	37	14.2%	12	12.8%	15	9.3%	9	4.7%	1
Wickham Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0
Hedge End Retail Park, Hedge End (Currys, Pets at Home, M&S, Sainsbury's & more)	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Ocean Retail Park, Portsmouth (Currys PC World, Carpetright, Halfords, TK Maxx & more)	0.6%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Pompey Centre, Southsea (B&Q, Bathstore, Carpetright, Tile Giant & more)	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Portfield Retail Park, Chichester (John Lewis, Currys, Harveys, Homesense & more)	0.3%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Solent Retail Park, Havant (Halfords, M&S, Next, Sports Direct & more)	0.3%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Speedfields Park, Fareham (Asda, B&M, Wickes, Screwfix & more)	0.5%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Victory Retail Park, Portsmouth (Morrisons & Dreams)	0.3%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Wellington Retail Park, Waterlooville (Argos, Halfords, Home Bargains, TK Maxx & more)	7.1%	22	0.0%	0	16.0%	18	2.4%	2	12.2%	2
West Quay Shopping Centre & Retail Park, Southampton (IKEA, John Lewis, Argos, Currys, Furniture Village & more)	0.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
B&Q, Purbrook Way, Havant	61.8%	194	70.8%	62	55.3%	63	63.9%	63	43.5%	6
Dobbies Garden Centre, Bartons Road, Havant	0.5%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Garsons Titchfield, Fontley Road, Titchfield	0.6%	2	1.6%	1	0.0%	0	0.0%	0	3.1%	0
Keydell Nurseries, Havant Road, Horndean	2.6%	8	1.9%	2	2.2%	3	4.0%	4	0.0%	0
Stansted Park Garden Centre, Rowland's Castle	0.6%	2	0.9%	1	0.9%	1	0.0%	0	0.0%	0
Asda, Larchwood Avenue, Bedhampton, Havant	0.7%	2	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Asda, Portland Road, Waterlooville	2.0%	6	3.7%	3	1.5%	2	1.5%	1	0.0%	0
Lidl, Elettra Avenue, Waterlooville	0.1%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0
Sainsbury's Superstore, Hambledon Road, Waterlooville	0.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
B&Q, Charles Watts Way, Hedge End	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Goodwillies Timber Merchant, London Road, Purbrook	0.5%	2	0.9%	1	0.0%	0	0.8%	1	0.0%	0
Horndean Village Centre	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0

Column %ges.

Havant Household Survey for MWA Planning

Weighted:

March 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4	
Portfield Industrial Estate, Portfield Road, Portsmouth	0.3% 1	0.9% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0		
Screwfix, Hazleton Interchange, Lakesmere Road, Horndean	1.5% 5	0.0% 0	0.0% 0	4.7% 5	0.0% 0				
Wickes, Park Way, Havant	0.2% 1	0.0% 0	0.0% 0	0.6% 1	0.0% 0				
Wickes, Rockville Drive, Waterlooville	3.8% 12	0.0% 0	5.0% 6	6.2% 6	0.0% 0				
Weighted base:	314	87	115	99	13				
Sample:	310	59	115	116	20				

Havant Household Survey for MWA Planning

Weighted:

March 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		
Q11 Where did you last undertake your households shopping for small and large electrical goods including photographic equipment?										
Excl. Nulls & SFT										
Chichester City Centre	0.7%	1	1.4%	1	0.9%	1	0.0%	0	0.0%	0
Clanfield Village Centre	0.8%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Denmead Village Centre	0.8%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Fareham Town Centre	0.3%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Farlington Local Centre, Portsmouth	0.8%	1	0.0%	0	1.3%	1	1.0%	1	0.0%	0
Havant Town Centre	0.9%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Petersfield Town Centre	1.1%	2	0.0%	0	0.0%	0	2.9%	2	5.0%	0
Portsmouth City Centre	2.6%	5	5.2%	3	0.0%	0	3.5%	2	0.0%	0
Southampton City Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	0
Southsea Local Centre, Portsmouth	0.9%	2	2.1%	1	0.0%	0	1.0%	1	0.0%	0
Waterlooville Town Centre	11.8%	23	9.7%	6	14.1%	10	11.9%	7	5.0%	0
Central Retail Park, Havant (Aldi, Carpetright, Dreams)	0.3%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Collingwood Retail Park, Fareham (Homebase, Pets at Home, Poundstretcher, Matalan)	0.2%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	0
Hedge End Retail Park, Hedge End (Currys, Pets at Home, M&S, Sainsbury's & more)	1.7%	3	2.5%	1	0.9%	1	1.0%	1	8.6%	1
Ocean Retail Park, Portsmouth (Currys PC World, Carpetright, Halfords, TK Maxx & more)	29.2%	57	31.9%	18	25.3%	18	29.7%	17	40.4%	3
Portfield Retail Park, Chichester (John Lewis, Currys, Harveys, Homesense & more)	1.9%	4	2.8%	2	0.0%	0	3.5%	2	0.0%	0
Wellington Retail Park, Waterlooville (Argos, Halfords, Home Bargains, TK Maxx & more)	18.0%	35	16.3%	9	22.7%	16	16.5%	10	0.0%	0
West Quay Shopping Centre & Retail Park, Southampton (IKEA, John Lewis, Argos, Currys, Furniture Village & more)	2.7%	5	1.4%	1	1.5%	1	3.6%	2	17.3%	1
B&M (with Garden Centre) Fitzherbert Road, Farlington	1.6%	3	5.5%	3	0.0%	0	0.0%	0	0.0%	0
B&Q, Purbrook Way, Havant	3.8%	7	3.5%	2	6.7%	5	1.0%	1	0.0%	0
Asda, Larchwood Avenue, Bedhampton, Havant	3.2%	6	5.3%	3	3.2%	2	1.7%	1	0.0%	0
Asda, Portland Road, Waterlooville	7.6%	15	8.4%	5	9.7%	7	5.1%	3	0.0%	0
Lidl, London Road, Cowplain, Waterlooville	0.5%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Morrisons, Lakesmere Road, Horndean, Waterlooville	1.8%	4	0.0%	0	2.4%	2	2.4%	1	5.0%	0
Sainsbury's Superstore, Fitzherbert Road, Farlington	0.8%	2	1.4%	1	0.0%	0	1.4%	1	0.0%	0
Sainsbury's Superstore, Hambledon Road, Waterlooville	1.5%	3	0.0%	0	3.2%	2	1.0%	1	0.0%	0
Tesco Extra, Clement Attlee Way, Cosham	0.4%	1	0.0%	0	0.0%	0	0.0%	0	8.6%	1
Bishop's Waltham Town Centre	0.3%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Eastern Road, Portsmouth	0.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Lidl, Station Road, Petersfield	0.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Screwfix, Arnside Road, Waterlooville	0.7%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Screwfix, Hazleton	0.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0

Column %ges.

Havant Household Survey
for MWA Planning

Weighted:

	Total		Zone 1		Zone 2		Zone 3		Zone 4	
Interchange, Lakesmere Road, Hordean										
Tesco Extra, Fratton Way, Portsmouth	0.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Wickes, Rockville Drive, Waterloooville	1.7%	3	0.0%	0	0.0%	0	5.7%	3	0.0%	0
Weighted base:		196		58		73		58		8
Sample:		201		44		76		68		13

Havant Household Survey for MWA Planning

Weighted:

March 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		
Q12 Where did you last undertake your household's shopping for other non-food items in household goods?										
<i>Excl. Nulls & SFT</i>										
Brighton City Centre	0.9%	2	0.0%	0	0.0%	0	2.7%	2	0.0%	0
Chichester City Centre	4.1%	7	3.0%	1	2.0%	1	6.3%	4	10.6%	1
Fareham Town Centre	3.7%	7	6.7%	3	1.8%	1	0.9%	1	27.0%	2
Gosport Town Centre	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Havant Town Centre	2.0%	3	0.0%	0	1.0%	1	4.6%	3	0.0%	0
Hedge End Town Centre	0.3%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Petersfield Town Centre	6.9%	12	2.5%	1	2.8%	2	13.5%	8	15.2%	1
Portsmouth City Centre	10.5%	19	7.6%	4	15.6%	10	8.0%	5	6.1%	0
Southampton City Centre	0.9%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Southsea Local Centre, Portsmouth	0.3%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Waterlooville Town Centre	25.9%	46	24.5%	12	36.2%	22	19.6%	12	0.0%	0
Gunwharf Quays Outlet Centre, Portsmouth (M&S Outlet, Gap, Nike, Timberland & more)	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Hedge End Retail Park, Hedge End (Currys, Pets at Home, M&S, Sainsbury's & more)	0.8%	1	1.7%	1	1.0%	1	0.0%	0	0.0%	0
Portfield Retail Park, Chichester (John Lewis, Currys, Harveys, Homesense & more)	0.7%	1	0.0%	0	1.0%	1	0.9%	1	0.0%	0
Wellington Retail Park, Waterlooville (Argos, Halfords, Home Bargains, TK Maxx & more)	5.1%	9	4.6%	2	6.7%	4	4.4%	3	0.0%	0
West Quay Shopping Centre & Retail Park, Southampton (IKEA, John Lewis, Argos, Currys, Furniture Village & more)	2.2%	4	3.0%	1	1.5%	1	2.5%	2	0.0%	0
Whiteley Shopping Centre, Whiteley (Boots, M&S, Next, Tesco & more)	1.7%	3	0.0%	0	0.0%	0	4.8%	3	0.0%	0
B&M (with Garden Centre) Fitzherbert Road, Farlington	1.8%	3	6.7%	3	0.0%	0	0.0%	0	0.0%	0
B&Q, Purbrook Way, Havant	0.5%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Keydell Nurseries, Havant Road, Horndean	0.5%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Asda, Larchwood Avenue, Bedhampton, Havant	8.0%	14	17.0%	8	6.5%	4	2.9%	2	6.1%	0
Asda, Portland Road, Waterlooville	15.9%	28	19.3%	9	14.2%	9	16.7%	10	0.0%	0
Asda, Speedfields Park, Newgate Lane, Fareham	0.8%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Morrisons, Lakesmere Road, Horndean, Waterlooville	1.3%	2	1.7%	1	1.5%	1	0.0%	0	9.1%	1
Sainsbury's Superstore, Broadcut, Fareham	0.6%	1	0.0%	0	0.0%	0	0.0%	0	15.2%	1
Sainsbury's Superstore, Fitzherbert Road, Farlington	0.5%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Sainsbury's Superstore, Hambledon Road, Waterlooville	1.2%	2	0.0%	0	3.6%	2	0.0%	0	0.0%	0
Tesco Extra, Clement Attlee Way, Cosham	0.4%	1	0.0%	0	0.0%	0	0.0%	0	10.6%	1
Tesco Extra, Solent Road, Havant	0.5%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Abroad	0.5%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Cowplain Village Centre	0.5%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Totnes Town Centre	0.3%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Weighted base:	177			48		61		62		7
Sample:	171			33		57		70		11

Column %ges.

Havant Household Survey for MWA Planning

Weighted:

March 2020

	Total		Zone 1		Zone 2		Zone 3		Zone 4	
Q13 Where did you last undertake your household's shopping for health, beauty or chemi										
Excl. Nulls & SFT										
Chichester City Centre	0.8%	3	1.6%	1	0.7%	1	0.5%	1	0.0%	0
Clanfield Village Centre	2.6%	9	0.0%	0	0.0%	0	7.9%	9	0.0%	0
Cosham Local Centre, Portsmouth	1.1%	4	1.6%	1	1.3%	2	0.7%	1	0.0%	0
Denmead Village Centre	2.5%	9	0.0%	0	6.2%	8	0.0%	0	5.0%	1
Fareham Town Centre	1.4%	5	0.0%	0	0.8%	1	0.0%	0	25.7%	4
Havant Town Centre	0.5%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Petersfield Town Centre	1.9%	7	0.0%	0	0.0%	0	5.3%	6	4.3%	1
Portsmouth City Centre	2.7%	9	5.1%	4	3.1%	4	0.7%	1	0.0%	0
Southampton City Centre	0.3%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Waterlooville Town Centre	36.9%	128	39.7%	35	42.3%	56	31.0%	36	17.1%	2
Wickham Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	7.9%	1
Winchester City Centre	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Gunwharf Quays Outlet Centre, Portsmouth (M&S Outlet, Gap, Nike, Timberland & more)	0.3%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Hedge End Retail Park, Hedge End (Currys, Pets at Home, M&S, Sainsbury's & more)	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Wellington Retail Park, Waterlooville (Argos, Halfords, Home Bargains, TK Maxx & more)	1.9%	6	4.9%	4	0.8%	1	1.0%	1	0.0%	0
Whiteley Shopping Centre, Whiteley (Boots, M&S, Next, Tesco & more)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1
Asda, Larchwood Avenue, Bedhampton, Havant	3.5%	12	11.1%	10	1.3%	2	0.8%	1	0.0%	0
Asda, Portland Road, Waterlooville	16.3%	57	22.0%	19	16.6%	22	13.5%	16	0.0%	0
Asda, Speedfields Park, Newgate Lane, Fareham	0.5%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Lidl, Elettra Avenue, Waterlooville	0.7%	2	0.9%	1	1.3%	2	0.0%	0	0.0%	0
Lidl, London Road, Cowplain, Waterlooville	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Morrisons, Lakesmere Road, Horndean, Waterlooville	6.3%	22	0.0%	0	2.0%	3	16.2%	19	4.3%	1
Sainsbury's Superstore, Broadcut, Fareham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	7.2%	1
Sainsbury's Superstore, Fitzherbert Road, Farlington	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Sainsbury's Superstore, Hambledon Road, Waterlooville	5.6%	20	4.0%	3	8.5%	11	2.3%	3	16.3%	2
Tesco Extra, Clement Attlee Way, Cosham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Tesco Extra, Solent Road, Havant	2.1%	7	0.0%	0	0.7%	1	5.4%	6	0.0%	0
Bishop's Waltham Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0
Cowplain Village Centre	6.6%	23	0.9%	1	7.4%	10	10.7%	12	0.0%	0
Gatwick Airport	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Horndean Village Centre	1.1%	4	0.0%	0	0.0%	0	3.2%	4	0.0%	0
Purbrook Village Centre	0.6%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Waitrose, Dukes Walk, Stakes Hill Road, Waterlooville	1.6%	5	5.5%	5	0.5%	1	0.0%	0	0.0%	0
Weighted base:	348			87		131		115		14
Sample:	341			60		125		135		21

Havant Household Survey for MWA Planning

Weighted:

March 2020

	Total	Zone 1		Zone 2		Zone 3		Zone 4		
Q14 Where did you last undertake your household's shopping for recreational goods including bicycles, toys, sports and camping equipment?										
<i>Excl. Nulls & SFT</i>										
Chichester City Centre	2.1%	3	0.0%	0	3.3%	2	2.5%	1	0.0%	0
Fareham Town Centre	0.3%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	0
Havant Town Centre	5.3%	7	2.4%	1	5.8%	3	5.9%	3	25.9%	1
Petersfield Town Centre	1.7%	2	0.0%	0	0.0%	0	4.9%	2	0.0%	0
Portchester Local Centre, Fareham	1.9%	2	0.0%	0	5.1%	2	0.0%	0	0.0%	0
Portsmouth City Centre	6.1%	8	16.2%	6	1.3%	1	3.7%	2	0.0%	0
Southampton City Centre	3.7%	5	9.2%	3	2.3%	1	1.2%	1	0.0%	0
Waterlooville Town Centre	17.9%	23	0.0%	0	26.9%	13	23.3%	10	0.0%	0
Winchester City Centre	0.4%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Bradbeers Retail Park, Hedge End (Bradbeers, Carpetright, Homesense, Smyths, TK Maxx)	1.6%	2	0.0%	0	4.2%	2	0.0%	0	0.0%	0
Hedge End Retail Park, Hedge End (Currys, Pets at Home, M&S, Sainsbury's & more)	0.5%	1	0.0%	0	0.0%	0	0.0%	0	22.1%	1
Ocean Retail Park, Portsmouth (Currys PC World, Carpetright, Halfords, TK Maxx & more)	6.7%	9	3.5%	1	9.4%	4	6.7%	3	0.0%	0
Pompey Centre, Southsea (B&Q, Bathstore, Carpetright, Tile Giant & more)	0.7%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Solent Retail Park, Havant (Halfords, M&S, Next, Sports Direct & more)	10.3%	13	12.4%	4	6.5%	3	13.5%	6	0.0%	0
Wellington Retail Park, Waterloooville (Argos, Halfords, Home Bargains, TK Maxx & more)	13.3%	17	18.1%	6	13.0%	6	9.8%	4	14.9%	0
West Quay Shopping Centre & Retail Park, Southampton (IKEA, John Lewis, Argos, Currys, Furniture Village & more)	2.5%	3	6.5%	2	0.0%	0	2.2%	1	0.0%	0
Whiteley Shopping Centre, Whiteley (Boots, M&S, Next, Tesco & more)	1.1%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Asda, Larchwood Avenue, Bedhampton, Havant	4.5%	6	6.5%	2	3.5%	2	4.3%	2	0.0%	0
Asda, Portland Road, Waterloooville	8.6%	11	12.8%	4	3.6%	2	11.2%	5	0.0%	0
Sainsbury's Superstore, Fitzherbert Road, Farlington	0.6%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Sainsbury's Superstore, Hambledon Road, Waterloooville	2.2%	3	0.0%	0	4.8%	2	1.2%	1	0.0%	0
Tesco Extra, Solent Road, Havant	0.7%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Abroad	0.8%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Cowplain Village Centre	1.3%	2	2.4%	1	0.0%	0	1.8%	1	0.0%	0
Decathlon, Binnacle Way, Cosham, Portsmouth	0.7%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Go Outdoors, Third Avenue, Millbrook Road, Southampton	1.1%	1	4.1%	1	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	0.9%	1	3.5%	1	0.0%	0	0.0%	0	0.0%	0
Smyths Toys Superstores, Southampton Road, Titchfield	0.6%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
The Boardwalk Shopping Centre, Port Solent	0.5%	1	0.0%	0	0.0%	0	0.0%	0	22.1%	1
Uxbridge Town Centre	0.4%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Widley Village Centre	0.8%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Weighted base:	130		34		48		44		3	

Column %ges.

Weighted:

March 2020

	Total		Zone 1		Zone 2		Zone 3		Zone 4		
Sample:	118		24		43		46		5		
Q15 How does your household normally travel when shopping for non-food goods?											
Car / van (as driver)	76.2%	305	78.1%	83	72.1%	108	77.9%	100	87.4%	14	
Car / van (as passenger)	6.4%	26	5.1%	5	6.8%	10	6.9%	9	6.3%	1	
Motorcycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Bus	5.4%	22	2.7%	3	5.2%	8	8.7%	11	0.0%	0	
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Taxi	0.5%	2	0.0%	0	0.4%	1	1.1%	1	0.0%	0	
Walk	6.3%	25	5.9%	6	11.9%	18	0.4%	1	2.5%	0	
Bicycle	0.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	
Disability vehicle (scooter, wheelchair etc.)	1.6%	6	3.8%	4	1.6%	2	0.0%	0	0.0%	0	
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(Don't know / varies)	2.3%	9	4.4%	5	1.3%	2	1.7%	2	3.8%	1	
(Don't travel - goods delivered)	1.1%	4	0.0%	0	0.7%	1	2.6%	3	0.0%	0	
Weighted base:	401		106		150		129		16		
Sample:	401		75		150		151		25		

Q16 Overall, which is the main town / district centre you most regularly visit for your household's non-food shopping needs?
Excl. Nulls & SFT

Chichester City Centre	11.3%	41	10.7%	10	7.8%	11	15.1%	18	17.3%	3
Cosham Local Centre, Portsmouth	0.6%	2	0.0%	0	1.2%	2	0.5%	1	0.0%	0
Fareham Town Centre	5.0%	18	5.0%	5	3.8%	5	1.4%	2	43.3%	7
Havant Town Centre	4.6%	17	2.4%	2	5.4%	7	6.0%	7	0.0%	0
Hedge End Town Centre	0.3%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Petersfield Town Centre	3.4%	12	0.9%	1	0.5%	1	8.1%	10	9.1%	1
Portsmouth City Centre	15.5%	56	20.1%	19	14.7%	20	14.0%	17	6.5%	1
Southampton City Centre	5.8%	21	8.7%	8	2.9%	4	6.4%	8	8.4%	1
Southsea Local Centre, Portsmouth	0.2%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Waterlooville Town Centre	49.3%	179	49.2%	46	58.9%	80	43.6%	52	10.2%	2
Winchester City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0
Bluewater Shopping Centre, Dartford, Greenhithe	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Cowplain Village Centre	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Gunwharf Quays Outlet Centre, Portsmouth	1.3%	5	0.9%	1	1.7%	2	1.3%	2	0.0%	0
Hedge End Retail Park, Hedge End	0.3%	1	0.0%	0	0.5%	1	0.0%	0	2.6%	0
Whiteley Shopping Centre, Whiteley	1.9%	7	1.3%	1	1.9%	3	2.5%	3	0.0%	0
Weighted base:		363		93		136		119		16
Sample:		369		68		136		141		24

GEN Gender of respondent.

Male	25.2%	101	24.0%	25	27.4%	41	21.9%	28	37.6%	6
Female	74.8%	300	76.0%	81	72.6%	109	78.1%	100	62.4%	10
Weighted base:		401		106		150		129		16
Sample:		401		75		150		151		25

AGE Could I ask, how old are you?

18 to 24	3.1%	13	0.0%	0	4.5%	7	4.6%	6	0.0%	0
25 to 34	14.5%	58	16.5%	17	15.6%	23	12.6%	16	6.8%	1
35 to 44	16.3%	65	24.0%	25	13.0%	20	13.4%	17	19.8%	3
45 to 54	19.0%	76	11.4%	12	19.8%	30	24.3%	31	18.9%	3
55 to 64	19.8%	80	24.1%	26	20.3%	31	14.9%	19	26.5%	4
65 +	27.2%	109	23.9%	25	26.8%	40	30.2%	39	28.0%	4
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		401		106		150		129		16
Sample:		401		75		150		151		25

Havant Household Survey for MWA Planning

Weighted:

March 2020

		Total		Zone 1		Zone 2		Zone 3		Zone 4	
QUOTA Zone											
Zone 1		26.5%	106	100.0%	106	0.0%	0	0.0%	0	0.0%	0
Zone 2		37.4%	150	0.0%	0	100.0%	150	0.0%	0	0.0%	0
Zone 3		32.1%	129	0.0%	0	0.0%	0	100.0%	129	0.0%	0
Zone 4		4.0%	16	0.0%	0	0.0%	0	0.0%	0	100.0%	16
Weighted base:			401		106		150		129		16
Sample:			401		75		150		151		25

PC Postcode Sector

PO17 6	1.8%	7	0.0%	0	0.0%	0	0.0%	0	44.7%	7
PO7 4	2.2%	9	0.0%	0	0.0%	0	0.0%	0	55.2%	9
PO7 5	13.9%	56	52.5%	56	0.0%	0	0.0%	0	0.0%	0
PO7 6	9.2%	37	0.0%	0	24.7%	37	0.0%	0	0.0%	0
PO7 7	15.2%	61	0.0%	0	40.7%	61	0.0%	0	0.0%	0
PO7 8	12.6%	50	47.5%	50	0.0%	0	0.0%	0	0.0%	0
PO8 0	12.0%	48	0.0%	0	0.0%	0	37.3%	48	0.0%	0
PO8 8	13.0%	52	0.0%	0	34.6%	52	0.0%	0	0.0%	0
PO8 9	20.1%	81	0.0%	0	0.0%	0	62.8%	81	0.0%	0
Weighted base:		401		106		150		129		16
Sample:		401		75		150		151		25

Appendix 5:

Sample Questionnaire

Job No: 130320

Havant Household Survey

Good morning / afternoon / evening, I am from NEMS market research and we are conducting a short survey in your area about shopping. Do you have time to answer some questions please? It will take about five minutes.

QA Are you the main shopper in your household?

- 1 Yes
2 No

GO TO Q01
GO TO CLOSE

READ OUT: In order to determine typical shopping patterns; on the following questions please EXCLUDE any unusual or special shopping trips you may have made due to the current COVID 19 situation.

Q01 Where did you last undertake your household's main food and grocery shopping?
DO NOT PROMPT, ONE ANSWER ONLY.

- #Conv Food List
505 (Don't know / can't remember)
506 (Don't do this type of shopping)

GO TO CLOSE
GO TO CLOSE

Q02 How often do you normally do your household's main food shopping at (STORE / LOCATION MENTIONED AT Q01)?
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Daily
2 4 to 6 times a week
3 2 or 3 times a week
4 Once a week
5 Once a fortnight
6 Once a month
7 Less often
8 (Don't know / varies)

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

Q03 How do you normally travel to (STORE / LOCATION MENTIONED AT Q01) when undertaking your main food shop?
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Car / van (as driver)
2 Car / van (as passenger)
3 Motorcycle
4 Bus
5 Train
6 Taxi
7 Walk
8 Bicycle
9 Disability vehicle (scooter, wheelchair etc.)
A Other
B (Don't know / varies)

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

Q04 When your household undertakes its main food shopping at (STORE / LOCATION MENTIONED AT Q01), does it also visit other shops or service outlets on the same shopping trip?
DO NOT PROMPT. ONE ANSWER ONLY.

- 1 Yes
2 No

Q05 Where did you undertake your main food and grocery shopping the time before your last visit to (STORE / LOCATION MENTIONED AT Q01) was it the same place, or different and if so please specify?

DO NOT PROMPT. ONE ANSWER ONLY.

- #Conv Food List
508 (Same place as before)

GO TO Q07

Excluding those who said '(Same place as before)' at Q05:

Q06 How often do you normally do your household's main food and grocery shopping at (STORE / LOCATION MENTIONED AT Q05)?
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Daily
2 4 to 6 times a week
3 2 or 3 times a week
4 Once a week
5 Once a fortnight
6 Once a month
7 Less often
8 (Don't know / varies)

Q07 Where did you last undertake your household's shopping for small scale / daily 'top up' shopping?
DO NOT PROMPT. ONE ANSWER ONLY.

- #Conv Food List

READ OUT: We now have a few questions about where you go for non-food shopping. Again, please EXCLUDE any unusual or special shopping trips you may have made due to the current COVID 19 situation.

Q08 Where did you last undertake your household's shopping for clothes, footwear and other fashion goods?

DO NOT PROMPT. ONE ANSWER ONLY.

#Comp Non-Food List

Q09 Where did you last undertake your household's shopping for furniture, floor coverings, soft furnishings or household textiles?

DO NOT PROMPT. ONE ANSWER ONLY.

#Comp Non-Food List

Q10 Where did you last undertake your household's shopping for DIY, hardware, decorating goods, garden products, plants or pet related products?

DO NOT PROMPT. ONE ANSWER ONLY.

#Comp Non-Food List

Q11 Where did you last undertake your households shopping for small and large electrical goods including photographic equipment?

DO NOT PROMPT. ONE ANSWER ONLY.

#Comp Non-Food List

Q12 Where did you last undertake your household's shopping for other non-food items including books, jewellery, china, glass and household goods?

DO NOT PROMPT. ONE ANSWER ONLY.

#Comp Non-Food List

Q13 Where did you last undertake your household's shopping for health, beauty or chemist items (excluding prescriptions)?

DO NOT PROMPT. ONE ANSWER ONLY.

#Comp Non-Food List

Q14 Where did you last undertake your household's shopping for recreational goods including bicycles, toys, sports and camping equipment?

DO NOT PROMPT. ONE ANSWER ONLY.

#Comp Non-Food List

Q15 How does your household normally travel when shopping for non-good goods?

DO NOT PROMPT. ONE ANSWER ONLY.

- 1 Car / van (as driver)
- 2 Car / van (as passenger)
- 3 Motorcycle
- 4 Bus
- 5 Train
- 6 Taxi
- 7 Walk
- 8 Bicycle
- 9 Disability vehicle (scooter, wheelchair etc.)
- A Other
- B (Don't know / varies)

Q16 Overall, which is the main town / district centre you most regularly visit for your household's non-food shopping needs?

DO NOT PROMPT. ONE ANSWER ONLY.

#Centre Towns & Centres List

GEN Gender of respondent.
CODE FROM OBSERVATION

- 1 Male
- 2 Female

AGE Could I ask, how old are you?
ONE ANSWER ONLY. DO NOT READ OUT

- 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