

Town Centres Retail Study Update



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**WAVERLEY BOROUGH COUNCIL
TOWN CENTRES RETAIL STUDY UPDATE**

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CONTENTS

PAGE NO

1.	INTRODUCTION	2
2.	PLANNING POLICY FRAMEWORK	4
3.	SHOPPING TRENDS	12
4.	OVERVIEW OF EXISTING SHOPPING PATTERNS IN WAVERLEY	19
5.	ASSESSMENT OF THE HEALTH AND VITALITY OF WAVERLEY BOROUGH'S MAIN SETTLEMENTS	25
6.	QUANTITATIVE NEED ASSESSMENT	55
7.	POTENTIAL POLICY OPTIONS	67

VOLUME 2 – Bound separately

APPENDICES

A	-	Household Survey Questionnaire
B	-	Household Survey Results
C	-	Goad Centre Reports
D	-	Multiple Retailer Representation
E	-	Retailer Demand
F	-	Business Survey Questionnaire and Analysis
G	-	Quantitative Need Assessment – Convenience Goods
H	-	Quantitative Need Assessment – Comparison Goods
I	-	Experian Population and Expenditure Data
J	-	Experian Retail Planner Briefing Note 10.1

PLANS

1	-	Study Area
2	-	Location of Multiple Retailers and Vacant Street Level Property: Farnham
3	-	Location of Multiple Retailers and Vacant Street Level Property: Godalming
4	-	Location of Multiple Retailers and Vacant Street Level Property: Haslemere
5	-	Location of Multiple Retailers and Vacant Street Level Property: Cranleigh
6	-	Extent of Town Centres, Primary Shopping Areas and Primary and Secondary Frontages

1. Introduction

- 1.1 Chase & Partners were originally instructed by Waverley Borough Council to undertake an assessment of future retail requirements for the Borough's main settlements – namely Farnham, Godalming, Haslemere and Cranleigh village – in 2007. The Study formed part of the evidential base for the Council's emerging Local Development Framework (LDF) at that time. It informed the Council's Preferred Options for its emerging Core Strategy and provided background information to assist the determination of planning applications.
- 1.2 In October 2012, Chase & Partners were instructed by Waverley Borough Council to undertake an update of the Town Centres Retail Study. The purpose of this latest study is to provide up-to-date evidence for the Local Development Plan (LDP) - including the Submission Draft of the Core Strategy, as well as the policies of the proposed Development Management and Site Allocations Development Plan Document. The updated Study also provided background evidence to inform the Council's position at the Public Inquiry into a Compulsory Purchase Order, made by Waverley Borough Council, to facilitate the proposed Brightwells development at East Street in Farnham which was held on 15th January 2013.
- 1.3 In order to update the original Waverley Borough Council Town Centres Retail Study, Chase & Partners have:
- (i) Undertaken an updated quantitative and qualitative assessment of future requirements for both convenience and comparison goods floorspace in the Borough together with an assessment of how any identified need can best be met;
 - (ii) Reviewed the current town centre boundaries, designated primary shopping areas and shopping frontages and stated whether any amendments should be made;
 - (iii) Undertaken an updated and comprehensive "health check" for each of the main centres (including detailed survey of existing floorspace);
 - (iv) Assessed the retail hierarchy in Waverley and how the centres relate to the wider hierarchy;

- (v) Identified the role of each main centre and how this could potentially change in the future, with particular reference to Farnham and the development proposals there.

1.4 In order to fulfil the requirements of the Brief and produce a comprehensive update that avoids any need to refer to the original Study, the Update has been divided into six further sections:

- **Section 2** provides an outline of the existing national, strategic and local planning policy within which the Study Update has been prepared;
- **Section 3** provides an overview of retail trends which are relevant to Waverley and its centres, focusing on those which have been prevalent in the last four years:
- **Section 4** then restates the shopping patterns within the Study Area, based on a household survey undertaken originally on behalf of Chase & Partners by Research & Marketing in January/February 2008.
- **Section 5** then presents the updated results of 'health checks' undertaken by Chase & Partners in November 2012, of the Borough's four main centres as well as other retail facilities currently trading in the area;
- The results of our updated quantitative need assessment are then set out in **Section 6**; this outlines the potential floorspace requirements for the four centres for the period to 2033; and
- **Section 7** then updates the Council's potential policy options for future policy in the Borough as a whole and in each of the four centres, taking into consideration all existing and proposed retail developments taking place throughout the Borough.

2. Planning Policy Framework

- 2.1 This section provides an overview of the national, regional and local planning policy framework which provides the context for this study.

(i) National Planning Policy Guidance

- 2.2 Relevant National Planning Policy Guidance is contained within the National Planning Policy Framework (NPPF). This was issued in March 2012 and came into force immediately. It led to the revocation of the previous advice on retailing and other economic development contained in PPS4: Planning for Sustainable Economic Growth issued in 2009.
- 2.3 The NPPF constitutes guidance to local planning authorities and decision-takers in both drawing up development plans and in determining applications. It is material consideration in planning decisions.
- 2.4 The NPPF contains a strong presumption in favour of 'sustainable development' and supports economic growth. For plan making this means that Local Planning Authorities should positively seek opportunities to meet the development needs of their area. Local Plans should meet objectively these assessed needs, with sufficient flexibility to adapt to rapid change, unless any adverse impacts of doing so would significantly and demonstrably outweigh the benefits or specific policies in the NPPF indicate development should be restricted.
- 2.5 The NPPF advises that "pursuing sustainable development involves seeking positive improvements in the quality of the built, natural and historic environment, as well as in people's quality of life." It specifically includes making it easier for jobs to be created in cities, towns and villages and improving the conditions in which people live, work, travel and take leisure. Moreover, paragraph 19 of the NPPF states:

"The Government is committed to ensuring that the planning system does everything it can to support sustainable economic growth. Planning should operate to encourage and not act as an impediment to sustainable growth. Therefore significant weight should be placed on the need to support economic growth through the planning system."

2.6 Guidance on the overall policy approach towards retail development is set out in paragraphs 23-27, under the aegis of 'Ensuring the Vitality of Town Centres.' It maintains the 'town centre first' approach that has characterised national planning for many years. In relation to plan making, paragraph 23 states:

Planning policies should be positive, promote competitive town centre environments and set out policies for the management and growth of centres over the plan period. In drawing up Local Plans, local planning authorities should:

- recognise town centres as the heart of their communities and pursue policies to support their viability and vitality;*
- define a network and hierarchy of centres that is resilient to anticipated future economic changes;*
- define the extent of town centres and primary shopping areas, based on a clear definition of primary and secondary frontages in designated centres, and set policies that make clear which uses will be permitted in such locations;*
- promote competitive town centres that provide customer choice and a diverse retail offer and which reflect the individuality of town centres;*
- retain and enhance existing markets and, where appropriate, re-introduce or create new ones, ensuring that markets remain attractive and competitive;*
- allocate a range of suitable sites to meet the scale and type of retail, leisure, commercial, office, tourism, cultural, community and residential development needed in town centres. It is important that needs for retail, leisure, office and other main town centre uses are*

met in full and are not compromised by limited site availability. Local planning authorities should therefore undertake an assessment of the need to expand town centres to ensure a sufficient supply of suitable sites;

- allocate appropriate edge of centre sites for main town centre uses that are well connected to the town centre where suitable and viable town centre sites are not available. If sufficient edge of centre sites cannot be identified, set policies for meeting the identified needs in other accessible locations that are well connected to the town centre;*
- set policies for the consideration of proposals for main town centre uses which cannot be accommodated in or adjacent to town centres;*
- recognise that residential development can play an important role in ensuring the vitality of centres and set out policies to encourage residential development on appropriate sites; and*
- where town centres are in decline, local planning authorities should plan positively for their future to encourage economic activity.*

2.7 Planning Authorities should ensure that the Local Plans based on adequate, up-to-date and relevant evidence about economic, social and environmental characteristics of the area. These assessments should take full account of relevant market and economic signals.

2.8 Planning Authorities should then use this evidence to assess the following:

- The needs for land or floorspace for economic development, taking into account both quantitative and qualitative requirements for all foreseeable types of economic activity over the plan period, including retail and commercial development;
- The existing and future supply of land available for economic development and its sufficiency and suitability to meet the identified need;
- The role and function of town centres and the relationship between them, including any trends in the performance of centres;

- The capacity of centres to accommodate new town centre development; and
- Locations of deprivation, which may benefit from planned remedial action.

(ii) Strategic Planning Policy

The South East Plan

- 2.6 The South East Plan was published in 2009 and currently comprises part of the 'development plan'¹. Whilst the Coalition Government has already indicated its intention to abolish regional plans in both the NPPF and the provisions in the Localism Act, it currently remains part of the development plan. Given its limited 'life expectancy', its provisions are not reproduced here.

(iii) Local Planning Policy

The Waverley Local Plan

- 2.7 The current development plan for Waverley Borough comprises the Waverley Local Plan which was adopted in 2002. However, as much of the drafting of this plan took place in the late 1990s, many of its provisions are now dated and, in some case superseded by more recent national planning policy guidance – including that contained in the NPPF.
- 2.8 Nonetheless, the majority of the policies (including those dealing with retail and town centre development) have now been 'saved' under the Planning and Compulsory Purchase Act 2004 and continue to form part of the development plan but these will be replaced by the emerging Local Plan.

Emerging Waverley Local Development Plan (formerly the Local Development Framework)

- 2.9 The Council's first Core Strategy was submitted to the Government Office in but was then withdrawn following concerns that it may not have satisfied all the relevant tests of 'soundness.'
- 2.10 The Council's latest draft Core Strategy has developed since then. In accordance with long-standing government advice it has gathered evidence on key issues in

¹ As defined by Section 38(6) of the Planning & Compulsory Purchase Act 2004

the area – including the original Waverley Town Centres Study 2008 and other related surveys² - undertaken an assessment of the various options to deal with these issues, prior to identifying the preferred options in the Plan.

- 2.11 The Strategy has been developed with regard to the findings of these surveys and sets out the Council's Vision for the Borough's Centres; this is set out below

A Vision for Waverley's Town Centres

Each should be a vibrant, economically healthy and attractive centre, which provides a range of facilities and services for living, working and recreation appropriate to its scale, to meet the needs of its residents, surrounding communities and visitors.

The Council's strategy for delivering this vision includes:

- Continuing to maintain and enhance the towns as vital and viable centres.*
- Supporting a diverse range of uses which appeal to a wide range of age and social groups throughout the centre.*
- Supporting proposals for the provision of retail floorspace for comparison and/or convenience goods which is in keeping with the scale, character and appearance of the centre.*
- Ensuring that the amount of retail floorspace is maintained at a level which sustains status of the centre's core shopping area.*
- Strengthen retail and leisure offer to contribute to the centres' quality of life offer and also to provide an important source of local jobs.*
- Retention of a mix of units in terms of size and use to ensure that the unique quality and vibrance of the character of the centre is retained and enhanced.*
- Giving support to local initiatives contained in the various Health checks designed to promote the centres and to improve the footfall in the*

²

See 'Steps Towards a Vision for Farnham' March 2007, Godalming Healthcheck Report 2009, Cranleigh Healthcheck 2002/3 and the Draft Review 2008 (Incomplete) and 'Your Haslemere' 2008

shopping areas, such as enhanced signage and the improvement of tourist and visitor information.

Town specific aspects:

Farnham

- *Continue to support Farnham's role as a centre providing an extensive range of convenience and comparison shopping.*
- *Recognise the important role that Farnham has, not only to serve local needs but also the link between its retail offer and those of neighbouring centres in the Blackwater Valley and beyond.*
- *Support measures to improve air quality and the environment for pedestrians.*

Godalming

- *Continue to support Godalming's role as a convenience and service centre which meets local needs.*
- *Provide for future floorspace needs through appropriate redevelopment/extension of existing stores*

Haslemere

- *Continue to support Haslemere's role as a convenience and service centre which meets local needs.*
- *Continue to ensure that a balance is maintained between Weyhill and the High Street, to ensure that one part does not impact on the vitality and viability of the other.*

Cranleigh

- *Continue to support Cranleigh's role as a convenience and service centre which meets local needs.*
- *Provide for future floorspace needs through appropriate redevelopment/extension of existing stores.*

- 2.12 In accordance with prevailing national planning policy guidance the Council's Strategy is to focus new development on the Borough's four main centres. It seeks to concentrate on managing change in order to maintain an appropriate range and mix of uses, while promoting design which enhances the character of existing centres. Similarly the Council will seek to ensure that the nature and amount of new development in each centre is appropriate to its scale, character and role in the hierarchy.
- 2.13 Policy CS11 sets out the Council's overall strategy towards all new development in the Borough's four main centres; it states:

Policy CS11: Town Centres

Waverley will continue to foster a healthy retail and service economy providing a good range of goods and services for the people who live, work and study in the Borough. This will both support the Borough's economic development and enable people to shop locally.

New development will be located in accordance with a sequential assessment. Town centre locations are preferred, then edge of centre sites may be then be considered, and only then if suitable sites are not available, will the development of out of centre sites be given consideration. In assessing edge of centre or out of centre sites, preference will be given to those that are most accessible and well connected to the town centre, preferably within walking distance. Potential sites should be assessed for their availability, suitability and viability and for their ability to meet the full extent of assessed quantitative and qualitative needs.

The Central Shopping Areas will be the main focus, particularly at ground level, for A1 retail uses. These will be protected unless it can be determined that a change of use would not have significant harmful effects on the frontage and the vitality and viability of the town centre or result in an over-concentration of non-retail uses. Permission will not be given for a change of use from a shop where it would result in a length of non-retail frontage equal to, or in excess of, twice the length of the average shop frontages in the vicinity of the proposal

Measures to improve the town centres and Cranleigh village centre, including appropriate development, will be encouraged provided that this

helps them to adapt and reinforce their role in meeting needs, act as the focus for a range of activities, including retailing, leisure, cultural, business and residential uses, and do not cause unacceptable levels of disturbance to the local community or damage the townscape character.

Applications for retail, leisure, or office development for over 2,500 sq.m of floorspace outside the designated town centre will require an impact assessment.

- 2.14 This (and other policies Core Strategy) will, in due course, be complemented by the Council's proposed Development Management DPD, Site Allocations DPD and any Neighbourhood Plans that may be produced.
- 2.15 When adopted, the LDP will supersede the adopted Waverley Local Plan and will provide the framework for future planning in the Borough.

3. Shopping Trends

- 3.1 Before considering the existing shopping patterns in Waverley, the health and vitality of Farnham, Godalming, Haslemere and Cranleigh and the quantitative need for additional floorspace, it is relevant to provide an updated overview of the wider shopping trends that have shaped existing provision and are likely to influence future in Waverley in the future.

Demographics

- 3.2 Demographic changes over the last 20 years have had a fundamental impact on consumer spending patterns. Amongst a series of changes there are perhaps two that have, in particular, influenced spending behaviour most significantly:

- **Increased household formation:** Whilst UK population has increased at about 0.3% per annum the number of households has increased by nearly three times that rate, as household size has decreased with smaller families, more divorces, people living longer etc.
- **An ageing population.** Over the next 20 years the over 60's age group in the UK as a whole is expected to grow by 5.3m or 41% and the Under 60's age group by only 4%. Older shoppers have a younger mindset than in the past, are more fashion aware and generally are financially better off than their predecessors. Whilst many have benefited from house price and personal income growth, the adequacy of existing pension arrangements are a growing concern for many. Older consumers tend to have more time to shop, and, often spend more on DIY and gardening items and will expect good customer service. At the other end of the spectrum younger shoppers will experience higher housing costs, will generally be more computer literate and spend more on-line, and will spend more on entertainment/leisure so they may have less to spend in the retail property sector.

Economic Outlook

- 3.3 The economic outlook is now very different from that when the original Retail Study was undertaken. Although it was apparent that the height of the market had been reached, the potential severity and longevity of the economic downturn was unknown at that time. Although this has not necessarily impacted on the

performance and vitality of the Borough's town centres as one might expect, it does affect the potential quantitative need for future retail floorspace during the period of the LDP identified in Section 6.

- 3.4 The most recent Experian Retail Planner Briefing Note 10.1 (September 2012) portrays a particularly bleak outlook for the UK economy in the near-term. The economy has struggled to recover from successive recessions, with the level of GDP now still some 4% short of its peak in the 1st quarter of 2008. The prospect of an export led recovery has evaporated as continuing economic problems in the eurozone have stifled exports to the key EU market. This, set against the background of persistent weakness in the global financial markets and ongoing banking sector concerns means that macro-economic factors affecting the economy are ominous and a third recession is not unforeseeable.

Income and Expenditure

- 3.5 Prior to 2008, personal incomes and expenditure had shown strong and sustained growth over the previous 20 years, with retail expenditure growing faster than incomes. Overall retail expenditure increased by about 4% per annum in real terms over that period. Most of that growth was on comparison goods where an increase in expenditure of over 6% per annum was seen. Growth in expenditure on convenience goods was generally more modest at less than 1% per annum.
- 3.6 The sort trends in household expenditure growth seen prior to the downturn are not expected to return in the foreseeable future as a result of high levels of consumer debt, changing attitudes towards such debt, low savings ratio and a generally weak housing market. Furthermore, upward inflationary pressure and low levels of income growth in more recent years have also lead to a decline in the level of real household disposable income. Over the next 10 years the latest economic forecasts suggest that comparison goods expenditure growth will struggle to exceed 3% per annum. Convenience goods expenditure growth is expected to much lower at an average of 0.6% per annum over the next 10 years.³
- 3.7 With longer working hours for many, shop opening hours in the larger centres have been extended and Sunday is now one of the strongest trading days in the week. This has implications for where retail expenditure is concentrated and the

³ Experian Retail Planner Briefing Note 10.1 (September 2012)

nature of some shopping trips which are considered to be a quasi leisure experience.

Increased Mobility

- 3.8 Income growth has also led to increased car ownership and personal mobility. Over the last 25 years the number of households having access to one or more cars has increased from about 55% to about 75% nationally and the number with two or more cars has nearly trebled from 11% to 30%. The figures for car ownership generally (and multiple car ownership in particular) in Waverley are, indeed, markedly higher than the national average.
- 3.9 This increased mobility has meant that the overwhelming majority of households now have greater choice of shopping destinations. As a result the majority of shoppers are willing, and able, to travel to either centres or specific individual retail outlets that offer the choice they are looking for or best serve their shopping needs.
- 3.10 Government policies to control use of the private car and reduce the need to travel have, in themselves, had little material impact on changing shopping patterns. On the other hand, the combination of improved retail provision locally (including, for example, the diversification of products sold in existing large supermarkets and retail warehouses in the Borough) and, particularly, growing use of on-line retailing appears to be affecting peoples' shopping behaviour and/or willingness to travel for shopping, or the frequency with which certain shopping trips are undertaken.
- 3.11 Increased mobility has tended to favour the larger, sub-regional, shopping centres rather than smaller, more local, centres. These larger centres have tended to increase in both size and importance relative to small centres – particularly for key comparison goods and "big ticket" items. The investment that took place in these centres during more buoyant economic times has reinforced their attraction to more mobile shoppers. Smaller centres have therefore generally lost market share – particularly for comparison goods. In the main, these sort of centres have seen much less new development than the overall rate of expenditure growth would imply, although, as we shall see, developers continue to seek opportunities for new development in those smaller centres that remain both viable and attractive retail destinations.

- 3.12 Increased mobility has, of course, also stimulated out-of-centre development, which has grown much more rapidly than town centre development. Over the last 30 years the majority of new retail floorspace has been in edge or out-of-centre locations. The combination of the economic downturn and increasingly restrictive planning policy in favour of town centres has stemmed the growth in out-of-centre development in recent years. Nonetheless, retail analysts, Verdict, still expect sales at out-of-centre locations to increase at a faster rate than those in-centre locations.

Store Requirements

- 3.13 The historic trend of growth by multiple retailers and increased competition between companies has meant that the retail structure is increasingly dominated by large companies requiring larger shop units. Shopping centres and out-of-centre development that has been able to accommodate this demand for larger sized units (typically 500 – 2,000 sq m or larger) have grown in importance, reinforcing the trend of higher order centres and out-of-centre retailing growing in relative importance, i.e. polarisation in the retail hierarchy.
- 3.14 The growth in the size of stores has reduced the number of shop units and, some would argue, consumer choice. This is particularly evident in the food sector, with a marked decline in the number of smaller and more specialist food retailers (green grocers, butchers, fishmongers etc), and a large increase of superstores. Since the last Study, market saturation of large foodstores and concerns over lack of competition due to the market dominance of a few key multiples, has seen changes. In particular almost all the large foodstore operators are now expanding their convenience store concepts as shopping habits have changed and 'top up' shopping becomes more prevalent.
- 3.15 Another recent retail trend is the movement towards a handful of large flagship stores in strategic locations, supplemented by a network of supporting smaller stores in lower order 'satellite' centres, with a limited range but in-store facilities to order the entire range online. Retailers like John Lewis, Argos, Next, Debenhams and House of Fraser who have a well-established online presence and benefit from national coverage, can use online facility to provide the full consumer 'offer' without necessarily needing a large store in every town - meaning they can reduce their physical floorspace to increase efficiencies.

Increased Productivity and Sales Density Increases

- 3.16 The acutely competitive nature of UK retailing has meant that there has been increased productivity. The substantial growth in retail floorspace prior to the down turn was not matched with a concurrent growth in retail employment. The overwhelming majority of new employment in retailing has been in part-time employees. Full time equivalent (FTE) employment has hardly increased at all, from about 2 million to 2.2 million, a 0.5% per annum increase. Macro-economic pressure and continued pressure for productivity improvements is likely to mean that employment in retailing is unlikely to grow significantly in the future. For example, in the next 15 years Experian Business Strategies expect an overall decline in FTE employment with only a marginal increase in part time employment.
- 3.17 The trend in improving productivity had also lead to an intensification of sales densities, particularly amongst the leading and most successful multiple retailers. It has been difficult to quantify the exact increase in sales density over the last 20 years due to changes in the use of floorspace (i.e. diversification of both convenience and comparison operators away from the strict definition of their respective sectors), the growth in out-of-town retailing, longer opening hours and Sunday trading and the very strong growth in retail expenditure relative to growth in floorspace. However, Experian suggest that pre-downturn spending increased comparison goods sales density by over 3%.
- 3.18 However, the economic downturn and the accompanying marked decline in sales volumes, means many retailers have struggled to maintain, let alone increase sales densities. The Experian Retail Planner Briefing Note 10.1 predicts that over the course of the next few years, volume increases in convenience sales will be 'mild', accompanied by modest increases in floorspace. Hence, the scope for increases in convenience goods sales density will be very limited. The continuing trend towards more modern, higher density stores and the demolition of older inefficient space means that comparison goods sales density is forecast at close to 1.9% over the next 16 years.
- 3.19 Although prevailing retail policy and associated guidance no longer requires for quantitative need/capacity assessments to have regard to the effect of increases in sales density, it is still considered to be best practice so has again been included within this Study Update.

- 3.20 In light of the limitations on convenience goods expenditure, and in an effort to serve growing customer demand, there is an increasing emphasis on the sale of comparison goods at large foodstores. Whilst sales densities for comparison goods may be lower than for convenience goods, future growth rates for comparison goods remain higher than for convenience goods and margins are generally greater. As a result all the leading foodstore operators are continuing to seeking to extend their comparison goods offer (particularly in their larger stores) to the point where some of the largest, or extended, stores are now variety or mini department stores. This particular trend – when combined with their online operation and/or 'click and collect' operation - poses a potential threat to smaller centres, as larger foodstores will increasingly sell a wider product range of day-to-day convenience and comparison goods and services.

On-line Retailing

- 3.21 The combination of longer working hours, the demand for extended consumer choice, growing price awareness, and the availability of the internet has led to a huge growth in non-store shopping in the last 10 years – albeit from a small base. Total non-store trading (including mail order and on-line retailing) is currently estimated to be about 2% of convenience goods spending and about 9.9% of comparison goods spending. The latest forecasts suggest continuing strong growth over the next 5-10 years before a plateau is reached at about double current proportions of expenditure.
- 3.22 As outlined above recent trends have shown a gradual blurring of online and traditional in-store shopping channels due to the introduction of 'click and collect' services, safe drop boxes as well as in-store facilities to order online products.

Shopping and Leisure

- 3.23 Retailing in the larger sub-regional centres and the more attractive, or specialised, smaller centres is undoubtedly changing. There is a blurring of the distinction between trips made exclusively for shopping and those now being made for leisure. Growth in expenditure on leisure is outstripping that on retail goods.
- 3.24 Quality restaurants, coffee shops, cafes and bars, as well as other facilities such as health and fitness centres, and multiplexes in larger centres, can be important in attracting shoppers, encouraging longer stays and higher spending in many

centres. The integration of existing shopping with established or new leisure facilities can benefit both sectors. Pedestrianised streets, a safe and attractive retail environment, along with good accessibility and car parking are important in enhancing the attractiveness of the town centre to shoppers and tourists alike and, in doing so, enhancing its overall health, vitality and attractiveness for further investment.

4. Overview of Existing Shopping Patterns in Waverley

- 4.1 In order to provide empirical evidence on existing local shopping patterns and preferences, the original Retail Study was underpinned by a household shopping survey undertaken in December 2007.
- 4.2 There have been very few notable changes to the makeup of retail facilities both within the Borough of Waverley and the wider Study Area since the original survey was undertaken. This can be mainly attributed to the prevailing economic conditions over the course of the last four years which have discouraged retailers and developers from making major investments in new retail facilities. In light of this, it is considered that the household survey of 2007 is sufficiently accurate for the purposes of this Study Update and as such this Section simply restates the findings of the 2007 survey.
- 4.3 It is clear from the survey that households in Waverley have a choice of destination for their shopping trips. As well as the shops in the four main centres, there are also several major town centres and retail parks in relatively close proximity which offer significant additional shopping facilities. In particular, the primary regional centre of Guildford offers a significant quantum and range of retailing, including retail warehousing and the recent extension to the Friary Centre. The secondary regional centres of Aldershot and Farnborough also lie just beyond Waverley Borough's boundary, as do the significant out-of-town retail locations of Farnborough Gate Retail Park and the Meadows at Blackwater Valley. Residents of Waverley Borough therefore have a multitude of shopping destinations from which to choose and these centres exert considerable influence over Waverley residents' shopping behaviour - particularly for comparison goods.
- 4.4 Shoppers' choice of destination is informed by a number of elements including the perceived strength of anchor traders in centres; the volume, variety and quality of other shops present; the quality and convenience of the centre itself (including accessibility of the centre by car and the quantum, convenience and cost of car parking, as well as accessibility by public transport); the perceived safety and security of the centre and the availability of public facilities; and the overall quality of the shopping experience.
- 4.5 The survey methodology and questionnaire used in the 2007 survey was agreed with officers prior to commencement of the fieldwork. In the interests of

completeness we have included a copy of the questionnaire in **Appendix A**. The household survey was designed to identify those destinations used for the following types of shopping trips:

- main food;
- top-up food;
- clothes, footwear and fashion;
- furniture and floor coverings;
- household textiles and soft furnishings;
- domestic appliances e.g. fridges, washing machines;
- radio, TVs, hi-fi, photographic equipment;
- china, glass and hardware;
- DIY goods;
- books, jewellery, watches, recreational and luxury goods.

4.6 Similarly the study area used for the 2007 survey is shown on **Plan 1**. The survey was based on stratified sample of households living within the following eleven postcode areas:

- Zone 1 – GU9 (Farnham)
- Zone 2 – GU7 (Godalming)
- Zone 3 – GU27 (Haslemere and Weyhill)
- Zone 4 – GU6 (Cranleigh)
- Zone 5 – RG27, GU51, GU14, GU11, GU12, GU16, GU52 (Farnborough, Fleet, Aldershot)
- Zone 6 – GU8, GU10, GU26 (area between Farnham and Godalming)
- Zone 7 – GU1, GU2, GU3, GU4, KT24 (Guildford)

- Zone 8 – GU5, RH4, RH5, RH12 (Dorking, Horsham)
- Zone 9 – GU28, RH13, RH14 (area between Horsham and Midhurst)
- Zone 10 – GU29, GU30, GU31, GU33, GU35 (Midhurst, Petersfield, Bordon)
- Zone 11 – GU34, RG29 (Alton)

4.7 Structured interviews were carried out by telephone with the person responsible for the main household shop in a total of 1,103 households. As well as ascertaining the main centres/stores used for a variety of shopping visits, the survey also sought information on how shoppers travelled (i.e. modes of transport) and general attitudes to shopping in Farnham, Godalming, Haslemere and Weyhill and Cranleigh. The complete results of the 2007 survey are reproduced in **Appendix B**, bound separately.

Convenience Goods Shopping Behaviour

- 4.7 In accordance with most surveys of this nature, the study confirmed that the catchments for food shopping in Waverley tend to be less extensive than for non-food shopping. In most zones, the majority of main food shopping trips are undertaken at local superstores/supermarkets and convenience stores.
- 4.8 Each of the four main towns in Waverley is well served by major foodstores. Waitrose and Sainsbury's are present in Farnham and Godalming, Tesco and Co-op serve Haslemere and Weyhill and Cranleigh village is served by Sainsbury's, Marks & Spencer Simply Food and Co-op. Between them, these stores tend to dominate their local area, and in some cases attract expenditure from a wider area. For example, the Sainsbury's store at South Street, Farnham attracts 27% of convenience goods expenditure in zone 1 and draws further trade from zones 5, 6 and 7. This is significant as it means that some residents of these zones are ignoring the foodstores and towns in their own area in favour of shopping in Farnham. It is likely that this is due to qualitative matters, both with regard to the operators (Tesco in Aldershot, Morrisons and Asda in Farnborough) and in terms of the centres themselves.
- 4.9 The most popular store in the Borough according to the survey was the Sainsbury's at Woolsack Way in Godalming, accounting for 52% of convenience goods expenditure from zone 2 and drawing 19% from zone 6. The Tesco store

at Weyhill is almost as successful, attracting 58% from zone 3 and some further expenditure from zones 6 and 9. In Cranleigh no one store dominates and expenditure is split mostly between the Sainsbury's and Co-op stores.

- 4.10 As significant as the percentage of shoppers heading to the four major centres in Waverley was, it was also matched by the low number of shoppers heading to other major centres from Farnham, Godalming, Haslemere/Weyhill and Cranleigh. For example, destinations such as Tesco at the Meadows, Sainsbury's at Blackwater Valley and the major stores at Guildford, Farnborough and Aldershot attracted very little trade from zones 1, 2, 3 and 4. For example, the 80,000 sq ft Sainsbury's store at Burpham, Guildford attracts only 1% of shoppers surveyed from zone 4 and none at all from zones 1, 2 and 3. Tesco at Ashenden Road, Guildford attracts only 6% of shoppers from zone 2, despite being in close proximity. Clearly, the range and quality of the convenience offer in the Waverley towns is sufficient to retain shoppers and prevent significant leakage.
- 4.11 The pattern for top-up shopping is more complex – as is normally the case. Shoppers use a wider variety of stores in a range of destinations/locations – including smaller supermarkets, convenience stores and local shops in the four main centres, as well as stores in smaller centres such as Bordon, Midhurst and Alton and in convenience stores linked to petrol stations.

Comparison Goods

- 4.12 Patterns of shopping for comparison goods amongst Waverley residents are far more complex. Of the main centres, Farnham clearly offers the greatest quantum and range of comparison shopping and this is reflected in the percentage of expenditure retained in zone 1 and attracted from elsewhere, notably zones 5 and 6. Godalming, Haslemere/Weyhill and Cranleigh all have a limited comparison goods offer, but in the main, their comparison needs are met by other centres.
- 4.13 In almost all categories of goods, Farnham retains a healthy percentage of zone 1 expenditure. 30% of expenditure on clothing and footwear is retained in the town, which represents good performance in a key sector, given the proximity of higher order centres with more significant comparison goods offers. Farnham retains 40% of expenditure on furniture and floor coverings, 37% of expenditure on household textiles and soft furnishings, 47% of expenditure on domestic electrical appliances, 46% of expenditure on audio visual and photographic goods,

40% of spend on china, glass and hardware, 19% of DIY expenditure and 68% of expenditure on books, jewellery and luxury goods.

- 4.14 Although Farnham does not dominate comparison shopping in Waverley it is clearly the most important of the four study centres, and performs as a higher-order shopping centre. In each category of goods, a significant percentage of trade is captured from zone 6, which makes up much of the rural area in Waverley. Residents of this zone have a choice of destinations and the road network encourages movement toward Guildford, but despite this, Farnham is a popular destination.
- 4.15 In almost all comparison goods categories, Godalming exists in the shadow of nearby Guildford. Less than 10% of zone 2 expenditure on clothing and footwear is retained by Godalming, as opposed to 69% which leaks out to Guildford. For furniture and floor coverings the equivalent figures are 24% and 51%; for household textiles 7% and 64%; for domestic electrical appliances 29% and 54%; for audio visual goods 12% and 67%, china glass and hardware 37% and 45%; for books, jewellery and luxury goods 35% and 54%. Only in DIY goods does Godalming outperform Guildford – 38% to 21%.
- 4.16 The picture for Haslemere/Weyhill is broadly similar. Only 6% of zone 3 expenditure on clothing and footwear is retained, with 66% captured by Guildford. For other goods categories, Haslemere/Weyhill performs better, retaining, for example, 23% of zone 3 expenditure on furniture and floor coverings, 30% of expenditure of domestic electrical appliances, 33% of expenditure on audio visual goods and 33% of expenditure on books, jewellery and luxury goods. For all categories, however, Guildford captures a higher percentage of expenditure than that retained in zone 3.
- 4.17 Cranleigh faces competition not only from Guildford but also from nearby Horsham. For clothing, the village retains 8% and loses 64% to Guildford and 13% to Horsham. For furniture and floor coverings, 24% is retained, but 52% goes to Guildford and 15% to Horsham. This broad pattern is repeated for all categories of goods.

Overview of Household Survey Data

- 4.18 The 2007 household survey data was fundamentally important in seeking to establish the existing pattern of shopping behaviour for both food and non-food

goods amongst Waverley residents at that time. It continues to assist us in identifying the extent of the catchment of each of the four main centres and the relationship of these centres and even specific stores (particularly supermarkets) in the Borough with neighbouring town centres and retail locations. The results are used, once again, to inform the quantitative need assessment in Section 6.

- 4.19 It also provides useful background information on respondents' perception of the main centres at that time and can be used, together with other material, to develop a clear view on the strengths (and weaknesses) of Waverley's town centres and assist in devising detailed strategies to enhance the vitality and viability of these centres in the future.

5. Assessment of the Health and Vitality of Waverley Borough's Main Settlements

5.1 The health of the four main centres in Waverley Borough (Farnham, Godalming, Haslemere and Cranleigh village) was originally assessed by Chase & Partners in December 2007 as part of the Town Centres Retail Study. The centres were assessed again in November 2012, as part of this Update. In accordance with standard practice, the main four centres have been assessed here against the following indicators, using up-to-date and available information. Where possible, the data has been compared and contrasted with that from the original Study, to show any patterns or trends that have emerged in recent years. The indicators are as follows:

- diversity of uses,
- amount of retail, leisure and office floorspace in edge and out of centre locations,
- potential for growth,
- retailer representation and demand,
- rental levels,
- vacancies,
- commercial yields,
- pedestrian flows,
- accessibility,
- customer and residents' views and behaviour,
- perception of safety and occurrence of crime,
- environmental quality.

(1) Farnham

Diversity of uses

- 5.2 Based on the Goad Centre Report and our own street surveys there are currently 252 units trading in Farnham town centre on a total of 443,300 sq ft of retail floorspace (Table 1). There are 14 convenience units in the centre equating to 6% of the total stock; this is markedly lower than the national average although an increase from our previous survey. These stores include the large Waitrose and Sainsbury's units and as a result convenience goods floorspace constitutes 17% of the total which is in line with the national average.

Table 1: Diversity of Uses in Farnham Town Centre, November 2012

Category	Number of Units	%	National Average (%)	Floorspace (sq ft)	%	National Average (%)
Convenience	14	6%	9%	74,800	17%	17%
Comparison	116	46%	41%	210,600	47%	46%
Service	100	40%	36%	115,000	26%	24%
Vacant	22	9%	14%	42,900	10%	12%
Total	252	-	-	443,300	-	-

Source: Goad Centre Report June 2012 (**Appendix C**) and Chase & Partners Street Surveys

Table 2: Diversity of Uses in Farnham Town Centre, December 2007

Category	Number of Units	%	National Average (%)	Floorspace (sq ft)	%	National Average (%)
Convenience	13	5%	9%	71,800	17%	17%
Comparison	140	58%	46%	225,000	54%	52%
Service	70	29%	33%	97,000	23%	22%
Vacant	13	5%	11%	15,100	4%	9%
Total	240	-	-	413,900	-	-

Source: Goad Centre Reports and Chase & Partners Street Surveys

- 5.3 There are 116 comparison units, representing 46% of the units in the centre – although this is higher than the national average, it is a marked decrease from the level witnessed during our last survey of the centre. The number of units accommodating services is much higher than the national average, though only

slightly higher in terms of floorspace. Overall, the figures show that Farnham is a significant centre in terms of all three categories.

- 5.4 The level of charity shops within a centre is an obvious indicator of how well it is trading. Charity shops play an important role in many centres filling floorspace that would otherwise remain vacant and providing an element of comparison goods retailing that would otherwise not be present. However, they do not pay rates, often benefit from favourable short-term rental agreements and are in the main, staffed by volunteers. As such, they have an inherent competitive advantage on other competing variety stores and an over proliferation of charity stores could be viewed as detrimental to a centre. Regardless of this, they typically have low levels of turnovers and limited profit margins so are unable to pay high rents within popular retail centres. Furthermore, due to the nature of the products that they sell, often second-hand, charity shops tend to trade well within centres with a specific local demographic, with a high proportion of middle and low income earners. In this respect, the level of charity stores present within a town centre is an indicator of both demand for space there and the demographic of visitors to the centre.
- 5.5 In the case of Farnham, at the time of our survey there were 9 charity shops within the centre equating to 3.57% of the total. This is marginally below the national average, which currently stands at 3.86%⁴. In terms of distribution, these are dispersed throughout Farnham town centre suggesting there are no failing parades or areas of weakness that are struggling to attract prospective retail tenants.
- 5.6 In terms of leisure uses within Farnham, the retail breakdown above shows that there is an above average supply of services within the centre including 23 restaurants, cafe pubs and takeaways. However, this accounts for 9.13% of the units within the centre which is well below the national average of 16.01%. Notable leisure facilities within the centre include The Conservative Social Club as well as the United Reformed Church and Farnham Methodist Church on South Street. The Conservative Social Club holds several social events including snooker tournaments and a bridge club.
- 5.7 Outside of Farnham town centre, leisure facilities are more prevalent with Maltings which serves as a theatre, museum and events venue and Memorial Hall

⁴

Goad Centre Report, June 2012

which runs children's activities, a bridge club, bowls, martial arts, as well as private events. Other facilities are James Hockey Gallery, Craft Study Centre, New Ashgate Gallery, Farnham Pottery and The Museum of Farnham. The proposed multi-screen cinema within the East Street development (outlined below) would undoubtedly add to the leisure offer within Farnham, particularly within the town centre which is limited at present.

Retail Floorspace in Edge and Out of Centre Locations in Farnham

- 5.8 The large Sainsbury's store at Water Lane, Farnham is the main out-of-town foodstore. It is supplemented by Farnham Retail Park on Guildford Road, with Homebase, Pets at Home and Halfords all represented. The Lidl foodstore at Dogflud Way also occupies an edge-of-centre location. Beyond this, there is also a major "bulky goods" retail provision at nearby Farnborough (Farnborough Gate) and Guildford.

Potential for Growth

- 5.9 Farnham's major development site is the land between East Street, South Street and Dogflud Way, which has been identified for some time within various local planning documents. It is proposed that the site will be brought forward for a major mixed-use redevelopment including 167 new homes, 72 affordable homes, a six screen Odeon cinema, new town square with landscaped gardens, replacement court tennis club as well as new shops, restaurants and cafes totaling some 9,814 sq m of floorspace. It is understood that the proposed development would be anchored by and M&S store including a significant element of Simply Food offer.
- 5.10 The existing Brighwells scheme was granted planning permission in 2008 and an application for a new planning permission to replace the extant permission was granted in 2012. Waverley Borough Council issued a Compulsory Purchase Order in May 2012 on the parts of the site that remain outside their control. Having made the Compulsory Purchase Order, the Council has asked for it to be confirmed by the Secretary of State for Communities and Local Government. Before doing so the Secretary of State is holding a public inquiry into any objections from people who believe that the Order should not be confirmed; the public inquiry is due to be held on 15th January 2012.

- 5.11 In light of the proposed development, Chase & Partners made a recommendation within the original Waverley Town Centres Retail Study, that the town centre boundary of Farnham be redrawn to include the proposed development site at East Street.

Retailer Representation and Demand

- 5.12 There are currently 11 major retailers⁵ - including Waitrose, Sainsbury's, Argos, Waterstones, Boots, Dorothy Perkins, WHSmith, Clarks, Clintons, Vodafone and Carphone Warehouse - and a total of 81 multiple retailers⁶ across a variety of goods categories trading in Farnham town centre. A full list of multiple operators present is shown at **Appendix D** and **Plan 2** shows the location of national multiple retailers in the town centre. Farnham's multiple count, broken down by category, is set out in Table 3 along with that for the other three main centres in Waverley.
- 5.13 Retailer demand for a presence in any particular centre is also a significant indicator of the centre's health. Set out below in Table 4 is an extract from the reputable Town Focus database identifying trends in the number of retailer requirements (the number of new shops sought by national multiple retailers) for Farnham. The Town Focus database also ranks each town's position within the UK retail hierarchy, based upon some 1,500 shopping centres (please note that this data is not available for Cranleigh village). It can be seen from Table 4 below that Farnham has risen in the rankings from a low 64th in October 2005 to a high of 24th in January 2010. A marked improvement in recent years therefore.

Table 3: Representation of Multiple Retailers

Centre	Convenience	Comparison	Service	Total
Farnham	3	47	32	81
Godalming	3	18	23	44
Haslemere	1	11	13	25
Cranleigh	3	10	14	27

Source: Goad Centre Reports and Chase & Partners Street Surveys

⁵ These are defined by Goad as those retailers whose strong branding and comprehensive product mix can be sufficient in itself to attract consumers to a centre. Goad has identified approximately 27 national multiples that are considered as key attractors.

⁶ Defined by Goad as being part of a network of nine or more outlets

Table 4: Retailer Demand

	Farnham		Godalming		Haslemere	
Date	Reqs	Rank	Reqs	Rank	Reqs	Rank
Jan-10	24	131	20	178	9	473
Apr-09	28	115	21	179	11	322
Jan-09	32	125	22	205	14	335
Oct-07	56	126	21	412	13	540
Apr-07	62	103	24	358	11	591
Oct-06	57	121	24	366	8	674
Apr-06	60	118	20	388	8	669
Oct-05	64	110	23	347	13	495
Apr-05	62	106	16	421	14	456
Oct-04	56	123	17	393	10	560
Apr-04	48	144	12	469	6	688
Oct-03	45	158	11	481	5	739
Apr-03	43	144	9	514	7	603
Oct-02	37	177	7	569	4	748
Apr-02	32	202	10	438	6	586
Oct-01	30	196	16	320	5	597

5.14 **Appendix E** provides an insight into the nature and range of retailers, presently with requirements for the centres in Waverley, taken from the Focus and Prefect Information Property databases. The number of published requirements for space within Farnham over the course of the last 12 months is 89, a healthy number for a town of Farnham's size and standing in the retail hierarchy. It should be noted that this list cannot be considered comprehensive as other retailers may be tempted into the centre if the right unit were to become available in the right location.

5.15 On the negative side, the list does not include high proportion of quality retailers that might be expected to improve the vitality and profile of Farnham. Notable retailers with published requirements include Aldi, Halfords, Barratts, River Island, Home Bargains, 3 Stores, Carphone Warehouse and Pets At Home.

5.16 Regardless of this, looking at the retailers already present and those seeking representation in Farnham, it is clear that major retailers consider the town to be a viable retailing location.

Shopping Rents

5.17 Prime zone A shopping rents are a good indicator of retail health as a high level of demand for space in the town will drive rents higher. Prime zone A rents in Farnham were £85 per sq ft, when last estimated in 2011. To set this into

context, Table 5 below compares the rental levels of Farnham and Godalming (data for Haslemere and Cranleigh is not available) with those of their principal neighbours and competitors:

Table 5: Prime Zone A Rental Levels 1998-2011

Town	'98	'99	'00	'01	'02	'03	'04	'05	'06	'07	'08	'09	'10	'11
Aldershot	40	45	40	40	45	45	55	55	60	60	55	45	45	40
Basingstoke	125	135	135	135	135	155	155	160	165	165	170	150	140	135
Camberley	95	95	95	90	100	100	100	120	120	120	120	100	100	95
Farnborough	45	45	45	45	45	55	55	60	60	70	70	65	65	65
Farnham	50	50	50	50	55	60	70	80	80	80	85	75	80	85
Godalming	35	30	30	30	40	40	45	45	50	50	-	-	-	-
Guildford	200	200	200	200	205	225	230	240	240	240	250	240	280	300
Horsham	90	90	95	95	90	90	95	100	105	105	105	80	75	75
Petersfield	-	-	-	50	50	55	55	55	65	70	-	-	-	-

Source: Colliers International Retail Rents Map 2011

5.18 It can be noted that Farnham's prime zone A rents have increased in the last three years, rising from a low of £75 per sq ft to £85 per sq ft. The large majority of centres suffered a fall in zone A rental levels following the banking crisis and subsequent recession in late 2008 and early 2009 and in this regard, Farnham is no different. However, whereas zone A rents in the majority of centres have struggled to return to the pre-recession levels, those in Farnham have which we consider to be a strong indication of demand for space there. Conversely, the rise in rental levels could be attributed to a shortage of retail units of sufficient size in prime locations.

5.19 Regardless of this, believe that Farnham's position within the retail hierarchy has elevated above that of Horsham, which previously experienced similar rental levels. Larger centres such as Guildford and Basingstoke are clearly of a higher order but Farnham also out-performs the larger and nearby centre of Farnborough.

Proportion of Vacant Street Level Property

5.20 Chase & Partners' street surveys reveal that there are currently 22 vacant units in Farnham town centre, representing an improvement on the position at the time of the Goad Centre Report survey in June 2012 (25 units). Several of these vacancies are located in the vicinity of the East Street redevelopment area, which is currently the area of poorest environmental quality in the town. It also suffers

from relatively poor footfall and therefore limited passing trade. However, the redevelopment of land at East Street would regenerate this area leading to increased shopper presence and footfall. The prospects for reducing the vacancy rate in this area therefore remain very good.

- 5.21 The vacancy rate for Farnham, based on our recent survey, stands at less than 9%, which is an improvement on the position at the time of the Experian Goad survey (10%) and is some 5% below the national average (14%). This is a strong indicator of relative retail health of the centre and the fact that almost all of the vacant units are located in secondary areas suggests that the core retailing area is extremely healthy. **Plan 2** shows the location of vacant retail units in Farnham.

Shopping Centre Yields

- 5.22 A further comparison of retail performance is provided by an assessment of investment yields. In brief terms, yield is a measure of property value. It is a ratio of rental income to capital value and is expressed in terms of the open market rent of a property as a percentage of the capital value. In this way, the higher the yield, the lower the rental income is valued and vice versa. A higher yield is an indication of concern by investors that rental income might grow less rapidly and be less secure than a property with a lower yield.
- 5.23 The table below comprises an extract from the Valuation Office Property Market Report showing yields on prime retail properties in Farnham, between April 2001 and January 2008. Although this evidence is somewhat dated now, it is one of few sources of industry recognised, readily available information on yields for prime retail properties. It reveals that yields remained stable at an estimated 7% between April 2001 and January 2007 before falling slightly to 6.75% in 2007. In terms of other centres, this compares to Farnborough at 7%, Aldershot at 7%, Camberley at 6%, Godalming at 6.75% and Guildford at 4.25%. In comparative terms, Farnham thus outperformed the competing centres of Farnborough and Aldershot while remaining on a par with Godalming and behind the higher order centres of Basingstoke and Guildford.

Table 6: Shopping Centre Yields

Shopping Centre	Yields %													
	4/01	10/01	4/02	10/02	4/03	1/04	7/04	1/05	7/05	1/06	7/06	1/07	7/07	1/08
Aldershot	8	8	8	8	8	8	8	7	7	7	7	7	7	7
Basingstoke	7	7	6.5	6.5	6.5	6.5	6.5	5.5	5.5	5.5	5	5	5	5
Camberley	6.5	6.5	6.5	6.25	6.25	6.25	6.25	6.25	6.25	6.25	6.25	6.25	6	6
Farnborough	8	8	8	8	8	8	8	7.5	7.5	7.5	7	7	7	7
Farnham	7	7	7	7	7	7	7	7	7	7	7	7	6.75	6.75
Godalming	7	7	7	7	7	7	7	7	7	7	7	7	6.75	6.75
Guildford	5	4.75	4.75	4.5	4.5	4.5	4.5	4.5	4.5	4.5	4.5	4.5	4.25	4.25
Horsham	5.25	5.25	5.25	5.25	5.25	5.25	5.5	5.5	5.5	5.5	5.5	5.25	5.25	5.25
Petersfield	8.5	8.5	8.5	8.5	8.5	8.5	8.5	8	8	8	7.5	7.5	7.5	7.5

Source: Valuation Office Property Market Report (January 2008)

Pedestrian Flows

- 5.24 Farnham has a classic “dumbbell” retail layout, with major anchors at either end (Waitrose and Sainsbury’s) with the resultant footfall supporting comparison retailing in between. The plan identifying the location of national multiple retailers demonstrates this and our own observations confirm that the strongest areas of shopper presence are around the foodstores and along West Street and The Borough.
- 5.25 This pattern would be reinforced, should the proposed East Street Development come forward, which will undoubtedly extend the number multiples further east.

Accessibility

- 5.26 Farnham enjoys good accessibility by road given its proximity to the A31. The town centre is relatively well provided for in terms of car parks with over 1,700 spaces being available at car parks throughout the centre. This includes a good proportion of disabled spaces. The centre is also well served by bus routes from all parts of its environs.

Customer and Resident's Views and Behaviour

- 5.27 In order to assess how the four centres are perceived by those who live and work in them, Chase & Partners conducted a survey of businesses in all four centres in January 2008. Although now a number of years old, these surveys still cast some light on the local perception of the centres and as such are discussed below.
- 5.28 Questionnaires were drafted in conjunction with officers of Waverley Borough Council and sent to all businesses with prepaid envelopes for their reply. Response rates were good at 25-28%. A copy of the questionnaire and the aggregated results can be found at **Appendix F**.
- 5.29 Included within the questionnaire was a survey of opinion regarding various aspects of the town centre. The results show that Farnham is generally favourably viewed by local businesses, though few give it top marks. The shopping offer in terms of the number of multiples, independents and specialists is considered to be average to good; the quality of the shops is considered fairly good and prices are seen as average. Views on access were mixed with most considering access by public transport to be average to fairly good, but many considering access by car to be fairly poor. Car parking was generally considered average to fairly poor. In terms of appearance and character, Farnham was considered to be average to very good, with no respondents considering it poorer than this.

Perception of Safety and Occurrence of Crime

- 5.30 Table 7 below compares the levels of crime within Waverley with those of Surrey, the South East Region and England & Wales, for the financial year ending June 2012. The information is taken from the Office of National Statistics; it is police recorded crime data as opposed to the results of the British Crime Survey. The police recorded crime data does not always show the true extent of household and personal crime because it does not include crimes that are not reported to the police. However, police statistics provide a good measure of trends in well-reported crimes, are an important indicator of police workload, and can be used for local crime pattern analysis.

Table 7: Incidence of Crime – Year Ending June 2012

Crimes Per 1,000 Population	England	South East Region	Surrey	Waverley
Total	69	61	52	-
Violence against the person	13	12	10	5
<i>Violence against the person - with injury</i>	6	5	3	1
<i>Violence against the person - without injury</i>	7	7	7	4
Sexual offences	1	1	0	0
Robbery	1	1	0	0
Burglary	9	7	7	7
<i>Burglary in a dwelling</i>	4	3	3	2
<i>Burglary in a building other than a dwelling</i>	5	4	4	5
Offences against vehicles	7	6	6	4
Other theft offences	19	18	13	10
Fraud and forgery	3	3	2	2
Criminal damage	11	10	9	7
Drug offences	4	3	3	1
Other offences	1	1	1	0
<i>Burglary in a dwelling</i>	10	7	7	-

Source: Office for National Statistics

- 5.31 Table 7 shows that in general, Waverley Borough has lower crime rates than Surrey County, the South East Region as a whole and England & Wales, across the majority of the given crime categories. The exception in this instance is the 'Burglary in a building other than a dwelling' category where there are more crimes committed per 1,000 people in Waverley than both Surrey and the East of England. As an overview, these results show that Waverley Borough does not suffer greatly from crime. By inference, it can be assumed that neither do the four main centres of Farnham, Godalming, Haslemere and Cranleigh.
- 5.32 The results of the survey of businesses also shows that there is no negative perception of crime or fears for safety within Waverley.

Environmental Quality

- 5.33 Farnham has areas of extremely good environmental quality, particularly the Lion & Lamb Shopping Centre which is seen as a model example of a “niche retailing” area. There are no obvious pockets of dereliction or visual signs of graffiti or litter. The area around East Street is not particularly attractive, though it is not so environmentally poor as to deter retailers entirely. In any case, the area is expected to be greatly enhanced by the proposed mixed-use development.
- 5.34 Assessing environmental quality is always a subjective matter but insofar as these factors contribute to a centre’s vitality and viability, we consider their contribution in Farnham to be positive.

(2) Godalming

Diversity of uses

- 5.35 Based on the Goad centre report and our own street surveys there are currently 189 units trading in Godalming. Table 8 shows the split between uses and the amount of floorspace dedicated to each. There are 12 convenience units in the centre equating to 6% of the total which is lower than the national average, though due to the presence of large foodstores, convenience floorspace actually accounts for 23% of the total, well above the national average. There are 76 comparison units, a fall from the number surveyed by Chase & Partners in December 2007, which equates to 40% of the total. This is marginally less than the national average, which is also reflected in the floorspace. Provision of services is well above average in terms of number of units although marginally below the average in terms of floorspace.

Table 8: Diversity of Uses in Godalming Town Centre, November 2012

Category	Number of Units	%	National Average (%)	Floorspace (sq ft)	%	National Average (%)
Convenience	12	6%	9%	89,000	23%	17%
Comparison	76	40%	41%	174,700	45%	46%
Service	88	47%	36%	86,800	23%	24%
Vacant	13	7%	14%	33,300	9%	12%
Total	189	-	-	385,400	-	-

Source: Goad Centre Reports April 2012 (**Appendix C**) and Chase & Partners Street Surveys

Table 9: Diversity of Uses in Godalming Town Centre, December 2007

Category	Number of Units	%	National Average (%)	Floorspace (sq ft)	%	National Average (%)
Convenience	9	5%	9%	88,800	24%	17%
Comparison	94	53%	46%	183,200	51%	52%
Service	65	37%	33%	93,500	22%	22%
Vacant	7	4%	11%	5,600	9%	9%
Total	177	-	-	372,300	-	-

Source: Goad Centre Reports and Chase & Partners Street Surveys

- 5.36 Overall, the numbers suggest no major deficiencies in provision. However, some of this floorspace is located in edge-of-centre locations. It is worth noting the increase in service units in the centre over the course of the last five years, a theme picked up within Chapter 3 which is common in many towns.
- 5.37 There are currently 9 charity shops within Godalming equating to 5.08% of the total, this is above the national average which currently stands at 3.86%. Although, there are is an above average level of charity shops, this is not unusual for a town centre of Godalming's size. Furthermore, those charity shops that are present are, in the main, large multi-national retailers and well know fascias.
- 5.38 In terms of leisure uses within Godalming town centre, the most notable facility is the cinema based within the Borough Hall. Near the Pepperpot in the High Street, there is also Godalming Museum, an impressive 15th century building in its own right which house exhibitions on the history of Godalming and the surrounding villages, as well as an arts and crafts gallery. Also located within the town centre is the Wey Gallery, a private gallery displaying works from contemporary British artists that are available to buy. Godalming town centre therefore has a limited leisure offer, as recognised by the Waverley Citizen's Panel.

Retail Floorspace in Edge and Out of Centre Locations in Godalming

- 5.39 Godalming's edge-of-centre and out-of-centre floorspace is predominantly located to the east of the town around the Woolsack Way area. A small retail warehouse park is located immediately adjacent to the town centre boundary and is currently occupied by Homebase and Pets at Home. Together these provide some 4,366 sq m (47,000 sq ft) of floorspace. Slightly further out is a Sainsbury's foodstore of c.5,388 sq m (58,000 sq ft). These figures can therefore be subtracted from the Goad Centre Report figures to give the true amount of floorspace within the town centre, and that on the edge or out-of-centre:

Town Centre:	Convenience goods: 2,861 sq m (30,800 sq ft)
	Comparison goods: 12,650 sq m (136,200 sq ft)
Edge/Out-of-centre:	Convenience goods: 5,388 sq m (58,000 sq ft)
	Comparison goods: 4,366 sq m (47,000 sq ft)

- 5.40 Godalming therefore has a high proportion of convenience goods floorspace outside the town centre boundary, thanks to the Sainsbury's store. However, both this and the retail warehouses are well related to the town centre. Pedestrian links between the retail stores and the High Street are good and in this way the town centre is supported by the presence of this retail offer beyond the town centre boundary.

Potential for Growth

- 5.41 Godalming's potential for growth is limited to reuse of existing sites and the land between Catteshall Lane and Woolsack Way has been identified within the Local Plan as a "Key Site" for redevelopment. We understand that a proposal for this site in the form of housing development was submitted to Waverley Borough Council and refused, prior to publication of the Waverley Town Centre Study in 2008.
- 5.42 Beyond this site, there are few obvious opportunities for development or extension to the existing town centre. The area to the west is designated Green Belt, the area to the north is designated as an Area of Outstanding Natural Beauty and to the south lie residential areas. Town centre sites are therefore at a premium and Waverley Borough Council may have to consider more peripheral sites as part of the Local Plan process.

Retailer Representation and Demand

- 5.43 According to the Goad Centre Report for Godalming, there are currently eight major retailers⁷ in the centre although this includes two Sainsbury's stores and a Clinton Cards which are believed to be errors - Boots, Superdrug, WHSmith, Waterstones and Waitrose and the edge-of-centre Sainsbury's. There are a total of 44 multiple retailers⁸ across a variety of goods categories trading in the town (**Appendix D**). **Plan 3** shows the location of national multiple retailers in Godalming town centre and its position relative to those of the other three centres in Waverley is shown in Table 3 on page 29.
- 5.44 Similarly Table 4 on page 30 also shows the position for Godalming in terms of retailer requirements. It shows that the centre has risen steadily up the retail

⁷ These are defined by Goad as those retailers whose strong branding and comprehensive product mix can be sufficient in itself to attract consumers to a centre. Goad has identified approximately 27 national multiples that are considered as key attractors.

⁸ Defined by Goad as being part of a network of nine or more outlets.

rankings from a low of 569th in October 2002 to 178th in January 2010. **Appendix E** provides an insight into the nature and range of retailers who have had published requirements for space within the centre over the course of the last 12 months. It reveals that there are currently 22 published requirements for the town, comprising a good mix of convenience, comparison and service sector retailers. Notable requirements include Costco, Sainsbury's, Original Factory Shop, Barratts and Wine Rack.

Shopping Rents

- 5.45 Table 5 shows Godalming's prime zone A rental levels between 1998 and 2007. As with Farnham, rents rose steadily along with the general rise in rents across the wider area from £35 per sq ft up to £50 per sq ft. Even in 2007, given the quality of the centre's retailers and the relative affluence of the area generally, we consider a prime zone A rent of £50 per sq ft to be poor. Unfortunately Colliers International discontinued zone A rent levels for Godalming in 2007, so the current position is unclear.

Proportion of Vacant Street Level Property

- 5.46 Our survey of Godalming town centre in November 2012 revealed only 13 vacant units. Although this is double the level witnessed in December 2007 when there were six vacant units, the present level of vacancies still represents only 7% of the total stock, which is half the national average and an extremely good indicator of retail health.
- 5.47 **Plan 3** shows the location of the vacancies throughout the town centre. The plan shows that there is a reasonably even distribution of vacant units throughout the centre, which indicates that there are no areas of weakness or failing parades.

Shopping Centre Yields

- 5.48 Table 5 shows the yields on prime retail properties in Godalming, along with those of neighbouring and competing centres. The data shows that Godalming's performance has exactly matched that of Farnham and the same conclusions therefore apply. Compared to higher order centres such as Guildford and Basingstoke, Godalming is considered more of a risk, but the town compares well to larger centres such as Aldershot and Farnborough.

Pedestrian Flows

- 5.49 Godalming, like Farnham, has a fairly linear layout to its main shopping area. From our observations the areas of highest footfall are on the High Street between Moss Lane and Queen Street, with a further area of significance around the Waitrose foodstore, although this store does not face the main retail axis and is rather “hidden”. We do note, however, that the use of the former supermarket at 48-56 High Street by a Wetherspoons public house with a health and fitness club above represents good use of a large town centre unit and the public realm in this area connects well to the adjacent car park.

Accessibility

- 5.50 Godalming is well connected to all parts of its environs though the road network and public transport. There are ample car parking spaces within the town, with c.860 spaces with the town centre boundary and a further 450 spaces at the Sainsbury’s and Homebase/Pets at Home units.

Customer and Residents Views and Behaviour

- 5.51 The results of the survey of businesses in Godalming from the Town Centres Retail Study in 2008 show a generally positive opinion of the town (**Appendix F**). The number of independent shops is considered to be fairly good by most, and the number of multiples average. The range and quality of shops is considered average to fairly good. Prices are also seen to be average to fairly good and people are generally happy with the level of accessibility by car, public transport or on foot. Godalming scores very highly in provision of restaurants and cafes, appearance and character and cleanliness. Overall this reinforces the picture of an attractive, successful, popular town centre.

Perception of Safety and Occurrence of Crime

- 5.52 As stated above with regard to Farnham, Office for National Statistics show that the occurrence of crime in Waverley is considerably lower than the national average (Table 7). The survey of businesses confirmed that there is no negative perception of crime.

Environmental Quality

- 5.53 Godalming's environmental quality is, in places, outstanding. The High Street area around the Pepperpot and Church Street is of the highest quality and in this way, shoppers will be encouraged to visit Godalming for more than the retail and service offer alone. Other areas, such as Bridge Street, are less picturesque but by no means unpleasant. There are no areas of dereliction or areas that have deteriorated since our previous survey in December 2007. In so far as these matters contribute to a town's vitality and viability, we consider their contribution to be positive.

(3) Haslemere/Weyhill**Diversity of uses**

- 5.54 Based on the Goad centre report and our own street surveys there are currently 117 units trading in Haslemere town centre (Table 10). There are 4 convenience units in the centre equating to just 3% of the total, which is a third of the national average, and this is reflected in the level of floorspace which stands at only 12% of the total – 5% below average. There are 62 comparison units representing 53% of the total – compared to a national average of 41% and the quantum of floorspace is also above average. Service provision is above average in terms of number of units but the same as the national average in terms of floorspace. It should be noted that these figures relate only to Haslemere and not to Weyhill. As there are major foodstores in Weyhill, this centre's convenience floorspace provision can be expected to be significantly above average.

Table 10: Diversity of Uses in Haslemere Town Centre – November 2012

Category	Number of Units	%	National Average (%)	Floorspace (sq ft)	%	National Average (%)
Convenience	4	3%	9%	20,500	12%	17%
Comparison	62	53%	41%	105,200	60%	46%
Service	48	41%	36%	42,300	24%	24%
Vacant	3	3%	14%	6,000	3%	12%
Total	117	-	-	175,500	-	-

Source: Goad Centre Reports November 2011 (**Appendix C**) and Chase & Partners Street Surveys

Table 11: Diversity of Uses in Haslemere Town Centre – December 2007

Category	Number of Units	%	National Average (%)	Floorspace (sq ft)	%	National Average (%)
Convenience	7	6%	9%	19,200	11%	17%
Comparison	64	59%	46%	98,100	57%	52%
Service	30	28%	33%	47,600	28%	22%
Vacant	7	6%	11%	5,600	3%	9%
Total	109	-	-	172,000	-	-

Source: Goad Centre Reports and Chase & Partners Street Surveys

- 5.55 There are only two charity shops within Haslemere representing less than 2% of the retail outlets. This well below the national average of 3.86% and should be considered an indicator of good demand for space within the centre from traditional retailers.
- 5.56 In terms of leisure within Haslemere town centre, the most obvious facility is Haslemere Educational Museum on the High Street which runs a range of exhibitions throughout the year as well as a number of permanent collections based on geology, natural history and human history. On the western edge of the town centre is Haslemere Hall, a multifunctional facility which acts as a theatre, music venue, cinema and events space. Haslemere is also a recognised centre for craft.

Retail Floorspace in Edge and Out of Centre Locations in Haslemere

- 5.57 With the exception of Weyhill, Haslemere has no significant edge- or out-of-town floorspace to compete with the town centre.

Potential for Growth

- 5.58 Haslemere's capacity for growth is physically constrained by nearby residential areas, as is Weyhill's. There is a significant site located between West Street and Lower Street which has been previously identified in the Local Plan. This site extends from the car park at the rear of the Swan Hotel to the telephone exchange adjacent to the recreation ground. However, the introduction of the Waitrose supermarket, WHSmith and a housing development to the south have somewhat curtailed the development potential of the site. These would no longer form part of any site, leaving only the car park, which is sloped and would be difficult to develop.

Retailer Representation and Demand

- 5.59 There are currently only two major comparison retailers in Haslemere – Boots and Waitrose. There are 25 multiple retailers trading in Haslemere town centre (**Appendix D**) and their locations are shown on **Plan 4**. Most of these are in the service sector – such as Barclays, Lloyds TSB, NatWest, Costa Coffee and Pizza Express – but significant portion are also comparison retailers such as Fat Face, Crew, The Aga Shop, Lloyds Pharmacy and the recently opened WHSmith. This is a marked difference from the last time we surveyed the centre when there were

only six comparison multiples, two of which were charity shops which do not contribute greatly to a centre's vitality.

- 5.60 Table 4 shows Haslemere's relative retail ranking in terms of published retailer requirements, compared with Godalming and Farnham, between October 2001 and January 2010. It shows that the centre has oscillated greatly, up and down the rankings over the years, with a low of 748th in October 2002 and a high of 322nd in April 2009. The list of current published requirements at **Appendix E** shows that there are currently 18 requirements for space within the centre, including Superdrug, Caffè Nero, Sainsbury's, Barratts and Original Factory Shop. This is considered to be a good level of demand, including some notable retailers demonstrating that these retailers have confidence Haslemere town centre. It is also a marked improvement from the time of our last survey when relatively few comparison retailers were seeking space within the town.
- 5.61 Weyhill has very few multiples in comparison to Haslemere. The Co-op foodstore is located within the town centre boundary and the Tesco store is slightly beyond it, though good linkages exist between this store and the main town centre axis. Aside from the foodstores there is a Co-op Funeral Care and the Santander bank, although the Barclays bank has closed. The rest of the centre is made up of independents.

Proportion of Vacant Street Level Property

- 5.62 During our street survey in November 2012, just three vacant units were observed in Haslemere which is extremely low, representing just 3% of the total number of units – less than one quarter of half the national average. This is a strong indicator of retail health. The location of all these vacant properties is shown at **Plan 4**.
- 5.63 Vacancy is also rare in Weyhill, where only two vacant units were observed. The locations of these are also shown at **Plan 4**.

Accessibility

- 5.64 Haslemere is highly accessible by car and has ample car parking. There are over 400 car parking spaces in the town, mostly at the rear of Waitrose. Weyhill benefits from medium sized car parks adjacent to the Co-op and Tesco

foodstores. Both Haslemere and Weyhill benefit from a mainline railway station positioned between the two parts of the centre.

Customer and Residents Views and Behaviour

- 5.65 The survey of businesses for Haslemere/Weyhill shows that the range of shops is considered to be generally good, with the number of independents particularly so. The quality of the shops is considered to be fairly good or better and prices are seen as average compared to other centres. In reality, the evidence above indicates that the retail mix within Haslemere has improved greatly since the survey was undertaken.
- 5.66 In other respects, access by car is seen as fairly good, as is access by public transport and pedestrian accessibility. The centres are certainly seen as attractive, with half of respondents considering the town's appearance to be very good, and most considered it to be clean.

Perception of Safety and Occurrence of Crime

- 5.67 As with the other towns, it is worth noting the crime statistics at Table 7 showing the occurrence of crime in Waverley is considerably lower than for Surrey, the South East and nationally. Haslemere shows no signs of being an exception to this. Furthermore, the survey of businesses showed no general perception of a crime problem, or safety issues.

Environmental Quality

- 5.68 Following our recent visit to the centre, we consider the quality of the physical environment to be extremely high. There are no pockets of dereliction and many of the buildings are of high quality, hence their protection within a conservation area. In December 2007, high volumes of traffic were witnessed, although this was not the case on our most recent survey date. Furthermore, recent investment in the Waitrose and WHSmith at West Street has done much to improve this area of the centre.
- 5.69 Weyhill is an area of considerable quality, thanks to well-maintained areas of greenery around St Christopher's Green and Lion Green. The Tesco store has not harmed the centre in terms of environmental quality, as there has clearly been investment in the pedestrian linkages and the traffic accesses the store without passing through the town centre.

(4) Cranleigh

Diversity of uses

5.70 Based on the Goad centre report and our own street surveys there are currently 91 units trading in Cranleigh village centre, as shown at Table 8 below. There are 10 convenience units in the centre equating to 11% of the total which is above the national average. The proportion of convenience floorspace is even higher, thanks mostly to the presence of Sainsbury's, Marks & Spencer Simply Food and Co-op. Conversely, Cranleigh's comparison goods provision is below the national average in terms of units, and likewise the village has a below average proportion of comparison floorspace. Service provision is much higher than the national average in terms of the number of units but has below average service floorspace.

Table 12: Diversity of Uses in Cranleigh Village Centre – November 2012

Category	Number of Units	%	National Average (%)	Floorspace (sq ft)	%	National Average (%)
Convenience	10	11%	9%	57,900	29%	17%
Comparison	32	35%	41%	78,900	40%	46%
Service	46	51%	36%	46,700	23%	24%
Vacant	3	3%	14%	9,500	5%	12%
Total	91	-	-	199,400	-	-

Source: Goad Centre Reports November 2011 (**Appendix C**) and Chase & Partners Street Surveys

Table 13: Diversity of Uses in Cranleigh Village Centre – December 2007

Category	Number of Units	%	National Average (%)	Floorspace (sq ft)	%	National Average (%)
Convenience	12	13%	9%	63,300	34%	17%
Comparison	40	44%	46%	71,700	38%	52%
Service	35	38%	33%	43,900	12%	22%
Vacant	3	3%	11%	3,400	2%	9%
Total	91	-	-	188,700	-	-

Source: Goad Centre Reports and Chase & Partners Street Surveys

- 5.71 It should be noted that since our survey in December 2007, there has been a noticeable shift in Cranleigh village, from comparison goods retailing towards services.
- 5.72 In terms of charity shops, there are 5 currently present in Cranleigh equating to 5.49% of the total store – much higher than the national average of 3.86%. As with Godalming, this is to be expected for a village of Cranleigh's size and we do not consider there to be an over proliferation.
- 5.73 In terms of leisure, Cranleigh village centre is considered to be well represented with Cranleigh Leisure Centre and Library both located there. Just to the east of the centre is Cranleigh Arts Centre, a multifunctional events space that acts as theatre, cinema, music venue, exhibition space, amongst other things. In terms of sporting facilities, Cranleigh Bowls Club is located just to the north of the centre off Parsonage Road and there is a cricket ground to the west of the centre opposite The Cranleigh Hotel.

Retail Floorspace in Edge and Out of Centre Locations in Cranleigh

- 5.74 Cranleigh does not have significant edge- or out-of-centre retailing and therefore does not suffer from non-town centre competition in this way.

Potential for Growth

- 5.75 Cranleigh village has already benefited from retail development at Stocklund Square and the Co-op Supermarket at Village Way. Given that the centre is bordered by residential areas, Areas of Strategic Visual Importance and well-established uses such as the St Nicolas Primary School, any physical potential for growth would come through the redevelopment and intensification of these existing retail areas, which lie outside the conservation area.

Retailer Representation and Demand

- 5.76 Cranleigh's multiple retailer offer is limited in terms of comparison goods and the centre is strongest in the service and convenience sectors (**Appendix D**). Foodstore provision is exceptional for a centre of Cranleigh's size with Sainsbury's, Marks & Spencer Simply Food and Co-op all represented. This gives Cranleigh foodstore provision across the price and quality range. The centre is also supported by numerous A2 operators such as Barclays, HSBC, Lloyds TSB,

Nationwide and NatWest. **Plan 5** shows the location of Cranleigh's multiple retailers.

- 5.77 Demand from major retailers for floorspace is also an important indicator of vitality and viability. **Appendix E** shows the current published requirements for Cranleigh. This list is sizable for a village of Cranleigh's size and limited role suggesting that the centre is viewed as a viable retailing destination. Notable requirements include Caffè Nero, Original Factory Shop, Barratts and Lloyds Pharmacy. Unfortunately, there is no historical data on requirements for Cranleigh so the existing levels cannot be assessed against those in the past.

Proportion of Vacant Street Level Property

- 5.78 There were only 3 vacancies in Cranleigh at the time of the Chase & Partners' survey (**Plan 5**), representing only 3% of the total stock and only 2% of the overall amount of floorspace. This low vacancy rate is a strong indicator of retail health, as was the case in December 2007.

Accessibility

- 5.79 Cranleigh village is highly accessible by car and has an abundance of car parking with some 540 spaces, mostly adjacent to Stocklund Square and the leisure centre. For a centre of Cranleigh's size, this is excellent provision.

Customer and Residents Views and Behaviour

- 5.80 The survey of businesses in Cranleigh shows a favourable attitude toward the village (**Appendix F**). The number of multiples is considered to be fairly good by most, and the range of shops average to fairly good. The quality of the retail offer is seen as fairly good by almost all, as are prices compared to other centres. Access by car and by public transport is considered to be good, as is car parking and pedestrian accessibility. There is a favourable view of the village's appearance and character and its cleanliness.
- 5.81 It should again be noted that the survey was conducted in 2008 so the validity of the results today is questionable. However, the survey does give a steer as to the mood of local businesses towards the town.

Perception of Safety and Occurrence of Crime

- 5.82 As with the other towns, it is worth noting the crime statistics at Table 7 above showing that the occurrence of crime in Waverley is considerably lower than for Surrey, the South East and nationally. Cranleigh is unlikely to be any different to the rest of the Borough. The survey of businesses revealed mixed results for perception of crime, though most consider it to be no worse than average.

Overall Conclusions on Health and Vitality of Waverley Borough Centres

- 5.83 Following our surveys and examination of other data, we consider all of the four centres to be healthy, vital and viable, though variations do exist in terms of their level of health. There are also significant variations in their ability to grow and expand in the future. The centres are similar in that they all predominantly serve their catchment's convenience and service needs with limited comparison goods offers.
- 5.84 Clearly, Waverley is an affluent area and demand for further space exists to varying degrees for all four centres. The scope for growth is limited above all by the physical constraints on the centres and the need to comply with the requirements of the various conservation areas which almost blanket the four centres.

Farnham

- 5.85 Farnham has excellent convenience goods provision thanks to the Sainsbury's and Waitrose foodstores. Moreover, these foodstores are well related to the town centre and therefore support its vitality by creating general shopper presence from which other retailers can benefit. The town also benefits from a classic "dumbbell" layout with the foodstore anchors at either end supporting the comparison offer in between. This comparison goods offer is the most extensive in Waverley although it is still rather limited for a centre of this size. However, this could be addressed, to a certain extent, by the proposed scheme at East Street.
- 5.86 As stated above, the Lion & Lamb Shopping Centre is a scheme which is particularly well regarded within the industry and contributes significantly to the environmental quality of the centre. It appears to be trading reasonably well and contains a good mix of multiple and independent operators, although there are presently three vacancies. It should be noted that one unit in Lion and Lamb Yard marked as vacant is currently under offer to India Jane and is currently occupied by a temporary letting although it is marked as vacant.
- 5.87 Nearby areas around West Street and The Borough benefit from high footfall and most of Farnham's major comparison retailers such as Argos, Boots, Clarks, Carphone Warehouse and the Elphicks department store are clustered in this area. Beyond this, toward East Street, the environmental quality and the quality

of retailer decreases, but this would improve upon completion of the East Street scheme.

- 5.88 On almost every indicator of retail health, Farnham scores well. Vacancy rates are comparatively low, there is good multiple retailer representation and demand. Prime zone A rents have returned to pre-recession 2007/08 levels much faster and now higher than some neighbouring and competing centres. Whether Farnham's vitality and viability improves in the future is very much connected to the success of the East Street scheme. The East Street end of the centre is clearly the weaker end and is in need of strengthening, despite the existing Sainsbury's store. Further retail development at this location has the potential to lift the vitality of the eastern end of the centre to the level of the western end and to retain a greater share of expenditure within the town.
- 5.89 Overall, we consider Farnham to be vital and viable, and will only improve with the development at East Street.

Godalming

- 5.90 Godalming continues to be a successful town centre which benefits from a very high quality environment and quality retailers. The town centre Waitrose store could relate better to the High Street but it nevertheless supports the vitality of the town. The core retailing area is characterised by retailers such as Waterstones, Boots, Superdrug, Clinton Cards, WHSmith and a full complement of banks and building societies. The level of retail vacancy within Godalming is extremely low at just 7%, half the national average. This is a key indicator of health and vitality.
- 5.91 Godalming's convenience goods and service offer is excellent and in this respect it comprehensively fulfils its role of meeting local needs. The town's comparison goods offer is more limited and in this respect other nearby centres and retail parks absorb Godalming's comparison goods expenditure. While we feel that an expanded comparison goods offer would certainly benefit Godalming's vitality and viability, the town is certainly vital and viable without this.
- 5.92 In any case, Godalming lacks significant sites which could accommodate further retail development. This is partly due to planning restrictions, such as the green belt, the conservation area and the adjacent Area of Outstanding Natural Beauty, and partly due to the compact nature of the centre. There are sites within and

adjacent to the town centre boundary which could be brought forward for retail use, such as the car park to the rear of Crown Court and the employment land beyond Woolsack Way, but the viability of these is questionable.

- 5.93 Godalming is clearly a successful, vital and viable centre. The task in terms of planning policy is to maintain and enhance this further moving forward.

Haslemere/Weyhill

- 5.94 Haslemere/Weyhill, provides well for its catchment's convenience and service needs and although the household survey results confirm comparison expenditure is attracted to nearby higher-order towns, there is a notable collection of comparison retailers located within the centre. We therefore consider the retail offer in Haslemere is sufficiently strong to make the town both vital and viable. The town benefits from the presence of notable multiple retailers such as Waitrose, NatWest, HSBC, Lloyds TSB, Barclays, Costa Coffee, Lloyds Pharmacy, Crew Clothing and Fat Face. In addition, several other multiple retailers have current requirements for space within the centre and the vacancy rate there remains extremely low – both key indicators of the health and vitality of the centre.
- 5.95 Weyhill clearly has the stronger part of the convenience goods provision as it is in this part of the town that Tesco and Co-op are located, but Haslemere is stronger for services. A "double centre" such as this is unusual, we would again suggest that it requires careful monitoring of the relative strengths of each part of the town in order to ensure that one part does not impact upon the vitality and viability of the other – both have equal status in policy terms.
- 5.96 With the introduction of Waitrose and WHSmith at West Street, there is no longer significant potential for growth in Haslemere as the site between West Street and Lower Street is restricted. As such, it may be more realistic to promote the redevelopment of existing retail facilities rather than seek a bespoke new development within the centre.
- 5.97 Overall, we consider Haslemere/Weyhill to be a vital and viable town centre. The mix of existing retail uses, low vacancy rate, level of retailer demand and high quality of the environs all point to a vital and viable centre.

Cranleigh

- 5.98 Cranleigh village has exceptional convenience and service provision for a centre of its size. The Sainsbury's, Marks & Spencer Simply Food and Co-op stores are major drivers of footfall in the village and are vital to its vitality and viability. The village's environmental quality is extremely good and the shopping area is notable for being attractive and pedestrian-friendly. There are few comparison goods operators but as with Godalming and Haslemere, it is important to note that the centre's role is to provide for its catchment's convenience and service needs.
- 5.99 The centre exists on a single axis along High Street and in our view has already stretched as far as it can reasonably go. There is one potential development site at Village Way, though given the lack of demand from major comparison operators, any scheme would need to be anchored by a foodstore in order to be viable. Given that there are already three food operators in the town it is questionable whether a fourth would locate in Cranleigh and even if there were interest – or one of the existing stores were to relocate – there could potentially be considerable cost involved in providing replacement leisure, health care (Cranleigh Health Centre has been rebuilt and reopened in November 2012) and library facilities which already exist on this site. These make the viability of any scheme on this site extremely questionable, but in terms of physical capacity this remains the only potential site for growth of the retailing area.
- 5.100 Overall, we consider Cranleigh to be vital and viable.

6. Quantitative Need Assessment

- 6.1 In accordance with well-established practice and prevailing government advice contained in the NPPF, Chase & Partners have undertaken a 'goods based' assessment of future floorspace need in Waverley. The detailed tabulations are set out in **Appendix G & H** – the first dealing with convenience goods and the latter dealing with comparison goods. The methodology and its main outputs are summarised below.

Population Growth

- 6.2 Up-to-date population and expenditure information for the study area covering the whole of Waverley Borough was obtained from Experian – a copy of this data can be found at **Appendix I**. The population data in this report is based on the 2001 Census and the expenditure data is expressed in 2011 prices.
- 6.3 The population of the study area as a whole is due to increase as follows:-

Table 14: Study area population growth 2001-2033

Year	Population
2001	627,934
2011	667,473
2013	676,094
2018	697,558
2023	718,750
2028	738,421
2033	759,749

Convenience Goods Expenditure

- 6.4 By utilising these population projections, together with Experian's forecasts for future changes in per capita expenditure, we have then derived estimates for available expenditure for both convenience and comparison goods over five-year periods to 2033, from the design year of 2013. Tables 2-7 of **Appendix G** set out the relevant population and expenditure data for convenience goods in Waverley for 2011, 2013, 2018, 2023, 2028 (the end of the Core Strategy plan period) and 2033.

6.5 Total convenience goods expenditure per capita in Waverley in 2012 was £2,012 and is set to remain at that level until 2013. By employing future growth rates in per capita convenience expenditure we then estimate total available expenditure on convenience goods for the period to 2033. In accordance with Experian advice⁹, an allowance is then made for the percentage of expenditure that does not take place in shops (a.k.a. "special forms of trading" i.e. mail order, vending machines and online sales). As such, future growth rates in per capita convenience expenditure are revised down to take account of growth in special forms of trading¹⁰ – see Table 10.

6.6 It should be noted that the longer the term utilised for projecting forward growth in expenditure per capita, the less reliable are the conclusions, as recognised by Experian. For this reason, greater reliance can be given to the forecasts in expenditure growth in the short/medium term (i.e. the period 2013 to 2023). Estimates beyond this period should be treated with a certain degree of caution and ideally revisited over the next five years as part of any Local Plan review.

Table 15: Convenience Expenditure

Year	Population	Expenditure per capita (excl SFT) (£)	Total Convenience Expenditure	Change
2011	667,473	£2,012.47	1,343m	-
2013	676,094	£2,004.43	1,355m	0.89%
2018	697,558	£2,030.58	1,416m	4.52%
2023	718,750	£2,104.74	1,513m	6.80%
2028	738,421	£2,183.78	1,613m	6.59%
2033	759,749	£2,261.29	1,718m	6.54%

6.7 Convenience expenditure in the study area as whole is expected to grow by £61m in the period 2013 - 2018 and by a further £97m in period between 2018 and 2023. Not all of this can be considered 'available' to support new floorspace, indeed it is theoretically available to support both existing and new floorspace

⁹ Experian Retail Planner Briefing Note 10.1

¹⁰ Experian Retail Planner Briefing Note 10.1 - namely -0.1% in 2012, -0.3% in 2013, -0.2% in 2014, 0.1% in 2015, 0.4% in 2016, 0.5% between 2017-18, 0.6% in 2019, 0.7% between 2020-21, 0.8% between 2022-25 and 0.7% between 2026-29. Chase & Partners have extrapolated the 0.7% growth rate from between 2026-2029, moving forward up until 2033.

throughout the area, including Borough and local centres.

- 6.8 By combining this expenditure data with the intelligence gathered on existing shopping behaviour from the household survey, we are able to model existing trading patterns for convenience shopping within Waverley and project how this might change in future.
- 6.9 In undertaking this exercise, and in keeping with well-established practice, we have assumed that main food shopping accounts for 70% of the total convenience goods expenditure available within each of the survey zones. This expenditure has then been apportioned in accordance with the survey results to give turnover estimates for identified stores – see Tables 8a and 8b in **Appendix G**. This exercise is then repeated for top-up shopping expenditure, which we assume will account for 30% of total convenience goods expenditure – see Table 9a and 9b in **Appendix G**. We then combine the main food and top up shopping expenditure totals to give an overall estimate of turnover (for convenience goods only), for all the identified stores within the study area and on its periphery¹¹ - See Table 10 in **Appendix G**.
- 6.10 Having estimated total turnovers for individual stores derived from the study area, it is then possible to derive a market share currently being achieved by each of the main stores and the town centres within each postcode and in the Waverley Study area as a whole – see Table 11 in **Appendix G**.
- 6.11 Overall, it can be seen that retention of convenience goods expenditure in the Borough is extremely good. Farnham retains 41% of zone 1 expenditure and captures 20% of that from zone 6. It also attracts a small percentage of shoppers from zone 5 (5%). This is significant as the population of zone 5 is high, due to the presence of Aldershot, Fleet and Farnborough, and consequently there is a very large pool of expenditure. 5% of this represents approximately £18m to the Farnham foodstores.
- 6.12 Godalming retains a lower percentage of spend from its zone, but it should be noted that the figures shown for Godalming at Table 11 in **Appendix G** relate to the town centre only and do not include Sainsbury's at Woolsack Way, which is in

¹¹ It should be noted that the 'Total' figure in Tables 8-10 represent only the convenience turnover derived from within the Study Area. It should not be taken as an estimate of the total convenience turnover of the particular store as no allowance is made for additional trade that may be derived from areas beyond the study area.

an edge-of-centre location. The town centre proper retains some 30% of zone 2 convenience goods expenditure, but the Sainsbury's store is well related to the town centre and can be expected to support it. This figure is therefore somewhat misleading and the town is performing better than it might suggest. Godalming also attracts shoppers from zones 6, 7 and 8.

- 6.13 Haslemere/Weyhill retains some 70% of convenience expenditure in zone 3, mostly through the Tesco store at Lion Green. This is exceptional for a town of Haslemere/Weyhill's size and can be attributed to the town's relative isolation as well as the quality of provision.
- 6.14 Cranleigh retains an even more impressive 75% of zone 4 expenditure, no doubt attracted by the presence of three large foodstores in the village. These stores also attract a significant amount of trade from zone 8, despite residents in this zone having other options in Guildford, Dorking, Godalming and Horsham.
- 6.15 The household survey indicates that the principal food stores in Waverley, including those in out of centre locations, currently account for about 21% of all convenience expenditure within the study area. If one were to assume that this market share were to remain constant, then the additional expenditure that is likely to be available across the study area as a whole in the period between 2013 and 2018 amounts to £13.0m – see Table 12 in **Appendix G**.
- 6.16 In terms of the additional floorspace this might support, it should be noted that turnover: floorspace ratios for supermarket and superstore retailers vary tremendously - from less than £4000: sq metre for some independent foodstore operators and local Co-Operative groups to over £13,000 for Tesco, the market leader. Based on a 'middle-range' figure of £9,500: sq metre this level of growth would support around 1,370 sq metres of net convenience floorspace across the Borough as a whole - without making any allowance for any capacity for existing stores/floorspace to improve efficiencies.
- 6.17 If one were to combine this available expenditure with the same market share for the further expenditure growth anticipated in the period between 2018 and 2023, there could be an additional £23.0m of convenience expenditure available across the Borough as a whole. Based, again, on the turnover: sq metre ratio of a 'middle ranking' operator, this would provide a theoretical basis for the provision of an additional 2,150 sq metres of convenience floorspace in the period between 2018-23 – see Table 12 in **Appendix G**. Continuing the same exercise forward,

in the period between 2023 and 2028, there could be an additional £21.2m of convenience expenditure across the Borough as a whole providing for an additional 2,230 sq metres of convenience floorspace. Furthermore, in the period 2028 to 2033, there could be an additional £22.4m of convenience expenditure across the Borough as a whole providing for an additional 2,360 sq metres of convenience floorspace. Taking this forward to the end of the plan period in 2033, the total expenditure available to support new floorspace is estimated to be £79.6m, which would give rise to a potential floorspace requirement of 8,376 sq m (net). However, as stated above, the estimates of expenditure per capita upon which these calculations are based should be treated with a degree of caution beyond the short to medium term.

- 6.18 It should be recognised that this 'need' relates to the study area as a whole. Given the localised nature of convenience retailing, a more meaningful indicator of potential future need can be found in the disaggregated figures for each of the Borough's main town and village centres shown in Table 12. This shows that whilst there may be potential need for further convenience floorspace in all the centres during the course of the study period, this is not of a scale to justify a new store. It may, however, provide some basis for the possible improvement or extension of one or more existing foodstore in the towns during the plan period.
- 6.19 In addition to this, looking at the estimated turnover of the major foodstores in Waverley, it appears that many may already be overtrading. The Sainsbury's store at Woolsack Way in Godalming, for example, has an estimated turnover of £58.1m on a sales area of 2,867 sq m. This suggests that the store is achieving over £20,000 per square metre, almost double the company average. Taking this into consideration, the estimates of future floorspace requirements shown at Table 12 in **Appendix G** may be somewhat conservative. Further floorspace may be needed in order to bring turnover: floorspace ratios back to average levels.
- 6.20 The combination of growth in expenditure and the overtrading of existing stores suggests that there could be reasonable need for further convenience goods floorspace in Waverley Borough. Prevailing planning policy dictates that this should be provided in the town/village centres.

Comparison Goods Expenditure

- 6.21 We have used the same methodology to estimate per capita expenditure available on comparison goods – again taking into account special forms of trade. By

employing projected future growth rates in per capita expenditure on comparison goods¹² we are able to estimate total available expenditure for the period to 2033 – see Table 16. It should be reiterated there are inherent risks in projecting forward growth in per capita expenditure. Again, whilst one can place reliance on the forecasts in expenditure growth in the short to medium term (i.e. the period 2013 to 2023), estimates beyond this period should be treated with a certain degree of caution and ideally revisited over the next five years as part of any Local Plan review.

Table 16: Comparison Expenditure

Year	Population	Expenditure per capita (£)	Total Comparison Expenditure	Growth
2011	667,473	3,273	2,145m	-
2013	676,094	3,382	2,242m	57.1
2018	697,558	3,890	2,556m	314.4
2023	718,750	4,488	2,974m	417.9
2028	738,421	5,177	3,528m	554.3
2033	759,749	5,973	4,188m	659.7

6.22 Growth in expenditure on comparison goods across the study area in the period between 2011 to 2018 is reasonable, although much less than that predicted within the original Town Centres Study 2008. Furthermore, not all of this expenditure would be available to support both existing and any proposed new floorspace in the Borough. In order to gain an insight into the level of expenditure growth that would reasonably be available to support existing and any future floorspace, we need to, in the first instance, provide an estimate of turnover currently being achieved by the centres and other facilities in Waverley and assess the market share that each centre currently achieves.

6.23 Chase & Partners therefore again modelled the results of the household survey in order to identify flows of expenditure into Waverley's various centres for eight product categories, from each of the 11 study area zones. The details of this

¹² Experian Retail Planner Briefing Note 10.1 – Comparison expenditure per capita anticipated to grow 0.04% in 2012, 0.9% in 2013, 1.6% in 2014, 2.2% between 2015-16, 2.0% in 2017, 2.1% in 2018, 2.2% in 2019, 2.3% in 2020, 2.4% in 2021, 2.6% in 2022, 2.8% in 2023, 2.9% in 2024, 3.0% in

exercise are contained in Tables 8-15 in **Appendix H**.

- 6.24 Table 16 in **Appendix H** aggregates this data to show that, in 2011, of the total comparison expenditure available in the Study Area of £2,185m, around £225 million was retained by stores in the Borough, £209m of which was being spent in the Borough's four main centres. As such, the 'retention rate' of all comparison goods expenditure within the four main town centres, throughout the Study Area, amounts to just less than 10%.
- 6.25 Whilst it can be seen from Table 17 in **Appendix H** that the market shares being achieved by some centres in their immediate catchment is considerably higher than this average (for example Farnham attracts close to 45% of comparison expenditure in zone 1 and 18% in zone 6) the overall level of comparison expenditure retention across the Borough as a whole is relatively low. This reflects the considerable influence exerted by centres such as Guildford and Farnborough which currently attract 28.6% and 11.0% respectively of all comparison goods spending in the Study Area. As with convenience goods, however, it is more helpful to examine the turnover and floorspace requirements of the individual centres.

Farnham

- 6.26 Of the four Waverley Borough centres, Farnham has the largest comparison goods offer. It retains some 45.0% of comparison goods expenditure from zone 1 and attracts a further 17.6% of zone 6 expenditure, along with smaller shares of zones 10 and 11 (5.8% and 5.9% respectively). The town therefore has a larger catchment than any of the other centres, and it retains more of that catchment's expenditure.
- 6.27 Table 24 of **Appendix H** shows that Farnham's total town centre turnover (comparison goods) in 2011 is estimated to be £117.39m. This is expected to rise to £120.21m in 2013, £136.99m in 2018, £159.64m in 2023, £189.40m in 2028 and £224.92m in 2033. Applying this 2011 figure to the known quantum of floorspace allows us to calculate the town's turnover per square metre ratio (£8,572/sq m). For the purposes of this model we have taken annual increases in

2025 and 2.9% between 2026-29. Chase & Partners have extrapolated the 2.9% 2029 growth rate forward up until 2033.

floorspace efficiency from Experian Retail Planner Briefing Note 10.1¹³. On this basis and assuming constant market share, Farnham will require a further 717 sq m of net comparison goods floorspace by 2018, 2,808 sq m by 2023, 6,102 sq m by 2028 and 10,058 sq m by 2033. This, however, may be an underestimate. Farnham's current turnover to floorspace ratio is much higher than the national average and some stores must therefore be overtrading.

- 6.28 It is important to explain that, as with convenience retailers, sales densities for comparison goods retailers vary greatly and even fluctuate throughout the year. Retailers aim to maximise their sales and as such sales density, which in turn makes the most efficient use of available floorspace. Regardless of this, there are limitations to the amount of good that can be physically sold from a unit given the turnover of goods, servicing, etc, whilst maintaining the 'in store' experience with well stocked shelves and sufficient space to allow sufficient circulation space for shoppers. As such, there is an optimum sales density at which all retailers will seek to trade, any trade above this level is considered to be 'overtrading'. Whilst overtrading does not prevent shoppers from visiting a store, it can deter some who may change their shopping habits by visiting a different retailer or worse still, visiting a different town centre or retail facility altogether. It is therefore in the best interests of both retailers, and indeed town centres, to avoid 'overtrading' for an extended period of time, where possible.
- 6.29 As outlined within Chapter 5 above, during our visit to Farnham as part of the vitality and viability health check for the centre, several traits were witnessed that are associated with centres that have high sales densities. Many of the centres stores were extremely busy and queues were not uncommon. Furthermore, the sheer volume of footfall throughout the centre but particularly within the primary shopping area was substantial for a town of Farnham's size.
- 6.30 Experian calculate the average annual comparison good sales density within the United Kingdom to be £419.2 £/sq ft (£4,512.2 £/sq m) in 2012, based upon a total floorspace of 478m sq ft of floorspace and a total expenditure of £204bn. Any trade above this level could be considered to be overtrading. The above estimated need for further floorspace in Farnham does not take into account the overtrading and a higher figure would be needed in order to meet growth in expenditure and bring floorspace efficiencies back towards average levels.

¹³ Experian Retail Planner Briefing Note 10.1 – namely 1.5% in 2012, 1.2% in 2013, 2.1% between

- 6.31 As stated previously, in 2012 the UK average comparison floorspace efficiency was £4,512/sq m¹⁴. An average of £6,500/sq m for the town would still represent good performance for Farnham and in order to achieve this, further floorspace in the order of 4,360 sq m would be required, over and above that required to meet predicted expenditure growth.
- 6.32 This requirement for further floorspace may be met by the proposed scheme at East Street, current plans for which include 9,814 sq m of floorspace, though this includes some A2, A3 and A4 units. The current level of overtrading in Farnham suggests, however, that a substantial retail development was actually needed some time ago. However, the proposed scheme would meet the existing demand for more floorspace and that up to 2026-27, so will provide a long term solution to the current deficiency.
- 6.33 Furthermore, it is important to note that these figures are not ceilings or targets. They are estimates based upon various assumptions which aim to provide a guideline as to the amount of further floorspace required in a certain period to maintain Farnham's market share. In this regard, it should also be noted that in retail terms, standing still is akin to decline. As other centres improve their retail offer, so should Farnham in order to avoid losing trade.

Farnham: Conclusions

- 6.34 In our view, Farnham is currently performing extremely well. The town retains 45% of overall comparison goods expenditure from its zone and captures further trade from other zones. In some categories of goods (notably clothing, footwear and audio-visual), this includes a percentage of trade from Zone 5, which reinforces the picture with regard to convenience goods that Farnham attracts shoppers from the Farnborough/Aldershot area, despite the quantum of retailing available in these larger towns. This can be attributed to the quality of the shopping environment.
- 6.35 Farnham retains some 30% of local expenditure on clothing and footwear – a key driver of successful town centres – and given the proximity of Guildford with its strong offer in this sector, this represents good performance. The modelling exercise suggests that the town is currently overtrading and an expansion in its

14 2014-19 and 1.8% between 2020-29. Chase & Partners have extrapolated the 1.8% growth rate from between 2020-2029, moving forward up until 2033.
Experian Retail Planner Briefing Note 10.1

retail offer is overdue. The East Street scheme will address this overtrading and satisfy the forecast growth in expenditure, providing a medium to long term solution to the existing deficiency. The East Street scheme must therefore be seen as a timely solution to an existing deficiency that will satisfy Farnham's needs for not only the short term but the majority of the plan period.

Godalming, Haslemere/Weyhill and Cranleigh

- 6.36 In contrast to Farnham, the other three centres retain much less of their local pool of expenditure. Godalming retains 21% of all comparison goods expenditure in zone 2, Haslemere/Weyhill retains 22% of that in zone 3 and Cranleigh retains 18% of zone 4 expenditure. Furthermore, none of these centres captures much expenditure from other zones. Nevertheless, retention in some sectors is higher than in others.
- 6.37 None of the centres have a significant clothing and footwear offer and in this respect they exist very much in the shadow of Guildford. These centres do however capture spend on DIY goods, books, jewellery, watches and luxury goods as Tables 8-15 in **Appendix H** demonstrates. Table 24 in **Appendix H** shows our estimates of the three centres' floorspace requirements to 2013, 2018, 2023, 2028 and 2033, using the same methodology as that used for Farnham above. Each centre shows a need for further floorspace: 3,616 sq m for Godalming, 2,195 sq m for Haslemere/Weyhill and 2,238 sq m for Cranleigh (all 2011 to 2033).
- 6.38 There is therefore an identified need for further floorspace in each of the three centres in the longer term, however, we are not aware of any schemes coming forward which might address this.

Summary of Future Floorspace Requirements

- 6.39 Potential floorspace requirements for both convenience and comparison goods floorspace for each centre in Waverley are summarised in Table 17a and 17b below.
- 6.37 In order to translate the net floorspace figures into a gross external floorspace requirement one has to employ some form of net:gross ratio. A figure of 60% for convenience floorspace and 70% for comparison floorspace has been assumed in this instance. It should be stressed, however, that using generic net:gross

'conversion rates' in this way needs to be treated with a good degree of caution as there can be considerable variation in the detailed design of specific development proposals.

- 6.38 As stated above, however, the guidelines relating to Farnham may need to be amended to account for the degree of overtrading. We estimate this presently stands at circa 4,360 sq m net, 6,230 sq m gross. Table 17c below, takes account for overtrading in Farnham, showing the cumulative comparative floorspace requirement within the centre between 2011 and 2033.

Table 17a: Summary of Potential Floorspace Requirements for Waverley Town Centres 2011-2033: Convenience Goods

	Floorspace Requirement 2011-2013 (sq m)		Floorspace Requirement 2013-2018 (sq m)		Floorspace Requirement 2018-2023 (sq m)		Floorspace Requirement 2023-2028 (sq m)		Floorspace Requirement 2028-2033 (sq m)	
	Gross	Net	Gross	Net	Gross	Net	Gross	Net	Gross	Net
Farnham	112	67	575	345	905	543	937	562	990	594
Godalming	70	42	358	215	563	338	585	351	618	371
Haslemere /Weyhill	70	42	358	215	563	338	583	350	617	370
Cranleigh	52	31	263	158	415	249	430	258	453	272

Source: Table 12 in **Appendix G**

Table 17b: Summary of Potential Floorspace Requirements for Waverley Town Centres 2011-2033: Comparison Goods

	Floorspace Requirement 2011-2013 (sq m)		Floorspace Requirement 2013-2018 (sq m)		Floorspace Requirement 2018-2023 (sq m)		Floorspace Requirement 2023-2028 (sq m)		Floorspace Requirement 2028-2033 (sq m)	
	Gross	Net	Gross	Net	Gross	Net	Gross	Net	Gross	Net
Farnham	N/A	-83	1,143	800	2,987	2091	4,706	3,294	5,650	3,955
Godalming	N/A	-6	480	336	1,050	735	1,647	1,153	1,997	1,398
Haslemere /Weyhill	N/A	-17	273	191	636	445	1,033	723	1,219	853
Cranleigh	N/A	-25	219	153	651	456	1,099	769	1,264	885

Source: Table 24 in **Appendix H**

Table 17c: Summary of Potential Floorspace Requirements for Farnham Including Overtrading 2011-2033: Comparison Goods

	Floorspace Requirement 2011-2013 (sq m)		Floorspace Requirement 2011-2018 (sq m)		Floorspace Requirement 2011-2023 (sq m)	
	Gross	Net	Gross	Net	Gross	Net
Farnham	6,110	4,227	7,181	5,270	10,516	7,361
	Floorspace Requirement 2011-2028 (sq m)		Floorspace Requirement 2011-2033 (sq m)			
	Gross	Net	Gross	Net		
Farnham	15,221	10,655	20,871	14,610		

Source: Table 24 in **Appendix H**

General conclusions

- 6.39 In general terms, all four centres lie in the shadow of Guildford to varying degrees. Farnham is a successful comparison goods shopping destination in its own right, with a scheme coming forward which is essential to maintain and possibly enhance this. The town attracts a degree of convenience goods and comparison goods expenditure from the Farnborough/Aldershot area and this may be due in no small part to the relative quality of the shopping environments.
- 6.40 Godalming, Haslemere/Weyhill and Cranleigh are all convenience goods-driven centres and the household survey results show that their retention of local convenience goods expenditure is extremely high. In this regard, they are successful centres. Their retention of expenditure in most comparison goods categories is low, especially for clothing and footwear, but given the proximity of Guildford, we do not consider it realistic to expect clawback in this area.

7. Potential Policy Options

- 7.1 In accordance with the requirements of the NPPF to define a network and hierarchy of centres that is resilient to anticipated future economic changes we would reiterate our recommendation within the original Waverley retail and Town Centres Study that the hierarchy of retail locations should comprise the following:
1. Principal retailing centre: Farnham;
 2. Secondary retailing centres: Godalming, Haslemere/Weyhill, Cranleigh;
 3. Villages and local parades.
- 7.2 This updated Study has demonstrated that the economic downturn has affected the potential need for additional floorspace in the Borough during the period of the local development plan since our original Study was undertaken in 2008.
- 7.3 However, it remains clear that, in the case of Farnham, there remains an immediate need to make further provision to both address the overtrading apparent in existing comparison floorspace in the town and also provide for potential future additional floorspace need during the plan period. We have identified a potential need for a further 1,517 sq m (16,329 sq ft) of convenience goods floorspace (net) and 10,655 sq m (114,689 sq ft) of comparison goods floorspace (net) within Farnham during the plan period (i.e. to 2028). It is envisaged that the Brightwells East Street Scheme has the potential deliver 9,814 sq m (105,640 sq ft) of floorspace and potentially fulfil the town's immediate retail development needs.
- 7.4 The level of potential convenience goods need in all the Borough's town centres is negligible and could be provided through the adaptation and/or extension of existing town centre floorspace. It is certainly not of the order in any centre to justify the identification of either specific sites and/or allocation of potential sites capable of providing significant new convenience floorspace in the towns.
- 7.5 Similarly, the potential future comparison floorspace needs of Godalming, Haslemere/Weyhill and Cranleigh are also modest. There is no immediate requirement for the Council to consider identifying and/or allocating new sites to accommodate new floorspace. However, it still remains important that for the Council to encourage and promote retail development in these centres where

opportunities arise, as surrounding centres are continuing to improve their own retail 'offer' and, it is important that Waverley's centres do the same if they are to maintain their existing health and vitality.

Suitability of Existing Policies and Recommended Changes

- 7.6 In our view, draft **Policy CS11** in the draft Core Strategy adopts the appropriate approach to new retail development in the Borough's main centres – reflecting both the provisions of prevailing national planning policy guidance and (with the exception of Farnham) the relatively modest level for potential floorspace need identified in the Borough in the plan period.
- 7.7 Going forward Chase & Partners would recommend that, in light of the advice contained in the NPPF, the emerging Development Management and Site Allocations DPD include policies that clearly define the Primary Shopping Area (PSA) and both primary and secondary frontages in the Borough's four main centres. To this end we have included at **Plan 6** our initial recommendation on both the PSA and these frontages in each of the centres. It should be noted that the plans for Haslemere and Weyhill are shown separately with separate town centre boundaries. However, this is purely for illustrative purposes and it should be noted that no recommendations are proposed to the existing town centre boundary, found within the Local Plan, that envelopes both centres.
- 7.8 In keeping with our previous advice we also recommend that the East Street scheme should be included within the PSA of Farnham to reflect the potential role it can play in the future of the town centre.
- 7.9 Similarly, we would also recommend that as part of the Development Management and Site Allocations DPD consideration is given to appropriate policies to protect retail issues in the key primary shopping frontages – but with a degree of flexibility to allow uses that can make a positive contribution to the continued health and vitality of these centres where appropriate.

Monitoring

- 7.10 Any study of this type can only be a "snap shot" of the retail situation in the Borough's main shopping centres. In order to maintain the integrity of the LDF evidential base, we would recommend that updates of the health checks are undertaken on a regular basis.

- 7.11 Were the Council minded to undertake a further review of the quantitative need for further floorspace then a new household survey would be required – particularly if the CPO for the East Street scheme is approved and the scheme were to proceed.

Appendix A

Household Survey Questionnaire

Appendix B

Household Survey Results

Appendix C

Goad Centre Reports

Appendix D

Multiple Retailer Representation

Appendix E

Retailer Demand

Appendix F

**Business Survey Questionnaire and
Analysis**

Appendix G

**Quantitative Need Assessment –
Convenience Goods**

Appendix H

**Quantitative Need Assessment –
Comparison Goods**

Appendix I

Experian Population and

Expenditure Data

Appendix J

Experian Retail Planner

Briefing Note 10.1

Plan 1

Study Area

Plan 2

Location of Multiple

Retailers and Vacant Street Level

Property: Farnham

Plan 3

Location of Multiple

Retailers and Vacant Street Level

Property: Godalming

Plan 4

Location of Multiple

Retailers and Vacant Street Level

Property: Haslemere

Plan 5

Location of Multiple

Retailers and Vacant Street Level

Property: Cranleigh

Plan 6

Extent of Town Centres and Primary and Secondary Frontages

J8839 Waverley Household Survey – Final – 14/01/2008 SR

Telephone Introduction:

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

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

If not ask for person who is. If not available please thank respondent and close interview.

- ☐ Yes
☐ No

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

S_Address1 S_Address2 S_Address3 S_Address4 S_Address5 S_Postcode

F2 Can I just ask you to confirm your postcode please?

If not on list please thank respondent and close interview.

- ☐ GU1
☐ GU10
☐ GU11
☐ GU12
☐ GU14
☐ GU16
☐ GU2
☐ GU26
☐ GU27
☐ GU28
☐ GU29
☐ GU3
☐ GU30
☐ GU31
☐ GU33
☐ GU34
☐ GU4
☐ GU5
☐ GU51
☐ GU52
☐ GU6
☐ GU7
☐ GU8
☐ GU9
☐ KT24
☐ RG27
☐ RG29
☐ RH12
☐ RH13
☐ RH14

- ☐ RH4
- ☐ RH5
- ☐ Not on list

If = 33, Prompt interviewee with message 'Please thank respondent and close interview'

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

Q1. Where do you do MOST of your household's main food shopping?

DO NOT READ OUT - SINGLE ANSWER ONLY

INTERVIEWERS: IF OTHER, PLEASE SPECIFY STORE AND LOCATION, E.G. Sainsbury's, Draymans Way, Alton

- ☐ Alton town centre
- ☐ Bordon town centre
- ☐ Cranleigh town centre
- ☐ Dorking town centre
- ☐ Farnborough town centre
- ☐ Farnham town centre
- ☐ Fleet town centre
- ☐ Godalming town centre
- ☐ Guildford town centre
- ☐ Haslemere town centre
- ☐ Horsham town centre
- ☐ Midhurst town centre
- ☐ Petersfield town centre
- ☐ Weyhill town centre
- ☐ Asda, Princes Mead Shopping Centre, Westmead, FARNBOROUGH
- ☐ Co-op, 111 Aldershot Road, GUILDFORD
- ☐ Co-op, Lion Green, Shottermill, HASLEMERE
- ☐ Co-op, Village Way, CRANLEIGH
- ☐ Morrisons, 116-122 Fleet Road, FLEET
- ☐ Morrisons, Summit Avenue, Southwood, FARNBOROUGH
- ☐ Sainsbury's, 148-150 High Street, GUILDFORD
- ☐ Sainsbury's, 16 South Street, FARNHAM
- ☐ Sainsbury's, 32-38 High Street, DORKING
- ☐ Sainsbury's, 7 Worthing Road, HORSHAM
- ☐ Sainsbury's, 8 Kingsmead Centre, FARNBOROUGH
- ☐ Sainsbury's, Clay Lane, Burpham, GUILDFORD
- ☐ Sainsbury's, Draymans Way, ALTON
- ☐ Sainsbury's, Water Lane, FARNHAM
- ☐ Sainsbury's, Woolsack Way, GODALMING
- ☐ Somerfield, 11-17 West Street, HASLEMERE
- ☐ Somerfield, 21-25 High Street, PETERSFIELD
- ☐ Somerfield, 77-85 High Street, ALTON
- ☐ Somerfield, 6 Forest Centre, Pinehill Road, BORDON
- ☐ Somerfield, North Street, MIDHURST
- ☐ Somerfield, Stockland Square, High Street, CRANLEIGH
- ☐ Tesco, Ashenden Road, GUILDFORD
- ☐ Tesco, High Street, BORDON
- ☐ Tesco, Lion Green, HASLEMERE
- ☐ Tesco, The Causeway, PETERSFIELD
- ☐ Tesco, Wickhurst Lane, Broadbridge Heath, HORSHAM
- ☐ Waitrose, 11-14 Bridge Street, GODALMING
- ☐ Waitrose, 18 Pirie's Place, HORSHAM
- ☐ Waitrose, 48-52 South Street, DORKING
- ☐ Waitrose, 8 Rams Walk, PETERSFIELD

- ☐ Waitrose, The Hart, FARNHAM
- ☐ Waitrose, Unit A, The Hart Centre, FLEET
- ☐ Internet
- ☐ Don't do main food shopping (DO NOT READ OUT)
- ☐ Other (specify)

If = 48, goto 'Q5'

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

DO NOT READ OUT - SINGLE ANSWER ONLY

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

- ☐ Car/Van (as driver)
- ☐ Car/Van (as passenger)
- ☐ Park and Ride
- ☐ Bus
- ☐ Motorcycle
- ☐ Walk
- ☐ Taxi
- ☐ Train
- ☐ Bicycle
- ☐ Goods delivered
- ☐ Other (specify)

Q3. When you do your household's main food shopping in Q1, do you usually combine it with non-food shopping on the same journey?

DO NOT READ OUT - SINGLE ANSWER ONLY

- ☐ Yes
- ☐ No

If = 2, do not ask 'Q4'

Q4. Where do you do MOST of this non-food shopping?

DO NOT READ OUT - SINGLE ANSWER ONLY

INTERVIEWERS: IF 'OTHER' PLEASE SPECIFY STORE NAME AND LOCATION

- ☐ Alton town centre
- ☐ Bordon town centre
- ☐ Cranleigh town centre
- ☐ Dorking town centre
- ☐ Farnborough town centre
- ☐ Farnham town centre
- ☐ Fleet town centre
- ☐ Godalming town centre
- ☐ Guildford town centre

- ☐ Haslemere town centre
- ☐ Horsham town centre
- ☐ Midhurst town centre
- ☐ Petersfield town centre
- ☐ Weyhill town centre
- ☐ A Share & Sons, Solartron Retail Park, FARNBOROUGH
- ☐ Allied Carpets, Solartron Retail Park, FARNBOROUGH
- ☐ Allied, Ladymead Retail Park, GUILDFORD
- ☐ B&Q, Solartron Road, FARNBOROUGH
- ☐ B&Q, Woodbridge Road, GUILDFORD
- ☐ Carpetright, Broadbridge Retail Park, HORSHAM
- ☐ Carpetright, Farnborough Gate Retail Park, FARNBOROUGH
- ☐ Carpetright, Ladymead Retail Park, GUILDFORD
- ☐ Carpetright, Solartron Retail Park, FARNBOROUGH
- ☐ Comet, Farnborough Gate Retail Park, FARNBOROUGH
- ☐ Comet, Ladymead Retail Park, GUILDFORD
- ☐ Currys, Farnborough Gate Retail Park, FARNBOROUGH
- ☐ Currys, Tan Bridge Retail Park, HORSHAM
- ☐ Currys, Woodbridge Road, GUILDFORD
- ☐ DFS, Solartron Retail Park, FARNBOROUGH
- ☐ Dreams, Foundry Lane, HORSHAM
- ☐ Furniture Village, Ladymead Retail Park, GUILDFORD
- ☐ Halfords, Broadbridge Retail Park, HORSHAM
- ☐ Halfords, Farnborough Gate Retail Park, FARNBOROUGH
- ☐ Halfords, Ladymead Retail Park, GUILDFORD
- ☐ Harveys, Farnborough Gate Retail Park, FARNBOROUGH
- ☐ Homebase, Broadbridge Retail Park, HORSHAM
- ☐ Homebase, Farnham Retail Park, FARNHAM
- ☐ Homebase, Ladymead Retail Park, GUILDFORD
- ☐ Klausner, Solartron Retail Park, FARNBOROUGH
- ☐ Land of Leather, Solartron Retail Park, FARNBOROUGH
- ☐ Magnet, Woodbridge Road, GUILDFORD
- ☐ Maplin, Solartron Retail Park, FARNBOROUGH
- ☐ MFI, Solartron Retail Park, FARNBOROUGH
- ☐ Next, Farnborough Gate Retail Park, FARNBOROUGH
- ☐ Paul Simon, Solartron Retail Park, FARNBOROUGH
- ☐ PC World, Farnborough Gate Retail Park, FARNBOROUGH
- ☐ PC World, Westmead, FARNBOROUGH
- ☐ PC World, Woodbridge Road, GUILDFORD
- ☐ Pets at Home, Farnham Retail Park, FARNHAM
- ☐ Rosebys, Farnborough Gate Retail Park, FARNBOROUGH
- ☐ Sports World, Ladymead Retail Park, GUILDFORD
- ☐ Staples, Tan Bridge Retail Park, HORSHAM
- ☐ TK Maxx, Farnborough Gate Retail Park, FARNBOROUGH
- ☐ Wickes, Invincible Road, FARNBOROUGH
- ☐ Wickes, Vincent Lane, DORKING
- ☐ Internet
- ☐ Other (specify)

Q5. Where do you do MOST of your household's shopping for small scale 'top-up' food and convenience goods purchases?

DO NOT READ OUT - SINGLE ANSWER ONLY

INTERVIEWERS: IF 'OTHER' PLEASE SPECIFY STORE NAME AND TOWN, E.G. Sainsbury's, Draymans Way, Alton

- ☐ Alton town centre
- ☐ Bordon town centre
- ☐ Cranleigh town centre

- ☐ Dorking town centre
- ☐ Farnborough town centre
- ☐ Farnham town centre
- ☐ Fleet town centre
- ☐ Godalming town centre
- ☐ Guildford town centre
- ☐ Haslemere town centre
- ☐ Horsham town centre
- ☐ Midhurst town centre
- ☐ Petersfield town centre
- ☐ Asda, Princes Mead Shopping Centre, Westmead, FARNBOROUGH
- ☐ Co-op, 111 Aldershot Road, GUILDFORD
- ☐ Co-op, Lion Green, Shottermill, HASLEMERE
- ☐ Co-op, Village Way, CRANLEIGH
- ☐ Morrisons, 116-122 Fleet Road, FLEET
- ☐ Morrisons, Summit Avenue, Southwood, FARNBOROUGH
- ☐ Sainsbury's, 148-150 High Street, GUILDFORD
- ☐ Sainsbury's, 16 South Street, FARNHAM
- ☐ Sainsbury's, 32-38 High Street, DORKING
- ☐ Sainsbury's, 7 Worthing Road, HORSHAM
- ☐ Sainsbury's, 8 Kingsmead Centre, FARNBOROUGH
- ☐ Sainsbury's, Clay Lane, Burpham, GUILDFORD
- ☐ Sainsbury's, Draymans Way, ALTON
- ☐ Sainsbury's, Water Lane, FARNHAM
- ☐ Sainsbury's, Woolsack Way, GODALMING
- ☐ Somerfield, 11-17 West Street, HASLEMERE
- ☐ Somerfield, 21-25 High Street, PETERSFIELD
- ☐ Somerfield, 77-85 High Street, ALTON
- ☐ Somerfield, 8 Forest Centre, Pinehill Road, BORDON
- ☐ Somerfield, North Street, MIDHURST
- ☐ Somerfield, Stockland Square, High Street, CRANLEIGH
- ☐ Tesco, Ashenden Road, GUILDFORD
- ☐ Tesco, High Street, BORDON
- ☐ Tesco, Lion Green, HASLEMERE
- ☐ Tesco, The Causeway, PETERSFIELD
- ☐ Tesco, Wickhurst Lane, Broadbridge Heath, HORSHAM
- ☐ Waitrose, 11-14 Bridge Street, GODALMING
- ☐ Waitrose, 18 Pirie's Place, HORSHAM
- ☐ Waitrose, 48-52 South Street, DORKING
- ☐ Waitrose, 8 Rams Walk, PETERSFIELD
- ☐ Waitrose, The Hart, FARNHAM
- ☐ Waitrose, Unit A, The Hart Centre, FLEET
- ☐ Weyhill town centre
- ☐ Internet
- ☐ Don't do 'top-up' food shopping (DO NOT READ OUT)
- ☐ Other (specify)

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

Q6. Where do you do MOST of your household's shopping for clothes, footwear and other fashion goods?

DO NOT READ OUT - SINGLE ANSWER ONLY

INTERVIEWERS: IF 'OTHER' PLEASE SPECIFY STORE NAME AND LOCATION

- ☐ Alton town centre
- ☐ Bordon town centre
- ☐ Cranleigh town centre

- ☐ Dorking town centre
- ☐ Farnborough town centre
- ☐ Farnham town centre
- ☐ Fleet town centre
- ☐ Godalming town centre
- ☐ Guildford town centre
- ☐ Haslemere town centre
- ☐ Horsham town centre
- ☐ Midhurst town centre
- ☐ Petersfield town centre
- ☐ Weyhill town centre
- ☐ Next, Farnborough Gate Retail Park, FARNBOROUGH
- ☐ Sports World, Ladymead Retail Park, GUILDFORD
- ☐ TK Maxx, Farnborough Gate Retail Park, FARNBOROUGH
- ☐ Internet
- ☐ Don't buy
- ☐ Other (specify)

Q7. Where do you do most of your household's shopping for furniture, carpets and other floor coverings?

DO NOT READ OUT - SINGLE ANSWER ONLY

INTERVIEWERS: IF 'OTHER' PLEASE SPECIFY STORE NAME AND LOCATION

- ☐ Alton town centre
- ☐ Bordon town centre
- ☐ Cranleigh town centre
- ☐ Dorking town centre
- ☐ Farnborough town centre
- ☐ Farnham town centre
- ☐ Fleet town centre
- ☐ Godalming town centre
- ☐ Guildford town centre
- ☐ Haslemere town centre
- ☐ Horsham town centre
- ☐ Midhurst town centre
- ☐ Petersfield town centre
- ☐ Weyhill town centre
- ☐ A Share & Sons, Solartron Retail Park, FARNBOROUGH
- ☐ Allied Carpets, Solartron Retail Park, FARNBOROUGH
- ☐ Allied, Ladymead Retail Park, GUILDFORD
- ☐ B&Q, Solartron Road, FARNBOROUGH
- ☐ B&Q, Woodbridge Road, GUILDFORD
- ☐ Carpetright, Broadbridge Retail Park, HORSHAM
- ☐ Carpetright, Farnborough Gate Retail Park, FARNBOROUGH
- ☐ Carpetright, Ladymead Retail Park, GUILDFORD
- ☐ Carpetright, Solartron Retail Park, FARNBOROUGH
- ☐ Currys, Tan Bridge Retail Park, HORSHAM
- ☐ DFS, Solartron Retail Park, FARNBOROUGH
- ☐ Dreams, Foundry Lane, HORSHAM
- ☐ Furniture Village, Ladymead Retail Park, GUILDFORD
- ☐ Harveys, Farnborough Gate Retail Park, FARNBOROUGH
- ☐ Homebase, Broadbridge Retail Park, HORSHAM
- ☐ Homebase, Farnham Retail Park, FARNHAM
- ☐ Homebase, Ladymead Retail Park, GUILDFORD
- ☐ Klausner, Solartron Retail Park, FARNBOROUGH
- ☐ Land of Leather, Solartron Retail Park, FARNBOROUGH
- ☐ MFI, Solartron Retail Park, FARNBOROUGH
- ☐ Next, Farnborough Gate Retail Park, FARNBOROUGH

- ☐ Paul Simon, Solartron Retail Park, FARNBOROUGH
- ☐ Rosebys, Farnborough Gate Retail Park, FARNBOROUGH
- ☐ Wickes, Invincible Road, FARNBOROUGH
- ☐ Wickes, Vincent Lane, DORKING
- ☐ Internet
- ☐ Don't buy
- ☐ Other (specify)

Q8. Where do you do most of your household's shopping for household textiles and soft furnishings, including bedding?

DO NOT READ OUT - SINGLE ANSWER ONLY

INTERVIEWERS: IF 'OTHER' PLEASE SPECIFY STORE NAME AND LOCATION

- ☐ Alton town centre
- ☐ Bordon town centre
- ☐ Cranleigh town centre
- ☐ Dorking town centre
- ☐ Farnborough town centre
- ☐ Farnham town centre
- ☐ Fleet town centre
- ☐ Godalming town centre
- ☐ Guildford town centre
- ☐ Haslemere town centre
- ☐ Horsham town centre
- ☐ Midhurst town centre
- ☐ Petersfield town centre
- ☐ Weyhill town centre
- ☐ DFS, Solartron Retail Park, FARNBOROUGH
- ☐ Dreams, Foundry Lane, HORSHAM
- ☐ Harveys, Farnborough Gate Retail Park, FARNBOROUGH
- ☐ Homebase, Broadbridge Retail Park, HORSHAM
- ☐ Homebase, Farnham Retail Park, FARNHAM
- ☐ Homebase, Ladymead Retail Park, GUILDFORD
- ☐ Land of Leather, Solartron Retail Park, FARNBOROUGH
- ☐ MFI, Solartron Retail Park, FARNBOROUGH
- ☐ Next, Farnborough Gate Retail Park, FARNBOROUGH
- ☐ Paul Simon, Solartron Retail Park, FARNBOROUGH
- ☐ Rosebys, Farnborough Gate Retail Park, FARNBOROUGH
- ☐ Internet
- ☐ Don't buy
- ☐ Other (specify)

Q9. Where do you do most of your household's shopping for domestic electrical appliances, such as fridges, washing machines, kettles or hairdryers?

DO NOT READ OUT - SINGLE ANSWER ONLY

INTERVIEWERS: IF 'OTHER' PLEASE SPECIFY STORE NAME AND LOCATION

- ☐ Alton town centre
- ☐ Bordon town centre

- ☐ Cranleigh town centre
- ☐ Dorking town centre
- ☐ Farnborough town centre
- ☐ Farnham town centre
- ☐ Fleet town centre
- ☐ Godalming town centre
- ☐ Guildford town centre
- ☐ Haslemere town centre
- ☐ Horsham town centre
- ☐ Midhurst town centre
- ☐ Petersfield town centre
- ☐ Weyhill town centre
- ☐ Comet, Farnborough Gate Retail Park, FARNBOROUGH
- ☐ Comet, Ladymead Retail Park, GUILDFORD
- ☐ Currys, Farnborough Gate Retail Park, FARNBOROUGH
- ☐ Currys, Tan Bridge Retail Park, HORSHAM
- ☐ Currys, Woodbridge Road, GUILDFORD
- ☐ Halfords, Broadbridge Retail Park, HORSHAM
- ☐ Halfords, Ladymead Retail Park, GUILDFORD
- ☐ Homebase, Broadbridge Retail Park, HORSHAM
- ☐ Homebase, Farnham Retail Park, FARNHAM
- ☐ Homebase, Ladymead Retail Park, GUILDFORD
- ☐ Maplin, Solartron Retail Park, FARNBOROUGH
- ☐ PC World, Farnborough Gate Retail Park, FARNBOROUGH
- ☐ PC World, Westmead, FARNBOROUGH
- ☐ Internet
- ☐ Don't buy
- ☐ Other (specify)

Q10. Where do you do most of your household's shopping for radio, TV, HiFi, Musical instruments and photographic equipment?

DO NOT READ OUT - SINGLE ANSWER ONLY

INTERVIEWERS: IF 'OTHER' PLEASE SPECIFY STORE NAME AND LOCATION

- ☐ Alton town centre
- ☐ Bordon town centre
- ☐ Cranleigh town centre
- ☐ Dorking town centre
- ☐ Farnborough town centre
- ☐ Farnham town centre
- ☐ Fleet town centre
- ☐ Godalming town centre
- ☐ Guildford town centre
- ☐ Haslemere town centre
- ☐ Horsham town centre
- ☐ Midhurst town centre
- ☐ Petersfield town centre
- ☐ Weyhill town centre
- ☐ Comet, Farnborough Gate Retail Park, FARNBOROUGH
- ☐ Comet, Ladymead Retail Park, GUILDFORD
- ☐ Currys, Farnborough Gate Retail Park, FARNBOROUGH
- ☐ Currys, Tan Bridge Retail Park, HORSHAM
- ☐ Currys, Woodbridge Road, GUILDFORD
- ☐ Halfords, Broadbridge Retail Park, HORSHAM
- ☐ Halfords, Ladymead Retail Park, GUILDFORD
- ☐ Homebase, Broadbridge Retail Park, HORSHAM
- ☐ Homebase, Farnham Retail Park, FARNHAM
- ☐ Homebase, Ladymead Retail Park, GUILDFORD

- ☐ Maplin, Solartron Retail Park, FARNBOROUGH
- ☐ PC World, Farnborough Gate Retail Park, FARNBOROUGH
- ☐ PC World, Westmead, FARNBOROUGH
- ☐ Internet
- ☐ Don't buy
- ☐ Other (specify)

Q11. Where do you do most of your household's shopping for china, glass and hardware?

DO NOT READ OUT - SINGLE ANSWER ONLY

INTERVIEWERS: IF 'OTHER' PLEASE SPECIFY STORE NAME AND LOCATION

- ☐ Alton town centre
- ☐ Bordon town centre
- ☐ Cranleigh town centre
- ☐ Dorking town centre
- ☐ Farnborough town centre
- ☐ Farnham town centre
- ☐ Fleet town centre
- ☐ Godalming town centre
- ☐ Guildford town centre
- ☐ Haslemere town centre
- ☐ Horsham town centre
- ☐ Midhurst town centre
- ☐ Petersfield town centre
- ☐ Weyhill town centre
- ☐ Homebase, Farnham Retail Park, FARNHAM
- ☐ Homebase, Ladymead Retail Park, GUILDFORD
- ☐ Next, Farnborough Gate Retail Park, FARNBOROUGH
- ☐ Paul Simon, Solartron Retail Park, FARNBOROUGH
- ☐ Internet
- ☐ Don't buy
- ☐ Other (specify)

Q12. Where do you do most of your household's shopping for DIY goods and decorating supplies?

DO NOT READ OUT - SINGLE ANSWER ONLY

INTERVIEWERS: IF 'OTHER' PLEASE SPECIFY STORE NAME AND LOCATION

- ☐ Alton town centre
- ☐ Bordon town centre
- ☐ Cranleigh town centre
- ☐ Dorking town centre
- ☐ Farnborough town centre
- ☐ Farnham town centre
- ☐ Fleet town centre
- ☐ Godalming town centre
- ☐ Guildford town centre
- ☐ Haslemere town centre
- ☐ Horsham town centre
- ☐ Midhurst town centre

- ☐ Petersfield town centre
- ☐ Weyhill town centre
- ☐ B&Q, Solartron Road, FARNBOROUGH
- ☐ B&Q, Woodbridge Road, GUILDFORD
- ☐ Homebase, Broadbridge Retail Park, HORSHAM
- ☐ Homebase, Farnham Retail Park, FARNHAM
- ☐ Homebase, Ladymead Retail Park, GUILDFORD
- ☐ Wickes, Invincible Road, FARNBOROUGH
- ☐ Wickes, Vincent Lane, DORKING
- ☐ Internet
- ☐ Don't buy
- ☐ Other (specify)

Q13. Where do you do most of your household's shopping for books, jewellery, watches, recreational and luxury goods?

DO NOT READ OUT - SINGLE ANSWER ONLY

INTERVIEWERS: IF 'OTHER' PLEASE SPECIFY STORE NAME AND LOCATION

- ☐ Alton town centre
- ☐ Bordon town centre
- ☐ Cranleigh town centre
- ☐ Dorking town centre
- ☐ Farnborough town centre
- ☐ Farnham town centre
- ☐ Fleet town centre
- ☐ Godalming town centre
- ☐ Guildford town centre
- ☐ Haslemere town centre
- ☐ Horsham town centre
- ☐ Midhurst town centre
- ☐ Petersfield town centre
- ☐ Weyhill town centre
- ☐ Next, Farnborough Gate Retail Park, FARNBOROUGH
- ☐ TK Maxx, Farnborough Gate Retail Park, FARNBOROUGH
- ☐ Internet
- ☐ Don't buy
- ☐ Other (specify)

Q14. When you shop for non-food goods, how do you usually travel?

DO NOT READ OUT - SINGLE ANSWER ONLY

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

- ☐ Car/Van (as driver)
- ☐ Car/Van (as passenger)
- ☐ Park and Ride
- ☐ Bus
- ☐ Motorcycle
- ☐ Walk

- ☐ Taxi
- ☐ Train
- ☐ Bicycle
- ☐ Goods delivered
- ☐ Other (specify)

I would now like to ask you some questions about your views on shopping in the following towns:

Q15. Which of the following towns/ village centres do you visit MOST often for any type of shopping?

- ☐ Cranleigh
- ☐ Farnham
- ☐ Godalming
- ☐ Haslemere
- ☐ None of the above

If = 5, goto 'Q18a'

Q16a. On a scale of 1 to 5 where 1 equals very poor and 5 equals very good, how would you rate Q15 on the following features?

Attractive environment

INTERVIEWS NOTE: 1 = VERY POOR, 2 = POOR, 3 = NEITHER NOR, 4 = GOOD, 5 = VERY GOOD
(must be between 1 and 5)

Q16b. Close to friends or relatives

(must be between 1 and 5)

Q16c. Close to home

(must be between 1 and 5)

Q16d. Close to work

(must be between 1 and 5)

Q16e. Easy to get to by bike

(must be between 1 and 5)

Q16f. Easy to get to by bus

(must be between 1 and 5)

Q16g. Easy to get to by car

(must be between 1 and 5)

Q16h. Easy to park

(must be between 1 and 5)

Q16i. Good food stores

(must be between 1 and 5)

Q16j. Good pubs, cafes or restaurants

(must be between 1 and 5)

Q16k. Good range of non-food shops

(must be between 1 and 5)

Q16l. Safe and secure

(must be between 1 and 5)

Q16m. Pedestrian-friendly

(must be between 1 and 5)

Q17. What suggestions do you have, as to how we can make Q15 a better place to shop in?

DO NOT READ OUT - MARK ALL THAT APPLY

(15 maximum responses)

- ☐ A new/ bigger foodstore
- ☐ A new or larger department store
- ☐ Better facilities for the disabled
- ☐ Better public toilet facilities
- ☐ Better quality shops

- ☐ Improved security in car parks
- ☐ Improvements to accessibility by car
- ☐ Improvements to pedestrian environment / pedestrianisation
- ☐ Improvements to public transport / more buses
- ☐ Lower parking charges/ fees/ costs
- ☐ More cafés/ restaurants
- ☐ More food shops
- ☐ More non-food shops
- ☐ Safety/ more police/ CCTV/ lighting/ safety improvements
- ☐ Nothing (DO NOT READ OUT)
- ☐ Other (specify)

Demographics. Please READ OUT Statement:

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

Q18a. May I ask the occupation of the chief wage earner?

Q18b. SEG

- ☐ A/B
- ☐ C1
- ☐ C2
- ☐ D/E
- ☐ Refused

Q19. May I ask which age group you are in?

PLEASE READ OUT

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

Q20. How many people including yourself are there in your household?

READ OUT LIST. SINGLE ANSWER ONLY

- ☐ One
- ☐ Two
- ☐ Three

- ☐ Four
- ☐ Five
- ☐ Six or more
- ☐ Refused (DO NOT READ OUT)

Q21. How many vehicles does your household own or have the use of (including light vans, pickups, landrovers, etc)?

- ☐ None
- ☐ One
- ☐ Two
- ☐ Three or more
- ☐ Refused (DO NOT READ OUT)

Q22. Gender of respondent

RECORD BY OBSERVATION

- ☐ Male
- ☐ Female

Q23. Would you be willing to be recontacted for future quality control purposes?

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

- ☐ Yes
- ☐ No

INTERVIEWERS PLEASE READ OUT TO ALL RESPONDENTS:

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

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

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

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

If = 1, goto 'Intro'

Enter your initials to complete the survey

Q1. Where do you do MOST of your household's main food shopping?

	Base: All respondents (exc)		Zone															
	Num	%	1		2		3		4		5		6		7		8	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents (exc)	1073	100.0%	49	100.0%	37	100.0%	29	100.0%	23	100.0%	312	100.0%	75	100.0%	159	100.0%	137	100.0%
Sainsbury's, Woolsack Way, GODALMING	55	5.1%	0	.0%	19	52.4%	1	5.1%	0	.0%	0	.0%	15	19.6%	10	6.2%	9	6.3%
Tesco, Ashenden Road, GUILDFORD	49	4.6%	1	1.0%	2	5.8%	0	.0%	0	2.1%	3	1.0%	4	5.2%	33	20.6%	4	3.2%
Asda, Princes Mead Shopping Centre, Westmead, FARNBOROUGH	47	4.4%	1	2.0%	1	2.9%	0	.0%	0	.0%	41	13.1%	1	1.0%	0	.0%	0	.0%
Tesco, Wickhurst Lane, Broadbridge Heath, HORSHAM	47	4.4%	0	.0%	0	.0%	0	.0%	4	16.8%	0	.0%	0	.0%	2	1.0%	19	13.7%
Sainsbury's, 16 South Street, FARNHAM	44	4.1%	13	26.5%	0	.0%	0	.0%	0	.0%	19	6.1%	6	8.2%	5	3.1%	0	.0%
Waitrose, 11-14 Bridge Street, GODALMING	41	3.8%	0	.0%	9	25.2%	2	6.1%	0	2.1%	0	.0%	5	7.2%	11	7.2%	10	7.4%
Waitrose, Unit A, The Hart Centre, FLEET	37	3.5%	0	.0%	0	.0%	0	.0%	0	.0%	35	11.1%	0	.0%	2	1.0%	0	.0%
Sainsbury's, Clay Lane, Burpham, GUILDFORD	36	3.4%	0	.0%	0	.0%	0	.0%	0	1.1%	0	.0%	2	2.1%	28	17.5%	6	4.2%
Tesco, Lion Green, HASLEMERE	31	2.9%	0	.0%	0	.0%	17	58.2%	0	.0%	0	.0%	5	7.2%	0	.0%	1	1.1%
Sainsbury's, 7 Worthing Road, HORSHAM	27	2.5%	0	.0%	0	.0%	0	1.0%	0	1.1%	0	.0%	0	.0%	0	.0%	17	12.6%
Sainsbury's, Draymans Way, ALTON	26	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	1	1.1%
Sainsbury's, Water Lane, FARNHAM	25	2.3%	15	30.6%	0	.0%	0	.0%	0	.0%	0	.0%	5	6.2%	2	1.0%	0	.0%
Waitrose, 8 Rams Walk, PETERSFIELD	22	2.1%	0	.0%	0	.0%	0	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, 32-38 High Street, DORKING	19	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	19	13.7%
Morrisons, 116-122 Fleet Road, FLEET	17	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	16	5.1%	0	.0%	0	.0%	0	.0%
Sainsbury's, 148-150 High Street, GUILDFORD	15	1.4%	1	1.0%	0	.0%	0	.0%	0	1.1%	0	.0%	0	.0%	11	7.2%	3	2.1%
Waitrose, The Hart, FARNHAM	15	1.4%	6	12.2%	0	1.0%	0	.0%	0	.0%	0	.0%	7	9.3%	0	.0%	0	.0%
Tesco, The Causeway, PETERSFIELD	13	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Waitrose, 48-52 South Street, DORKING	13	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	13	9.5%
Waitrose, 18 Pirie's Place, HORSHAM	13	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	6	4.2%
Tesco, High Street, BORDON	12	1.1%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	4.1%	0	.0%	0	.0%

(cont.)

Q1. Where do you do MOST of your household's main food shopping?

	Base: All respondents (exc)		Zone															
	Num	%	1		2		3		4		5		6		7		8	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Co-op, Village Way, CRANLEIGH	7	.7%	0	.0%	0	1.0%	0	.0%	5	21.1%	0	.0%	1	1.0%	0	.0%	1	1.1%
Alton town centre	7	.6%	0	.0%	0	.0%	0	.0%	0	.0%	6	2.0%	0	.0%	0	.0%	0	.0%
Morrisons, Summit Avenue, Southwood, FARNBOROUGH	7	.6%	0	.0%	0	1.0%	0	.0%	0	.0%	6	2.0%	0	.0%	0	.0%	0	.0%
Fleet town centre	6	.6%	0	.0%	0	.0%	0	.0%	0	.0%	6	2.0%	0	.0%	0	.0%	0	.0%
Farnham town centre	5	.5%	1	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	4.1%	0	.0%	0	.0%
Guildford town centre	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	3	2.1%	0	.0%
Cranleigh town centre	4	.4%	0	.0%	0	.0%	0	.0%	2	10.5%	0	.0%	0	.0%	0	.0%	1	1.1%
Somerfield, 8 Forest Centre, Pinehill Road, BORDON	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
Dorking town centre	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.1%
Haslemere town centre	2	.2%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
Petersfield town centre	2	.2%	0	.0%	0	.0%	0	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Godalming town centre	2	.2%	0	.0%	1	2.9%	0	.0%	0	1.1%	0	.0%	1	1.0%	0	.0%	0	.0%
Co-op, Lion Green, Shottermill, HASLEMERE	2	.2%	0	.0%	0	1.0%	1	3.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
Midhurst town centre	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, 11-17 West Street, HASLEMERE	2	.2%	0	.0%	0	.0%	2	6.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, 111 Aldershot Road, GUILDFORD	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.0%	0	.0%
Horsham town centre	1	.1%	0	.0%	0	.0%	0	.0%	0	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
Bordon town centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, 8 Kingsmead Centre, FARNBOROUGH	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q1. Where do you do MOST of your household's main food shopping?

		Base: All respondents (exc)		Zone															
				1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Tesco, Wellington Avenue, Aldershot	77	7.2%	9	17.3%	0	.0%	0	.0%	0	.0%	63	20.2%	2	3.1%	3	2.1%	0	.0%
	Tesco, Station Road, Hook	32	3.0%	0	.0%	0	.0%	0	.0%	0	.0%	16	5.1%	1	1.0%	0	.0%	0	.0%
	Sainsbury's, Midhurst Road, Liphook	27	2.5%	0	.0%	0	.0%	3	10.2%	0	.0%	0	.0%	4	5.2%	0	.0%	0	.0%
	Tesco, The Meadows, Marshall Road, Sandhurst	16	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	16	5.1%	0	.0%	0	.0%	0	.0%
	Waitrose, Between Streets, Cobham	16	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	15	9.3%	0	.0%
	Sainsbury's, Bridge Way, Cobham, Surrey	15	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	13	8.2%	1	1.1%
	Sainsbury's, Heather Ridge Arcade, Camberley	12	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	9	3.0%	0	.0%	2	1.0%	0	.0%
	Sainsbury's, Westhampnett Road, Chichester	11	1.0%	0	.0%	0	.0%	0	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, High Street, Cranleigh	11	1.0%	0	.0%	0	.0%	0	.0%	8	35.8%	0	.0%	0	.0%	0	.0%	1	1.1%
	Marks & Spencer, Union Street, Aldershot	10	.9%	1	1.0%	0	.0%	0	.0%	0	.0%	9	3.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Blackwater, Valley Road, Camberley	9	.9%	0	.0%	0	.0%	0	.0%	0	.0%	9	3.0%	0	.0%	0	.0%	0	.0%
	Budgens, White City, Midhurst	9	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, London Road, Pulborough	9	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Somerfield, Market Square, Petworth	9	.8%	0	.0%	0	.0%	0	1.0%	0	.0%	0	.0%	0	.0%	2	1.0%	0	.0%
	Morrisons, Bell Street, Reigate	7	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	7	5.3%
	Waitrose, High Street, Frimley, Camberley	6	.6%	0	.0%	0	.0%	0	.0%	0	.0%	6	2.0%	0	.0%	0	.0%	0	.0%
	Waitrose, Tresham Crescent, Yateley	6	.6%	0	.0%	0	.0%	0	.0%	0	.0%	6	2.0%	0	.0%	0	.0%	0	.0%
	Varies	5	.5%	1	1.0%	0	1.0%	0	1.0%	0	2.1%	0	.0%	2	3.1%	0	.0%	0	.0%
	Sainsburys, Swan Centre, Leatherhead, Surrey	5	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.1%	1	1.1%
	Tesco, Oxshott Road, Leatherhead	5	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.0%	3	2.1%
	Sainsbury's, Station Mall, Basingstoke	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Worting Road, Basingstoke	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q1. Where do you do MOST of your household's main food shopping?

		Base: All respondents (exc)		Zone															
		Num	%	1		2		3		4		5		6		7		8	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Tesco, Buckingham Parade, Basingstoke	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.0%	0	.0%	0	.0%	0	.0%
	Iceland, Victoria Road, Aldershot	4	.3%	1	1.0%	0	.0%	0	.0%	0	.0%	3	1.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Brookwood, Redding Way, Knaphill, Woking	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.1%	0	.0%
	Sainsbury's, Worplesdon Hill, Woking	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.1%	0	.0%
	Basingstoke	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.0%	0	.0%	0	.0%	0	.0%
	Co-op, North Lane, Aldershot	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.0%	0	.0%	0	.0%	0	.0%
	Co-op, Victoria Road, Aldershot	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.0%	0	.0%	0	.0%	0	.0%
	Local stores, Frimley, Camberley	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.0%	0	.0%	0	.0%	0	.0%
	Local stores, Linkway, Fleet	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Central Road, Worcester Park	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.0%	0	.0%	0	.0%	0	.0%
	Tesco Express, Reading Road South, Church Crookham	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.0%	0	.0%	0	.0%	0	.0%
	Tesco, Camberley	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.0%	0	.0%	0	.0%	0	.0%
	Tesco, District Shopping Centre, Chineham	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.0%	0	.0%	0	.0%	0	.0%
	Tesco, Northfield Road, Thatcham	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, St Martins Walk, Dorking	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.0%	1	1.1%
	Lidl, Chichester Retail Park, Portfield Way, Chichester	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Budgens, High Street, Billingshurst	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Reigate Road, Hookwood, Horley	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.1%
	Tesco, South Street, Chichester	3	.3%	0	.0%	0	.0%	0	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Swan Walk, Horsham	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Lidl, Dogflud Way, Farnham	2	.2%	1	2.0%	0	1.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Old Forge House, Cricket Green, Hook	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, North Street, Midhurst	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q1. Where do you do MOST of your household's main food shopping?

		Base: All respondents (exc)		Zone															
				1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Waitrose, Via Ravenna, Chichester	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, Brighton Way, Basingstoke	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, Purbrook Way, Havant	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Local stores, Hindhead	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Lidl, Pinehill Road, Bordon	2	.2%	0	.0%	0	1.0%	0	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, West Horsley	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.0%	0	.0%
	Sainsbury's, Redding Way, Knaphill	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.0%	0	.0%
	Asda, Portland Road, Waterloooville	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Farm Shop, Abinger	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Tesco Express, Brighton Road, Horley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Co-op, St John Street, Farncombe, Godalming	1	.1%	0	.0%	1	3.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, High Street, Odiham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Liphook	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Morrisons, Lakesmere Road, Horndean	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Billinghurst town centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Coop, Roffey	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Morrison's, Bognor Regis, West Sussex	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Holmbush Centre, Shoreham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Petworth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Applegarth Farm Shop, Headley Road, Grayshott	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Local stores, Chiddingfold	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Marks & Spencer, High Street, Petersfield	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Morrisons, Thornycroft Industrial Estate, Worting Road, Basi	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Badger Farm Road, Badger Farm, Winchester	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencers, The Meadows, Marshall Road, Camberley	1	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q1. Where do you do MOST of your household's main food shopping?

		Base: All respondents (exc)		Zone															
				1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Bells, Weyhill, Haselmere	0	.0%	0	.0%	0	.0%	0	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co op, Village way, Cranleigh	0	.0%	0	.0%	0	.0%	0	.0%	0	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Local Store, Cranleigh	0	.0%	0	.0%	0	.0%	0	.0%	0	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, High Street, Cranleigh	0	.0%	0	.0%	0	.0%	0	.0%	0	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
	One Stop, Alfold Road, Cranleigh	0	.0%	0	.0%	0	.0%	0	.0%	0	1.1%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q1. Where do you do MOST of your household's main food shopping?

	Zone					
	9		10		11	
	Num	%	Num	%	Num	%
Base: All respondents (exc)	93	100.0%	101	100.0%	58	100.0%
Sainsbury's, Woolsack Way, GODALMING	1	1.1%	0	.0%	0	.0%
Tesco, Ashenden Road, GUILDFORD	1	1.1%	0	.0%	1	1.1%
Asda, Princes Mead Shopping Centre, Westmead, FARNBOROUGH	0	.0%	0	.0%	3	5.3%
Tesco, Wickhurst Lane, Broadbridge Heath, HORSHAM	22	24.2%	0	.0%	0	.0%
Sainsbury's, 16 South Street, FARNHAM	0	.0%	1	1.0%	0	.0%
Waitrose, 11-14 Bridge Street, GODALMING	2	2.1%	0	.0%	0	.0%
Waitrose, Unit A, The Hart Centre, FLEET	0	.0%	0	.0%	1	2.1%
Sainsbury's, Clay Lane, Burpham, GUILDFORD	0	.0%	1	1.0%	0	.0%
Tesco, Lion Green, HASLEMERE	6	6.3%	2	2.0%	0	.0%
Sainsbury's, 7 Worthing Road, HORSHAM	9	9.5%	0	.0%	1	1.1%
Sainsbury's, Draymans Way, ALTON	0	.0%	0	.0%	24	41.1%
Sainsbury's, Water Lane, FARNHAM	0	.0%	3	3.1%	1	1.1%
Waitrose, 8 Rams Walk, PETERSFIELD	0	.0%	21	20.4%	1	2.1%
Sainsbury's, 32-38 High Street, DORKING	0	.0%	0	.0%	0	.0%
Morrisons, 116-122 Fleet Road, FLEET	0	.0%	0	.0%	1	2.1%
Sainsbury's, 148-150 High Street, GUILDFORD	0	.0%	0	.0%	0	.0%
Waitrose, The Hart, FARNHAM	0	.0%	0	.0%	1	2.1%
Tesco, The Causeway, PETERSFIELD	0	.0%	13	13.3%	0	.0%
Waitrose, 48-52 South Street, DORKING	0	.0%	0	.0%	0	.0%
Waitrose, 18 Pirie's Place, HORSHAM	7	7.4%	0	.0%	0	.0%
Tesco, High Street, BORDON	1	1.1%	7	7.1%	0	.0%

(cont.)

Q1. Where do you do MOST of your household's main food shopping?

	Zone					
	9		10		11	
	Num	%	Num	%	Num	%
Co-op, Village Way, CRANLEIGH	0	.0%	0	.0%	0	.0%
Alton town centre	0	.0%	0	.0%	1	1.1%
Morrisons, Summit Avenue, Southwood, FARNBOROUGH	0	.0%	0	.0%	0	.0%
Fleet town centre	0	.0%	0	.0%	0	.0%
Farnham town centre	0	.0%	1	1.0%	0	.0%
Guildford town centre	0	.0%	0	.0%	0	.0%
Cranleigh town centre	0	.0%	0	.0%	0	.0%
Somerfield, 8 Forest Centre, Pinehill Road, BORDON	0	.0%	3	3.1%	0	.0%
Dorking town centre	0	.0%	0	.0%	0	.0%
Haslemere town centre	0	.0%	1	1.0%	0	.0%
Petersfield town centre	0	.0%	2	2.0%	0	.0%
Godalming town centre	0	.0%	0	.0%	0	.0%
Co-op, Lion Green, Shottermill, HASLEMERE	0	.0%	0	.0%	0	.0%
Midhurst town centre	2	2.1%	0	.0%	0	.0%
Somerfield, 11-17 West Street, HASLEMERE	0	.0%	0	.0%	0	.0%
Co-op, 111 Aldershot Road, GUILDFORD	0	.0%	0	.0%	0	.0%
Horsham town centre	1	1.1%	0	.0%	0	.0%
Bordon town centre	0	.0%	1	1.0%	0	.0%
Sainsbury's, 8 Kingsmead Centre, FARNBOROUGH	1	1.1%	0	.0%	0	.0%

(cont.)

Q1. Where do you do MOST of your household's main food shopping?

		Zone					
		9		10		11	
		Num	%	Num	%	Num	%
Other	Tesco, Wellington Avenue, Aldershot	0	.0%	0	.0%	0	.0%
	Tesco, Station Road, Hook	0	.0%	0	.0%	15	26.3%
	Sainsbury's, Midhurst Road, Liphook	0	.0%	21	20.4%	0	.0%
	Tesco, The Meadows, Marshall Road, Sandhurst	0	.0%	0	.0%	0	.0%
	Waitrose, Between Streets, Cobham	0	.0%	0	.0%	0	.0%
	Sainsbury's, Bridge Way, Cobham, Surrey	0	.0%	0	.0%	0	.0%
	Sainsbury's, Heather Ridge Arcade, Camberley	0	.0%	0	.0%	1	1.1%
	Sainsbury's, Westhampnett Road, Chichester	8	8.4%	3	3.1%	0	.0%
	Sainsbury's, High Street, Cranleigh	1	1.1%	0	.0%	0	.0%
	Marks & Spencer, Union Street, Aldershot	0	.0%	0	.0%	0	.0%
	Sainsbury's, Blackwater, Valley Road, Camberley	0	.0%	0	.0%	0	.0%
	Budgens, White City, Midhurst	2	2.1%	7	7.1%	0	.0%
	Tesco, London Road, Pulborough	9	9.5%	0	.0%	0	.0%
	Somerfield, Market Square, Petworth	7	7.4%	0	.0%	0	.0%
	Morrisons, Bell Street, Reigate	0	.0%	0	.0%	0	.0%
	Waitrose, High Street, Frimley, Camberley	0	.0%	0	.0%	0	.0%
	Waitrose, Tresham Crescent, Yateley	0	.0%	0	.0%	0	.0%
	Varies	0	.0%	1	1.0%	0	.0%
	Sainsburys, Swan Centre, Leatherhead, Surrey	0	.0%	0	.0%	0	.0%
	Tesco, Oxshott Road, Leatherhead	0	.0%	0	.0%	0	.0%
	Sainsbury's, Station Mall, Basingstoke	0	.0%	0	.0%	1	1.1%
	Sainsbury's, Worting Road, Basingstoke	0	.0%	0	.0%	1	1.1%

(cont.)

Q1. Where do you do MOST of your household's main food shopping?

		Zone					
		9		10		11	
		Num	%	Num	%	Num	%
Other	Tesco, Buckingham Parade, Basingstoke	0	.0%	0	.0%	1	1.1%
	Iceland, Victoria Road, Aldershot	0	.0%	0	.0%	0	.0%
	Sainsbury's, Brookwood, Redding Way, Knaphill, Woking	0	.0%	0	.0%	0	.0%
	Sainsbury's, Worplesdon Hill, Woking	0	.0%	0	.0%	0	.0%
	Basingstoke	0	.0%	0	.0%	0	.0%
	Co-op, North Lane, Aldershot	0	.0%	0	.0%	0	.0%
	Co-op, Victoria Road, Aldershot	0	.0%	0	.0%	0	.0%
	Local stores, Frimley, Camberley	0	.0%	0	.0%	0	.0%
	Local stores, Linkway, Fleet	0	.0%	0	.0%	0	.0%
	Sainsbury's, Central Road, Worcester Park	0	.0%	0	.0%	0	.0%
	Tesco Express, Reading Road South, Church Crookham	0	.0%	0	.0%	0	.0%
	Tesco, Camberley	0	.0%	0	.0%	0	.0%
	Tesco, District Shopping Centre, Chineham	0	.0%	0	.0%	0	.0%
	Tesco, Northfield Road, Thatcham	0	.0%	0	.0%	0	.0%
	Marks & Spencer, St Martins Walk, Dorking	0	.0%	0	.0%	0	.0%
	Lidl, Chichester Retail Park, Portfield Way, Chichester	2	2.1%	1	1.0%	0	.0%
	Budgens, High Street, Billingshurst	3	3.2%	0	.0%	0	.0%
	Tesco, Reigate Road, Hookwood, Horley	0	.0%	0	.0%	0	.0%
	Tesco, South Street, Chichester	2	2.1%	0	.0%	1	1.1%
	Marks & Spencer, Swan Walk, Horsham	1	1.1%	0	.0%	0	.0%
	Lidl, Dogflud Way, Farnham	0	.0%	0	.0%	0	.0%
	Old Forge House, Cricket Green, Hook	0	.0%	2	2.0%	0	.0%
	Tesco, North Street, Midhurst	0	.0%	2	2.0%	0	.0%

(cont.)

Q1. Where do you do MOST of your household's main food shopping?

		Zone					
		9		10		11	
		Num	%	Num	%	Num	%
Other	Waitrose, Via Ravenna, Chichester	0	.0%	2	2.0%	0	.0%
	Asda, Brighton Way, Basingstoke	0	.0%	0	.0%	2	3.2%
	Asda, Purbrook Way, Havant	0	.0%	1	1.0%	0	.0%
	Local stores, Hindhead	1	1.1%	0	.0%	0	.0%
	Lidl, Pinehill Road, Bordon	0	.0%	1	1.0%	0	.0%
	Local stores, West Horsley	0	.0%	0	.0%	0	.0%
	Sainsbury's, Redding Way, Knaphill	0	.0%	0	.0%	0	.0%
	Asda, Portland Road, Waterloooville	0	.0%	1	1.0%	1	1.1%
	Farm Shop, Abinger	0	.0%	0	.0%	0	.0%
	Tesco Express, Brighton Road, Horley	0	.0%	0	.0%	0	.0%
	Co-op, St John Street, Farncombe, Godalming	0	.0%	0	.0%	0	.0%
	Co-op, High Street, Odiham	0	.0%	0	.0%	1	2.1%
	Local stores, Liphook	0	.0%	1	1.0%	0	.0%
	Morrisons, Lakesmere Road, Horndean	0	.0%	1	1.0%	0	.0%
	Billinghurst town centre	1	1.1%	0	.0%	0	.0%
	Coop, Roffey	1	1.1%	0	.0%	0	.0%
	Morrison's, Bognor Regis, West Sussex	1	1.1%	0	.0%	0	.0%
	Tesco, Holmbush Centre, Shoreham	1	1.1%	0	.0%	0	.0%
	Tesco, Petworth	1	1.1%	0	.0%	0	.0%
	Applegarth Farm Shop, Headley Road, Grayshott	0	.0%	0	.0%	0	.0%
	Local stores, Chiddingfold	0	.0%	0	.0%	0	.0%
	Marks & Spencer, High Street, Petersfield	0	.0%	0	.0%	1	1.1%
	Morrisons, Thornycroft Industrial Estate, Worthing Road, Basi	0	.0%	0	.0%	1	1.1%
	Sainsbury's, Badger Farm Road, Badger Farm, Winchester	0	.0%	0	.0%	1	1.1%
	Marks & Spencers, The Meadows, Marshall Road, Camberley	0	.0%	0	.0%	0	.0%

(cont.)

Q1. Where do you do MOST of your household's main food shopping?

		Zone					
		9		10		11	
		Num	%	Num	%	Num	%
Other	Bells, Weyhill, Haselmere	0	.0%	0	.0%	0	.0%
	Co op, Village way, Cranleigh	0	.0%	0	.0%	0	.0%
	Local Store, Cranleigh	0	.0%	0	.0%	0	.0%
	Marks & Spencer, High Street, Cranleigh	0	.0%	0	.0%	0	.0%
	One Stop, Alfold Road, Cranleigh	0	.0%	0	.0%	0	.0%

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

		Base: All respondents (exc)		Zone																	
				1		2		3		4		5		6		7		8		9	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents (exc)		1073	100.0%	49	100.0%	37	100.0%	29	100.0%	23	100.0%	312	100.0%	75	100.0%	159	100.0%	137	100.0%	93	100.0%
Car/Van (as driver)		786	73.2%	34	68.4%	25	68.0%	23	80.6%	15	65.3%	233	74.7%	58	77.3%	121	76.3%	97	70.5%	71	76.8%
Car/Van (as passenger)		157	14.7%	7	13.3%	5	14.6%	2	6.1%	2	9.5%	47	15.2%	9	12.4%	20	12.4%	20	14.7%	14	14.7%
Walk		75	7.0%	4	8.2%	5	12.6%	3	10.2%	4	16.8%	19	6.1%	2	2.1%	5	3.1%	16	11.6%	4	4.2%
Bus		35	3.3%	4	7.1%	1	2.9%	1	2.0%	1	4.2%	6	2.0%	4	5.2%	10	6.2%	3	2.1%	4	4.2%
Goods delivered		6	.6%	1	1.0%	0	1.0%	0	.0%	0	2.1%	0	.0%	2	2.1%	0	.0%	1	1.1%	0	.0%
Train		4	.4%	0	.0%	0	1.0%	0	.0%	0	.0%	3	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bicycle		3	.3%	0	.0%	0	.0%	0	.0%	0	1.1%	3	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Taxi		1	.1%	1	1.0%	0	.0%	0	.0%	0	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other	Motorised scooter	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	2	1.0%	0	.0%	0	.0%
	Dial-a-ride	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.0%	0	.0%	0	.0%
	Varies	1	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Wheelchair	0	.0%	0	.0%	0	.0%	0	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

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

		Zone			
		10		11	
		Num	%	Num	%
Base: All respondents (exc)		101	100.0%	58	100.0%
Car/Van (as driver)		71	70.4%	37	64.2%
Car/Van (as passenger)		18	18.4%	13	22.1%
Walk		8	8.2%	6	10.5%
Bus		2	2.0%	0	.0%
Goods delivered		1	1.0%	1	1.1%
Train		0	.0%	1	1.1%
Bicycle		0	.0%	0	.0%
Taxi		0	.0%	1	1.1%
Motorised scooter		0	.0%	0	.0%
Dial-a-ride		0	.0%	0	.0%
Other		0	.0%	0	.0%
Varies		0	.0%	0	.0%
Wheelchair		0	.0%	0	.0%

Q3. When you do your household's main food shopping at Q1, do you usually combine it with non - food shopping on the same journey?

	Base: Those visiting a store for main food shopping		Zone																							
			Num		%		1		2		3		4		5		6		7		8		9		10	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Base: Those visiting a store for main food shopping	1073	100.0%	49	100.0%	37	100.0%	29	100.0%	23	100.0%	312	100.0%	75	100.0%	159	100.0%	137	100.0%	93	100.0%	101	100.0%				
Yes	458	42.7%	20	39.8%	19	51.5%	14	50.0%	11	47.4%	116	37.4%	34	45.4%	61	38.1%	71	51.6%	44	47.4%	44	43.9%				
No	614	57.3%	30	60.2%	18	48.5%	14	50.0%	12	52.6%	195	62.6%	41	54.6%	98	61.9%	67	48.4%	49	52.6%	56	56.1%				

(cont.)

Q3. When you do your household's main food shopping at Q1, do you usually combine it with non - food shopping on the same journey?

	Zone	
	11	
	Num	%
Base: Those visiting a store for main food shopping	58	100.0%
Yes	25	42.1%
No	34	57.9%

Q4. Where do you do MOST of this non - food shopping?

	Base: Those combining with non-food shopping (exc)		Zone															
			1		2		3		4		5		6		7		8	
	Num	%	Num		Num		Num		Num		Num		Num		Num		Num	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those combining with non-food shopping (exc)	458	100.0%	20	100.0%	19	100.0%	14	100.0%	11	100.0%	116	100.0%	34	100.0%	61	100.0%	71	100.0%
Guildford town centre	52	11.3%	0	.0%	2	9.4%	1	8.2%	1	6.7%	6	5.4%	2	4.5%	30	48.6%	6	8.2%
Farnham town centre	32	6.9%	9	43.6%	0	.0%	0	.0%	0	.0%	13	10.8%	9	27.3%	0	.0%	0	.0%
Horsham town centre	31	6.7%	0	.0%	0	.0%	0	.0%	0	4.4%	0	.0%	0	.0%	0	.0%	17	24.5%
Godalming town centre	26	5.8%	0	.0%	13	66.0%	1	4.1%	0	.0%	0	.0%	7	20.5%	5	8.1%	1	2.0%
Fleet town centre	20	4.4%	0	.0%	0	.0%	0	.0%	0	.0%	19	16.2%	0	.0%	0	.0%	0	.0%
Dorking town centre	19	4.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	19	26.5%
Farnborough town centre	17	3.6%	1	2.6%	0	.0%	0	.0%	0	.0%	13	10.8%	0	.0%	2	2.7%	0	.0%
Petersfield town centre	16	3.6%	0	.0%	0	.0%	0	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Haslemere town centre	14	3.2%	0	.0%	0	.0%	8	57.1%	0	.0%	0	.0%	2	6.8%	0	.0%	0	.0%
Cranleigh town centre	13	2.8%	0	.0%	0	.0%	0	.0%	8	71.1%	0	.0%	2	4.5%	0	.0%	1	2.0%
Alton town centre	12	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.3%	0	.0%	1	2.0%
Midhurst town centre	4	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Allied, Ladymead Retail Park, GUILDFORD	3	.7%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.7%	0	.0%	0	.0%	0	.0%
Bordon town centre	2	.5%	0	.0%	0	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
B&Q, Woodbridge Road, GUILDFORD	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.7%	0	.0%
Weyhill town centre	1	.1%	0	.0%	0	.0%	1	4.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Homebase, Farnham Retail Park, FARNHAM	1	.1%	1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Homebase, Broadbridge Retail Park, HORSHAM	0	.1%	0	.0%	0	.0%	0	.0%	0	4.4%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q4. Where do you do MOST of this non - food shopping?

		Base: Those combining with non-food shopping (exc)		Zone															
				1		2		3		4		5		6		7		8	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Aldershot town centre	28	6.0%	3	12.8%	0	.0%	0	.0%	0	.0%	22	18.9%	0	.0%	2	2.7%	1	2.0%
	Chichester town centre	13	2.9%	0	.0%	0	.0%	1	4.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Varies	12	2.7%	1	2.6%	0	1.9%	0	2.0%	0	2.2%	0	.0%	2	6.8%	2	2.7%	3	4.1%
	Tesco, Ashenden Road, Guildford	10	2.2%	0	.0%	0	1.9%	0	.0%	0	.0%	0	.0%	2	4.5%	8	13.5%	0	.0%
	Tesco, Wickhurst Lane, Broadbridge Heath, Horsham	9	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	6	8.2%
	Basingstoke town centre	8	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.7%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Midhurst Road, Liphook	7	1.5%	0	.0%	0	1.9%	0	.0%	0	.0%	0	.0%	1	2.3%	0	.0%	1	2.0%
	Local stores, Frimley	6	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	6	5.4%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Water Lane, Farnham	5	1.1%	1	5.1%	0	.0%	0	.0%	0	.0%	3	2.7%	1	2.3%	0	.0%	0	.0%
	Sainsbury's, Woolsack Way, Godalming	5	1.0%	0	.0%	1	7.5%	0	2.0%	0	.0%	0	.0%	2	4.5%	0	.0%	1	2.0%
	Asda, Westmead, Farnborough	5	1.0%	1	5.1%	0	1.9%	0	.0%	0	.0%	3	2.7%	0	.0%	0	.0%	0	.0%
	Tesco, Wellington Avenue, Aldershot	4	.9%	1	5.1%	0	.0%	0	.0%	0	.0%	3	2.7%	0	.0%	0	.0%	0	.0%
	Local stores, Chiddingfold, Goldaming	4	.9%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.7%	1	2.3%	0	.0%	0	.0%
	Cobham	3	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	5.4%	0	.0%
	Camberley town centre	3	.7%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.7%	0	.0%	0	.0%	0	.0%
	Chineham town centre	3	.7%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.7%	0	.0%	0	.0%	0	.0%
	Hart Shopping Centre, Fleet	3	.7%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.7%	0	.0%	0	.0%	0	.0%
	Local stores, Hartley Wintney	3	.7%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.7%	0	.0%	0	.0%	0	.0%
	Local stores, Yateley	3	.7%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.7%	0	.0%	0	.0%	0	.0%
	Wilkinsons, Kingsmead Shopping Centre, Farnborough	3	.7%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.7%	0	.0%	0	.0%	0	.0%
	Local stores, Petworth	3	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Crawley town centre	3	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	4.1%
	Local stores, Liphook	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, High Street, Cranleigh	2	.4%	1	2.6%	0	.0%	0	.0%	0	4.4%	0	.0%	0	.0%	0	.0%	0	.0%
	Billingshurst town centre	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Draymans Way, Alton	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q4. Where do you do MOST of this non - food shopping?

		Base: Those combining with non - food shopping (exc)		Zone															
				1		2		3		4		5		6		7		8	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Waitrose, Bridge Street, Godalming	2	.4%	0	.0%	0	.0%	0	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%
	Homebase, Redding Way, Knaphill	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.7%	0	.0%
	Leatherhead town centre	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.7%	0	.0%
	Local stores, West Horsley	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.7%	0	.0%
	Marks & Spencer, Guildford	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.7%	0	.0%
	Woking	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.7%	0	.0%
	Market, Village Way, Cranleigh	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%
	Marks & Spencer, St Martins Square, Dorking	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%
	Marks & Spencer, Swan walk, Horsham	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%
	Sainsbury's, The Warwick Quadrant, London Road, Redhill	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%
	Sainsbury's, Worthing Road, Horsham	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%
	Boots, High Street, Petersfield	1	.3%	0	.0%	0	.0%	0	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Odiham	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, Purbrook Way, Havant	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Waterlooville	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Waitrose, Ram's Walk, Petersfield	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Waterlooville town centre	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Woolworths, High Street, Petersfield	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Pets at Home, Farnham	1	.2%	1	5.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	BHS, Swan Walk, Horsham	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Horsham	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Holmbush Centre, Shoreham	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Somerfield, Market Square, Petworth	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Worthing	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Elphiks, West Street, Farnham	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%
	Hindhead	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%

(cont.)

Q4. Where do you do MOST of this non - food shopping?

		Base: Those combining with non - food shopping (exc)		Zone															
				1		2		3		4		5		6		7		8	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Rowledge Post Office, The Square, Rowledge	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%
	WHSmith, Godalming Town Centre	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%
	Homebase, Woolsack Way, Godalming	1	.2%	0	.0%	1	3.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Homebase, London Road, Camberley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Station Road, Hook	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Lion Green, Haslemere	1	.1%	0	.0%	0	.0%	1	4.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Boots, High Street, Godalming	1	.1%	0	.0%	0	.0%	0	2.0%	0	2.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Boots, Commercial Way, Woking	1	.1%	1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Boots, The Borough, Farnham	1	.1%	1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, The Meadows, Marshall Road, Camberley	1	.1%	1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsburys, South Street, Farnham	1	.1%	1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Salisbury Street, Fordingbridge	1	.1%	1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co - op, St Johns Street, Farncombe	0	.1%	0	.0%	0	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Superdrug, High Street, Godalming	0	.1%	0	.0%	0	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, Portland Road, Waterlooville	0	.1%	0	.0%	0	.0%	0	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Central London	0	.1%	0	.0%	0	.0%	0	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Grayshot town centre	0	.1%	0	.0%	0	.0%	0	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Boots, High Street, Cranleigh	0	.1%	0	.0%	0	.0%	0	.0%	0	2.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, High Street, Cranleigh	0	.1%	0	.0%	0	.0%	0	.0%	0	2.2%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q4. Where do you do MOST of this non-food shopping?

	Zone					
	9		10		11	
	Num	%	Num	%	Num	%
Base: Those combining with non-food shopping (exc)	44	100.0%	44	100.0%	25	100.0%
Guildford town centre	4	8.9%	0	.0%	1	5.0%
Farnham town centre	0	.0%	0	.0%	1	5.0%
Horsham town centre	13	28.9%	0	.0%	0	.0%
Godalming town centre	0	.0%	0	.0%	0	.0%
Fleet town centre	0	.0%	0	.0%	1	5.0%
Dorking town centre	0	.0%	0	.0%	0	.0%
Farnborough town centre	0	.0%	0	.0%	2	7.5%
Petersfield town centre	0	.0%	15	34.9%	1	2.5%
Haslemere town centre	3	6.7%	1	2.3%	0	.0%
Cranleigh town centre	1	2.2%	1	2.3%	0	.0%
Alton town centre	0	.0%	1	2.3%	9	37.5%
Midhurst town centre	0	.0%	4	9.3%	0	.0%
Allied, Ladymead Retail Park, GUILDFORD	0	.0%	0	.0%	0	.0%
Bordon town centre	0	.0%	2	4.7%	0	.0%
B&Q, Woodbridge Road, GUILDFORD	0	.0%	0	.0%	0	.0%
Weyhill town centre	0	.0%	0	.0%	0	.0%
Homebase, Farnham Retail Park, FARNHAM	0	.0%	0	.0%	0	.0%
Homebase, Broadbridge Retail Park, HORSHAM	0	.0%	0	.0%	0	.0%

(cont.)

Q4. Where do you do MOST of this non-food shopping?

		Zone					
		9		10		11	
		Num	%	Num	%	Num	%
Other	Aldershot town centre	0	.0%	0	.0%	0	.0%
	Chichester town centre	9	20.0%	4	9.3%	0	.0%
	Varies	2	4.4%	2	4.7%	0	.0%
	Tesco, Ashenden Road, Guildford	0	.0%	0	.0%	0	.0%
	Tesco, Wickhurst Lane, Broadbridge Heath, Horsham	3	6.7%	0	.0%	0	.0%
	Basingstoke town centre	0	.0%	0	.0%	5	20.0%
	Sainsbury's, Midhurst Road, Liphook	0	.0%	4	9.3%	0	.0%
	Local stores, Frimley	0	.0%	0	.0%	0	.0%
	Sainsbury's, Water Lane, Farnham	0	.0%	0	.0%	0	.0%
	Sainsbury's, Woolsack Way, Godalming	0	.0%	0	.0%	0	.0%
	Asda, Westmead, Farnborough	0	.0%	0	.0%	0	.0%
	Tesco, Wellington Avenue, Aldershot	0	.0%	0	.0%	0	.0%
	Local stores, Chiddingfold, Goldaming	0	.0%	0	.0%	0	.0%
	Cobham	0	.0%	0	.0%	0	.0%
	Camberley town centre	0	.0%	0	.0%	0	.0%
	Chineham town centre	0	.0%	0	.0%	0	.0%
	Hart Shopping Centre, Fleet	0	.0%	0	.0%	0	.0%
	Local stores, Hartley Wintney	0	.0%	0	.0%	0	.0%
	Local stores, Yateley	0	.0%	0	.0%	0	.0%
	Wilkinsons, Kingsmead Shopping Centre, Farnborough	0	.0%	0	.0%	0	.0%
	Local stores, Petworth	3	6.7%	0	.0%	0	.0%
	Crawley town centre	0	.0%	0	.0%	0	.0%
	Local stores, Liphook	0	.0%	2	4.7%	0	.0%
	Sainsbury's, High Street, Cranleigh	0	.0%	1	2.3%	0	.0%
	Billinghurst town centre	2	4.4%	0	.0%	0	.0%
	Sainsbury's, Draymans Way, Alton	0	.0%	0	.0%	2	7.5%

(cont.)

Q4. Where do you do MOST of this non-food shopping?

		Zone					
		9		10		11	
		Num	%	Num	%	Num	%
Other	Waitrose, Bridge Street, Godalming	0	.0%	0	.0%	0	.0%
	Homebase, Redding Way, Knaphill	0	.0%	0	.0%	0	.0%
	Leatherhead town centre	0	.0%	0	.0%	0	.0%
	Local stores, West Horsley	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Guildford	0	.0%	0	.0%	0	.0%
	Woking	0	.0%	0	.0%	0	.0%
	Market, Village Way, Cranleigh	0	.0%	0	.0%	0	.0%
	Marks & Spencer, St Martins Square, Dorking	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Swan walk, Horsham	0	.0%	0	.0%	0	.0%
	Sainsbury's, The Warwick Quadrant, London Road, Redhill	0	.0%	0	.0%	0	.0%
	Sainsbury's, Worthing Road, Horsham	0	.0%	0	.0%	0	.0%
	Boots, High Street, Petersfield	0	.0%	1	2.3%	0	.0%
	Local stores, Odiham	0	.0%	0	.0%	1	5.0%
	Asda, Purbrook Way, Havant	0	.0%	1	2.3%	0	.0%
	Local stores, Waterloooville	0	.0%	1	2.3%	0	.0%
	Waitrose, Ram's Walk, Petersfield	0	.0%	1	2.3%	0	.0%
	Waterlooville town centre	0	.0%	1	2.3%	0	.0%
	Woolworths, High Street, Petersfield	0	.0%	1	2.3%	0	.0%
	Pets at Home, Farnham	0	.0%	0	.0%	0	.0%
	BHS, Swan Walk, Horsham	1	2.2%	0	.0%	0	.0%
	Local stores, Horsham	1	2.2%	0	.0%	0	.0%
	Marks & Spencer, Holmbush Centre, Shoreham	1	2.2%	0	.0%	0	.0%
	Somerfield, Market Square, Petworth	1	2.2%	0	.0%	0	.0%
	Worthing	1	2.2%	0	.0%	0	.0%
	Elphiks, West Street, Farnham	0	.0%	0	.0%	0	.0%
	Hindhead	0	.0%	0	.0%	0	.0%

(cont.)

Q4. Where do you do MOST of this non - food shopping?

		Zone					
		9		10		11	
		Num	%	Num	%	Num	%
Other	Rowledge Post Office, The Square, Rowledge	0	.0%	0	.0%	0	.0%
	WHSmith, Godalming Town Centre	0	.0%	0	.0%	0	.0%
	Homebase, Woolsack Way, Godalming	0	.0%	0	.0%	0	.0%
	Homebase, London Road, Camberley	0	.0%	0	.0%	1	2.5%
	Tesco, Station Road, Hook	0	.0%	0	.0%	1	2.5%
	Tesco, Lion Green, Haslemere	0	.0%	0	.0%	0	.0%
	Boots, High Street, Godalming	0	.0%	0	.0%	0	.0%
	Boots, Commercial Way, Woking	0	.0%	0	.0%	0	.0%
	Boots, The Borough, Farnham	0	.0%	0	.0%	0	.0%
	Marks & Spencer, The Meadows, Marshall Road, Camberley	0	.0%	0	.0%	0	.0%
	Sainsburys, South Street, Farnham	0	.0%	0	.0%	0	.0%
	Tesco, Salisbury Street, Fordingbridge	0	.0%	0	.0%	0	.0%
	Co - op, St Johns Street, Farncombe	0	.0%	0	.0%	0	.0%
	Superdrug, High Street, Godalming	0	.0%	0	.0%	0	.0%
	Asda, Portland Road, Waterloooville	0	.0%	0	.0%	0	.0%
	Central London	0	.0%	0	.0%	0	.0%
	Grayshot town centre	0	.0%	0	.0%	0	.0%
	Boots, High Street, Cranleigh	0	.0%	0	.0%	0	.0%
	Marks & Spencer, High Street, Cranleigh	0	.0%	0	.0%	0	.0%

Q5. Where do you make MOST of your household's small -scale 'top-up' food and convenience purchases?

	Base: All respondents (exc)		Zone															
	Num	%	1		2		3		4		5		6		7		8	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents (exc)	860	100.0%	35	100.0%	27	100.0%	21	100.0%	19	100.0%	252	100.0%	59	100.0%	123	100.0%	117	100.0%
Fleet town centre	27	3.1%	0	.0%	0	.0%	0	.0%	0	.0%	25	10.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Woolsack Way, GODALMING	21	2.4%	0	.0%	9	32.4%	0	.0%	0	.0%	0	.0%	3	5.3%	7	5.3%	1	1.2%
Guildford town centre	21	2.4%	0	.0%	1	2.7%	0	1.4%	0	1.3%	3	1.3%	0	.0%	15	12.0%	1	1.2%
Farnborough town centre	16	1.9%	0	.0%	0	.0%	0	1.4%	0	.0%	16	6.3%	0	.0%	0	.0%	0	.0%
Waitrose, 48-52 South Street, DORKING	14	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	14	12.3%
Sainsbury's, Clay Lane, Burpham, GUILDFORD	13	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	10	8.0%	1	1.2%
Tesco, Wickhurst Lane, Broadbridge Heath, HORSHAM	13	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.3%	0	.0%	0	.0%	6	4.9%
Waitrose, Unit A, The Hart Centre, FLEET	13	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	13	5.0%	0	.0%	0	.0%	0	.0%
Tesco, Lion Green, HASLEMERE	13	1.5%	0	.0%	0	.0%	7	31.5%	0	.0%	0	.0%	2	3.9%	0	.0%	1	1.2%
Waitrose, 18 Pirie's Place, HORSHAM	12	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.3%	9	7.4%
Farnham town centre	12	1.3%	5	12.9%	0	1.4%	0	.0%	0	.0%	0	.0%	5	7.9%	0	.0%	0	.0%
Sainsbury's, 16 South Street, FARNHAM	11	1.3%	5	14.3%	0	.0%	0	.0%	0	.0%	3	1.3%	2	2.6%	2	1.3%	0	.0%
Cranleigh town centre	11	1.3%	0	.0%	0	.0%	0	.0%	5	26.9%	0	.0%	0	.0%	0	.0%	6	4.9%
Sainsbury's, 148-150 High Street, GUILDFORD	11	1.3%	0	.0%	0	1.4%	0	.0%	0	.0%	0	.0%	1	1.3%	8	6.7%	1	1.2%
Midhurst town centre	11	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Draymans Way, ALTON	10	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Water Lane, FARNHAM	10	1.1%	7	18.6%	0	.0%	0	.0%	0	.0%	3	1.3%	0	.0%	0	.0%	0	.0%
Co-op, Village Way, CRANLEIGH	10	1.1%	0	.0%	0	1.4%	0	.0%	5	25.6%	0	.0%	0	.0%	0	.0%	4	3.7%
Morrisons, 116-122 Fleet Road, FLEET	9	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	9	3.8%	0	.0%	0	.0%	0	.0%
Tesco, Ashenden Road, GUILDFORD	9	1.1%	0	.0%	0	1.4%	0	.0%	0	1.3%	0	.0%	2	2.6%	7	5.3%	0	.0%
Sainsbury's, 32-38 High Street, DORKING	9	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	9	7.4%
Waitrose, 8 Rams Walk, PETERSFIELD	8	1.0%	0	.0%	0	.0%	0	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q5. Where do you make MOST of your household's small -scale 'top-up' food and convenience purchases?

	Base: All respondents (exc)		Zone															
	Num	%	1		2		3		4		5		6		7		8	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Co-op, 111 Aldershot Road, GUILDFORD	8	1.0%	0	.0%	0	.0%	0	.0%	0	1.3%	0	.0%	0	.0%	8	6.7%	0	.0%
Waitrose, 11-14 Bridge Street, GODALMING	8	1.0%	0	.0%	6	21.6%	0	.0%	0	.0%	0	.0%	2	2.6%	0	.0%	0	.0%
Waitrose, The Hart, FARNHAM	8	.9%	5	12.9%	0	1.4%	0	1.4%	0	.0%	0	.0%	2	3.9%	0	.0%	0	.0%
Somerfield, 11-17 West Street, HASLEMERE	7	.9%	0	.0%	0	.0%	4	19.2%	0	.0%	0	.0%	1	1.3%	2	1.3%	0	.0%
Godalming town centre	7	.9%	0	.0%	4	13.5%	0	.0%	0	.0%	0	.0%	2	3.9%	0	.0%	1	1.2%
Sainsbury's, 7 Worthing Road, HORSHAM	6	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	3.7%
Dorking town centre	6	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	6	4.9%
Horsham town centre	5	.6%	0	.0%	0	.0%	0	.0%	0	2.6%	0	.0%	0	.0%	0	.0%	3	2.5%
Alton town centre	5	.6%	1	1.4%	0	.0%	0	.0%	0	1.3%	0	.0%	0	.0%	0	.0%	1	1.2%
Co-op, Lion Green, Shottermill, HASLEMERE	5	.6%	0	.0%	0	1.4%	2	11.0%	0	.0%	0	.0%	2	2.6%	0	.0%	0	.0%
Petersfield town centre	5	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, Summit Avenue, Southwood, FARNBOROUGH	5	.6%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.3%	0	.0%	2	1.3%	0	.0%
Tesco, The Causeway, PETERSFIELD	4	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, High Street, BORDON	4	.4%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Asda, Princes Mead Shopping Centre, Westmead, FARNBOROUGH	4	.4%	0	.0%	0	1.4%	0	.0%	0	.0%	3	1.3%	0	.0%	0	.0%	0	.0%
Haslemere town centre	3	.4%	0	.0%	0	.0%	3	12.3%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%
Bordon town centre	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, 8 Forest Centre, Pinehill Road, BORDON	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield, 77-85 High Street, ALTON	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q5. Where do you make MOST of your household's small -scale 'top -up' food and convenience purchases?

		Base: All respondents (exc)		Zone															
		Num	%	1		2		3		4		5		6		7		8	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Tesco, Station Road, Hook	18	2.1%	0	.0%	0	.0%	0	.0%	0	.0%	9	3.8%	0	.0%	0	.0%	0	.0%
	Local stores, Aldershot	17	2.0%	1	1.4%	0	.0%	0	1.4%	0	.0%	16	6.3%	1	1.3%	0	.0%	0	.0%
	Somerfield, Market Square, Petworth	15	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Wellington Avenue, Aldershot	15	1.7%	2	5.7%	0	.0%	0	.0%	0	.0%	13	5.0%	0	.0%	0	.0%	0	.0%
	Local stores, East Horsley	13	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	13	10.7%	0	.0%
	Co-op, Queens Road, North Camp, Farnborough	13	1.5%	1	1.4%	0	.0%	0	.0%	0	.0%	13	5.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Midhust Road, Liphook	13	1.5%	0	.0%	0	.0%	1	2.7%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%
	Co-op, Ash Street, Ash, Aldershot	13	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	13	5.0%	0	.0%	0	.0%	0	.0%
	Tesco, Reading Road, Fleet	13	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	13	5.0%	0	.0%	0	.0%	0	.0%
	Co-op, North Lane, Aldershot	9	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	9	3.8%	0	.0%	0	.0%	0	.0%
	Waitrose, Tresham Crescent, Yateley	9	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	9	3.8%	0	.0%	0	.0%	0	.0%
	Varies	9	1.1%	0	.0%	0	1.4%	0	1.4%	0	1.3%	6	2.5%	0	.0%	0	.0%	0	.0%
	Local stores, Horsham	8	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	6	4.9%
	Budgens, High Street, Billingshurst	7	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.3%	0	.0%
	Tesco Express, Lychpit Local Centre, Chineham, Basingstoke	7	.8%	0	.0%	0	.0%	0	.0%	0	.0%	6	2.5%	0	.0%	0	.0%	0	.0%
	Co-op, Headley Road, Liphook	7	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	2	1.3%	0	.0%
	Budgens, White City, Midhurst	6	.7%	0	.0%	0	.0%	0	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Camberley	6	.7%	0	.0%	0	.0%	0	.0%	0	.0%	6	2.5%	0	.0%	0	.0%	0	.0%
	Tesco, Beaumaris Parade, Balmoral Drive, Frimley	6	.7%	0	.0%	0	.0%	0	.0%	0	.0%	6	2.5%	0	.0%	0	.0%	0	.0%
	Waitrose, High Street, Frimley, Camberley	6	.7%	0	.0%	0	.0%	0	.0%	0	.0%	6	2.5%	0	.0%	0	.0%	0	.0%
	Wilkinson, Kingsmead Shopping Centre, Farnborough	6	.7%	0	.0%	0	.0%	0	.0%	0	.0%	6	2.5%	0	.0%	0	.0%	0	.0%
	Tesco, Lower Mead, Hillbrow Rd, Liss	6	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, High Street, Odiham, Hook	6	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, St. Johns Street, Farncombe	6	.7%	0	.0%	3	9.5%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.7%	0	.0%

(cont.)

Q5. Where do you make MOST of your household's small -scale 'top-up' food and convenience purchases?

		Base: All respondents (exc)		Zone															
		Num	%	1		2		3		4		5		6		7		8	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Local stores, Abinger Hammer, Dorking	6	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	6	4.9%
	Local stores, Bramley	6	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	6	4.9%
	Co-op, Church Road, Milford, Godalming	6	.7%	0	.0%	0	1.4%	0	.0%	0	.0%	0	.0%	5	9.2%	0	.0%	0	.0%
	Local stores, Midhurst	5	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco Express, Ridgeway Road, Farnham	5	.6%	4	11.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%
	Marks & Spencer, High Street, Guildford	5	.5%	0	.0%	0	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.7%	0	.0%
	Local stores, Newdigate	4	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	3.7%
	Tesco Express, Upper Hale Road, Farnham	4	.5%	4	10.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%
	Local stores, Liphook	4	.5%	0	.0%	0	.0%	1	2.7%	0	.0%	0	.0%	0	.0%	2	1.3%	0	.0%
	Sainsbury's, High Street, Cranleigh	4	.5%	0	.0%	0	.0%	0	.0%	4	20.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Dorking	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.5%
	Budgens, Station Parade, East Horsley, Leatherhead	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.7%	0	.0%
	Budgens, Station Parade, Ockham Road South, East Horsley	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.7%	0	.0%
	Local stores, Effingham	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.7%	0	.0%
	Local stores, Fairlands	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.7%	0	.0%
	Local stores, West Horsley	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.7%	0	.0%
	Hook town centre	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.3%	0	.0%	0	.0%	0	.0%
	Local stores, Church Crookham	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.3%	0	.0%	0	.0%	0	.0%
	Local stores, Cove	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.3%	0	.0%	0	.0%	0	.0%
	Local stores, Frimley	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.3%	0	.0%	0	.0%	0	.0%
	Local stores, Hartley Wintney	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.3%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Aldershot	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.3%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Fleet Road, Fleet	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.3%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Worting Road, Basingstoke	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.3%	0	.0%	0	.0%	0	.0%
	Spar, Linkway Parade, Church Crookham	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.3%	0	.0%	0	.0%	0	.0%

(cont.)

Q5. Where do you make MOST of your household's small -scale 'top-up' food and convenience purchases?

		Base: All respondents (exc)		Zone															
				1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Spar, Shawfield Road, Ash, Aldershot	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.3%	0	.0%	0	.0%	0	.0%
	Tesco Express, Reading Road South, Church Crookham	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.3%	0	.0%	0	.0%	0	.0%
	Wilkinson, Loddon Mall, Basingstoke	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.3%	0	.0%	0	.0%	0	.0%
	Local stores, Womersley	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.3%	1	1.2%
	Local stores, Grayshott	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	5.3%	0	.0%	0	.0%
	Local stores, Petersfield	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Billingshurst	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, London Road, Pulborough	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Capel	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.5%
	Co-op, High Street, Horsham	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
	Co-op, Headley Road, Grayshott	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.9%	0	.0%	0	.0%
	Local stores, Chiddingfold	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.9%	0	.0%	0	.0%
	Local stores, Elstead	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.9%	0	.0%	0	.0%
	Local stores, Hambledon	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.9%	0	.0%	0	.0%
	Local stores, Hindhead	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.9%	0	.0%	0	.0%
	Local stores, Rowledge, Farnham	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.9%	0	.0%	0	.0%
	Spar, Elstead	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.9%	0	.0%	0	.0%
	Marks & Spencer, High Street, Alton	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Swan Walk, Horsham	2	.3%	0	.0%	0	.0%	0	.0%	0	1.3%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Crundles, Petersfield	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Billingshurst town centre	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Fitzalan Road, Horsham	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Farm Shop, Westons Farm, Itchingfield	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Mannings Heath	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Petworth	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Londis, Worthing Road, Southwater, Horsham	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q5. Where do you make MOST of your household's small -scale 'top -up' food and convenience purchases?

		Base: All respondents (exc)		Zone															
		Num	%	1		2		3		4		5		6		7		8	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Tesco Express, Anstey Lane, Alton	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Camelsdale	2	.2%	0	.0%	0	.0%	2	8.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	BP Merrow Service Station, Epsom Road, Guildford	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.3%	0	.0%
	Budgens, High Street, Bramley, Guildford	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.3%	0	.0%
	Budgens, High street, Caterham on the hill, Caterham	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.3%	0	.0%
	Budgens, Wharf Road, Aldershot	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.3%	0	.0%
	Co-op, High Street, Knaphill	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.3%	0	.0%
	East Horsley, Surrey	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.3%	0	.0%
	Local stores, Great Bookham, Leatherhead	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.3%	0	.0%
	Local stores, Merrow	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.3%	0	.0%
	Londis, New Road, Chilworth	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.3%	0	.0%
	Marks & Spencer, The Meadows, College Town, Sandhurst	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.3%	0	.0%
	One Stop, Guilford Park	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.3%	0	.0%
	Waitrose, Between Streets, Cobham	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.3%	0	.0%
	Local stores, Crondall	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.6%	0	.0%	0	.0%
	Co-op, High Street, Shere	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
	Co-op, Western Parade, Woodhatch	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
	Farm Shop, Abinger	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
	Local stores, Holmwood	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
	Local stores, peaslake	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
	Local stores, Shamley Green	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
	Local stores, Shere	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
	Marks & Spencer, St Martins Square, Dorking	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
	One Stop, Billingham Road, Broadbridge Heath, Horsham	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
	Spar, Coltsfoot Drive, Horsham	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%

(cont.)

Q5. Where do you make MOST of your household's small -scale 'top-up' food and convenience purchases?

		Base: All respondents (exc)		Zone															
		Num	%	1		2		3		4		5		6		7		8	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Wilkinson, Swan Walk Shopping Centre, Horsham	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
	Local stores, Hook	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, North Warnborough	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Odiham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Londis, Southview Rise, Alton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, High Street, Cranleigh	1	.1%	0	.0%	0	.0%	0	.0%	1	6.4%	0	.0%	0	.0%	0	.0%	0	.0%
	Lidl, Pinehill Road, Bordon	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Rogate	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, South Harting	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, High Street, Petersfield	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Morrisons, Lakesmere Road, Horndean	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco Express, Hill Brow Road, Liss	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, North Street, Midhurst	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Lintot Square, Southwater	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Roffey	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, The Village Store, The Street, Cowfold, Horsham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Barns Green	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Bognor Regis	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Isold	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Loxwood	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Parsons Green	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Partridge Green	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Southwater	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Tillington	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco Express, Lower Station Road, Billingshurst	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	JC's, Hindhead	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%

(cont.)

Q5. Where do you make MOST of your household's small -scale 'top-up' food and convenience purchases?

		Base: All respondents (exc)		Zone															
		Num	%	1		2		3		4		5		6		7		8	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Local stores, Beacon Hill	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%
	Local stores, Shackleford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%
	Local stores, Tilford, Farnham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%
	Local stores, Witley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%
	Londis, The Street, Tongham, Farnham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%
	Tesco Express, Headley Road, Grayshott	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%
	Local stores, Farncombe	1	.1%	0	.0%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Godalming	1	.1%	0	.0%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Basingstoke town centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Budgens, Winchester Road, Bishops Waltham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Basingstoke	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Fleet	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, High Street, Woking	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Farringdon	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Selborne	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Badger Farm Road, Badger Farm, Winchester	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco Express, Winchester Road, Four Marks, Alton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Farmers Market, Farnham	1	.1%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, The Meadows, Camberley	1	.1%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	One Stop, The Row, High Street, Hartney Whitney	1	.1%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Ashcombe Parade, Kingfield Road, Woking	1	.1%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Heather Ridge Arcade, Camberley	1	.1%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Shokan Extras, Hale Road, Farnham	1	.1%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Alford	0	.1%	0	.0%	0	.0%	0	.0%	0	2.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Cranleigh	0	.1%	0	.0%	0	.0%	0	.0%	0	2.6%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q5. Where do you make MOST of your household's small - scale 'top - up' food and convenience purchases?

		Base: All respondents (exc)		Zone															
				1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	One Stop, Alfold Road, Cranleigh	0	.1%	0	.0%	0	.0%	0	.0%	0	2.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Co - op, Green Lane, Godalming	0	.0%	0	.0%	0	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Cee Gee's, Camelsdale Road, Haslemere	0	.0%	0	.0%	0	.0%	0	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Waitrose, Yorktown Road, College Town, Sandhurst, Berkshire	0	.0%	0	.0%	0	.0%	0	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Ewhurst	0	.0%	0	.0%	0	.0%	0	.0%	0	1.3%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Newhurst	0	.0%	0	.0%	0	.0%	0	.0%	0	1.3%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q5. Where do you make MOST of your household's small -scale 'top -up' food and convenience purchases?

	Zone					
	9		10		11	
	Num	%	Num	%	Num	%
Base: All respondents (exc)	79	100.0%	83	100.0%	45	100.0%
Fleet town centre	0	.0%	1	1.2%	1	1.4%
Sainsbury's, Woolsack Way, GODALMING	0	.0%	1	1.2%	0	.0%
Guildford town centre	0	.0%	0	.0%	0	.0%
Farnborough town centre	0	.0%	0	.0%	0	.0%
Waitrose, 48-52 South Street, DORKING	0	.0%	0	.0%	0	.0%
Sainsbury's, Clay Lane, Burpham, GUILDFORD	2	2.5%	0	.0%	0	.0%
Tesco, Wickhurst Lane, Broadbridge Heath, HORSHAM	4	4.9%	0	.0%	0	.0%
Waitrose, Unit A, The Hart Centre, FLEET	0	.0%	0	.0%	0	.0%
Tesco, Lion Green, HASLEMERE	1	1.2%	1	1.2%	0	.0%
Waitrose, 18 Pirie's Place, HORSHAM	2	2.5%	0	.0%	0	.0%
Farnham town centre	0	.0%	2	2.5%	0	.0%
Sainsbury's, 16 South Street, FARNHAM	0	.0%	0	.0%	0	.0%
Cranleigh town centre	0	.0%	0	.0%	0	.0%
Sainsbury's, 148-150 High Street, GUILDFORD	0	.0%	0	.0%	0	.0%
Midhurst town centre	4	4.9%	6	7.4%	1	1.4%
Sainsbury's, Draymans Way, ALTON	0	.0%	0	.0%	10	21.9%
Sainsbury's, Water Lane, FARNHAM	0	.0%	0	.0%	0	.0%
Co-op, Village Way, CRANLEIGH	0	.0%	0	.0%	0	.0%
Morrisons, 116-122 Fleet Road, FLEET	0	.0%	0	.0%	0	.0%
Tesco, Ashenden Road, GUILDFORD	0	.0%	0	.0%	1	1.4%
Sainsbury's, 32-38 High Street, DORKING	0	.0%	0	.0%	0	.0%
Waitrose, 8 Rams Walk, PETERSFIELD	1	1.2%	7	8.6%	0	.0%

(cont.)

Q5. Where do you make MOST of your household's small -scale 'top-up' food and convenience purchases?

	Zone					
	9		10		11	
	Num	%	Num	%	Num	%
Co-op, 111 Aldershot Road, GUILDFORD	0	.0%	0	.0%	0	.0%
Waitrose, 11-14 Bridge Street, GODALMING	1	1.2%	0	.0%	0	.0%
Waitrose, The Hart, FARNHAM	0	.0%	0	.0%	1	1.4%
Somerfield, 11-17 West Street, HASLEMERE	1	1.2%	0	.0%	0	.0%
Godalming town centre	0	.0%	0	.0%	0	.0%
Sainsbury's, 7 Worthing Road, HORSHAM	2	2.5%	0	.0%	0	.0%
Dorking town centre	0	.0%	0	.0%	0	.0%
Horsham town centre	2	2.5%	0	.0%	0	.0%
Alton town centre	0	.0%	0	.0%	3	6.8%
Co-op, Lion Green, Shottermill, HASLEMERE	1	1.2%	0	.0%	0	.0%
Petersfield town centre	0	.0%	5	6.2%	0	.0%
Morrisons, Summit Avenue, Southwood, FARNBOROUGH	0	.0%	0	.0%	0	.0%
Tesco, The Causeway, PETERSFIELD	0	.0%	4	4.9%	0	.0%
Tesco, High Street, BORDON	0	.0%	3	3.7%	0	.0%
Asda, Princes Mead Shopping Centre, Westmead, FARNBOROUGH	0	.0%	0	.0%	0	.0%
Haslemere town centre	0	.0%	0	.0%	0	.0%
Bordon town centre	0	.0%	2	2.5%	0	.0%
Somerfield, 8 Forest Centre, Pinehill Road, BORDON	0	.0%	2	2.5%	0	.0%
Somerfield, 77-85 High Street, ALTON	1	1.2%	0	.0%	0	.0%

(cont.)

Q5. Where do you make MOST of your household's small -scale 'top -up' food and convenience purchases?

		Zone					
		9		10		11	
		Num	%	Num	%	Num	%
Other	Tesco, Station Road, Hook	0	.0%	0	.0%	9	19.2%
	Local stores, Aldershot	0	.0%	0	.0%	0	.0%
	Somerfield, Market Square, Petworth	15	18.5%	0	.0%	0	.0%
	Tesco, Wellington Avenue, Aldershot	0	.0%	0	.0%	0	.0%
	Local stores, East Horsley	0	.0%	0	.0%	0	.0%
	Co-op, Queens Road, North Camp, Farnborough	0	.0%	0	.0%	0	.0%
	Sainsbury's, Midhust Road, Liphook	0	.0%	11	13.6%	0	.0%
	Co-op, Ash Street, Ash, Aldershot	0	.0%	0	.0%	0	.0%
	Tesco, Reading Road, Fleet	0	.0%	0	.0%	0	.0%
	Co-op, North Lane, Aldershot	0	.0%	0	.0%	0	.0%
	Waitrose, Tresham Crescent, Yateley	0	.0%	0	.0%	0	.0%
	Varies	2	2.5%	0	.0%	0	.0%
	Local stores, Horsham	2	2.5%	0	.0%	0	.0%
	Budgens, High Street, Billingshurst	6	7.4%	0	.0%	0	.0%
	Tesco Express, Lychpit Local Centre, Chineham, Basingstoke	0	.0%	0	.0%	1	1.4%
	Co-op, Headley Road, Liphook	0	.0%	4	4.9%	0	.0%
	Budgens, White City, Midhurst	1	1.2%	5	6.2%	0	.0%
	Local stores, Camberley	0	.0%	0	.0%	0	.0%
	Tesco, Beaumaris Parade, Balmoral Drive, Frimley	0	.0%	0	.0%	0	.0%
	Waitrose, High Street, Frimley, Camberley	0	.0%	0	.0%	0	.0%
	Wilkinson, Kingsmead Shopping Centre, Farnborough	0	.0%	0	.0%	0	.0%
	Tesco, Lower Mead, Hillbrow Rd, Liss	0	.0%	6	7.4%	0	.0%
	Co-op, High Street, Odiham, Hook	0	.0%	0	.0%	6	13.7%
	Co-op, St. Johns Street, Farncombe	0	.0%	0	.0%	0	.0%

(cont.)

Q5. Where do you make MOST of your household's small -scale 'top -up' food and convenience purchases?

		Zone					
		9		10		11	
		Num	%	Num	%	Num	%
Other	Local stores, Abinger Hammer, Dorking	0	.0%	0	.0%	0	.0%
	Local stores, Bramley	0	.0%	0	.0%	0	.0%
	Co -op, Church Road, Milford, Godalming	0	.0%	0	.0%	0	.0%
	Local stores, Midhurst	0	.0%	5	6.2%	0	.0%
	Tesco Express, Ridgeway Road, Farnham	0	.0%	0	.0%	0	.0%
	Marks & Spencer, High Street, Guildford	0	.0%	1	1.2%	0	.0%
	Local stores, Newdigate	0	.0%	0	.0%	0	.0%
	Tesco Express, Upper Hale Road, Farnham	0	.0%	0	.0%	0	.0%
	Local stores, Liphook	0	.0%	2	2.5%	0	.0%
	Sainsbury's, High Street, Cranleigh	0	.0%	0	.0%	0	.0%
	Local stores, Dorking	0	.0%	0	.0%	1	1.4%
	Budgens, Station Parade, East Horsley, Leatherhead	0	.0%	0	.0%	0	.0%
	Budgens, Station Parade, Ockham Road South, East Horsley	0	.0%	0	.0%	0	.0%
	Local stores, Effingham	0	.0%	0	.0%	0	.0%
	Local stores, Fairlands	0	.0%	0	.0%	0	.0%
	Local stores, West Horsley	0	.0%	0	.0%	0	.0%
	Hook town centre	0	.0%	0	.0%	0	.0%
	Local stores, Church Crookham	0	.0%	0	.0%	0	.0%
	Local stores, Cove	0	.0%	0	.0%	0	.0%
	Local stores, Frimley	0	.0%	0	.0%	0	.0%
	Local stores, Hartley Wintney	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Aldershot	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Fleet Road, Fleet	0	.0%	0	.0%	0	.0%
	Sainsbury's, Worting Road, Basingstoke	0	.0%	0	.0%	0	.0%
	Spar, Linkway Parade, Church Crookham	0	.0%	0	.0%	0	.0%

(cont.)

Q5. Where do you make MOST of your household's small -scale 'top -up' food and convenience purchases?

		Zone					
		9		10		11	
		Num	%	Num	%	Num	%
Other	Spar, Shawfield Road, Ash, Aldershot	0	.0%	0	.0%	0	.0%
	Tesco Express, Reading Road South, Church Crookham	0	.0%	0	.0%	0	.0%
	Wilkinson, Loddon Mall, Basingstoke	0	.0%	0	.0%	0	.0%
	Local stores, Womersley	0	.0%	0	.0%	0	.0%
	Local stores, Grayshott	0	.0%	0	.0%	0	.0%
	Local stores, Petersfield	0	.0%	3	3.7%	0	.0%
	Local stores, Billingshurst	3	3.7%	0	.0%	0	.0%
	Tesco, London Road, Pulborough	3	3.7%	0	.0%	0	.0%
	Local stores, Capel	0	.0%	0	.0%	0	.0%
	Co-op, High Street, Horsham	1	1.2%	0	.0%	0	.0%
	Co-op, Headley Road, Grayshott	0	.0%	0	.0%	0	.0%
	Local stores, Chiddingfold	0	.0%	0	.0%	0	.0%
	Local stores, Elstead	0	.0%	0	.0%	0	.0%
	Local stores, Hambledon	0	.0%	0	.0%	0	.0%
	Local stores, Hindhead	0	.0%	0	.0%	0	.0%
	Local stores, Rowledge, Farnham	0	.0%	0	.0%	0	.0%
	Spar, Elstead	0	.0%	0	.0%	0	.0%
	Marks & Spencer, High Street, Alton	0	.0%	1	1.2%	1	2.7%
	Marks & Spencer, Swan Walk, Horsham	2	2.5%	0	.0%	0	.0%
	Co-op, Crundles, Petersfield	0	.0%	2	2.5%	0	.0%
	Billinghurst town centre	2	2.5%	0	.0%	0	.0%
	Co-op, Fitzalan Road, Horsham	2	2.5%	0	.0%	0	.0%
	Farm Shop, Westons Farm, Itchingfield	2	2.5%	0	.0%	0	.0%
	Local stores, Mannings Heath	2	2.5%	0	.0%	0	.0%
	Local stores, Petworth	2	2.5%	0	.0%	0	.0%
	Londis, Worthing Road, Southwater, Horsham	2	2.5%	0	.0%	0	.0%

(cont.)

Q5. Where do you make MOST of your household's small -scale 'top -up' food and convenience purchases?

		Zone					
		9		10		11	
		Num	%	Num	%	Num	%
Other	Tesco Express, Anstey Lane, Alton	0	.0%	0	.0%	2	4.1%
	Local stores, Camelsdale	0	.0%	0	.0%	0	.0%
	BP Merrow Service Station, Epsom Road, Guildford	0	.0%	0	.0%	0	.0%
	Budgens, High Street, Bramley, Guildford	0	.0%	0	.0%	0	.0%
	Budgens, High street, Caterham on the hill, Caterham	0	.0%	0	.0%	0	.0%
	Budgens, Wharf Road, Aldershot	0	.0%	0	.0%	0	.0%
	Co-op, High Street, Knaphill	0	.0%	0	.0%	0	.0%
	East Horsley, Surrey	0	.0%	0	.0%	0	.0%
	Local stores, Great Bookham, Leatherhead	0	.0%	0	.0%	0	.0%
	Local stores, Merrow	0	.0%	0	.0%	0	.0%
	Londis, New Road, Chilworth	0	.0%	0	.0%	0	.0%
	Marks & Spencer, The Meadows, College Town, Sandhurst	0	.0%	0	.0%	0	.0%
	One Stop, Guilford Park	0	.0%	0	.0%	0	.0%
	Waitrose, Between Streets, Cobham	0	.0%	0	.0%	0	.0%
	Local stores, Crondall	0	.0%	0	.0%	0	.0%
	Co-op, High Street, Shere	0	.0%	0	.0%	0	.0%
	Co-op, Western Parade, Woodhatch	0	.0%	0	.0%	0	.0%
	Farm Shop, Abinger	0	.0%	0	.0%	0	.0%
	Local stores, Holmwood	0	.0%	0	.0%	0	.0%
	Local stores, peaslake	0	.0%	0	.0%	0	.0%
	Local stores, Shamley Green	0	.0%	0	.0%	0	.0%
	Local stores, Shere	0	.0%	0	.0%	0	.0%
	Marks & Spencer, St Martins Square, Dorking	0	.0%	0	.0%	0	.0%
	One Stop, Billingham Road, Broadbridge Heath, Horsham	0	.0%	0	.0%	0	.0%
	Spar, Coltsfoot Drive, Horsham	0	.0%	0	.0%	0	.0%

(cont.)

Q5. Where do you make MOST of your household's small -scale 'top -up' food and convenience purchases?

		Zone					
		9		10		11	
		Num	%	Num	%	Num	%
Other	Wilkinson, Swan Walk Shopping Centre, Horsham	0	.0%	0	.0%	0	.0%
	Local stores, Hook	0	.0%	0	.0%	1	2.7%
	Local stores, North Warnborough	0	.0%	0	.0%	1	2.7%
	Local stores, Odiham	0	.0%	0	.0%	1	2.7%
	Londis, Southview Rise, Alton	0	.0%	0	.0%	1	2.7%
	Marks & Spencer, High Street, Cranleigh	0	.0%	0	.0%	0	.0%
	Lidl, Pinehill Road, Bordon	0	.0%	1	1.2%	0	.0%
	Local stores, Rogate	0	.0%	1	1.2%	0	.0%
	Local stores, South Harting	0	.0%	1	1.2%	0	.0%
	Marks & Spencer, High Street, Petersfield	0	.0%	1	1.2%	0	.0%
	Morrisons, Lakesmere Road, Horndean	0	.0%	1	1.2%	0	.0%
	Tesco Express, Hill Brow Road, Liss	0	.0%	1	1.2%	0	.0%
	Tesco, North Street, Midhurst	0	.0%	1	1.2%	0	.0%
	Co-op, Lintot Square, Southwater	1	1.2%	0	.0%	0	.0%
	Co-op, Roffey	1	1.2%	0	.0%	0	.0%
	Co-op, The Village Store, The Street, Cowfold, Horsham	1	1.2%	0	.0%	0	.0%
	Local stores, Barns Green	1	1.2%	0	.0%	0	.0%
	Local stores, Bognor Regis	1	1.2%	0	.0%	0	.0%
	Local stores, Isold	1	1.2%	0	.0%	0	.0%
	Local stores, Loxwood	1	1.2%	0	.0%	0	.0%
	Local stores, Parsons Green	1	1.2%	0	.0%	0	.0%
	Local stores, Partridge Green	1	1.2%	0	.0%	0	.0%
	Local stores, Southwater	1	1.2%	0	.0%	0	.0%
	Local stores, Tillington	1	1.2%	0	.0%	0	.0%
	Tesco Express, Lower Station Road, Billingshurst	1	1.2%	0	.0%	0	.0%
	JC's, Hindhead	0	.0%	0	.0%	0	.0%

(cont.)

Q5. Where do you make MOST of your household's small -scale 'top -up' food and convenience purchases?

		Zone					
		9		10		11	
		Num	%	Num	%	Num	%
Other	Local stores, Beacon Hill	0	.0%	0	.0%	0	.0%
	Local stores, Shackleford	0	.0%	0	.0%	0	.0%
	Local stores, Tilford, Farnham	0	.0%	0	.0%	0	.0%
	Local stores, Witley	0	.0%	0	.0%	0	.0%
	Londis, The Street, Tongham, Farnham	0	.0%	0	.0%	0	.0%
	Tesco Express, Headley Road, Grayshott	0	.0%	0	.0%	0	.0%
	Local stores, Farncombe	0	.0%	0	.0%	0	.0%
	Local stores, Godalming	0	.0%	0	.0%	0	.0%
	Basingstoke town centre	0	.0%	0	.0%	1	1.4%
	Budgens, Winchester Road, Bishops Waltham	0	.0%	0	.0%	1	1.4%
	Co-op, Basingstoke	0	.0%	0	.0%	1	1.4%
	Co-op, Fleet	0	.0%	0	.0%	1	1.4%
	Co-op, High Street, Woking	0	.0%	0	.0%	1	1.4%
	Local stores, Farringdon	0	.0%	0	.0%	1	1.4%
	Local stores, Selborne	0	.0%	0	.0%	1	1.4%
	Sainsbury's, Badger Farm Road, Badger Farm, Winchester	0	.0%	0	.0%	1	1.4%
	Tesco Express, Winchester Road, Four Marks, Alton	0	.0%	0	.0%	1	1.4%
	Farmers Market, Farnham	0	.0%	0	.0%	0	.0%
	Marks & Spencer, The Meadows, Camberley	0	.0%	0	.0%	0	.0%
	One Stop, The Row, High Street, Hartney Whitney	0	.0%	0	.0%	0	.0%
	Sainsbury's, Ashcombe Parade, Kingfield Road, Woking	0	.0%	0	.0%	0	.0%
	Sainsbury's, Heather Ridge Arcade, Camberley	0	.0%	0	.0%	0	.0%
	Shokan Extras, Hale Road, Farnham	0	.0%	0	.0%	0	.0%
	Local stores, Alford	0	.0%	0	.0%	0	.0%
	Local stores, Cranleigh	0	.0%	0	.0%	0	.0%

(cont.)

Q5. Where do you make MOST of your household's small -scale 'top -up' food and convenience purchases?

		Zone					
		9		10		11	
		Num	%	Num	%	Num	%
Other	One Stop, Alfold Road, Cranleigh	0	.0%	0	.0%	0	.0%
	Co -op, Green Lane, Godalming	0	.0%	0	.0%	0	.0%
	Cee Gee's, Camelsdale Road, Haslemere	0	.0%	0	.0%	0	.0%
	Waitrose, Yorktown Road, College Town, Sandhurst, Berkshire	0	.0%	0	.0%	0	.0%
	Local stores, Ewhurst	0	.0%	0	.0%	0	.0%
	Local stores, Newhurst	0	.0%	0	.0%	0	.0%

Q6. Where do you do MOST of your household's shopping for clothes, footwear and other fashion goods?

	Base: All respondents (exc)		Zone															
	Num	%	1		2		3		4		5		6		7		8	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents (exc)	991	100.0%	41	100.0%	34	100.0%	26	100.0%	22	100.0%	290	100.0%	70	100.0%	146	100.0%	130	100.0%
Guildford town centre	314	31.7%	10	23.2%	23	67.4%	16	62.5%	13	60.7%	47	16.3%	32	46.2%	105	71.9%	32	24.4%
Horsham town centre	64	6.5%	0	.0%	0	.0%	0	.0%	3	12.4%	0	.0%	0	.0%	0	.0%	33	25.6%
Farnham town centre	45	4.5%	12	29.3%	0	.0%	0	.0%	0	.0%	16	5.4%	10	14.3%	0	.0%	0	.0%
Fleet town centre	30	3.0%	0	.0%	0	.0%	0	.0%	0	.0%	28	9.8%	0	.0%	0	.0%	0	.0%
Farnborough town centre	19	1.9%	2	4.9%	0	1.1%	0	.0%	0	.0%	13	4.3%	2	2.2%	2	1.1%	0	.0%
Dorking town centre	17	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	17	13.3%
Cranleigh town centre	14	1.4%	0	.0%	0	.0%	0	.0%	2	7.9%	6	2.2%	1	1.1%	0	.0%	4	3.3%
Petersfield town centre	14	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Alton town centre	12	1.2%	1	2.4%	0	.0%	0	.0%	0	.0%	3	1.1%	1	1.1%	0	.0%	0	.0%
Godalming town centre	10	1.0%	1	1.2%	3	9.5%	1	2.3%	0	1.1%	0	.0%	2	2.2%	2	1.1%	1	1.1%
Next, Farnborough Gate Retail Park, FARNBOROUGH	6	.6%	0	.0%	0	.0%	0	.0%	0	.0%	6	2.2%	0	.0%	0	.0%	0	.0%
Bordon town centre	6	.6%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.1%	0	.0%	0	.0%	0	.0%
Haslemere town centre	4	.4%	0	.0%	0	.0%	1	5.7%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
Midhurst town centre	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
TK Maxx, Farnborough Gate Retail Park, FARNBOROUGH	1	.1%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q6. Where do you do MOST of your household's shopping for clothes, footwear and other fashion goods?

		Base: All respondents (exc)		Zone															
				1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Basingstoke town centre	59	6.0%	1	2.4%	0	.0%	0	.0%	0	.0%	35	12.0%	2	2.2%	0	.0%	0	.0%
	Catalogue/ Mail order	49	5.0%	3	7.3%	3	9.5%	0	1.1%	2	9.0%	16	5.4%	2	2.2%	5	3.4%	4	3.3%
	Chichester town centre	41	4.1%	0	.0%	0	.0%	2	6.8%	0	.0%	0	.0%	1	1.1%	0	.0%	1	1.1%
	Varies	31	3.1%	1	1.2%	1	3.2%	1	3.4%	0	1.1%	16	5.4%	2	3.3%	2	1.1%	0	.0%
	Camberley town centre	29	2.9%	1	1.2%	0	.0%	0	.0%	0	.0%	25	8.7%	2	2.2%	0	.0%	0	.0%
	Aldershot town centre	26	2.6%	4	8.5%	0	.0%	0	1.1%	0	.0%	19	6.5%	2	2.2%	0	.0%	1	1.1%
	Marks & Spencer, The Meadows, Marshall Road, Camberley	24	2.4%	3	6.1%	0	.0%	0	.0%	0	.0%	16	5.4%	2	3.3%	2	1.1%	0	.0%
	Marks & Spencer, High Street, Guildford	18	1.8%	0	.0%	0	1.1%	1	2.3%	1	3.4%	0	.0%	2	2.2%	10	6.7%	1	1.1%
	Reading town centre	17	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	16	5.4%	1	1.1%	0	.0%	0	.0%
	Crawley town centre	16	1.6%	0	.0%	0	.0%	0	.0%	0	1.1%	0	.0%	0	.0%	0	.0%	12	8.9%
	London	14	1.4%	1	2.4%	1	2.1%	1	4.5%	0	.0%	0	.0%	0	.0%	3	2.2%	4	3.3%
	Marks & Spencer, Union Street, Aldershot	10	1.0%	1	1.2%	0	.0%	0	.0%	0	.0%	9	3.3%	0	.0%	0	.0%	0	.0%
	Portsmouth town centre	9	1.0%	0	.0%	0	1.1%	0	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Woking town centre	8	.8%	1	2.4%	0	1.1%	1	3.4%	0	.0%	0	.0%	0	.0%	2	1.1%	3	2.2%
	Marks & Spencer, Swan Walk, Horsham	6	.6%	0	.0%	0	.0%	0	.0%	0	1.1%	0	.0%	0	.0%	0	.0%	3	2.2%
	Kingston upon Thames	5	.5%	0	.0%	0	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	5	3.4%	0	.0%
	Winchester town centre	5	.5%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.1%	0	.0%	0	.0%	0	.0%
	BHS, The Friary Centre, Guildford	5	.5%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.1%	0	.0%	2	1.1%	0	.0%
	Burttons, Farnborough Gate Retail Park, Farnborough	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.1%	0	.0%	0	.0%	0	.0%
	Charity shops	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.1%	0	.0%	0	.0%	0	.0%
	Linkway, Fleet	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.1%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, St Martins Square, Dorking	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.2%
	Debenhams, Millbrook, Guildford	3	.3%	0	.0%	0	.0%	0	1.1%	0	.0%	0	.0%	1	1.1%	0	.0%	1	1.1%
	Brighton town centre	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Waterlooville Town Centre	2	.2%	0	.0%	0	.0%	0	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Epsom town centre	2	.2%	0	.0%	0	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%

(cont.)

Q6. Where do you do MOST of your household's shopping for clothes, footwear and other fashion goods?

		Base: All respondents (exc)		Zone															
		Num	%	1		2		3		4		5		6		7		8	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Next, White Lion Walk, Guildford	2	.2%	0	.0%	0	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	John Lewis, Derwent Avenue, Kingston Vale, London	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.1%	0	.0%
	John Lewis, Kingston Upon Thames	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.1%	0	.0%
	Leatherhead town centre	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.1%	0	.0%
	Marks & Spencer, High Street, Weybridge	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.1%	0	.0%
	New look, The Square, Bietigheim Way, Camberley	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.1%	0	.0%
	Edinburgh Woollen Mill, Godalming	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.2%	0	.0%	0	.0%
	Redhill town centre.	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Worthing town centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Asda, Purbrook Way, Havant	1	.1%	0	.0%	0	.0%	0	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Edinburgh Woollen Mill, West Street, Farnham	1	.1%	0	.0%	0	1.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Abroad	1	.1%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Coventry	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Jacques Vert, West Street, Chichester	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	John Lewis, Palmerston Rd, Southsea, Portsmouth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, East Street, Chichester	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Telephone, Delivered (?)	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	BHS, Swan Walk, Horsham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Billingshurst town centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Debenhams, County Mall, Crawley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, High Street, Petersfield	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Holmbush Centre, Shoreham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Petworth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, South Street, Chichester	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Elphicks, West Street, Farnham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%

(cont.)

Q6. Where do you do MOST of your household's shopping for clothes, footwear and other fashion goods?

		Base: All respondents (exc)		Zone															
				1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Etam, Wassail Square, Swansea	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Evans, union street, aldershot	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Hobbs, High Street, Guildford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Monsoon, Lion & Lamb Yard, Farnham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Primark, Woking	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%
	Matalan, Channon Retail Park, Woodside Avenue, Eastleigh, Ha	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco Extra, Beaumaris Parade, Frimley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Clarks, The Borough, Farnham	1	.1%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Evans, The Friary Centre, Guildford	1	.1%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Wellington Avenue, Aldershot	1	.1%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Cascades Shopping Centre, Portsmouth	0	.0%	0	.0%	0	.0%	0	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Matalan, Wellington Retail Park, Hambledon Road, Waterlooovil	0	.0%	0	.0%	0	.0%	0	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Matalan, High street, Sutton, Surrey	0	.0%	0	.0%	0	.0%	0	.0%	0	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
	The Edinburgh Woollen Mill, The Old Cloth Hall, North Street	0	.0%	0	.0%	0	.0%	0	.0%	0	1.1%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q6. Where do you do MOST of your household's shopping for clothes, footwear and other fashion goods?

	Zone					
	9		10		11	
	Num	%	Num	%	Num	%
Base: All respondents (exc)	86	100.0%	92	100.0%	54	100.0%
Guildford town centre	12	13.6%	19	21.1%	5	9.1%
Horsham town centre	28	33.0%	0	.0%	0	.0%
Farnham town centre	0	.0%	3	3.3%	4	6.8%
Fleet town centre	0	.0%	0	.0%	2	3.4%
Farnborough town centre	0	.0%	0	.0%	1	1.1%
Dorking town centre	0	.0%	0	.0%	0	.0%
Cranleigh town centre	0	.0%	1	1.1%	0	.0%
Petersfield town centre	1	1.1%	11	12.2%	1	1.1%
Alton town centre	0	.0%	0	.0%	7	13.6%
Godalming town centre	0	.0%	1	1.1%	0	.0%
Next, Farnborough Gate Retail Park, FARNBOROUGH	0	.0%	0	.0%	0	.0%
Bordon town centre	0	.0%	2	2.2%	1	1.1%
Haslemere town centre	1	1.1%	1	1.1%	0	.0%
Midhurst town centre	0	.0%	3	3.3%	0	.0%
TK Maxx, Farnborough Gate Retail Park, FARNBOROUGH	0	.0%	0	.0%	0	.0%

(cont.)

Q6. Where do you do MOST of your household's shopping for clothes, footwear and other fashion goods?

		Zone					
		9		10		11	
		Num	%	Num	%	Num	%
Other	Basingstoke town centre	0	.0%	0	.0%	22	40.9%
	Catalogue/ Mail order	4	4.5%	6	6.7%	4	8.0%
	Chichester town centre	19	21.6%	18	20.0%	0	.0%
	Varies	4	4.5%	3	3.3%	1	2.3%
	Camberley town centre	0	.0%	1	1.1%	1	1.1%
	Aldershot town centre	0	.0%	0	.0%	0	.0%
	Marks & Spencer, The Meadows, Marshall Road, Camberley	0	.0%	0	.0%	2	3.4%
	Marks & Spencer, High Street, Guildford	0	.0%	3	3.3%	0	.0%
	Reading town centre	0	.0%	0	.0%	1	1.1%
	Crawley town centre	4	4.5%	0	.0%	0	.0%
	London	1	1.1%	1	1.1%	1	2.3%
	Marks & Spencer, Union Street, Aldershot	0	.0%	0	.0%	0	.0%
	Portsmouth town centre	1	1.1%	7	7.8%	1	1.1%
	Woking town centre	1	1.1%	0	.0%	0	.0%
	Marks & Spencer, Swan Walk, Horsham	3	3.4%	0	.0%	0	.0%
	Kingston upon Thames	0	.0%	0	.0%	0	.0%
	Winchester town centre	0	.0%	2	2.2%	0	.0%
	BHS, The Friary Centre, Guildford	0	.0%	0	.0%	0	.0%
	Burtons, Farnborough Gate Retail Park, Farnborough	0	.0%	0	.0%	0	.0%
	Charity shops	0	.0%	0	.0%	0	.0%
	Linkway, Fleet	0	.0%	0	.0%	0	.0%
	Marks & Spencer, St Martins Square, Dorking	0	.0%	0	.0%	0	.0%
	Debenhams, Millbrook, Guildford	0	.0%	0	.0%	0	.0%
	Brighton town centre	1	1.1%	0	.0%	0	.0%
	Waterlooville Town Centre	0	.0%	2	2.2%	0	.0%
	Epsom town centre	0	.0%	0	.0%	0	.0%

(cont.)

Q6. Where do you do MOST of your household's shopping for clothes, footwear and other fashion goods?

		Zone					
		9		10		11	
		Num	%	Num	%	Num	%
Other	Next, White Lion Walk, Guildford	0	.0%	0	.0%	0	.0%
	John Lewis, Derwent Avenue, Kingston Vale, London	0	.0%	0	.0%	0	.0%
	John Lewis, Kingston Upon Thames	0	.0%	0	.0%	0	.0%
	Leatherhead town centre	0	.0%	0	.0%	0	.0%
	Marks & Spencer, High Street, Weybridge	0	.0%	0	.0%	0	.0%
	New look, The Square, Bietigheim Way, Camberley	0	.0%	0	.0%	0	.0%
	Edinburgh Woollen Mill, Godalming	0	.0%	0	.0%	0	.0%
	Redhill town centre.	0	.0%	0	.0%	0	.0%
	Worthing town centre	0	.0%	0	.0%	0	.0%
	Asda, Purbrook Way, Havant	0	.0%	1	1.1%	0	.0%
	Edinburgh Woollen Mill, West Street, Farnham	0	.0%	0	.0%	0	.0%
	Abroad	0	.0%	0	.0%	1	1.1%
	Coventry	0	.0%	1	1.1%	0	.0%
	Jacques Vert, West Street, Chichester	0	.0%	1	1.1%	0	.0%
	John Lewis, Palmerston Rd, Southsea, Portsmouth	0	.0%	1	1.1%	0	.0%
	Marks & Spencer, East Street, Chichester	0	.0%	1	1.1%	0	.0%
	Telephone, Delivered (?)	0	.0%	1	1.1%	0	.0%
	BHS, Swan Walk, Horsham	1	1.1%	0	.0%	0	.0%
	Billinghurst town centre	1	1.1%	0	.0%	0	.0%
	Debenhams, County Mall, Crawley	1	1.1%	0	.0%	0	.0%
	Marks & Spencer, High Street, Petersfield	1	1.1%	0	.0%	0	.0%
	Marks & Spencer, Holmbush Centre, Shoreham	1	1.1%	0	.0%	0	.0%
	Petworth	1	1.1%	0	.0%	0	.0%
	Tesco, South Street, Chichester	1	1.1%	0	.0%	0	.0%
	Elphicks, West Street, Farnham	0	.0%	0	.0%	0	.0%

(cont.)

Q6. Where do you do MOST of your household's shopping for clothes, footwear and other fashion goods?

		Zone					
		9		10		11	
		Num	%	Num	%	Num	%
Other	Etam, Wassail Square, Swansea	0	.0%	0	.0%	0	.0%
	Evans, union street, aldershot	0	.0%	0	.0%	0	.0%
	Hobbs, High Street, Guildford	0	.0%	0	.0%	0	.0%
	Monsoon, Lion & Lamb Yard, Farnham	0	.0%	0	.0%	0	.0%
	Primark, Woking	0	.0%	0	.0%	0	.0%
	Matalan, Channon Retail Park, Woodside Avenue, Eastleigh, Ha	0	.0%	0	.0%	1	1.1%
	Tesco Extra, Beaumaris Parade, Frimley	0	.0%	0	.0%	1	1.1%
	Clarks, The Borough, Farnham	0	.0%	0	.0%	0	.0%
	Evans, The Friary Centre, Guildford	0	.0%	0	.0%	0	.0%
	Tesco, Wellington Avenue, Aldershot	0	.0%	0	.0%	0	.0%
	Cascades Shopping Centre, Portsmouth	0	.0%	0	.0%	0	.0%
	Matalan, Wellington Retail Park, Hambledon Road, Waterlooovil	0	.0%	0	.0%	0	.0%
	Matalan, High street, Sutton, Surrey	0	.0%	0	.0%	0	.0%
	The Edinburgh Woollen Mill, The Old Cloth Hall, North Street	0	.0%	0	.0%	0	.0%

Q7. Where do you do most of your household's shopping for furniture, carpets and other floor coverings?

	Base: All respondents (exc)		Zone															
	Num	%	1		2		3		4		5		6		7		8	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents (exc)	713	100.0%	29	100.0%	25	100.0%	19	100.0%	16	100.0%	214	100.0%	45	100.0%	108	100.0%	96	100.0%
Guildford town centre	181	25.4%	6	19.3%	11	44.3%	8	40.9%	7	43.9%	22	10.3%	16	35.6%	64	59.1%	27	28.8%
Farnborough town centre	35	4.9%	2	5.3%	0	1.4%	0	1.5%	0	.0%	25	11.8%	2	5.1%	2	1.5%	0	.0%
Horsham town centre	33	4.6%	0	.0%	0	.0%	0	1.5%	1	9.1%	0	.0%	0	.0%	0	.0%	14	15.2%
Farnham town centre	26	3.6%	10	35.1%	0	.0%	0	.0%	0	.0%	6	2.9%	7	15.3%	0	.0%	0	.0%
Fleet town centre	16	2.3%	0	.0%	0	.0%	0	.0%	0	.0%	16	7.4%	0	.0%	0	.0%	0	.0%
Cranleigh town centre	13	1.9%	0	.0%	0	.0%	0	.0%	3	21.2%	0	.0%	0	.0%	2	1.5%	7	7.6%
Alton town centre	10	1.4%	0	.0%	0	.0%	0	1.5%	0	.0%	3	1.5%	0	.0%	0	.0%	0	.0%
Dorking town centre	10	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	10	10.6%
Carpetright, Ladymead Retail Park, GUILDFORD	9	1.3%	0	.0%	0	1.4%	0	.0%	0	3.0%	0	.0%	2	3.4%	5	4.5%	0	.0%
Haslemere town centre	9	1.2%	0	.0%	0	.0%	4	22.7%	0	.0%	0	.0%	1	1.7%	2	1.5%	0	.0%
B&Q, Solartron Road, FARNBOROUGH	8	1.1%	1	3.5%	0	.0%	0	.0%	0	.0%	6	2.9%	0	.0%	0	.0%	0	.0%
Petersfield town centre	7	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Godalming town centre	7	1.0%	0	.0%	5	18.6%	0	.0%	0	1.5%	0	.0%	1	1.7%	0	.0%	1	1.5%
Carpetright, Farnborough Gate Retail Park, FARNBOROUGH	6	.8%	2	5.3%	0	.0%	0	.0%	0	.0%	3	1.5%	0	.0%	0	.0%	0	.0%
Furniture Village, Ladymead Retail Park, GUILDFORD	5	.7%	1	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.0%	1	1.5%
Carpetright, Broadbridge Retail Park, HORSHAM	4	.6%	0	.0%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%	1	1.5%
Midhurst town centre	4	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
B&Q, Woodbridge Road, GUILDFORD	4	.6%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%	1	1.7%	0	.0%	1	1.5%
Bordon town centre	4	.5%	1	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Allied, Ladymead Retail Park, GUILDFORD	4	.5%	0	.0%	0	.0%	0	.0%	0	1.5%	0	.0%	0	.0%	3	3.0%	0	.0%
Homebase, Farnham Retail Park, FARNHAM	2	.3%	1	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.7%	0	.0%	0	.0%
Carpetright, Solartron Retail Park, FARNBOROUGH	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%	0	.0%
Dreams, Foundry Lane, HORSHAM	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%	0	.0%
Currys, Tan Bridge Retail Park, HORSHAM	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%

(cont.)

Q7. Where do you do most of your household's shopping for furniture, carpets and other floor coverings?

	Base: All respondents (exc)		Zone															
	Num	%	1		2		3		4		5		6		7		8	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
DFS, Solartron Retail Park, FARNBOROUGH	1	.2%	0	.0%	0	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Weyhill town centre	1	.1%	0	.0%	0	.0%	0	1.5%	0	.0%	0	.0%	1	1.7%	0	.0%	0	.0%
Harveys, Farnborough Gate Retail Park, FARNBOROUGH	1	.1%	1	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Land of Leather, Solartron Retail Park, FARNBOROUGH	0	.1%	0	.0%	0	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Homebase, Broadbridge Retail Park, HORSHAM	0	.0%	0	.0%	0	.0%	0	.0%	0	1.5%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q7. Where do you do most of your household's shopping for furniture, carpets and other floor coverings?

		Base: All respondents (exc)		Zone															
				1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Varies	39	5.4%	2	5.3%	1	5.7%	1	4.5%	1	7.6%	16	7.4%	2	5.1%	3	3.0%	1	1.5%
	Chichester town centre	18	2.6%	0	.0%	0	.0%	0	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Farnborough Gate Retail Park, Farnborough	18	2.5%	2	5.3%	0	.0%	0	.0%	0	.0%	16	7.4%	1	1.7%	0	.0%	0	.0%
	Aldershot town centre	15	2.2%	0	.0%	0	1.4%	0	.0%	0	.0%	13	5.9%	1	1.7%	2	1.5%	0	.0%
	Basingstoke town centre	13	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.5%	1	1.7%	0	.0%	0	.0%
	Camberley town centre	13	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	13	5.9%	0	.0%	0	.0%	0	.0%
	John Lewis, Broad Street, Reading	11	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	9	4.4%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Marshall Road, Camberley	11	1.6%	0	.0%	0	1.4%	0	.0%	0	.0%	9	4.4%	1	1.7%	0	.0%	0	.0%
	Catalogue/ mail order	10	1.5%	1	3.5%	1	2.9%	1	3.0%	0	.0%	0	.0%	0	.0%	2	1.5%	6	6.1%
	Ladymead Retail Park, Guildford	10	1.4%	0	.0%	0	1.4%	1	3.0%	0	3.0%	3	1.5%	1	1.7%	3	3.0%	1	1.5%
	Ikea, Valley Park, Purley Way, Croydon	9	1.3%	0	.0%	0	.0%	0	1.5%	0	.0%	3	1.5%	1	1.7%	2	1.5%	1	1.5%
	Crawley town centre	9	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	7	7.6%
	Reading town centre	8	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	6	2.9%	1	1.7%	0	.0%	0	.0%
	Ash Vale town centre	6	.9%	0	.0%	0	.0%	0	.0%	0	.0%	6	2.9%	0	.0%	0	.0%	0	.0%
	Ash, Aldershot	6	.9%	0	.0%	0	.0%	0	.0%	0	.0%	6	2.9%	0	.0%	0	.0%	0	.0%
	London city centre	5	.8%	0	.0%	0	1.4%	0	1.5%	0	.0%	0	.0%	0	.0%	3	3.0%	1	1.5%
	Waterlooville town centre	5	.7%	0	.0%	0	.0%	1	3.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	John Lewis, Kingston Upon Thames	4	.6%	1	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.0%	0	.0%
	Portsmouth town centre	4	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, Princemead Shopping Centre, Westmead, Farnborough	4	.6%	0	.0%	0	.0%	0	1.5%	0	.0%	3	1.5%	0	.0%	0	.0%	0	.0%
	Vale Furnishers, Wharf Road, Ash Vale, Aldershot	4	.5%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.5%	1	1.7%	0	.0%	0	.0%
	Hart Carpet Services, High Street, Hartley Wintney, Hook	4	.5%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.5%	0	.0%	0	.0%	0	.0%
	MFI, Reading Road, Gaston Wood, Chineham, Basingstoke	4	.5%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.5%	0	.0%	0	.0%	0	.0%
	West Parley, Bournemouth	4	.5%	0	.0%	0	1.4%	0	.0%	0	.0%	3	1.5%	0	.0%	0	.0%	0	.0%
	Focus, Christy Estate, Ivy Road, Aldershot	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.5%	0	.0%	0	.0%	0	.0%

(cont.)

Q7. Where do you do most of your household's shopping for furniture, carpets and other floor coverings?

		Base: All respondents (exc)		Zone															
				1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Hook town centre	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.5%	0	.0%	0	.0%	0	.0%
	Solartron Retail Park, Solartron Road, Farnborough	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.5%	0	.0%	0	.0%	0	.0%
	World Wide Carpets, North Lane, Aldershot	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.5%	0	.0%	0	.0%	0	.0%
	Brighton town centre	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.0%
	John Lewis, Oxford Street, London	3	.4%	0	.0%	0	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
	Chilworth town centre	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%	0	.0%
	Kingston Town Centre	2	.3%	0	.0%	0	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	John Lewis, Palmerston Road, Southsea, Portsmouth	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Liphook town centre	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Rangers Furnishing Stores, West Street, Farnham	2	.3%	1	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.4%	0	.0%	0	.0%
	Homebase, Woolsack Way, Godalming	2	.3%	0	.0%	1	4.3%	0	.0%	0	.0%	0	.0%	1	1.7%	0	.0%	0	.0%
	Carpet Right, Winchester Road, Basingstoke	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Currys, The Paddocks, Brooklands, Weybridge	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%	0	.0%
	John Lewis, Derwent Avenue, Kingston Vale, London	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%	0	.0%
	Woolton-on-Thames town centre	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%	0	.0%
	Milford	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.4%	0	.0%	0	.0%
	Harveys, Grovebell Industrial Estate, Wrecclesham, Farnham	2	.2%	1	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	County Mall Shopping Centre, Crawley	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
	Homebase, Crawley Avenue, West Green, Crawley	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
	John Lewis, Bluewater, Greenhithe	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
	Laura Ashley, North Street, Guildford	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
	Southampton town centre	1	.2%	0	.0%	0	.0%	0	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Basingstoke Retail Park	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q7. Where do you do most of your household's shopping for furniture, carpets and other floor coverings?

		Base: All respondents (exc)		Zone															
		Num	%	1		2		3		4		5		6		7		8	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	House of Fraser, High Street, Guildford	1	. 2%	0	. 0%	0	1. 4%	0	. 0%	0	. 0%	0	. 0%	1	1. 7%	0	. 0%	0	. 0%
	All About Floors, Lavant Street, Petersfield	1	. 1%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%
	Bristol	1	. 1%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%
	Carpet Shop, Arundel House, Rumbolds Road, Midhurst	1	. 1%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%
	Ikea, Drury Way, London	1	. 1%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%
	Leatherhead town centre	1	. 1%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%
	Portsmouth	1	. 1%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%
	Allied Carpets, Portfield Retail Park, Chichester	1	. 1%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%
	Bognor Regis town centre	1	. 1%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%
	Brent Cross Shopping Centre	1	. 1%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%
	Broadbridge	1	. 1%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%
	Marks & Spencer, Upper Shoreham Road, Shoreham - by - Sea	1	. 1%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%
	Marks and Spencer, Montague Street, Worthing	1	. 1%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%
	MFI, Southampton Road, Titchfield, Fareham	1	. 1%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%
	Paul Simons, Portfield Way, Chichester	1	. 1%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%
	DFS, Daniel Way, Croydon	1	. 1%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	1	1. 7%	0	. 0%	0	. 0%
	Hindhead Furnishing, Beacon Hill Road, Hindhead	1	. 1%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	1	1. 7%	0	. 0%	0	. 0%
	Allied Carpets, Winchester Road, Basingstoke	1	. 1%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%
	Harveys, Brighton Hill Retail Park, Winchester Road, Basings	1	. 1%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%
	Kingsmead Shopping Centre, Kingsmead Road, Farnborough	1	. 1%	1	1. 8%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%
	Whatnot Antiques, Woodbridge Road, Guildford	1	. 1%	1	1. 8%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%
	Wilkinsons, Low walk, The wellington centre, Aldershot	1	. 1%	1	1. 8%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%	0	. 0%

(cont.)

Q7. Where do you do most of your household's shopping for furniture, carpets and other floor coverings?

		Base: All respondents (exc)		Zone															
				1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Binscombe	0	.1%	0	.0%	0	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Ellis Forbes, Church Street, Godalming	0	.1%	0	.0%	0	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Warpet Whispers, East Green, Farnbcombe	0	.1%	0	.0%	0	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bakers, Haselmere	0	.0%	0	.0%	0	.0%	0	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Carpetright, Portfield Retail Park, Chichester	0	.0%	0	.0%	0	.0%	0	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	DFS, Forbury Retail Park, Forbury Road, Reading	0	.0%	0	.0%	0	.0%	0	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Havant town centre	0	.0%	0	.0%	0	.0%	0	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Just Pine Just Cane, Quarry Lane, Chichester	0	.0%	0	.0%	0	.0%	0	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Peter Jones, Sloane Square, London	0	.0%	0	.0%	0	.0%	0	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Cranleigh Carpets, Cranleigh	0	.0%	0	.0%	0	.0%	0	.0%	0	1.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Local Store, Cranleigh	0	.0%	0	.0%	0	.0%	0	.0%	0	1.5%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q7. Where do you do most of your household's shopping for furniture, carpets and other floor coverings?

	Zone					
	9		10		11	
	Num	%	Num	%	Num	%
Base: All respondents (exc)	57	100.0%	69	100.0%	35	100.0%
Guildford town centre	4	6.9%	12	17.9%	4	10.5%
Farnborough town centre	0	.0%	3	4.5%	1	1.8%
Horsham town centre	17	29.3%	0	.0%	0	.0%
Farnham town centre	0	.0%	1	1.5%	1	3.5%
Fleet town centre	0	.0%	0	.0%	1	1.8%
Cranleigh town centre	0	.0%	1	1.5%	0	.0%
Alton town centre	0	.0%	0	.0%	7	19.3%
Dorking town centre	0	.0%	0	.0%	0	.0%
Carpetright, Ladymead Retail Park, GUILDFORD	1	1.7%	1	1.5%	0	.0%
Haslemere town centre	1	1.7%	1	1.5%	0	.0%
B&Q, Solartron Road, FARNBOROUGH	0	.0%	0	.0%	1	1.8%
Petersfield town centre	0	.0%	7	10.4%	0	.0%
Godalming town centre	0	.0%	0	.0%	0	.0%
Carpetright, Farnborough Gate Retail Park, FARNBOROUGH	0	.0%	1	1.5%	0	.0%
Furniture Village, Ladymead Retail Park, GUILDFORD	0	.0%	0	.0%	0	.0%
Carpetright, Broadbridge Retail Park, HORSHAM	2	3.4%	0	.0%	0	.0%
Midhurst town centre	0	.0%	4	6.0%	0	.0%
B&Q, Woodbridge Road, GUILDFORD	0	.0%	1	1.5%	0	.0%
Bordon town centre	1	1.7%	2	3.0%	0	.0%
Allied, Ladymead Retail Park, GUILDFORD	0	.0%	0	.0%	0	.0%
Homebase, Farnham Retail Park, FARNHAM	0	.0%	1	1.5%	0	.0%
Carpetright, Solartron Retail Park, FARNBOROUGH	0	.0%	0	.0%	0	.0%
Dreams, Foundry Lane, HORSHAM	0	.0%	0	.0%	0	.0%
Currys, Tan Bridge Retail Park, HORSHAM	0	.0%	0	.0%	0	.0%

(cont.)

Q7. Where do you do most of your household's shopping for furniture, carpets and other floor coverings?

	Zone					
	9		10		11	
	Num	%	Num	%	Num	%
DFS, Solartron Retail Park, FARNBOROUGH	1	1.7%	0	.0%	0	.0%
Weyhill town centre	0	.0%	0	.0%	0	.0%
Harveys, Farnborough Gate Retail Park, FARNBOROUGH	0	.0%	0	.0%	0	.0%
Land of Leather, Solartron Retail Park, FARNBOROUGH	0	.0%	0	.0%	0	.0%
Homebase, Broadbridge Retail Park, HORSHAM	0	.0%	0	.0%	0	.0%

(cont.)

Q7. Where do you do most of your household's shopping for furniture, carpets and other floor coverings?

		Zone					
		9		10		11	
		Num	%	Num	%	Num	%
Other	Varies	5	8.6%	4	6.0%	2	5.3%
	Chichester town centre	10	17.2%	8	11.9%	0	.0%
	Farnborough Gate Retail Park, Farnborough	0	.0%	0	.0%	0	.0%
	Aldershot town centre	0	.0%	0	.0%	0	.0%
	Basingstoke town centre	0	.0%	0	.0%	9	26.3%
	Camberley town centre	0	.0%	0	.0%	0	.0%
	John Lewis, Broad Street, Reading	0	.0%	0	.0%	2	5.3%
	Marks & Spencer, Marshall Road, Camberley	0	.0%	0	.0%	1	1.8%
	Catalogue/ mail order	0	.0%	0	.0%	1	1.8%
	Ladymead Retail Park, Guildford	0	.0%	0	.0%	0	.0%
	Ikea, Valley Park, Purley Way, Croydon	2	3.4%	0	.0%	0	.0%
	Crawley town centre	2	3.4%	0	.0%	0	.0%
	Reading town centre	0	.0%	0	.0%	1	1.8%
	Ash Vale town centre	0	.0%	0	.0%	0	.0%
	Ash, Aldershot	0	.0%	0	.0%	0	.0%
	London city centre	0	.0%	0	.0%	0	.0%
	Waterlooville town centre	0	.0%	4	6.0%	0	.0%
	John Lewis, Kingston Upon Thames	0	.0%	0	.0%	1	1.8%
	Portsmouth town centre	0	.0%	4	6.0%	0	.0%
	Asda, Princemead Shopping Centre, Westmead, Farnborough	0	.0%	0	.0%	1	1.8%
	Vale Furnishers, Wharf Road, Ash Vale, Aldershot	0	.0%	0	.0%	0	.0%
	Hart Carpet Services, High Street, Hartley Wintney, Hook	0	.0%	0	.0%	1	1.8%
	MFI, Reading Road, Gaston Wood, Chineham, Basingstoke	0	.0%	0	.0%	1	1.8%
	West Parley, Bournemouth	0	.0%	0	.0%	0	.0%
	Focus, Christy Estate, Ivy Road, Aldershot	0	.0%	0	.0%	0	.0%

(cont.)

Q7. Where do you do most of your household's shopping for furniture, carpets and other floor coverings?

		Zone					
		9		10		11	
		Num	%	Num	%	Num	%
Other	Hook town centre	0	.0%	0	.0%	0	.0%
	Solartron Retail Park, Solartron Road, Farnborough	0	.0%	0	.0%	0	.0%
	World Wide Carpets, North Lane, Aldershot	0	.0%	0	.0%	0	.0%
	Brighton town centre	0	.0%	0	.0%	0	.0%
	John Lewis, Oxford Street, London	1	1.7%	0	.0%	0	.0%
	Chilworth town centre	1	1.7%	0	.0%	0	.0%
	Kingston Town Centre	2	3.4%	0	.0%	0	.0%
	John Lewis, Palmerston Road, Southsea, Portsmouth	0	.0%	2	3.0%	0	.0%
	Liphook town centre	0	.0%	2	3.0%	0	.0%
	Rangers Furnishing Stores, West Street, Farnham	0	.0%	0	.0%	0	.0%
	Homebase, Woolsack Way, Godalming	0	.0%	0	.0%	0	.0%
	Carpet Right, Winchester Road, Basingstoke	0	.0%	0	.0%	2	5.3%
	Currys, The Paddocks, Brooklands, Weybridge	0	.0%	0	.0%	0	.0%
	John Lewis, Derwent Avenue, Kingston Vale, London	0	.0%	0	.0%	0	.0%
	Woolton-on-Thames town centre	0	.0%	0	.0%	0	.0%
	Milford	0	.0%	0	.0%	0	.0%
	Harveys, Grovebell Industrial Estate, Wrecclesham, Farnham	0	.0%	1	1.5%	0	.0%
	County Mall Shopping Centre, Crawley	0	.0%	0	.0%	0	.0%
	Homebase, Crawley Avenue, West Green, Crawley	0	.0%	0	.0%	0	.0%
	John Lewis, Bluewater, Greenhithe	0	.0%	0	.0%	0	.0%
	Laura Ashley, North Street, Guildford	0	.0%	0	.0%	0	.0%
	Southampton town centre	0	.0%	1	1.5%	0	.0%
	Basingstoke Retail Park	0	.0%	0	.0%	1	3.5%

(cont.)

Q7. Where do you do most of your household's shopping for furniture, carpets and other floor coverings?

		Zone					
		9		10		11	
		Num	%	Num	%	Num	%
Other	House of Fraser, High Street, Guildford	0	.0%	0	.0%	0	.0%
	All About Floors, Lavant Street, Petersfield	0	.0%	1	1.5%	0	.0%
	Bristol	0	.0%	1	1.5%	0	.0%
	Carpet Shop, Arundel House, Rumbolds Road, Midhurst	0	.0%	1	1.5%	0	.0%
	Ikea, Drury Way, London	0	.0%	1	1.5%	0	.0%
	Leatherhead town centre	0	.0%	1	1.5%	0	.0%
	Portsmouth	0	.0%	1	1.5%	0	.0%
	Allied Carpets, Portfield Retail Park, Chichester	1	1.7%	0	.0%	0	.0%
	Bognor Regis town centre	1	1.7%	0	.0%	0	.0%
	Brent Cross Shopping Centre	1	1.7%	0	.0%	0	.0%
	Broadbridge	1	1.7%	0	.0%	0	.0%
	Marks & Spencer, Upper Shoreham Road, Shoreham - by-Sea	1	1.7%	0	.0%	0	.0%
	Marks and Spencer, Montague Street, Worthing	1	1.7%	0	.0%	0	.0%
	MFI, Southampton Road, Titchfield, Fareham	1	1.7%	0	.0%	0	.0%
	Paul Simons, Portfield Way, Chichester	1	1.7%	0	.0%	0	.0%
	DFS, Daniel Way, Croydon	0	.0%	0	.0%	0	.0%
	Hindhead Furnishing, Beacon Hill Road, Hindhead	0	.0%	0	.0%	0	.0%
	Allied Carpets, Winchester Road, Basingstoke	0	.0%	0	.0%	1	1.8%
	Harveys, Brighton Hill Retail Park, Winchester Road, Basings	0	.0%	0	.0%	1	1.8%
	Kingsmead Shopping Centre, Kingsmead Road, Farnborough	0	.0%	0	.0%	0	.0%
	Whatnot Antiques, Woodbridge Road, Guildford	0	.0%	0	.0%	0	.0%
	Wilkinsons, Low walk, The wellington centre, Aldershot	0	.0%	0	.0%	0	.0%

(cont.)

Q7. Where do you do most of your household's shopping for furniture, carpets and other floor coverings?

		Zone					
		9		10		11	
		Num	%	Num	%	Num	%
Other	Binscombe	0	.0%	0	.0%	0	.0%
	Ellis Forbes, Church Street, Godalming	0	.0%	0	.0%	0	.0%
	The Warpet Whispers, East Green, Farnbcombe	0	.0%	0	.0%	0	.0%
	Bakers, Haselmere	0	.0%	0	.0%	0	.0%
	Carpetright, Portfield Retail Park, Chichester	0	.0%	0	.0%	0	.0%
	DFS, Forbury Retail Park, Forbury Road, Reading	0	.0%	0	.0%	0	.0%
	Havant town centre	0	.0%	0	.0%	0	.0%
	Just Pine Just Cane, Quarry Lane, Chichester	0	.0%	0	.0%	0	.0%
	Peter Jones, Sloane Square, London	0	.0%	0	.0%	0	.0%
	Cranleigh Carpets, Cranleigh	0	.0%	0	.0%	0	.0%
	Local Store, Cranleigh	0	.0%	0	.0%	0	.0%

Q8. Where do you most of your household's shopping for household textiles and soft furnishings including bedding?

	Base: All respondents (exc)		Zone															
	Num	%	1		2		3		4		5		6		7		8	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents (exc)	822	100.0%	37	100.0%	29	100.0%	23	100.0%	19	100.0%	242	100.0%	54	100.0%	130	100.0%	103	100.0%
Guildford town centre	216	26.3%	9	23.3%	16	55.6%	10	42.3%	7	37.2%	35	14.3%	16	30.0%	80	62.0%	23	22.5%
Horsham town centre	44	5.3%	0	.0%	0	.0%	0	.0%	2	11.5%	0	.0%	0	.0%	0	.0%	23	22.5%
Farnham town centre	40	4.8%	13	34.2%	0	.0%	0	.0%	0	.0%	9	3.9%	12	21.4%	0	.0%	0	.0%
Farnborough town centre	29	3.5%	1	2.7%	0	1.2%	0	1.3%	0	.0%	22	9.1%	2	2.9%	2	1.3%	0	.0%
Cranleigh town centre	10	1.3%	0	.0%	0	.0%	0	.0%	3	17.9%	3	1.3%	0	.0%	0	.0%	3	2.8%
Fleet town centre	10	1.2%	1	1.4%	0	.0%	0	.0%	0	.0%	9	3.9%	0	.0%	0	.0%	0	.0%
Dorking town centre	9	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	9	8.5%
Homebase, Ladymead Retail Park, GUILDFORD	8	1.0%	1	1.4%	0	1.2%	0	.0%	0	.0%	3	1.3%	1	1.4%	2	1.3%	1	1.4%
Godalming town centre	7	.8%	0	.0%	2	7.4%	0	1.3%	0	.0%	0	.0%	1	1.4%	3	2.5%	0	.0%
Alton town centre	6	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.9%	0	.0%	0	.0%
Haslemere town centre	5	.6%	0	.0%	0	.0%	3	11.5%	0	.0%	0	.0%	2	2.9%	0	.0%	0	.0%
Petersfield town centre	5	.6%	0	.0%	0	.0%	0	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Rosebys, Farnborough Gate Retail Park, FARNBOROUGH	5	.5%	1	2.7%	0	1.2%	0	.0%	0	.0%	3	1.3%	0	.0%	0	.0%	0	.0%
DFS, Solartron Retail Park, FARNBOROUGH	4	.5%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.3%	1	1.4%	0	.0%	0	.0%
Bordon town centre	4	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%
Midhurst town centre	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Homebase, Farnham Retail Park, FARNHAM	2	.2%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%
Homebase, Broadbridge Retail Park, HORSHAM	2	.2%	0	.0%	0	.0%	0	.0%	1	3.8%	0	.0%	0	.0%	0	.0%	0	.0%
Next, Farnborough Gate Retail Park, FARNBOROUGH	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.3%	0	.0%
Land of Leather, Solartron Retail Park, FARNBOROUGH	1	.1%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Weyhill town centre	0	.0%	0	.0%	0	.0%	0	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q8. Where do you most of your household's shopping for household textiles and soft furnishings including bedding?

		Base: All respondents (exc)		Zone															
				1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Chichester town centre	34	4.1%	0	.0%	0	.0%	0	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%
	Basingstoke town centre	32	3.9%	0	.0%	0	.0%	0	.0%	0	.0%	19	7.8%	1	1.4%	0	.0%	0	.0%
	Catalogue/ mail order	30	3.6%	2	4.1%	0	1.2%	1	3.8%	1	3.8%	6	2.6%	2	4.3%	3	2.5%	6	5.6%
	Varies	30	3.6%	1	2.7%	2	7.4%	1	3.8%	1	5.1%	9	3.9%	1	1.4%	7	5.1%	0	.0%
	John Lewis, Broad Street, Reading	25	3.0%	0	.0%	0	.0%	0	.0%	0	.0%	22	9.1%	0	.0%	0	.0%	1	1.4%
	Camberley town centre	23	2.8%	0	.0%	0	.0%	0	.0%	0	.0%	22	9.1%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Marshall Road, Camberley	21	2.5%	2	5.5%	0	1.2%	0	1.3%	0	.0%	16	6.5%	2	2.9%	0	.0%	0	.0%
	Aldershot town centre	17	2.1%	1	1.4%	0	1.2%	0	1.3%	0	.0%	16	6.5%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, High Street, Guildford	14	1.8%	1	1.4%	0	1.2%	0	1.3%	0	1.3%	0	.0%	2	2.9%	7	5.1%	3	2.8%
	Reading town centre	12	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	9	3.9%	1	1.4%	0	.0%	0	.0%
	Crawley town centre	12	1.4%	0	.0%	0	.0%	0	.0%	0	1.3%	0	.0%	0	.0%	0	.0%	9	8.5%
	John Lewis, Wood Street, Kingston Upon Thames	11	1.3%	1	1.4%	1	2.5%	1	2.6%	0	.0%	0	.0%	1	1.4%	7	5.1%	1	1.4%
	Debenhams, Millbrook, Guildford	10	1.3%	0	.0%	1	4.9%	0	1.3%	0	2.6%	0	.0%	2	4.3%	3	2.5%	1	1.4%
	Portsmouth town centre	10	1.2%	0	.0%	0	.0%	0	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Farnborough Gate Retail Park, Farnborough	9	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	9	3.9%	0	.0%	0	.0%	0	.0%
	London city centre	8	.9%	0	.0%	0	1.2%	1	2.6%	0	1.3%	0	.0%	0	.0%	2	1.3%	4	4.2%
	BHS, The Friary Centre, Guildford	5	.6%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.3%	0	.0%	2	1.3%	0	.0%
	John Lewis, Derwent Avenue, Kingston Vale, London	5	.6%	0	.0%	0	1.2%	1	2.6%	0	2.6%	0	.0%	0	.0%	3	2.5%	0	.0%
	Ikea, Valley Park, Purley way, Croydon	5	.6%	0	.0%	0	.0%	0	1.3%	0	1.3%	0	.0%	1	1.4%	0	.0%	1	1.4%
	Marks & Spencer, The Meadows, College Town, Sandhurst	4	.5%	1	1.4%	0	.0%	0	.0%	0	.0%	3	1.3%	0	.0%	0	.0%	0	.0%
	Rosebys, Wellington Centre, Aldershot	4	.5%	1	2.7%	0	.0%	0	.0%	0	.0%	3	1.3%	0	.0%	0	.0%	0	.0%
	House of Fraser, High Street, Guildford	4	.5%	1	1.4%	0	1.2%	0	.0%	0	2.6%	0	.0%	2	2.9%	0	.0%	0	.0%
	Laura Ashley, Lion & Lamb Yard, Farnham	4	.5%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.3%	0	.0%	0	.0%	0	.0%

(cont.)

Q8. Where do you most of your household's shopping for household textiles and soft furnishings including bedding?

		Base: All respondents (exc)		Zone															
		Num	%	1		2		3		4		5		6		7		8	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Sainsbury's, Station Mall, Basingstoke	4	.5%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.3%	0	.0%	0	.0%	0	.0%
	John Lewis, West Quay Shopping Centre, Southampton	4	.5%	0	.0%	0	.0%	0	1.3%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%
	BHS, Swan Walk, Horsham	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%
	Marks & Spencer, Culverhouse Cross, Cardiff	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.3%	0	.0%	0	.0%	0	.0%
	Rosebys, High Street, Camberley	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.3%	0	.0%	0	.0%	0	.0%
	Solarton Retail Park,Solartron Road, Farborough	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.3%	0	.0%	0	.0%	0	.0%
	John Lewis, Palmerston Road, Southsea, Portsmouth	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Abroad	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	2	1.3%	0	.0%
	Debenhams, Palmerston Road, Southsea, Portsmouth	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Worthing	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Debenhams, Basingstoke	2	.2%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	David Mann & Co, High Street, Cranleigh	2	.2%	0	.0%	0	.0%	0	.0%	0	1.3%	0	.0%	0	.0%	0	.0%	1	1.4%
	Bookham Town Centre	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.3%	0	.0%
	Currys, The Paddocks, Brooklands, Weybridge, Surry	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.3%	0	.0%
	Debenhams, Kingsmead Centre, Farnborough	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.3%	0	.0%
	Wilkinsons, Aldershot	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.3%	0	.0%
	Epsom	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%
	John Lewis, Bluewater, Greenhithe, Kent	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%
	Marks & Spencer, Montague Street, Worthing	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%
	Marks & Spencer, St.Martins Square, Dorking	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%
	Tesco, Reigate Road, Hookwood, Gatwick	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%
	White Company, Swan Lane, Guildford	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%

(cont.)

Q8. Where do you most of your household's shopping for household textiles and soft furnishings including bedding?

		Base: All respondents (exc)		Zone															
				1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Working Town Centre	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%
	Asda, Princes Mead Shopping Centre, Westmead, Farnborough	1	.2%	1	2.7%	0	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Liphook	1	.2%	0	.0%	0	.0%	0	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	John Lewis, Holmers Farm Way, High Wycombe	1	.2%	1	2.7%	0	.0%	0	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Elphicks, West Street, Farnham	1	.2%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%
	Kingston town centre	1	.2%	0	.0%	0	.0%	0	.0%	0	1.3%	0	.0%	0	.0%	0	.0%	0	.0%
	Television channel	1	.2%	0	.0%	0	.0%	0	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Basingstoke Retail Park	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Rosebys, Wolsey Walk, Woking	1	.1%	0	.0%	0	1.2%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%
	Asda, Purbrook Way, Havant	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	BHS, Osborne Square, Chicester	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	BHS, Portfield Retail Park, Chichester	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Ikea, Eastgate Centre, Eastgate Road, Bristol	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Laura Ashley Home Furnishings, The Square, Petersfield	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Laura Ashley, North Street, Guildford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, East Street, Chichester	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Harbour Parade, Southampton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Waterlooville Town Centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Homebase, Woolsack Way, Godalming	1	.1%	0	.0%	1	2.5%	0	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	BHS, Westhampnett Road, Chichester	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Borgnor Regis, West Sussex	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Dunelm Mill, Ocean Plaza, Southport	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Laura Ashley Oxford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q8. Where do you most of your household's shopping for household textiles and soft furnishings including bedding?

		Base: All respondents (exc)		Zone															
		Num	%	1		2		3		4		5		6		7		8	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Marks & Spencer, Holmbush Centre, Shoreham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Argos, North Street, Guildford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%
	Marks & Spencer, Marshall Rd, Camberley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%
	Stevenage Town Centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%
	Farnham Retail Park, Farnham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Fine Fabrics, Froyle Road, Alton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Matalan, Channon Retail Park, Woodside Avenue, Eastleigh	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Rosebys, West Street, Havant	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Baker & Sons, Weyhill, Haslemere	1	.1%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Rosebys, West Street, Farnham	1	.1%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Willems Park, Wellington Avenue, Aldershot	1	.1%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Binscombe	0	.0%	0	.0%	0	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Liverpool	0	.0%	0	.0%	0	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Richard Eades. Forest Centre, Bordon	0	.0%	0	.0%	0	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Vale Furnishers, Wharf Road, Ash Vale, Aldershot	0	.0%	0	.0%	0	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bentalls, Wood Street, Kingston	0	.0%	0	.0%	0	.0%	0	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Cambridge town centre.	0	.0%	0	.0%	0	.0%	0	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Matalan, Wellington Retail Park, Hambledon Road, Waterlooovil	0	.0%	0	.0%	0	.0%	0	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Peter Jones, Sloane Square, London	0	.0%	0	.0%	0	.0%	0	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bluewater shopping centre, Greenhithe, kent	0	.0%	0	.0%	0	.0%	0	.0%	0	1.3%	0	.0%	0	.0%	0	.0%	0	.0%
	John Lewis, Princess Victoria Street, Clifton, Bristol	0	.0%	0	.0%	0	.0%	0	.0%	0	1.3%	0	.0%	0	.0%	0	.0%	0	.0%
	Manns of Cranleigh, High Street, Cranleigh	0	.0%	0	.0%	0	.0%	0	.0%	0	1.3%	0	.0%	0	.0%	0	.0%	0	.0%
	Matalan, High Street, Sutton	0	.0%	0	.0%	0	.0%	0	.0%	0	1.3%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q8. Where do you most of your household's shopping for household textiles and soft furnishings including bedding?

	Zone					
	9		10		11	
	Num	%	Num	%	Num	%
Base: All respondents (exc)	64	100.0%	80	100.0%	41	100.0%
Guildford town centre	3	4.5%	13	16.7%	4	10.4%
Horsham town centre	19	28.8%	0	.0%	0	.0%
Farnham town centre	0	.0%	3	3.8%	3	7.5%
Farnborough town centre	0	.0%	1	1.3%	1	1.5%
Cranleigh town centre	0	.0%	1	1.3%	0	.0%
Fleet town centre	0	.0%	0	.0%	0	.0%
Dorking town centre	0	.0%	0	.0%	0	.0%
Homebase, Ladymead Retail Park, GUILDFORD	0	.0%	0	.0%	0	.0%
Godalming town centre	0	.0%	0	.0%	0	.0%
Alton town centre	0	.0%	0	.0%	5	11.9%
Haslemere town centre	0	.0%	1	1.3%	0	.0%
Petersfield town centre	1	1.5%	3	3.8%	1	1.5%
Rosebys, Farnborough Gate Retail Park, FARNBOROUGH	0	.0%	0	.0%	0	.0%
DFS, Solartron Retail Park, FARNBOROUGH	0	.0%	0	.0%	0	.0%
Bordon town centre	0	.0%	3	3.8%	0	.0%
Midhurst town centre	0	.0%	3	3.8%	0	.0%
Homebase, Farnham Retail Park, FARNHAM	0	.0%	0	.0%	0	.0%
Homebase, Broadbridge Retail Park, HORSHAM	1	1.5%	0	.0%	0	.0%
Next, Farnborough Gate Retail Park, FARNBOROUGH	0	.0%	0	.0%	0	.0%
Land of Leather, Solartron Retail Park, FARNBOROUGH	0	.0%	0	.0%	0	.0%
Weyhill town centre	0	.0%	0	.0%	0	.0%

(cont.)

Q8. Where do you most of your household's shopping for household textiles and soft furnishings including bedding?

		Zone					
		9		10		11	
		Num	%	Num	%	Num	%
Other	Chichester town centre	19	28.8%	13	16.7%	0	.0%
	Basingstoke town centre	0	.0%	0	.0%	12	29.9%
	Catalogue/ mail order	4	6.1%	3	3.8%	2	4.5%
	Varies	2	3.0%	3	3.8%	3	7.5%
	John Lewis, Broad Street, Reading	0	.0%	0	.0%	1	3.0%
	Camberley town centre	0	.0%	1	1.3%	0	.0%
	Marks & Spencer, Marshall Road, Camberley	0	.0%	0	.0%	1	1.5%
	Aldershot town centre	0	.0%	0	.0%	0	.0%
	Marks & Spencer, High Street, Guildford	1	1.5%	1	1.3%	0	.0%
	Reading town centre	0	.0%	1	1.3%	1	1.5%
	Crawley town centre	3	4.5%	0	.0%	0	.0%
	John Lewis, Wood Street, Kingston Upon Thames	0	.0%	0	.0%	0	.0%
	Debenhams, Millbrook, Guildford	0	.0%	1	1.3%	0	.0%
	Portsmouth town centre	0	.0%	9	11.5%	0	.0%
	Farnborough Gate Retail Park, Farnborough	0	.0%	0	.0%	0	.0%
	London city centre	0	.0%	0	.0%	1	1.5%
	BHS, The Friary Centre, Guildford	0	.0%	0	.0%	0	.0%
	John Lewis, Derwent Avenue, Kingston Vale, London	0	.0%	0	.0%	0	.0%
	Ikea, Valley Park, Purley way, Croydon	2	3.0%	0	.0%	0	.0%
	Marks & Spencer, The Meadows, College Town, Sandhurst	0	.0%	0	.0%	1	1.5%
	Rosebys, Wellington Centre, Aldershot	0	.0%	0	.0%	0	.0%
	House of Fraser, High Street, Guildford	1	1.5%	0	.0%	0	.0%
	Laura Ashley, Lion & Lamb Yard, Farnham	0	.0%	0	.0%	1	1.5%

(cont.)

Q8. Where do you most of your household's shopping for household textiles and soft furnishings including bedding?

		Zone					
		9		10		11	
		Num	%	Num	%	Num	%
Other	Sainsbury's, Station Mall, Basingstoke	0	.0%	0	.0%	1	1.5%
	John Lewis, West Quay Shopping Centre, Southampton	0	.0%	2	2.6%	1	1.5%
	BHS, Swan Walk, Horsham	2	3.0%	0	.0%	0	.0%
	Marks & Spencer, Culverhouse Cross, Cardiff	0	.0%	0	.0%	0	.0%
	Rosebys, High Street, Camberley	0	.0%	0	.0%	0	.0%
	Solarton Retail Park,Solartron Road, Farborough	0	.0%	0	.0%	0	.0%
	John Lewis, Palmerston Road, Southsea, Portsmouth	0	.0%	3	3.8%	0	.0%
	Abroad	0	.0%	0	.0%	0	.0%
	Debenhams, Palmerston Road, Southsea, Portsmouth	0	.0%	2	2.6%	0	.0%
	Worthing	2	3.0%	0	.0%	0	.0%
	Debenhams, Basingstoke	0	.0%	0	.0%	1	3.0%
	David Mann & Co, High Street, Cranleigh	0	.0%	0	.0%	0	.0%
	Bookham Town Centre	0	.0%	0	.0%	0	.0%
	Currys, The Paddocks, Brooklands, Weybridge, Surry	0	.0%	0	.0%	0	.0%
	Debenhams, Kingsmead Centre, Farnborough	0	.0%	0	.0%	0	.0%
	Wilkinsons, Aldershot	0	.0%	0	.0%	0	.0%
	Epsom	0	.0%	0	.0%	0	.0%
	John Lewis, Bluewater, Greenhithe, Kent	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Montague Street, Worthing	0	.0%	0	.0%	0	.0%
	Marks & Spencer, St.Martins Square, Dorking	0	.0%	0	.0%	0	.0%
	Tesco, Reigate Road, Hookwood, Gatwick	0	.0%	0	.0%	0	.0%
	White Company, Swan Lane, Guildford	0	.0%	0	.0%	0	.0%

(cont.)

Q8. Where do you most of your household's shopping for household textiles and soft furnishings including bedding?

		Zone					
		9		10		11	
		Num	%	Num	%	Num	%
Other	Working Town Centre	0	.0%	0	.0%	0	.0%
	Asda, Princes Mead Shopping Centre, Westmead, Farnborough	0	.0%	0	.0%	0	.0%
	Liphook	0	.0%	1	1.3%	0	.0%
	John Lewis, Holmers Farm Way, High Wycombe	0	.0%	0	.0%	0	.0%
	Elphicks, West Street, Farnham	0	.0%	0	.0%	0	.0%
	Kingston town centre	0	.0%	1	1.3%	0	.0%
	Television channel	1	1.5%	0	.0%	0	.0%
	Basingstoke Retail Park	0	.0%	0	.0%	1	3.0%
	Rosebys, Wolsey Walk, Woking	0	.0%	0	.0%	0	.0%
	Asda, Purbrook Way, Havant	0	.0%	1	1.3%	0	.0%
	BHS, Osborne Square, Chicester	0	.0%	1	1.3%	0	.0%
	BHS, Portfield Retail Park, Chichester	0	.0%	1	1.3%	0	.0%
	Ikea, Eastgate Centre, Eastgate Road, Bristol	0	.0%	1	1.3%	0	.0%
	Laura Ashley Home Furnishings, The Square, Petersfield	0	.0%	1	1.3%	0	.0%
	Laura Ashley, North Street, Guildford	0	.0%	1	1.3%	0	.0%
	Marks & Spencer, East Street, Chichester	0	.0%	1	1.3%	0	.0%
	Marks & Spencer, Harbour Parade, Southampton	0	.0%	1	1.3%	0	.0%
	Waterlooville Town Centre	0	.0%	1	1.3%	0	.0%
	Homebase, Woolsack Way, Godalming	0	.0%	0	.0%	0	.0%
	BHS, Westhampnett Road, Chichester	1	1.5%	0	.0%	0	.0%
	Borgnor Regis, West Sussex	1	1.5%	0	.0%	0	.0%
	Dunelm Mill, Ocean Plaza, Southport	1	1.5%	0	.0%	0	.0%
	Laura Ashley Oxford	1	1.5%	0	.0%	0	.0%

(cont.)

Q8. Where do you most of your household's shopping for household textiles and soft furnishings including bedding?

		Zone					
		9		10		11	
		Num	%	Num	%	Num	%
Other	Marks & Spencer, Holmbush Centre, Shoreham	1	1.5%	0	.0%	0	.0%
	Argos, North Street, Guildford	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Marshall Rd, Camberley	0	.0%	0	.0%	0	.0%
	Stevenage Town Centre	0	.0%	0	.0%	0	.0%
	Farnham Retail Park, Farnham	0	.0%	0	.0%	1	1.5%
	Fine Fabrics, Froyle Road, Alton	0	.0%	0	.0%	1	1.5%
	Matalan, Channon Retail Park, Woodside Avenue, Eastleigh	0	.0%	0	.0%	1	1.5%
	Rosebys, West Street, Havant	0	.0%	0	.0%	1	1.5%
	Baker & Sons, Weyhill, Haslemere	0	.0%	0	.0%	0	.0%
	Rosebys, West Street, Farnham	0	.0%	0	.0%	0	.0%
	Tesco, Willems Park, Wellington Avenue, Aldershot	0	.0%	0	.0%	0	.0%
	Binscombe	0	.0%	0	.0%	0	.0%
	Liverpool	0	.0%	0	.0%	0	.0%
	Richard Eades. Forest Centre, Bordon	0	.0%	0	.0%	0	.0%
	Vale Furnishers, Wharf Road, Ash Vale, Aldershot	0	.0%	0	.0%	0	.0%
	Bentalls, Wood Street, Kingston	0	.0%	0	.0%	0	.0%
	Cambridge town centre.	0	.0%	0	.0%	0	.0%
	Matalan, Wellington Retail Park, Hambledon Road, Waterlooovil	0	.0%	0	.0%	0	.0%
	Peter Jones, Sloane Square, London	0	.0%	0	.0%	0	.0%
	Bluewater shopping centre, Greenhithe, kent	0	.0%	0	.0%	0	.0%
	John Lewis, Princess Victoria Street, Clifton, Bristol	0	.0%	0	.0%	0	.0%
	Manns of Cranleigh, High Street, Cranleigh	0	.0%	0	.0%	0	.0%
	Matalan, High Street, Sutton	0	.0%	0	.0%	0	.0%

Q9. Where do you do most of your household's shopping for domestic electrical appliances such as fridges, washing machines, kettles or hairdryers?

	Base: All respondents (exc)		Zone															
	Num	%	1		2		3		4		5		6		7		8	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents (exc)	865	100.0%	38	100.0%	31	100.0%	23	100.0%	18	100.0%	258	100.0%	52	100.0%	136	100.0%	116	100.0%
Guildford town centre	126	14.6%	2	3.9%	9	29.4%	7	29.9%	8	45.3%	6	2.4%	15	28.4%	48	34.9%	22	18.7%
Currys, Farnborough Gate Retail Park, FARNBOROUGH	68	7.8%	7	17.1%	0	.0%	0	.0%	0	.0%	57	22.0%	1	1.5%	0	.0%	0	.0%
Comet, Ladymead Retail Park, GUILDFORD	61	7.1%	1	2.6%	4	14.1%	1	5.2%	2	10.7%	0	.0%	9	17.9%	30	21.7%	7	6.3%
Comet, Farnborough Gate Retail Park, FARNBOROUGH	61	7.0%	4	9.2%	0	.0%	0	.0%	0	.0%	54	20.7%	1	1.5%	0	.0%	0	.0%
Farnborough town centre	52	6.0%	4	9.2%	0	.0%	0	.0%	0	.0%	44	17.1%	2	4.5%	0	.0%	0	.0%
Horsham town centre	39	4.5%	0	.0%	0	.0%	0	.0%	1	6.7%	0	.0%	0	.0%	2	1.2%	20	17.5%
Currys, Woodbridge Road, GUILDFORD	32	3.7%	0	.0%	3	8.2%	2	7.8%	1	5.3%	0	.0%	5	10.4%	16	12.0%	1	1.3%
Farnham town centre	30	3.5%	11	28.9%	0	1.2%	0	.0%	0	.0%	6	2.4%	5	10.4%	2	1.2%	0	.0%
Dorking town centre	19	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.2%	0	.0%	0	.0%	16	13.8%
Currys, Tan Bridge Retail Park, HORSHAM	17	1.9%	0	.0%	0	.0%	0	.0%	0	2.7%	0	.0%	0	.0%	0	.0%	7	6.3%
Midhurst town centre	14	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Fleet town centre	10	1.2%	0	.0%	0	1.2%	0	.0%	0	.0%	9	3.7%	0	.0%	0	.0%	0	.0%
Godalming town centre	9	1.1%	0	.0%	5	17.6%	1	2.6%	0	1.3%	0	.0%	2	3.0%	2	1.2%	0	.0%
Alton town centre	9	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%
Cranleigh town centre	7	.8%	0	.0%	0	.0%	0	.0%	2	12.0%	3	1.2%	0	.0%	0	.0%	0	.0%
Petersfield town centre	6	.7%	0	.0%	0	.0%	0	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Haslemere town centre	6	.7%	0	.0%	0	.0%	5	23.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bordon town centre	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Homebase, Ladymead Retail Park, GUILDFORD	3	.3%	0	.0%	0	.0%	0	1.3%	0	1.3%	0	.0%	1	1.5%	2	1.2%	0	.0%
Homebase, Farnham Retail Park, FARNHAM	2	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Weyhill town centre	1	.1%	0	.0%	0	.0%	1	3.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Halfords, Ladymead Retail Park, GUILDFORD	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%
Halfords, Broadbridge Retail Park, HORSHAM	0	.0%	0	.0%	0	.0%	0	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q9. Where do you do most of your household's shopping for domestic electrical appliances such as fridges, washing machines, kettles or hairdryers?

		Base: All respondents (exc)		Zone															
				1		2		3		4		5		6		7		8	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Varies	20	2.3%	1	2.6%	1	2.4%	1	2.6%	1	4.0%	6	2.4%	2	3.0%	5	3.6%	1	1.3%
	Farnborough Gate Retail Park, Farnborough	18	2.1%	1	1.3%	0	1.2%	0	.0%	0	.0%	16	6.1%	1	1.5%	0	.0%	0	.0%
	Chichester town centre	16	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Basingstoke town centre	16	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	6	2.4%	0	.0%	0	.0%	0	.0%
	Liphook town centre	13	1.5%	0	.0%	0	.0%	1	5.2%	0	.0%	3	1.2%	2	3.0%	0	.0%	0	.0%
	Local stores, Bramley	10	1.2%	0	.0%	0	1.2%	0	.0%	0	.0%	0	.0%	1	1.5%	2	1.2%	7	6.3%
	John Lewis, Broad Street, Reading	8	.9%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.2%	1	1.5%	0	.0%	1	1.3%
	John Lewis, Wood Street, Kinston Upon Thames	7	.8%	0	.0%	0	1.2%	0	1.3%	0	.0%	0	.0%	0	.0%	7	4.8%	0	.0%
	Portsmouth Town Centre	7	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Currys, Brighton Hill Retail Park, Basingstoke	6	.7%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.2%	0	.0%	0	.0%	0	.0%
	Bennets, Farnborough Road, Farnham	6	.7%	3	7.9%	0	.0%	0	.0%	0	.0%	3	1.2%	0	.0%	0	.0%	0	.0%
	Currys, High Street, Alton	5	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%
	Crawley town centre	5	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	3.8%
	Local stores, East Horsley	5	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	3.6%	0	.0%
	Catalogue/ mail order	5	.5%	1	1.3%	0	1.2%	0	.0%	0	1.3%	0	.0%	0	.0%	0	.0%	3	2.5%
	Currys, High Street, Dorking	4	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	3.8%
	Currys, Ocean Retail Park, Portsmouth	4	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	C J Hampshires, The Square, Liphook	4	.5%	0	.0%	0	.0%	1	3.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Crawley	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.5%
	Brighton Hill Retail Park, Basingstoke	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.2%	0	.0%	0	.0%	0	.0%
	Currys, Chichester Retail Park, Portfield Way, Chichester	3	.4%	0	.0%	0	.0%	0	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Ace Electric, Kings Road, Fleet	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.2%	0	.0%	0	.0%	0	.0%
	B&Q, Solartron Road, Farnborough	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.2%	0	.0%	0	.0%	0	.0%
	Camberley	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.2%	0	.0%	0	.0%	0	.0%

(cont.)

Q9. Where do you do most of your household's shopping for domestic electrical appliances such as fridges, washing machines, kettles or hairdryers?

		Base: All respondents (exc)		Zone															
		Num	%	1		2		3		4		5		6		7		8	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Comet, Farnborough Gate Retail Park, Farnborough	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.2%	0	.0%	0	.0%	0	.0%
	Costco, South Oak Way, Green Park, Reading	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.2%	0	.0%	0	.0%	0	.0%
	Currys, Aldershot	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.2%	0	.0%	0	.0%	0	.0%
	Currys, Obelisk Way, Camberley, Surrey	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.2%	0	.0%	0	.0%	0	.0%
	Iceland, 98, Queensmead, Farnborough	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.2%	0	.0%	0	.0%	0	.0%
	Local stores, Crowthorne	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.2%	0	.0%	0	.0%	0	.0%
	Reading town centre	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.2%	0	.0%	0	.0%	0	.0%
	Robert Dyas, High Street, Dorking	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.2%	1	1.3%
	John Lewis, Palmerston Road, Southsea, Portsmouth	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Ladymead Retail Park, Guildford	3	.3%	1	1.3%	0	1.2%	0	.0%	0	2.7%	0	.0%	0	.0%	2	1.2%	0	.0%
	Comet, County Oak Retail Park, Crawley	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.5%
	House of Fraser, High Street, Guildford	3	.3%	0	.0%	0	1.2%	0	.0%	0	.0%	0	.0%	1	1.5%	2	1.2%	0	.0%
	Argos, Worthing Road, Horsham	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Kingston town centre	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Whitegoods, Farncombe Street, Godalming	2	.3%	0	.0%	2	5.9%	0	.0%	0	2.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Argos, West Street, Farnham	2	.2%	2	3.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Knaphill village	2	.2%	0	.0%	0	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%
	Austins, Market Square, Petworth	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Billinghurst town centre	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Wickhurst Lane, Broadbridge Heath, Horsham	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tescos, South Street, Chichester	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	John Lewis, Brent Cross Shopping Centre, Prince Charles Driv	2	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Bramley Town Centre	2	.2%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%

(cont.)

Q9. Where do you do most of your household's shopping for domestic electrical appliances such as fridges, washing machines, kettles or hairdryers?

		Base: All respondents (exc)		Zone															
				1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Comet, Winchester Road, Basingstoke	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Farmcombe	2	.2%	0	.0%	1	4.7%	0	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Argos, North street, Guildford	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%
	C F Hall, Station Approach, East Horsley	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%
	Cobham Town Centre	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%
	Curry's, Ladymead, Guilford	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%
	RSM, Albion Parade, High Street, Knaphill	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%
	Tesco, Aldershot	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%
	Robert Dyas, Downing Street, Farnham	2	.2%	2	3.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	BHS, Swan Walk, Horsham	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Carters Domestic Appliances, Medwin Walk, Horsham	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Currys, County Oak Retail Park, London Rd, Crawley	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Dorking Domestic, South St, Dorking	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	White Lion Walk Shopping Centre, White Lion Walk, Guildford	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Currys, Chichester Retail Park, Chichester	1	.2%	0	.0%	0	.0%	0	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Liphook	1	.2%	0	.0%	0	.0%	0	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Argos, Southgate, Chichester	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Comet, Ocean Retail Park, Burrfield Road, Portsmouth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Currys, West Street, Havant	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Robert Dyas, North Street, Chichester	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Robert Dyas, Rams Walk, Petersfield	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Waterlooville town centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, Purbrook Way, Havant	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q9. Where do you do most of your household's shopping for domestic electrical appliances such as fridges, washing machines, kettles or hairdryers?

		Base: All respondents (exc)		Zone															
				1		2		3		4		5		6		7		8	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Bognor Regis	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Comet, Arun Retail Park, Shrimpney Road, Bognor Regis	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Comet, Teville Gate, Worthing	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Pulborough	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Westhampnett Road, Chichester	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Worthing	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Domestic App, MacDonald Road, Farnham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%
	Local stores, Grayshott	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%
	Southern Domestic App, Wharf Road, Ash Vale	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%
	Southern Domestic Appl, The North Barn, Lion & Lamb	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%
	Homebase, Woolsack Way, Godalming	1	.1%	0	.0%	1	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Robert Dyas, High Street, Godalming	1	.1%	0	.0%	1	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Basingstoke Retail Park	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, The Meadows, College Town, Sandhurst	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Reading Warehouses, New Road, Tadley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Station Road, Hook	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Gillett & Holden, Weyhill, Haslemere	1	.1%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Curry's, West Street, Farnham	1	.1%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Currys, Ladymead Retail Park, Guildford	1	.1%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	David Mann & Co, High St, Cranleigh	0	.1%	0	.0%	0	.0%	0	.0%	0	2.7%	0	.0%	0	.0%	0	.0%	0	.0%
	BL Vision, St Johns Street, Godalming	0	.0%	0	.0%	0	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	London city centre	0	.0%	0	.0%	0	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q9. Where do you do most of your household's shopping for domestic electrical appliances such as fridges, washing machines, kettles or hairdryers?

		Base: All respondents (exc)		Zone															
				1		2		3		4		5		6		7		8	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Peter Jones, Sloane Square, London	0	.0%	0	.0%	0	.0%	0	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	South Hampton	0	.0%	0	.0%	0	.0%	0	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Comet, Aldermoor Way, Longwell Green, Bristol	0	.0%	0	.0%	0	.0%	0	.0%	0	1.3%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q9. Where do you do most of your household's shopping for domestic electrical appliances such as fridges, washing machines, kettles or hairdryers?

	Zone					
	9		10		11	
	Num	%	Num	%	Num	%
Base: All respondents (exc)	67	100.0%	80	100.0%	46	100.0%
Guildford town centre	2	2.9%	6	7.7%	2	5.3%
Currys, Farnborough Gate Retail Park, FARNBOROUGH	0	.0%	0	.0%	4	8.0%
Comet, Ladymead Retail Park, GUILDFORD	3	4.3%	4	5.1%	0	.0%
Comet, Farnborough Gate Retail Park, FARNBOROUGH	1	1.4%	0	.0%	2	4.0%
Farnborough town centre	0	.0%	0	.0%	2	4.0%
Horsham town centre	16	23.2%	0	.0%	0	.0%
Currys, Woodbridge Road, GUILDFORD	0	.0%	3	3.8%	1	1.3%
Farnham town centre	1	1.4%	4	5.1%	1	1.3%
Dorking town centre	0	.0%	0	.0%	0	.0%
Currys, Tan Bridge Retail Park, HORSHAM	8	11.6%	1	1.3%	0	.0%
Midhurst town centre	3	4.3%	11	14.1%	0	.0%
Fleet town centre	0	.0%	0	.0%	1	1.3%
Godalming town centre	0	.0%	0	.0%	0	.0%
Alton town centre	0	.0%	1	1.3%	7	14.7%
Cranleigh town centre	0	.0%	1	1.3%	1	1.3%
Petersfield town centre	0	.0%	6	7.7%	0	.0%
Haslemere town centre	1	1.4%	0	.0%	0	.0%
Bordon town centre	0	.0%	3	3.8%	0	.0%
Homebase, Ladymead Retail Park, GUILDFORD	0	.0%	0	.0%	0	.0%
Homebase, Farnham Retail Park, FARNHAM	0	.0%	1	1.3%	0	.0%
Weyhill town centre	0	.0%	0	.0%	0	.0%
Halfords, Ladymead Retail Park, GUILDFORD	0	.0%	0	.0%	0	.0%
Halfords, Broadbridge Retail Park, HORSHAM	0	.0%	0	.0%	0	.0%

(cont.)

Q9. Where do you do most of your household's shopping for domestic electrical appliances such as fridges, washing machines, kettles or hairdryers?

		Zone					
		9		10		11	
		Num	%	Num	%	Num	%
Other	Varies	1	1.4%	0	.0%	2	4.0%
	Farnborough Gate Retail Park, Farnborough	0	.0%	0	.0%	1	1.3%
	Chichester town centre	14	20.3%	2	2.6%	0	.0%
	Basingstoke town centre	0	.0%	0	.0%	9	20.0%
	Liphook town centre	0	.0%	7	9.0%	0	.0%
	Local stores, Bramley	0	.0%	0	.0%	0	.0%
	John Lewis, Broad Street, Reading	0	.0%	0	.0%	2	5.3%
	John Lewis, Wood Street, Kinston Upon Thames	0	.0%	0	.0%	0	.0%
	Portsmouth Town Centre	0	.0%	7	9.0%	0	.0%
	Currys, Brighton Hill Retail Park, Basingstoke	0	.0%	0	.0%	3	6.7%
	Bennets, Farnborough Road, Farnham	0	.0%	0	.0%	0	.0%
	Currys, High Street, Alton	0	.0%	0	.0%	4	8.0%
	Crawley town centre	1	1.4%	0	.0%	0	.0%
	Local stores, East Horsley	0	.0%	0	.0%	0	.0%
	Catalogue/ mail order	0	.0%	0	.0%	1	1.3%
	Currys, High Street, Dorking	0	.0%	0	.0%	0	.0%
	Currys, Ocean Retail Park, Portsmouth	0	.0%	4	5.1%	0	.0%
	C J Hampshires, The Square, Liphook	0	.0%	3	3.8%	0	.0%
	Crawley	1	1.4%	0	.0%	0	.0%
	Brighton Hill Retail Park, Basingstoke	0	.0%	0	.0%	1	1.3%
	Currys, Chichester Retail Park, Portfield Way, Chichester	0	.0%	3	3.8%	0	.0%
	Ace Electric, Kings Road, Fleet	0	.0%	0	.0%	0	.0%
	B&Q, Solartron Road, Farnborough	0	.0%	0	.0%	0	.0%
	Camberley	0	.0%	0	.0%	0	.0%

(cont.)

Q9. Where do you do most of your household's shopping for domestic electrical appliances such as fridges, washing machines, kettles or hairdryers?

		Zone					
		9		10		11	
		Num	%	Num	%	Num	%
Other	Comet, Farnborough Gate Retail Park, Farnborough	0	.0%	0	.0%	0	.0%
	Costco, South Oak Way, Green Park, Reading	0	.0%	0	.0%	0	.0%
	Currys, Aldershot	0	.0%	0	.0%	0	.0%
	Currys, Obelisk Way, Camberley, Surrey	0	.0%	0	.0%	0	.0%
	Iceland, 98, Queensmead, Farnborough	0	.0%	0	.0%	0	.0%
	Local stores, Crowthorne	0	.0%	0	.0%	0	.0%
	Reading town centre	0	.0%	0	.0%	0	.0%
	Robert Dyas, High Street, Dorking	0	.0%	0	.0%	0	.0%
	John Lewis, Palmerston Road, Southsea, Portsmouth	0	.0%	3	3.8%	0	.0%
	Ladymead Retail Park, Guildford	0	.0%	0	.0%	0	.0%
	Comet, County Oak Retail Park, Crawley	0	.0%	0	.0%	0	.0%
	House of Fraser, High Street, Guildford	0	.0%	0	.0%	0	.0%
	Argos, Worthing Road, Horsham	1	1.4%	0	.0%	0	.0%
	Kingston town centre	1	1.4%	0	.0%	0	.0%
	Whitegoods, Farncombe Street, Godalming	0	.0%	0	.0%	0	.0%
	Argos, West Street, Farnham	0	.0%	0	.0%	1	1.3%
	Knaphill village	0	.0%	0	.0%	0	.0%
	Austins, Market Square, Petworth	2	2.9%	0	.0%	0	.0%
	Billinghurst town centre	2	2.9%	0	.0%	0	.0%
	Tesco, Wickhurst Lane, Broadbridge Heath, Horsham	2	2.9%	0	.0%	0	.0%
	Tescos, South Street, Chichester	2	2.9%	0	.0%	0	.0%
	John Lewis, Brent Cross Shopping Centre, Prince Charles Driv	0	.0%	0	.0%	0	.0%
	Bramley Town Centre	0	.0%	0	.0%	0	.0%

(cont.)

Q9. Where do you do most of your household's shopping for domestic electrical appliances such as fridges, washing machines, kettles or hairdryers?

		Zone					
		9		10		11	
		Num	%	Num	%	Num	%
Other	Comet, Winchester Road, Basingstoke	0	.0%	0	.0%	2	4.0%
	Local stores, Farmcombe	0	.0%	0	.0%	0	.0%
	Argos, North street, Guildford	0	.0%	0	.0%	0	.0%
	C F Hall, Station Approach, East Horsley	0	.0%	0	.0%	0	.0%
	Cobham Town Centre	0	.0%	0	.0%	0	.0%
	Curry's, Ladymead, Guilford	0	.0%	0	.0%	0	.0%
	RSM, Albion Parade, High Street, Knaphill	0	.0%	0	.0%	0	.0%
	Tesco, Aldershot	0	.0%	0	.0%	0	.0%
	Robert Dyas, Downing Street, Farnham	0	.0%	0	.0%	0	.0%
	BHS, Swan Walk, Horsham	0	.0%	0	.0%	0	.0%
	Carters Domestic Appliances, Medwin Walk, Horsham	0	.0%	0	.0%	0	.0%
	Currys, County Oak Retail Park, London Rd, Crawley	0	.0%	0	.0%	0	.0%
	Dorking Domestics, South St, Dorking	0	.0%	0	.0%	0	.0%
	White Lion Walk Shopping Centre, White Lion Walk, Guildford	0	.0%	0	.0%	0	.0%
	Currys, Chichester Retail Park, Chichester	0	.0%	1	1.3%	0	.0%
	Local stores, Liphook	0	.0%	1	1.3%	0	.0%
	Argos, Southgate, Chichester	0	.0%	1	1.3%	0	.0%
	Comet, Ocean Retail Park, Burrfield Road, Portsmouth	0	.0%	1	1.3%	0	.0%
	Currys, West Street, Havant	0	.0%	1	1.3%	0	.0%
	Robert Dyas, North Street, Chichester	0	.0%	1	1.3%	0	.0%
	Robert Dyas, Rams Walk, Petersfield	0	.0%	1	1.3%	0	.0%
	Waterlooville town centre	0	.0%	1	1.3%	0	.0%
	Asda, Purbrook Way, Havant	1	1.4%	0	.0%	0	.0%

(cont.)

Q9. Where do you do most of your household's shopping for domestic electrical appliances such as fridges, washing machines, kettles or hairdryers?

		Zone					
		9		10		11	
		Num	%	Num	%	Num	%
Other	Bognor Regis	1	1.4%	0	.0%	0	.0%
	Comet, Arun Retail Park, Shrimpney Road, Bognor Regis	1	1.4%	0	.0%	0	.0%
	Comet, Teville Gate, Worthing	1	1.4%	0	.0%	0	.0%
	Local stores, Pulborough	1	1.4%	0	.0%	0	.0%
	Sainsbury's, Westhampnett Road, Chichester	1	1.4%	0	.0%	0	.0%
	Worthing	1	1.4%	0	.0%	0	.0%
	Domestic App, MacDonald Road, Farnham	0	.0%	0	.0%	0	.0%
	Local stores, Grayshott	0	.0%	0	.0%	0	.0%
	Southern Domestic App, Wharf Road, Ash Vale	0	.0%	0	.0%	0	.0%
	Southern Domestic Appl, The North Barn, Lion & Lamb	0	.0%	0	.0%	0	.0%
	Homebase, Woolsack Way, Godalming	0	.0%	0	.0%	0	.0%
	Robert Dyas, High Street, Godalming	0	.0%	0	.0%	0	.0%
	Basingstoke Retail Park	0	.0%	0	.0%	1	1.3%
	Marks & Spencer, The Meadows, College Town, Sandhurst	0	.0%	0	.0%	1	1.3%
	Reading Warehouses, New Road, Tadley	0	.0%	0	.0%	1	1.3%
	Tesco, Station Road, Hook	0	.0%	0	.0%	1	1.3%
	Gillett & Holden, Weyhill, Haslemere	0	.0%	0	.0%	0	.0%
	Curry's, West Street, Farnham	0	.0%	0	.0%	0	.0%
	Currys, Ladymead Retail Park, Guildford	0	.0%	0	.0%	0	.0%
	David Mann & Co, High St, Cranleigh	0	.0%	0	.0%	0	.0%
	BL Vision, St Johns Street, Godalming	0	.0%	0	.0%	0	.0%
	London city centre	0	.0%	0	.0%	0	.0%

(cont.)

Q9. Where do you do most of your household's shopping for domestic electrical appliances such as fridges, washing machines, kettles or hairdryers?

		Zone					
		9		10		11	
		Num	%	Num	%	Num	%
Other	Peter Jones, Sloane Square, London	0	.0%	0	.0%	0	.0%
	South Hampton	0	.0%	0	.0%	0	.0%
	Comet, Aldermoor Way, Longwell Green, Bristol	0	.0%	0	.0%	0	.0%

Q10. Where do you do most of your household's shopping for radio, TV, HiFi, musical instruments and photographic equipment?

	Base: All respondents (exc)		Zone															
	Num	%	1		2		3		4		5		6		7		8	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents (exc)	754	100.0%	35	100.0%	29	100.0%	20	100.0%	18	100.0%	217	100.0%	49	100.0%	110	100.0%	101	100.0%
Guildford town centre	112	14.9%	3	8.6%	13	44.4%	6	32.8%	8	47.2%	6	2.9%	13	27.0%	43	38.8%	12	11.4%
Comet, Farnborough Gate Retail Park, FARNBOROUGH	47	6.2%	2	5.7%	0	.0%	0	.0%	0	.0%	44	20.3%	0	.0%	0	.0%	0	.0%
Farnborough town centre	46	6.1%	2	5.7%	1	2.5%	0	.0%	0	.0%	41	18.8%	2	3.2%	0	.0%	0	.0%
Currys, Farnborough Gate Retail Park, FARNBOROUGH	43	5.8%	4	11.4%	0	.0%	0	.0%	0	.0%	35	15.9%	2	4.8%	0	.0%	0	.0%
Comet, Ladymead Retail Park, GUILDFORD	42	5.6%	1	1.4%	3	11.1%	1	7.5%	2	11.1%	0	.0%	5	9.5%	21	19.4%	4	4.3%
Horsham town centre	37	4.9%	0	.0%	0	.0%	0	.0%	1	5.6%	0	.0%	0	.0%	2	1.5%	19	18.6%
Currys, Woodbridge Road, GUILDFORD	29	3.8%	1	1.4%	2	7.4%	1	7.5%	2	9.7%	0	.0%	5	9.5%	13	11.9%	0	.0%
Farnham town centre	24	3.1%	12	32.9%	1	2.5%	0	.0%	0	.0%	3	1.4%	4	7.9%	0	.0%	0	.0%
Currys, Tan Bridge Retail Park, HORSHAM	18	2.4%	0	.0%	0	.0%	0	.0%	0	1.4%	0	.0%	0	.0%	0	.0%	10	10.0%
Dorking town centre	17	2.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	17	17.1%
Haslemere town centre	13	1.7%	0	.0%	0	1.2%	6	31.3%	0	.0%	0	.0%	2	3.2%	0	.0%	0	.0%
Midhurst town centre	12	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Fleet town centre	11	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	9	4.3%	2	3.2%	0	.0%	0	.0%
Petersfield town centre	9	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%
Alton town centre	8	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%
Godalming town centre	7	.9%	0	.0%	3	11.1%	0	.0%	0	.0%	0	.0%	4	7.9%	0	.0%	0	.0%
Cranleigh town centre	7	.9%	0	.0%	0	.0%	0	.0%	1	8.3%	3	1.4%	0	.0%	0	.0%	1	1.4%
Bordon town centre	4	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Homebase, Broadbridge Retail Park, HORSHAM	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%	0	.0%
Homebase, Ladymead Retail Park, GUILDFORD	2	.2%	0	.0%	0	.0%	0	.0%	0	1.4%	0	.0%	0	.0%	2	1.5%	0	.0%
PC World, Westmead, FARNBOROUGH	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%
Weyhill town centre	0	.0%	0	.0%	0	.0%	0	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Halfords, Ladymead Retail Park, GUILDFORD	0	.0%	0	.0%	0	.0%	0	.0%	0	1.4%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q10. Where do you do most of your household's shopping for radio, TV, HiFi, musical instruments and photographic equipment?

		Base: All respondents (exc)		Zone															
				1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Varies	24	3.2%	1	2.9%	1	4.9%	0	1.5%	0	2.8%	9	4.3%	1	1.6%	2	1.5%	3	2.9%
	Chichester town centre	17	2.3%	0	.0%	0	.0%	0	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Reading town centre	14	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	13	5.8%	1	1.6%	0	.0%	0	.0%
	Basingstoke town centre	12	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.4%	0	.0%	0	.0%	0	.0%
	Farnborough Gate Retail Park, Farnborough	11	1.5%	1	1.4%	0	.0%	0	.0%	0	.0%	9	4.3%	1	1.6%	0	.0%	0	.0%
	John Lewis, Wood Street, Kingston Upon Thames	11	1.5%	0	.0%	0	1.2%	0	1.5%	0	.0%	0	.0%	0	.0%	7	6.0%	1	1.4%
	Currys, Brighton Hill Retail Park, Basingstoke	11	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	6	2.9%	0	.0%	0	.0%	0	.0%
	Bennetts, Farnborough Road, Heath End, Farnham	8	1.1%	2	5.7%	0	.0%	0	.0%	0	.0%	6	2.9%	0	.0%	0	.0%	0	.0%
	Sainsbury's, South Street, Farnham	8	1.0%	1	1.4%	0	.0%	0	.0%	0	.0%	6	2.9%	0	.0%	0	.0%	0	.0%
	Aldershot town centre	7	1.0%	1	2.9%	0	.0%	0	.0%	0	.0%	6	2.9%	0	.0%	0	.0%	0	.0%
	Portsmouth	7	1.0%	0	.0%	0	.0%	0	1.5%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%
	Crawley Town Centre	7	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	6	5.7%
	Argos, Kingsmead Shopping Centre, Farnborough	7	.9%	0	.0%	0	1.2%	0	.0%	0	.0%	6	2.9%	0	.0%	0	.0%	0	.0%
	Currys, Chichester Retail Park, Chichester	7	.9%	0	.0%	0	.0%	1	3.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Ladymead Retail Park, Guildford	6	.8%	0	.0%	1	2.5%	0	.0%	0	2.8%	0	.0%	2	3.2%	2	1.5%	1	1.4%
	Catalogue/ mail order	5	.7%	1	1.4%	0	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%	3	2.9%
	Currys, County Oak Retail Park, Crawley	5	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	4.3%
	Brighton Hill Retail Park, Basingstoke	5	.7%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.4%	0	.0%	0	.0%	0	.0%
	Local stores, East Horsley	5	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	4.5%	0	.0%
	Asda, Princes Mead Shopping Centre, Westmead, Farnborough	4	.6%	1	1.4%	0	.0%	0	.0%	0	.0%	3	1.4%	0	.0%	0	.0%	0	.0%
	Cobham town centre	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.0%	0	.0%
	Sony Centre, The Woolmead, Farnham	3	.4%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.2%	0	.0%	0	.0%
	Costco, South Oak Way, Green Park, Reading	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.4%	0	.0%	0	.0%	0	.0%

(cont.)

Q10. Where do you do most of your household's shopping for radio, TV, HiFi, musical instruments and photographic equipment?

		Base: All respondents (exc)		Zone															
				1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	John Lewis, Derwent Avenue, Kingston Vale, London	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%	1	1.4%
	Currys, Burrfields Road, Portsmouth	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Currys, High Street, Alton	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Bramley	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.9%
	London city centre	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%	0	.0%
	John Lewis, West Quay Shopping Centre, Southampton	3	.3%	0	.0%	0	.0%	0	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Liphook	2	.3%	0	.0%	0	.0%	0	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Dyer & Sons, North Street, Leatherhead	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%	1	1.4%
	Argos, High Street, Guildford	2	.3%	0	.0%	0	1.2%	0	.0%	0	1.4%	0	.0%	0	.0%	0	.0%	1	1.4%
	John Lewis, Brent Cross Shopping Centre	2	.3%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%
	Comet, Winchester Road, Basingstoke	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Argos, Aldershot	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%	0	.0%
	Leatherhead town centre	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%	0	.0%
	RSM, Albion Parade, High Street, Knaphill	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%	0	.0%
	Asda, Portland Road, Waterlooville	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sony Centre, Southwater Business Park, Horsham	1	.2%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	County Mall Shopping Centre, County Mall, Crawley	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%
	Northern Ireland	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%
	Tesco, Wickhurst Lane, Broadbridge Heath, Horsham	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%
	White Lion Walk, Guildford	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%
	Wokingham town centre	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%
	Woolworths, High Street, Dorking	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%
	Worthing Shopping Centre	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%
	Local stores, Farncombe	1	.2%	0	.0%	1	4.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bramley town centre	1	.2%	0	.0%	0	.0%	0	.0%	0	2.8%	0	.0%	1	1.6%	0	.0%	0	.0%

(cont.)

Q10. Where do you do most of your household's shopping for radio, TV, HiFi, musical instruments and photographic equipment?

		Base: All respondents (exc)		Zone															
				1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Argos, Commercial Road, Portsmouth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Argos, Gallagher Retail Park, Waterlooville	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Argos, Southgate, Chichester	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Chris Hampshire, The Square, Liphook	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Waterlooville town centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Robertson, High Street, Bramley	1	.1%	0	.0%	0	.0%	0	.0%	0	1.4%	0	.0%	1	1.6%	0	.0%	0	.0%
	Argos, The Borough, Farnham	1	.1%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Wellington Avenue, Aldershot	1	.1%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, Purbrook Way, Havant	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Billinghurst town centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Comet, Borgnor Regis, West Sussex	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Ken Johnstone Ltd, High Street, Steyning	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Kingston town centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Pulborough	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Brighton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, South Street, Chichester	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Hindhead	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%
	Argos, The Basingstoke Centre, Basingstoke	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sony, Obelisk Way, Main Square, Camberley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Station Road, Hook	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	PC World, Ladymead Retail Park, Guildford	1	.1%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Scotland	1	.1%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Yorkshire	1	.1%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	BL, St. Johns Street, Godalming	0	.0%	0	.0%	0	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Binscombe	0	.0%	0	.0%	0	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q10. Where do you do most of your household's shopping for radio, TV, HiFi, musical instruments and photographic equipment?

		Base: All respondents (exc)		Zone															
				1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Abroad	0	.0%	0	.0%	0	.0%	0	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Argos, The Meridian Centre, Havant	0	.0%	0	.0%	0	.0%	0	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Little Hampton, West Sussex	0	.0%	0	.0%	0	.0%	0	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Whiteley town centre	0	.0%	0	.0%	0	.0%	0	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Woking town centre	0	.0%	0	.0%	0	.0%	0	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Comet, West Quay Retail Park, Southampton	0	.0%	0	.0%	0	.0%	0	.0%	0	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
	David Mann & Co, High St, Cranleigh	0	.0%	0	.0%	0	.0%	0	.0%	0	1.4%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q10. Where do you do most of your household's shopping for radio, TV, HiFi, musical instruments and photographic equipment?

	Zone					
	9		10		11	
	Num	%	Num	%	Num	%
Base: All respondents (exc)	65	100.0%	68	100.0%	42	100.0%
Guildford town centre	2	3.0%	4	6.1%	2	4.3%
Comet, Farnborough Gate Retail Park, FARNBOROUGH	0	.0%	0	.0%	1	1.4%
Farnborough town centre	0	.0%	0	.0%	1	1.4%
Currys, Farnborough Gate Retail Park, FARNBOROUGH	0	.0%	0	.0%	2	5.8%
Comet, Ladymead Retail Park, GUILDFORD	3	4.5%	2	3.0%	0	.0%
Horsham town centre	16	23.9%	0	.0%	0	.0%
Currys, Woodbridge Road, GUILDFORD	1	1.5%	4	6.1%	0	.0%
Farnham town centre	0	.0%	3	4.5%	1	2.9%
Currys, Tan Bridge Retail Park, HORSHAM	8	11.9%	0	.0%	0	.0%
Dorking town centre	0	.0%	0	.0%	0	.0%
Haslemere town centre	1	1.5%	4	6.1%	0	.0%
Midhurst town centre	5	7.5%	7	10.6%	0	.0%
Fleet town centre	0	.0%	0	.0%	0	.0%
Petersfield town centre	0	.0%	7	10.6%	1	1.4%
Alton town centre	0	.0%	0	.0%	7	15.9%
Godalming town centre	0	.0%	0	.0%	0	.0%
Cranleigh town centre	0	.0%	1	1.5%	0	.0%
Bordon town centre	0	.0%	3	4.5%	1	1.4%
Homebase, Broadbridge Retail Park, HORSHAM	1	1.5%	0	.0%	0	.0%
Homebase, Ladymead Retail Park, GUILDFORD	0	.0%	0	.0%	0	.0%
PC World, Westmead, FARNBOROUGH	0	.0%	0	.0%	0	.0%
Weyhill town centre	0	.0%	0	.0%	0	.0%
Halfords, Ladymead Retail Park, GUILDFORD	0	.0%	0	.0%	0	.0%

(cont.)

Q10. Where do you do most of your household's shopping for radio, TV, HiFi, musical instruments and photographic equipment?

		Zone					
		9		10		11	
		Num	%	Num	%	Num	%
Other	Varies	3	4.5%	2	3.0%	1	2.9%
	Chichester town centre	12	17.9%	5	7.6%	0	.0%
	Reading town centre	0	.0%	0	.0%	1	1.4%
	Basingstoke town centre	0	.0%	0	.0%	9	20.3%
	Farnborough Gate Retail Park, Farnborough	0	.0%	0	.0%	1	1.4%
	John Lewis, Wood Street, Kingston Upon Thames	1	1.5%	1	1.5%	1	1.4%
	Currys, Brighton Hill Retail Park, Basingstoke	0	.0%	0	.0%	4	10.1%
	Bennetts, Farnborough Road, Heath End, Farnham	0	.0%	0	.0%	0	.0%
	Sainsbury's, South Street, Farnham	1	1.5%	0	.0%	0	.0%
	Aldershot town centre	0	.0%	0	.0%	0	.0%
	Portsmouth	0	.0%	6	9.1%	0	.0%
	Crawley Town Centre	1	1.5%	0	.0%	0	.0%
	Argos, Kingsmead Shopping Centre, Farnborough	0	.0%	0	.0%	0	.0%
	Currys, Chichester Retail Park, Chichester	2	3.0%	4	6.1%	0	.0%
	Ladymead Retail Park, Guildford	0	.0%	0	.0%	0	.0%
	Catalogue/ mail order	0	.0%	0	.0%	0	.0%
	Currys, County Oak Retail Park, Crawley	1	1.5%	0	.0%	0	.0%
	Brighton Hill Retail Park, Basingstoke	0	.0%	0	.0%	2	4.3%
	Local stores, East Horsley	0	.0%	0	.0%	0	.0%
	Asda, Princes Mead Shopping Centre, Westmead, Farnborough	0	.0%	0	.0%	1	1.4%
	Cobham town centre	0	.0%	0	.0%	0	.0%
	Sony Centre, The Woolmead, Farnham	0	.0%	0	.0%	1	1.4%
	Costco, South Oak Way, Green Park, Reading	0	.0%	0	.0%	0	.0%

(cont.)

Q10. Where do you do most of your household's shopping for radio, TV, HiFi, musical instruments and photographic equipment?

		Zone					
		9		10		11	
		Num	%	Num	%	Num	%
Other	John Lewis, Derwent Avenue, Kingston Vale, London	0	.0%	0	.0%	0	.0%
	Currys, Burrfields Road, Portsmouth	0	.0%	3	4.5%	0	.0%
	Currys, High Street, Alton	0	.0%	0	.0%	3	7.2%
	Local stores, Bramley	0	.0%	0	.0%	0	.0%
	London city centre	0	.0%	1	1.5%	0	.0%
	John Lewis, West Quay Shopping Centre, Southampton	0	.0%	1	1.5%	1	2.9%
	Local stores, Liphook	0	.0%	2	3.0%	0	.0%
	Dyer & Sons, North Street, Leatherhead	0	.0%	0	.0%	0	.0%
	Argos, High Street, Guildford	0	.0%	0	.0%	0	.0%
	John Lewis, Brent Cross Shopping Centre	0	.0%	0	.0%	0	.0%
	Comet, Winchester Road, Basingstoke	0	.0%	0	.0%	2	4.3%
	Argos, Aldershot	0	.0%	0	.0%	0	.0%
	Leatherhead town centre	0	.0%	0	.0%	0	.0%
	RSM, Albion Parade, High Street, Knaphill	0	.0%	0	.0%	0	.0%
	Asda, Portland Road, Waterloooville	0	.0%	1	1.5%	1	1.4%
	Sony Centre, Southwater Business Park, Horsham	1	1.5%	0	.0%	0	.0%
	County Mall Shopping Centre, County Mall, Crawley	0	.0%	0	.0%	0	.0%
	Northern Ireland	0	.0%	0	.0%	0	.0%
	Tesco, Wickhurst Lane, Broadbridge Heath, Horsham	0	.0%	0	.0%	0	.0%
	White Lion Walk, Guildford	0	.0%	0	.0%	0	.0%
	Wokingham town centre	0	.0%	0	.0%	0	.0%
	Woolworths, High Street, Dorking	0	.0%	0	.0%	0	.0%
	Worthing Shopping Centre	0	.0%	0	.0%	0	.0%
	Local stores, Farncombe	0	.0%	0	.0%	0	.0%
	Bramley town centre	0	.0%	0	.0%	0	.0%

(cont.)

Q10. Where do you do most of your household's shopping for radio, TV, HiFi, musical instruments and photographic equipment?

		Zone					
		9		10		11	
		Num	%	Num	%	Num	%
Other	Argos, Commercial Road, Portsmouth	0	.0%	1	1.5%	0	.0%
	Argos, Gallagher Retail Park, Waterlooville	0	.0%	1	1.5%	0	.0%
	Argos, Southgate, Chichester	0	.0%	1	1.5%	0	.0%
	Chris Hampshire, The Square, Liphook	0	.0%	1	1.5%	0	.0%
	Waterlooville town centre	0	.0%	1	1.5%	0	.0%
	Robertson, High Street, Bramley	0	.0%	0	.0%	0	.0%
	Argos, The Borough, Farnham	0	.0%	0	.0%	0	.0%
	Tesco, Wellington Avenue, Aldershot	0	.0%	0	.0%	0	.0%
	Asda, Purbrook Way, Havant	1	1.5%	0	.0%	0	.0%
	Billinghurst town centre	1	1.5%	0	.0%	0	.0%
	Comet, Borgnor Regis, West Sussex	1	1.5%	0	.0%	0	.0%
	Ken Johnstone Ltd, High Street, Steyning	1	1.5%	0	.0%	0	.0%
	Kingston town centre	1	1.5%	0	.0%	0	.0%
	Local stores, Pulborough	1	1.5%	0	.0%	0	.0%
	Local stores, Brighton	1	1.5%	0	.0%	0	.0%
	Tesco, South Street, Chichester	1	1.5%	0	.0%	0	.0%
	Local stores, Hindhead	0	.0%	0	.0%	0	.0%
	Argos, The Basingstoke Centre, Basingstoke	0	.0%	0	.0%	1	1.4%
	Sony, Obelisk Way, Main Square, Camberley	0	.0%	0	.0%	1	1.4%
	Tesco, Station Road, Hook	0	.0%	0	.0%	1	1.4%
	PC World, Ladymead Retail Park, Guildford	0	.0%	0	.0%	0	.0%
	Scotland	0	.0%	0	.0%	0	.0%
	Yorkshire	0	.0%	0	.0%	0	.0%
	BL, St. Johns Street, Godalming	0	.0%	0	.0%	0	.0%
	Local stores, Binscombe	0	.0%	0	.0%	0	.0%

(cont.)

Q10. Where do you do most of your household's shopping for radio, TV, HiFi, musical instruments and photographic equipment?

		Zone					
		9		10		11	
		Num	%	Num	%	Num	%
Other	Abroad	0	.0%	0	.0%	0	.0%
	Argos, The Meridian Centre, Havant	0	.0%	0	.0%	0	.0%
	Tesco, Little Hampton, West Sussex	0	.0%	0	.0%	0	.0%
	Whiteley town centre	0	.0%	0	.0%	0	.0%
	Woking town centre	0	.0%	0	.0%	0	.0%
	Comet, West Quay Retail Park, Southampton	0	.0%	0	.0%	0	.0%
	David Mann & Co, High St, Cranleigh	0	.0%	0	.0%	0	.0%

Q11. Where do you most of your household's shopping for china, glass and hardware?

	Base: All respondents (exc)		Zone															
	Num	%	1		2		3		4		5		6		7		8	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents (exc)	686	100.0%	30	100.0%	27	100.0%	21	100.0%	18	100.0%	176	100.0%	46	100.0%	108	100.0%	96	100.0%
Guildford town centre	175	25.5%	6	20.0%	12	44.0%	8	38.6%	7	40.3%	28	16.1%	15	31.7%	62	57.6%	20	21.2%
Horsham town centre	42	6.2%	0	.0%	0	.0%	0	.0%	1	6.9%	0	.0%	0	.0%	0	.0%	25	25.8%
Farnham town centre	24	3.5%	11	36.7%	0	.0%	0	1.4%	0	.0%	0	.0%	7	15.0%	0	.0%	0	.0%
Farnborough town centre	24	3.5%	2	6.7%	0	.0%	0	.0%	0	.0%	19	10.7%	2	3.3%	0	.0%	0	.0%
Godalming town centre	15	2.2%	0	.0%	8	30.7%	1	4.3%	0	.0%	0	.0%	2	5.0%	3	3.0%	0	.0%
Cranleigh town centre	12	1.7%	0	.0%	0	.0%	0	.0%	5	30.6%	0	.0%	1	1.7%	2	1.5%	3	3.0%
Fleet town centre	11	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	9	5.4%	0	.0%	0	.0%	0	.0%
Dorking town centre	10	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%	9	9.1%
Petersfield town centre	10	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Haslemere town centre	8	1.1%	0	.0%	0	.0%	5	25.7%	0	.0%	0	.0%	2	3.3%	0	.0%	0	.0%
Alton town centre	7	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Homebase, Farnham Retail Park, FARNHAM	5	.7%	1	1.7%	0	.0%	0	.0%	0	.0%	3	1.8%	0	.0%	0	.0%	1	1.5%
Midhurst town centre	4	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Paul Simon, Solartron Retail Park, FARNBOROUGH	3	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%	1	1.5%
Homebase, Ladymead Retail Park, GUILDFORD	3	.4%	0	.0%	0	.0%	0	.0%	0	2.8%	0	.0%	1	1.7%	2	1.5%	0	.0%
Bordon town centre	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Next, Farnborough Gate Retail Park, FARNBOROUGH	1	.1%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q11. Where do you most of your household's shopping for china, glass and hardware?

		Base: All respondents (exc)		Zone															
				1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Chichester town centre	25	3.6%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
	Varies	23	3.3%	1	1.7%	0	1.3%	1	4.3%	1	6.9%	6	3.6%	0	.0%	7	6.1%	3	3.0%
	Marks & Spencer, The Meadows, Marshall Road, Camberley	20	3.0%	1	3.3%	0	.0%	0	.0%	0	.0%	16	8.9%	1	1.7%	2	1.5%	0	.0%
	Basingstoke town centre	19	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	9	5.4%	0	.0%	0	.0%	0	.0%
	John Lewis, Broad Street, Reading	16	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	13	7.1%	0	.0%	0	.0%	1	1.5%
	Ikea, Valley park, Purley way, Croydon	14	2.0%	1	1.7%	0	.0%	0	1.4%	0	2.8%	6	3.6%	3	6.7%	0	.0%	1	1.5%
	Camberley town centre	13	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	13	7.1%	0	.0%	0	.0%	0	.0%
	Debenhams, Millbrook Centre, Guildford	13	1.9%	1	1.7%	0	1.3%	0	1.4%	0	2.8%	3	1.8%	3	6.7%	3	3.0%	0	.0%
	John Lewis, Wood Street, Kingston Upon Thames	12	1.7%	1	1.7%	1	2.7%	0	1.4%	0	.0%	0	.0%	0	.0%	7	6.1%	1	1.5%
	London	10	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.8%	0	.0%	3	3.0%	1	1.5%
	Reading town centre	9	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	6	3.6%	2	3.3%	0	.0%	0	.0%
	Wilkinson, The Wellington Centre, Aldershot	9	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	6	3.6%	1	1.7%	2	1.5%	0	.0%
	Crawley town centre	7	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	4.5%
	Portsmouth town centre	7	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.8%	0	.0%	0	.0%	0	.0%
	Aldershot town centre	7	1.0%	2	6.7%	0	.0%	0	1.4%	0	.0%	3	1.8%	0	.0%	0	.0%	1	1.5%
	Tesco, Willems Park, Wellington Avenue, Aldershot	7	1.0%	1	1.7%	0	.0%	0	.0%	0	.0%	6	3.6%	0	.0%	0	.0%	0	.0%
	House of Fraser, High Street, Guildford	6	.9%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.8%	2	3.3%	2	1.5%	0	.0%
	Robert Dyas, High Street, Dorking	4	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	4.5%
	Catalogue/ mail order	4	.6%	0	.0%	0	1.3%	0	1.4%	0	.0%	0	.0%	1	1.7%	0	.0%	3	3.0%
	Asda, Westmead, Farnborough	4	.6%	1	1.7%	0	.0%	0	.0%	0	.0%	3	1.8%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, High Street, Guildford	4	.6%	1	3.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%	1	1.5%
	Roberts Dyas, Downing Street, Farnham	4	.6%	1	1.7%	0	.0%	0	1.4%	0	.0%	3	1.8%	0	.0%	0	.0%	0	.0%
	Argos, Kingsmead Shopping Centre, Farnborough	4	.5%	0	.0%	0	1.3%	0	.0%	0	.0%	3	1.8%	0	.0%	0	.0%	0	.0%
	Liphook town centre	3	.5%	0	.0%	0	.0%	0	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q11. Where do you most of your household's shopping for china, glass and hardware?

		Base: All respondents (exc)		Zone															
				1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Leatherhead town centre	3	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.0%	0	.0%
	Focus, Frimley, Camberley	3	.5%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.8%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Blackwater Valley Road, Camberley	3	.5%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.8%	0	.0%	0	.0%	0	.0%
	Tesco, Basingstoke	3	.5%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.8%	0	.0%	0	.0%	0	.0%
	Tesco, Reigate Road, Hookwood, Horley	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.0%
	BHS, Swan Walk, Horsham	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
	John Lewis, Derwent Avenue, Kingston Vale, London	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.7%	2	1.5%	0	.0%
	Kingston upon Thames town centre	2	.3%	0	.0%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%	0	.0%
	Robert Dyas, High St, Godalming	2	.3%	0	.0%	1	5.3%	0	.0%	0	.0%	0	.0%	1	1.7%	0	.0%	0	.0%
	Sainsbury's, Woolsack Way, Godalming	2	.3%	0	.0%	1	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
	John Lewis, West Quay Shopping Centre, Southampton	2	.3%	0	.0%	0	.0%	0	1.4%	0	.0%	0	.0%	1	1.7%	0	.0%	0	.0%
	Sainsbury's, Midhurst Road, Liphook	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	John Lewis, Palmerston Road, Southsea, Portsmouth	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores. Petworth	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Holmbush Centre, Shoreham	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Westhampnett Road, Chichester	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	David Mann & Co, High Street, Cranleigh	2	.3%	0	.0%	0	.0%	0	.0%	0	2.8%	0	.0%	0	.0%	0	.0%	1	1.5%
	Sainsbury's, Clay Lane, Burpham, Guildford	2	.3%	0	.0%	0	.0%	0	.0%	0	1.4%	0	.0%	0	.0%	2	1.5%	0	.0%
	Woolworths, Friary Street, Guildford	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%	0	.0%
	Southfield town centre	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
	Tesco, Brighton Road, Horley	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
	Woking town centre	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%
	Homebase, Woolsack Way, Godalming	1	.2%	0	.0%	0	1.3%	0	1.4%	0	.0%	0	.0%	1	1.7%	0	.0%	0	.0%

(cont.)

Q11. Where do you most of your household's shopping for china, glass and hardware?

		Base: All respondents (exc)		Zone															
				1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	John Lewis, Oxford Street, London	1	.2%	0	.0%	0	.0%	0	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Waterlooville town centre	1	.2%	0	.0%	0	.0%	0	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Wickhurst Lane, Broadbridge Heath, Horsham	1	.2%	0	.0%	0	.0%	0	.0%	0	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
	Antique Centre, South Gardens, Petersfield	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Army & Navy, West Street, Chichester	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	B&Q, Woodbridge Rd, Guildford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Car boot sale	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Debenhams, Palmerston Road, Portsmouth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Ikea, Eastgate Centre, Eastgate Road, Eastville, Bristol	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Portsmouth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Somerfield, Forest Centre, Pinehill Road, Bordon	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Woolworths, North Street, Chichester	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	BHS, The Friary Centre, Guildford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Billinghurst town centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Borgnor Regis, West Sussex	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Debenhams, County Mall, Crawley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Horley town centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	John Lewis, Richmond, London	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Robert Dyas, West Street, Horsham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Lion Green, Haslemere	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, South Street, Chichester	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	BL Vision, St John Street, Farncombe, Godalming	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.7%	0	.0%	0	.0%
	Elphicks, West Street, Farnham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.7%	0	.0%	0	.0%
	Hindhead town centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.7%	0	.0%	0	.0%
	Woolworths, The Borough, Farnham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.7%	0	.0%	0	.0%

(cont.)

Q11. Where do you most of your household's shopping for china, glass and hardware?

		Base: All respondents (exc)		Zone															
				1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Basingstoke Retail Park	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Debenhams, Kingsmead Centre, Farnborough	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Harrods, Knightsbridge, London	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Homebase, London Road, Camberley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Odiham town centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Draymans Way, Alton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Station Road, Hook	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, Purbrook Way, Havant	1	.1%	0	.0%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Debenhams, High Street Basingstoke	1	.1%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	John Lewis, Brent Cross Shopping Centre, Prince Charles Driv	1	.1%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe	1	.1%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, South Street, Farnham	1	.1%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Woolworths, The Peacock Centre, Woking	1	.1%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Gunwharf Quay, Portsmouth	0	.1%	0	.0%	0	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Farncombe	0	.1%	0	.0%	0	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	The Pound Shop, Aldershot	0	.1%	0	.0%	0	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Woolworths, High Street, Godalming	0	.1%	0	.0%	0	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, Portland Road, Waterlooville	0	.0%	0	.0%	0	.0%	0	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bentalls, Wood Street, Kingston	0	.0%	0	.0%	0	.0%	0	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Perer Jones, Sloane Square, London	0	.0%	0	.0%	0	.0%	0	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, High Street, Cranleigh	0	.0%	0	.0%	0	.0%	0	.0%	0	1.4%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q11. Where do you most of your household's shopping for china, glass and hardware?

	Zone					
	9		10		11	
	Num	%	Num	%	Num	%
Base: All respondents (exc)	58	100.0%	69	100.0%	38	100.0%
Guildford town centre	1	1.7%	12	17.9%	3	8.1%
Horsham town centre	17	28.8%	0	.0%	0	.0%
Farnham town centre	0	.0%	3	4.5%	2	6.5%
Farnborough town centre	0	.0%	0	.0%	1	3.2%
Godalming town centre	0	.0%	0	.0%	0	.0%
Cranleigh town centre	0	.0%	1	1.5%	0	.0%
Fleet town centre	0	.0%	0	.0%	1	3.2%
Dorking town centre	0	.0%	0	.0%	0	.0%
Petersfield town centre	0	.0%	10	14.9%	0	.0%
Haslemere town centre	0	.0%	1	1.5%	0	.0%
Alton town centre	0	.0%	0	.0%	7	19.4%
Homebase, Farnham Retail Park, FARNHAM	0	.0%	0	.0%	0	.0%
Midhurst town centre	0	.0%	4	6.0%	0	.0%
Paul Simon, Solartron Retail Park, FARNBOROUGH	0	.0%	0	.0%	0	.0%
Homebase, Ladymead Retail Park, GUILDFORD	0	.0%	0	.0%	0	.0%
Bordon town centre	0	.0%	2	3.0%	0	.0%
Next, Farnborough Gate Retail Park, FARNBOROUGH	0	.0%	0	.0%	0	.0%

(cont.)

Q11. Where do you most of your household's shopping for china, glass and hardware?

		Zone					
		9		10		11	
		Num	%	Num	%	Num	%
Other	Chichester town centre	14	23.7%	9	13.4%	0	.0%
	Varies	2	3.4%	1	1.5%	1	3.2%
	Marks & Spencer, The Meadows, Marshall Road, Camberley	0	.0%	0	.0%	1	3.2%
	Basingstoke town centre	0	.0%	0	.0%	9	24.2%
	John Lewis, Broad Street, Reading	0	.0%	0	.0%	2	6.5%
	Ikea, Valley park, Purley way, Croydon	2	3.4%	0	.0%	0	.0%
	Camberley town centre	0	.0%	0	.0%	1	1.6%
	Debenhams, Millbrook Centre, Guildford	1	1.7%	1	1.5%	0	.0%
	John Lewis, Wood Street, Kingston Upon Thames	1	1.7%	1	1.5%	0	.0%
	London	0	.0%	0	.0%	2	4.8%
	Reading town centre	0	.0%	0	.0%	1	3.2%
	Wilkinson, The Wellington Centre, Aldershot	0	.0%	0	.0%	0	.0%
	Crawley town centre	3	5.1%	0	.0%	0	.0%
	Portsmouth town centre	0	.0%	4	6.0%	0	.0%
	Aldershot town centre	0	.0%	0	.0%	0	.0%
	Tesco, Willems Park, Wellington Avenue, Aldershot	0	.0%	0	.0%	0	.0%
	House of Fraser, High Street, Guildford	0	.0%	0	.0%	0	.0%
	Robert Dyas, High Street, Dorking	0	.0%	0	.0%	0	.0%
	Catalogue/ mail order	0	.0%	0	.0%	0	.0%
	Asda, Westmead, Farnborough	0	.0%	0	.0%	1	1.6%
	Marks & Spencer, High Street, Guildford	0	.0%	0	.0%	0	.0%
	Roberts Dyas, Downing Street, Farnham	0	.0%	0	.0%	0	.0%
	Argos, Kingsmead Shopping Centre, Farnborough	0	.0%	0	.0%	0	.0%
	Liphook town centre	0	.0%	3	4.5%	0	.0%

(cont.)

Q11. Where do you most of your household's shopping for china, glass and hardware?

		Zone					
		9		10		11	
		Num	%	Num	%	Num	%
Other	Leatherhead town centre	0	.0%	0	.0%	0	.0%
	Focus, Frimley, Camberley	0	.0%	0	.0%	0	.0%
	Sainsbury's, Blackwater Valley Road, Camberley	0	.0%	0	.0%	0	.0%
	Tesco, Basingstoke	0	.0%	0	.0%	0	.0%
	Tesco, Reigate Road, Hookwood, Horley	0	.0%	0	.0%	0	.0%
	BHS, Swan Walk, Horsham	1	1.7%	0	.0%	0	.0%
	John Lewis, Derwent Avenue, Kingston Vale, London	0	.0%	0	.0%	0	.0%
	Kingston upon Thames town centre	0	.0%	0	.0%	0	.0%
	Robert Dyas, High St, Godalming	0	.0%	0	.0%	0	.0%
	Sainsbury's, Woolsack Way, Godalming	0	.0%	0	.0%	0	.0%
	John Lewis, West Quay Shopping Centre, Southampton	0	.0%	1	1.5%	0	.0%
	Sainsbury's, Midhurst Road, Liphook	0	.0%	2	3.0%	0	.0%
	John Lewis, Palmerston Road, Southsea, Portsmouth	1	1.7%	1	1.5%	0	.0%
	Local stores. Petworth	2	3.4%	0	.0%	0	.0%
	Marks & Spencer, Holmbush Centre, Shoreham	2	3.4%	0	.0%	0	.0%
	Sainsbury's, Westhampnett Road, Chichester	2	3.4%	0	.0%	0	.0%
	David Mann & Co, High Street, Cranleigh	0	.0%	0	.0%	0	.0%
	Sainsbury's, Clay Lane, Burpham, Guildford	0	.0%	0	.0%	0	.0%
	Woolworths, Friary Street, Guildford	0	.0%	0	.0%	0	.0%
	Southfield town centre	0	.0%	0	.0%	0	.0%
	Tesco, Brighton Road, Horley	0	.0%	0	.0%	0	.0%
	Woking town centre	0	.0%	0	.0%	0	.0%
	Homebase, Woolsack Way, Godalming	0	.0%	0	.0%	0	.0%

(cont.)

Q11. Where do you most of your household's shopping for china, glass and hardware?

		Zone					
		9		10		11	
		Num	%	Num	%	Num	%
Other	John Lewis, Oxford Street, London	0	.0%	1	1.5%	0	.0%
	Waterlooville town centre	0	.0%	1	1.5%	0	.0%
	Tesco, Wickhurst Lane, Broadbridge Heath, Horsham	1	1.7%	0	.0%	0	.0%
	Antique Centre, South Gardens, Petersfield	0	.0%	1	1.5%	0	.0%
	Army & Navy, West Street, Chichester	0	.0%	1	1.5%	0	.0%
	B&Q, Woodbridge Rd, Guildford	0	.0%	1	1.5%	0	.0%
	Car boot sale	0	.0%	1	1.5%	0	.0%
	Debenhams, Palmerston Road, Portsmouth	0	.0%	1	1.5%	0	.0%
	Ikea, Eastgate Centre, Eastgate Road, Eastville, Bristol	0	.0%	1	1.5%	0	.0%
	Local stores, Portsmouth	0	.0%	1	1.5%	0	.0%
	Somerfield, Forest Centre, Pinehill Road, Bordon	0	.0%	1	1.5%	0	.0%
	Woolworths, North Street, Chichester	0	.0%	1	1.5%	0	.0%
	BHS, The Friary Centre, Guildford	1	1.7%	0	.0%	0	.0%
	Billinghurst town centre	1	1.7%	0	.0%	0	.0%
	Borgnor Regis, West Sussex	1	1.7%	0	.0%	0	.0%
	Debenhams, County Mall, Crawley	1	1.7%	0	.0%	0	.0%
	Horley town centre	1	1.7%	0	.0%	0	.0%
	John Lewis, Richmond, London	1	1.7%	0	.0%	0	.0%
	Robert Dyas, West Street, Horsham	1	1.7%	0	.0%	0	.0%
	Tesco, Lion Green, Haslemere	1	1.7%	0	.0%	0	.0%
	Tesco, South Street, Chichester	1	1.7%	0	.0%	0	.0%
	BL Vision, St John Street, Farncombe, Godalming	0	.0%	0	.0%	0	.0%
	Elphicks, West Street, Farnham	0	.0%	0	.0%	0	.0%
	Hindhead town centre	0	.0%	0	.0%	0	.0%
	Woolworths, The Borough, Farnham	0	.0%	0	.0%	0	.0%

(cont.)

Q11. Where do you most of your household's shopping for china, glass and hardware?

		Zone					
		9		10		11	
		Num	%	Num	%	Num	%
Other	Basingstoke Retail Park	0	.0%	0	.0%	1	1.6%
	Debenhams, Kingsmead Centre, Farnborough	0	.0%	0	.0%	1	1.6%
	Harrods, Knightsbridge, London	0	.0%	0	.0%	1	1.6%
	Homebase, London Road, Camberley	0	.0%	0	.0%	1	1.6%
	Odiham town centre	0	.0%	0	.0%	1	1.6%
	Sainsbury's, Draymans Way, Alton	0	.0%	0	.0%	1	1.6%
	Tesco, Station Road, Hook	0	.0%	0	.0%	1	1.6%
	Asda, Purbrook Way, Havant	0	.0%	0	.0%	0	.0%
	Debenhams, High Street Basingstoke	0	.0%	0	.0%	0	.0%
	John Lewis, Brent Cross Shopping Centre, Prince Charles Driv	0	.0%	0	.0%	0	.0%
	John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe	0	.0%	0	.0%	0	.0%
	Sainsbury's, South Street, Farnham	0	.0%	0	.0%	0	.0%
	Woolworths, The Peacock Centre, Woking	0	.0%	0	.0%	0	.0%
	Gunwharf Quay, Portsmouth	0	.0%	0	.0%	0	.0%
	Local stores, Farncombe	0	.0%	0	.0%	0	.0%
	The Pound Shop, Aldershot	0	.0%	0	.0%	0	.0%
	Woolworths, High Street, Godalming	0	.0%	0	.0%	0	.0%
	Asda, Portland Road, Waterlooville	0	.0%	0	.0%	0	.0%
	Bentalls, Wood Street, Kingston	0	.0%	0	.0%	0	.0%
	Perer Jones, Sloane Square, London	0	.0%	0	.0%	0	.0%
	Sainsbury's, High Street, Cranleigh	0	.0%	0	.0%	0	.0%

Q12. Where do you do most of your household's shopping for DIY goods and decorating supplies?

	Base: All respondents (exc)		Zone															
	Num	%	1		2		3		4		5		6		7		8	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents (exc)	909	100.0%	40	100.0%	33	100.0%	23	100.0%	20	100.0%	271	100.0%	63	100.0%	135	100.0%	120	100.0%
B&Q, Solartron Road, FARNBOROUGH	163	18.0%	9	22.8%	1	4.4%	1	2.5%	0	.0%	129	47.7%	10	15.9%	3	2.4%	0	.0%
Guildford town centre	76	8.4%	1	1.3%	3	9.9%	3	12.7%	4	21.0%	0	.0%	5	8.5%	34	25.6%	20	16.9%
Farnborough town centre	55	6.0%	2	3.8%	0	.0%	0	1.3%	0	.0%	47	17.4%	2	3.7%	2	1.2%	0	.0%
B&Q, Woodbridge Road, GUILDFORD	52	5.7%	0	.0%	1	4.4%	3	12.7%	2	12.3%	0	.0%	4	6.1%	30	22.0%	6	4.8%
Homebase, Ladymead Retail Park, GUILDFORD	50	5.5%	1	1.3%	2	6.6%	2	8.9%	1	6.2%	0	.0%	2	3.7%	36	26.8%	4	3.6%
Homebase, Farnham Retail Park, FARNHAM	50	5.5%	19	48.1%	0	.0%	0	.0%	0	.0%	16	5.8%	9	14.6%	0	.0%	0	.0%
Homebase, Broadbridge Retail Park, HORSHAM	47	5.2%	0	.0%	0	.0%	1	2.5%	4	18.5%	0	.0%	1	1.2%	0	.0%	19	15.7%
Horsham town centre	33	3.6%	0	.0%	0	.0%	0	.0%	2	8.6%	0	.0%	0	.0%	0	.0%	17	14.5%
Godalming town centre	23	2.5%	0	.0%	13	38.5%	1	5.1%	0	2.5%	0	.0%	6	9.8%	2	1.2%	0	.0%
Fleet town centre	19	2.1%	0	.0%	0	.0%	0	.0%	0	.0%	19	7.0%	0	.0%	0	.0%	0	.0%
Farnham town centre	19	2.1%	7	16.5%	0	.0%	0	1.3%	0	.0%	3	1.2%	5	8.5%	0	.0%	0	.0%
Haslemere town centre	15	1.7%	1	1.3%	0	.0%	7	31.6%	0	.0%	0	.0%	2	2.4%	0	.0%	0	.0%
Dorking town centre	14	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	14	12.0%
Cranleigh town centre	11	1.2%	0	.0%	0	1.1%	0	.0%	4	21.0%	0	.0%	0	.0%	2	1.2%	3	2.4%
Wickes, Vincent Lane, DORKING	11	1.2%	0	.0%	0	.0%	0	.0%	0	1.2%	0	.0%	0	.0%	2	1.2%	9	7.2%
Petersfield town centre	11	1.2%	0	.0%	0	1.1%	0	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Alton town centre	10	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Midhurst town centre	8	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wickes, Invincible Road, FARNBOROUGH	7	.7%	1	1.3%	0	.0%	0	.0%	0	.0%	6	2.3%	0	.0%	0	.0%	0	.0%
Bordon town centre	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q12. Where do you do most of your household's shopping for DIY goods and decorating supplies?

		Base: All respondents (exc)		Zone															
		Num	%	1		2		3		4		5		6		7		8	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Homebase, Woolsack Way, Godalming	30	3.3%	0	.0%	11	33.0%	2	10.1%	1	6.2%	0	.0%	8	12.2%	2	1.2%	4	3.6%
	B&Q, Lister Road, Basingstoke	16	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	9	3.5%	0	.0%	0	.0%	0	.0%
	Chichester town centre	14	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Varies	10	1.1%	0	.0%	0	1.1%	0	.0%	0	1.2%	3	1.2%	2	2.4%	2	1.2%	1	1.2%
	Homebase, Discovery Park, Barnfield Drive, Chichester	10	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Focus, Station Road, Petersfield	10	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%
	B&Q, Kingston Road, Leatherhead	9	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	7	4.9%	3	2.4%
	Focus, Frimley Road, Camberley	6	.7%	0	.0%	0	.0%	0	.0%	0	.0%	6	2.3%	0	.0%	0	.0%	0	.0%
	Homebase, London Road, Camberley	6	.7%	0	.0%	0	.0%	0	.0%	0	.0%	6	2.3%	0	.0%	0	.0%	0	.0%
	B&Q, Purbrook Way, Havant	6	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Homebase, Winchester Road, Basingstoke	6	.7%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.2%	0	.0%	0	.0%	0	.0%
	Basingstoke Town Centre	6	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	B&Q Waterlooille	5	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Leatherhead	5	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	4	3.6%
	Homebase, Redding Way, Knaphill	5	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	3.7%	0	.0%
	Focus, Mill Lane, Alton	5	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	B&Q, Crawley	5	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.4%
	Farnborough Gate Retail Park, Farnborough	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.2%	1	1.2%	0	.0%	0	.0%
	Homebase, Brighton Hill Retail Park, Basingstoke	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.2%	0	.0%	0	.0%	0	.0%
	Liphook town centre	3	.4%	0	.0%	0	.0%	0	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Brewers, Woodbridge Meadows, Guildford	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.2%	0	.0%	0	.0%	0	.0%
	Camberley town centre	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.2%	0	.0%	0	.0%	0	.0%
	Do-It-All, Frimley	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.2%	0	.0%	0	.0%	0	.0%
	Focus, Christy Estate, Ivy Road, Aldershot	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.2%	0	.0%	0	.0%	0	.0%
	Reading town centre	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.2%	0	.0%	0	.0%	0	.0%

(cont.)

Q12. Where do you do most of your household's shopping for DIY goods and decorating supplies?

		Base: All respondents (exc)		Zone															
		Num	%	1		2		3		4		5		6		7		8	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Robert Dyas, High Street, Dorking	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.2%	1	1.2%
	Crawley town Centre	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Petworth	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	B&Q, Ladymeade Retail Centre, Woodbridge Road, Guildford	3	.3%	0	.0%	0	.0%	0	1.3%	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%
	Homebase, Crawley Avenue, West Green, Crawley	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.4%
	Homebase, Reigate Road, Epsom	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.4%
	Portsmouth	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Billingshurst	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Ladymead Retail Park, Europa Park Road, Guildford	2	.2%	0	.0%	0	.0%	0	1.3%	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%
	Cobham town centre	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%
	London	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.2%	0	.0%
	Grayshott town centre	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.4%	0	.0%	0	.0%
	Brewers, North Lane, Farnham	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
	Doves Decorating Supplies, South Street, Dorking	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
	Leatherhead town centre	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%
	Wilkinson, Aldershot	1	.1%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Brighton Hill Retail Park, Basingstoke	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	B&Q, Liphook	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bognor Regis	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Brewers, Chapel Street, Petersfield.	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Liss	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Portfield Retail Park, Chichester	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Waterlooville town centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Billingshurst town centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Broadbridge Retail Park	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Homebase, Holmbush Farm, Shoreham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q12. Where do you do most of your household's shopping for DIY goods and decorating supplies?

		Base: All respondents (exc)		Zone															
				1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Local stores, Horsham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Brewers, High Street, Haslemere	1	.1%	0	.0%	0	.0%	1	3.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Robert Dyas, Downing Street, Farnham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Local stores, Elstead	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Local stores, Hindhead	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	Tracy, The Green, Elstead	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%
	B&Q, Reading Gate Retail Park, Acre Road, Reading	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Homebase, Folkstone	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Travis Perkins, Winchester Road, Alton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Cane Adam, Unit D, Wrecclesham Rd, Farnham	1	.1%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Travis Perkins, West Street, Farnham	1	.1%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Catalogue/Mail Order	0	.0%	0	.0%	0	.0%	0	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Robert Dyas, North Street, Chichester	0	.0%	0	.0%	0	.0%	0	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	David Mann & Co, High Street, Cranleigh	0	.0%	0	.0%	0	.0%	0	.0%	0	1.2%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q12. Where do you do most of your household's shopping for DIY goods and decorating supplies?

	Zone					
	9		10		11	
	Num	%	Num	%	Num	%
Base: All respondents (exc)	75	100.0%	83	100.0%	47	100.0%
B&Q, Solartron Road, FARNBOROUGH	0	.0%	2	2.5%	8	17.1%
Guildford town centre	0	.0%	5	6.2%	0	.0%
Farnborough town centre	0	.0%	1	1.2%	1	1.3%
B&Q, Woodbridge Road, GUILDFORD	3	3.9%	3	3.7%	0	.0%
Homebase, Ladymead Retail Park, GUILDFORD	1	1.3%	0	.0%	0	.0%
Homebase, Farnham Retail Park, FARNHAM	0	.0%	3	3.7%	2	5.3%
Homebase, Broadbridge Retail Park, HORSHAM	22	29.9%	0	.0%	1	1.3%
Horsham town centre	14	18.2%	0	.0%	0	.0%
Godalming town centre	1	1.3%	0	.0%	0	.0%
Fleet town centre	0	.0%	0	.0%	0	.0%
Farnham town centre	0	.0%	2	2.5%	1	2.6%
Haslemere town centre	1	1.3%	5	6.2%	0	.0%
Dorking town centre	0	.0%	0	.0%	0	.0%
Cranleigh town centre	1	1.3%	1	1.2%	0	.0%
Wickes, Vincent Lane, DORKING	0	.0%	0	.0%	0	.0%
Petersfield town centre	0	.0%	9	11.1%	1	1.3%
Alton town centre	0	.0%	0	.0%	10	21.1%
Midhurst town centre	2	2.6%	6	7.4%	0	.0%
Wickes, Invincible Road, FARNBOROUGH	0	.0%	0	.0%	0	.0%
Bordon town centre	0	.0%	2	2.5%	0	.0%

(cont.)

Q12. Where do you do most of your household's shopping for DIY goods and decorating supplies?

		Zone					
		9		10		11	
		Num	%	Num	%	Num	%
Other	Homebase, Woolsack Way, Godalming	1	1.3%	1	1.2%	0	.0%
	B&Q, Lister Road, Basingstoke	0	.0%	0	.0%	7	14.5%
	Chichester town centre	10	13.0%	4	4.9%	0	.0%
	Varies	0	.0%	1	1.2%	1	1.3%
	Homebase, Discovery Park, Barnfield Drive, Chichester	5	6.5%	5	6.2%	0	.0%
	Focus, Station Road, Petersfield	0	.0%	8	9.9%	0	.0%
	B&Q, Kingston Road, Leatherhead	0	.0%	0	.0%	0	.0%
	Focus, Frimley Road, Camberley	0	.0%	0	.0%	0	.0%
	Homebase, London Road, Camberley	0	.0%	0	.0%	0	.0%
	B&Q, Purbrook Way, Havant	0	.0%	6	7.4%	0	.0%
	Homebase, Winchester Road, Basingstoke	1	1.3%	0	.0%	2	3.9%
	Basingstoke Town Centre	0	.0%	0	.0%	6	11.8%
	B&Q Waterloooville	0	.0%	5	6.2%	0	.0%
	Local stores, Leatherhead	0	.0%	0	.0%	0	.0%
	Homebase, Redding Way, Knaphill	0	.0%	0	.0%	0	.0%
	Focus, Mill Lane, Alton	0	.0%	0	.0%	5	10.5%
	B&Q, Crawley	1	1.3%	1	1.2%	0	.0%
	Farnborough Gate Retail Park, Farnborough	0	.0%	0	.0%	0	.0%
	Homebase, Brighton Hill Retail Park, Basingstoke	0	.0%	0	.0%	1	1.3%
	Liphook town centre	0	.0%	3	3.7%	0	.0%
	Brewers, Woodbridge Meadows, Guildford	0	.0%	0	.0%	0	.0%
	Camberley town centre	0	.0%	0	.0%	0	.0%
	Do-It-All, Frimley	0	.0%	0	.0%	0	.0%
	Focus, Christy Estate, Ivy Road, Aldershot	0	.0%	0	.0%	0	.0%
	Reading town centre	0	.0%	0	.0%	0	.0%

(cont.)

Q12. Where do you do most of your household's shopping for DIY goods and decorating supplies?

		Zone					
		9		10		11	
		Num	%	Num	%	Num	%
Other	Robert Dyas, High Street, Dorking	0	.0%	0	.0%	0	.0%
	Crawley town Centre	3	3.9%	0	.0%	0	.0%
	Local stores, Petworth	3	3.9%	0	.0%	0	.0%
	B&Q, Ladymeade Retail Centre, Woodbridge Road, Guildford	1	1.3%	0	.0%	0	.0%
	Homebase, Crawley Avenue, West Green, Crawley	0	.0%	0	.0%	0	.0%
	Homebase, Reigate Road, Epsom	0	.0%	0	.0%	0	.0%
	Portsmouth	0	.0%	2	2.5%	0	.0%
	Local stores, Billingshurst	2	2.6%	0	.0%	0	.0%
	Ladymead Retail Park, Europa Park Road, Guildford	0	.0%	0	.0%	0	.0%
	Cobham town centre	0	.0%	0	.0%	0	.0%
	London	0	.0%	0	.0%	0	.0%
	Grayshott town centre	0	.0%	0	.0%	0	.0%
	Brewers, North Lane, Farnham	0	.0%	0	.0%	0	.0%
	Doves Decorating Supplies, South Street, Dorking	0	.0%	0	.0%	0	.0%
	Leatherhead town centre	0	.0%	0	.0%	0	.0%
	Wilkinson, Aldershot	0	.0%	0	.0%	0	.0%
	Brighton Hill Retail Park, Basingstoke	0	.0%	0	.0%	1	2.6%
	B&Q, Liphook	0	.0%	1	1.2%	0	.0%
	Bognor Regis	0	.0%	1	1.2%	0	.0%
	Brewers, Chapel Street, Petersfield.	0	.0%	1	1.2%	0	.0%
	Local stores, Liss	0	.0%	1	1.2%	0	.0%
	Portfield Retail Park, Chichester	0	.0%	1	1.2%	0	.0%
	Waterlooville town centre	0	.0%	1	1.2%	0	.0%
	Billingshurst town centre	1	1.3%	0	.0%	0	.0%
	Broadbridge Retail Park	1	1.3%	0	.0%	0	.0%
	Homebase, Holmbush Farm, Shoreham	1	1.3%	0	.0%	0	.0%

(cont.)

Q12. Where do you do most of your household's shopping for DIY goods and decorating supplies?

		Zone					
		9		10		11	
		Num	%	Num	%	Num	%
Other	Local stores, Horsham	1	1.3%	0	.0%	0	.0%
	Brewers, High Street, Haslemere	0	.0%	0	.0%	0	.0%
	Robert Dyas, Downing Street, Farnham	0	.0%	0	.0%	0	.0%
	Local stores, Elstead	0	.0%	0	.0%	0	.0%
	Local stores, Hindhead	0	.0%	0	.0%	0	.0%
	Tracy, The Green, Elstead	0	.0%	0	.0%	0	.0%
	B&Q, Reading Gate Retail Park, Acre Road, Reading	0	.0%	0	.0%	1	1.3%
	Homebase, Folkstone	0	.0%	0	.0%	1	1.3%
	Travis Perkins, Winchester Road, Alton	0	.0%	0	.0%	1	1.3%
	Cane Adam, Unit D, Wrecclesham Rd, Farnham	0	.0%	0	.0%	0	.0%
	Travis Perkins, West Street, Farnham	0	.0%	0	.0%	0	.0%
	Catalogue/Mail Order	0	.0%	0	.0%	0	.0%
	Robert Dyas, North Street, Chichester	0	.0%	0	.0%	0	.0%
	David Mann & Co, High Street, Cranleigh	0	.0%	0	.0%	0	.0%

Q13. Where do you do most of your household's shopping for books, jewellery, watches, recreational luxury goods?

	Base: All respondents (exc)		Zone															
	Num	%	1		2		3		4		5		6		7		8	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents (exc)	771	100.0%	34	100.0%	24	100.0%	21	100.0%	18	100.0%	227	100.0%	49	100.0%	112	100.0%	111	100.0%
Guildford town centre	191	24.7%	2	5.9%	13	51.5%	8	40.0%	6	36.1%	25	11.1%	15	30.2%	85	76.5%	23	20.8%
Fleet town centre	57	7.4%	0	.0%	0	.0%	0	.0%	0	.0%	57	25.0%	1	1.6%	0	.0%	0	.0%
Horsham town centre	53	6.9%	0	.0%	0	.0%	0	.0%	1	8.3%	0	.0%	0	.0%	0	.0%	30	27.3%
Farnham town centre	45	5.8%	21	61.8%	0	.0%	0	1.4%	0	.0%	3	1.4%	9	19.0%	0	.0%	0	.0%
Dorking town centre	28	3.6%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.4%	0	.0%	0	.0%	25	22.1%
Farnborough town centre	21	2.7%	1	1.5%	0	.0%	0	.0%	0	.0%	19	8.3%	1	1.6%	0	.0%	0	.0%
Petersfield town centre	20	2.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Alton town centre	19	2.5%	0	.0%	0	.0%	0	.0%	0	.0%	6	2.8%	1	1.6%	0	.0%	0	.0%
Godalming town centre	19	2.5%	0	.0%	8	30.9%	1	4.3%	0	.0%	0	.0%	8	15.9%	2	1.5%	1	1.3%
Haslemere town centre	11	1.5%	0	.0%	0	.0%	7	32.9%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%
Cranleigh town centre	10	1.4%	0	.0%	0	.0%	0	.0%	7	37.5%	0	.0%	0	.0%	0	.0%	3	2.6%
Midhurst town centre	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bordon town centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q13. Where do you do most of your household's shopping for books, jewellery, watches, recreational luxury goods?

		Base: All respondents (exc)		Zone															
				1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Basingstoke Town Centre	37	4.8%	1	1.5%	0	.0%	0	.0%	0	.0%	25	11.1%	0	.0%	0	.0%	0	.0%
	Varies	36	4.7%	1	2.9%	1	4.4%	1	4.3%	0	2.8%	13	5.6%	2	3.2%	5	4.4%	7	6.5%
	Chichester town centre	26	3.4%	0	.0%	0	.0%	1	5.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Aldershot town centre	23	3.0%	4	10.3%	0	.0%	0	.0%	0	.0%	19	8.3%	1	1.6%	0	.0%	0	.0%
	Camberley town centre	19	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	19	8.3%	0	.0%	0	.0%	0	.0%
	Abroad	12	1.5%	1	1.5%	0	1.5%	1	2.9%	0	.0%	6	2.8%	1	1.6%	0	.0%	0	.0%
	Catalogue/Mail Order	10	1.3%	1	1.5%	0	.0%	0	1.4%	0	1.4%	0	.0%	1	1.6%	3	2.9%	1	1.3%
	Reading town centre	9	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	9	4.2%	0	.0%	0	.0%	0	.0%
	London	9	1.2%	0	.0%	1	4.4%	1	2.9%	0	1.4%	0	.0%	1	1.6%	2	1.5%	1	1.3%
	Local stores, Petworth	7	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Crawley town centre	5	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	3.9%
	Waterstones, Wesley Walk, Basingstoke	5	.6%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.4%	0	.0%	0	.0%	0	.0%
	H Samuel, Grosvenor Road, Farnborough	5	.6%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.4%	0	.0%	0	.0%	1	1.3%
	Waterstones, High Street, Guildford	4	.6%	1	1.5%	0	.0%	0	.0%	1	4.2%	0	.0%	0	.0%	2	1.5%	1	1.3%
	WHSmith, Wellington Centre, Victoria Road, Aldershot	4	.5%	1	1.5%	0	.0%	0	.0%	0	.0%	3	1.4%	0	.0%	0	.0%	0	.0%
	Kingston upon Thames	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.9%	0	.0%
	Blackwells, Broad Street, Oxford	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.4%	0	.0%	0	.0%	0	.0%
	Local stores, Aldershot	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.4%	0	.0%	0	.0%	0	.0%
	Waterstones, Camberley	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.4%	0	.0%	0	.0%	0	.0%
	WHSmith, Princes Mead Centre, Farnborough	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	1.4%	0	.0%	0	.0%	0	.0%
	Waterstones, West Street, Chichester	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Billingshurst town centre	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%
	Waterstones, West Street, Horsham	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	WHSmith, High Street, Guildford	2	.3%	1	1.5%	0	.0%	0	.0%	0	1.4%	0	.0%	0	.0%	2	1.5%	0	.0%
	H.Samuel, White Lion Walk, Guildford	2	.3%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%	0	.0%
	Waterstones, Lion & Lamb Yard, Farnham	2	.3%	2	4.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%

(cont.)

Q13. Where do you do most of your household's shopping for books, jewellery, watches, recreational luxury goods?

		Base: All respondents (exc)		Zone															
				1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Television channel	2	.3%	0	.0%	0	.0%	0	1.4%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%
	Debenhams, Millbrook Centre, Guildford	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%
	Book Club	2	.2%	0	.0%	0	.0%	0	.0%	0	1.4%	0	.0%	2	3.2%	0	.0%	0	.0%
	Cobham town centre	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%	0	.0%
	Guilford Market	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%	0	.0%
	Local stores, East Horsley	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%	0	.0%
	Mobile Library	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.5%	0	.0%
	Local stores, Grayshott	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.2%	0	.0%	0	.0%
	Argos, Kingsgate, Queensway, Crawley	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	British Bookshops, Swan walk, Horsham	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Cardiff city centre	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Local stores, Dorking	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Tesco, Reigate Road, Hookwood, Horley	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Waterstones, South Street, Dorking	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	Woolworths, High Street, Dorking	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%
	John Lewis, West Quay Shopping Centre, Southampton	1	.2%	0	.0%	0	.0%	0	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	WHSmith, The Borough, Farnham	1	.2%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%
	Own business/ relatives' business	1	.2%	0	.0%	0	.0%	0	.0%	0	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
	Argos, Farnham town centre.	1	.1%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Argos, Commercial Road, Portsmouth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, Purbrook Way, Havant	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	H Samuel, North Street, Chichester	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	John Lewis, Wood street, Kingston-upon-Thames	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Ottakars Bookshop, Rams Walk, Petersfield	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Portsmouth town centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q13. Where do you do most of your household's shopping for books, jewellery, watches, recreational luxury goods?

		Base: All respondents (exc)		Zone															
				1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Waterlooville town centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	WHSmith, Rams Walk, Petersfield	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Winchester	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Argos, Worthing Road, Horsham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Westhampnett Road, Chichester	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Shoreham town centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, South Street, Chichester	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Argos, High Street, Guildford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%
	Local stores, Hindhead	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%
	Sainsbury's, Water Lane, Farnham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%
	WHSmith, High Street, Godalming	1	.1%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Argos, The Hart Centre, Fleet Road, Fleet	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, Brighton Way, Basingstoke	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Gatwick Airport	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, The Meadows, College Town, Sandhurst	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	WHSmith, Old Basing Mall, Basingstoke	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Scotland	1	.1%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Waterstones, High Street, Godalming	0	.0%	0	.0%	0	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Paul Young, Rumbolds Hill, Midhurst	0	.0%	0	.0%	0	.0%	0	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	British bookshops, High Street, Guildford	0	.0%	0	.0%	0	.0%	0	.0%	0	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
	David Mann & Co, High Street, Cranleigh	0	.0%	0	.0%	0	.0%	0	.0%	0	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Alfold	0	.0%	0	.0%	0	.0%	0	.0%	0	1.4%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q13. Where do you do most of your household's shopping for books, jewellery, watches, recreational luxury goods?

	Zone					
	9		10		11	
	Num	%	Num	%	Num	%
Base: All respondents (exc)	65	100.0%	70	100.0%	41	100.0%
Guildford town centre	5	7.5%	7	10.3%	1	3.0%
Fleet town centre	0	.0%	0	.0%	0	.0%
Horsham town centre	21	32.8%	0	.0%	0	.0%
Farnham town centre	0	.0%	7	10.3%	4	9.0%
Dorking town centre	0	.0%	0	.0%	0	.0%
Farnborough town centre	0	.0%	0	.0%	1	1.5%
Petersfield town centre	0	.0%	19	27.9%	1	1.5%
Alton town centre	0	.0%	0	.0%	12	29.9%
Godalming town centre	0	.0%	0	.0%	0	.0%
Haslemere town centre	0	.0%	3	4.4%	1	1.5%
Cranleigh town centre	0	.0%	1	1.5%	0	.0%
Midhurst town centre	0	.0%	3	4.4%	0	.0%
Bordon town centre	0	.0%	1	1.5%	0	.0%

(cont.)

Q13. Where do you do most of your household's shopping for books, jewellery, watches, recreational luxury goods?

		Zone					
		9		10		11	
		Num	%	Num	%	Num	%
Other	Basingstoke Town Centre	0	.0%	0	.0%	11	26.9%
	Varies	3	4.5%	1	1.5%	2	6.0%
	Chichester town centre	16	23.9%	9	13.2%	0	.0%
	Aldershot town centre	0	.0%	0	.0%	0	.0%
	Camberley town centre	0	.0%	0	.0%	0	.0%
	Abroad	2	3.0%	0	.0%	1	3.0%
	Catalogue/Mail Order	2	3.0%	1	1.5%	1	1.5%
	Reading town centre	0	.0%	0	.0%	0	.0%
	London	1	1.5%	1	1.5%	1	3.0%
	Local stores, Petworth	7	10.4%	0	.0%	0	.0%
	Crawley town centre	1	1.5%	0	.0%	0	.0%
	Waterstones, Wesley Walk, Basingstoke	0	.0%	0	.0%	2	4.5%
	H Samuel, Grosvenor Road, Farnborough	0	.0%	0	.0%	0	.0%
	Waterstones, High Street, Guildford	0	.0%	0	.0%	0	.0%
	WHSmith, Wellington Centre, Victoria Road, Aldershot	0	.0%	0	.0%	0	.0%
	Kingston upon Thames	0	.0%	0	.0%	0	.0%
	Blackwells, Broad Street, Oxford	0	.0%	0	.0%	0	.0%
	Local stores, Aldershot	0	.0%	0	.0%	0	.0%
	Waterstones, Camberley	0	.0%	0	.0%	0	.0%
	WHSmith, Princes Mead Centre, Farnborough	0	.0%	0	.0%	0	.0%
	Waterstones, West Street, Chichester	0	.0%	3	4.4%	0	.0%
	Billinghurst town centre	2	3.0%	0	.0%	0	.0%
	Waterstones, West Street, Horsham	1	1.5%	0	.0%	0	.0%
	WHSmith, High Street, Guildford	0	.0%	0	.0%	0	.0%
	H.Samuel, White Lion Walk, Guildford	0	.0%	0	.0%	0	.0%
	Waterstones, Lion & Lamb Yard, Farnham	0	.0%	0	.0%	0	.0%

(cont.)

Q13. Where do you do most of your household's shopping for books, jewellery, watches, recreational luxury goods?

		Zone					
		9		10		11	
		Num	%	Num	%	Num	%
Other	Television channel	0	.0%	1	1.5%	0	.0%
	Debenhams, Millbrook Centre, Guildford	0	.0%	1	1.5%	0	.0%
	Book Club	0	.0%	0	.0%	0	.0%
	Cobham town centre	0	.0%	0	.0%	0	.0%
	Guilford Market	0	.0%	0	.0%	0	.0%
	Local stores, East Horsley	0	.0%	0	.0%	0	.0%
	Mobile Library	0	.0%	0	.0%	0	.0%
	Local stores, Grayshott	0	.0%	0	.0%	0	.0%
	Argos, Kingsgate, Queensway, Crawley	0	.0%	0	.0%	0	.0%
	British Bookshops, Swan walk, Horsham	0	.0%	0	.0%	0	.0%
	Cardiff city centre	0	.0%	0	.0%	0	.0%
	Local stores, Dorking	0	.0%	0	.0%	0	.0%
	Tesco, Reigate Road, Hookwood, Horley	0	.0%	0	.0%	0	.0%
	Waterstones, South Street, Dorking	0	.0%	0	.0%	0	.0%
	Woolworths, High Street, Dorking	0	.0%	0	.0%	0	.0%
	John Lewis, West Quay Shopping Centre, Southampton	0	.0%	1	1.5%	0	.0%
	WHSmith, The Borough, Farnham	0	.0%	0	.0%	0	.0%
	Own business/ relatives' business	1	1.5%	0	.0%	0	.0%
	Argos, Farnham town centre.	0	.0%	0	.0%	1	1.5%
	Argos, Commercial Road, Portsmouth	0	.0%	1	1.5%	0	.0%
	Asda, Purbrook Way, Havant	0	.0%	1	1.5%	0	.0%
	H Samuel, North Street, Chichester	0	.0%	1	1.5%	0	.0%
	John Lewis, Wood street, Kingston-upon-Thames	0	.0%	1	1.5%	0	.0%
	Ottakars Bookshop, Rams Walk, Petersfield	0	.0%	1	1.5%	0	.0%
	Portsmouth town centre	0	.0%	1	1.5%	0	.0%

(cont.)

Q13. Where do you do most of your household's shopping for books, jewellery, watches, recreational luxury goods?

		Zone					
		9		10		11	
		Num	%	Num	%	Num	%
Other	Waterlooville town centre	0	.0%	1	1.5%	0	.0%
	WHSmith, Rams Walk, Petersfield	0	.0%	1	1.5%	0	.0%
	Winchester	0	.0%	1	1.5%	0	.0%
	Argos, Worthing Road, Horsham	1	1.5%	0	.0%	0	.0%
	Sainsbury's, Westhampnett Road, Chichester	1	1.5%	0	.0%	0	.0%
	Shoreham town centre	1	1.5%	0	.0%	0	.0%
	Tesco, South Street, Chichester	1	1.5%	0	.0%	0	.0%
	Argos, High Street, Guildford	0	.0%	0	.0%	0	.0%
	Local stores, Hindhead	0	.0%	0	.0%	0	.0%
	Sainsbury's, Water Lane, Farnham	0	.0%	0	.0%	0	.0%
	WHSmith, High Street, Godalming	0	.0%	0	.0%	0	.0%
	Argos, The Hart Centre, Fleet Road, Fleet	0	.0%	0	.0%	1	1.5%
	Asda, Brighton Way, Basingstoke	0	.0%	0	.0%	1	1.5%
	Gatwick Airport	0	.0%	0	.0%	1	1.5%
	Marks & Spencer, The Meadows, College Town, Sandhurst	0	.0%	0	.0%	1	1.5%
	WHSmith, Old Basing Mall, Basingstoke	0	.0%	0	.0%	1	1.5%
	Scotland	0	.0%	0	.0%	0	.0%
	Waterstones, High Street, Godalming	0	.0%	0	.0%	0	.0%
	Paul Young, Rumbolds Hill, Midhurst	0	.0%	0	.0%	0	.0%
	British bookshops, High Street, Guildford	0	.0%	0	.0%	0	.0%
	David Mann & Co, High Street, Cranleigh	0	.0%	0	.0%	0	.0%
	Local stores, Alfold	0	.0%	0	.0%	0	.0%

Q14. When you shop for non - food goods, how do you usually travel?

	Base: All respondents (exc)		Zone																	
	Num	%	1		2		3		4		5		6		7		8		9	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents (exc)	1073	100.0%	49	100.0%	37	100.0%	29	100.0%	23	100.0%	312	100.0%	75	100.0%	159	100.0%	137	100.0%	93	100.0%
Car /Van (as driver)	749	69.9%	31	63.3%	20	53.4%	20	69.4%	15	63.2%	236	75.8%	54	72.2%	112	70.1%	90	65.3%	69	74.7%
Car /Van (as passenger)	152	14.2%	6	12.2%	5	12.6%	3	9.2%	2	9.5%	50	16.2%	12	15.5%	13	8.2%	16	11.6%	12	12.6%
Bus	81	7.6%	6	12.2%	5	14.6%	2	6.1%	4	16.8%	9	3.0%	5	7.2%	21	13.4%	13	9.5%	5	5.3%
Walk	61	5.7%	5	10.2%	4	9.7%	3	9.2%	1	6.3%	13	4.0%	4	5.2%	5	3.1%	14	10.5%	5	5.3%
Train	14	1.3%	0	.0%	1	1.9%	1	4.1%	0	.0%	3	1.0%	0	.0%	3	2.1%	1	1.1%	1	1.1%
Park and Ride	6	.6%	0	.0%	2	5.8%	0	1.0%	0	2.1%	0	.0%	0	.0%	2	1.0%	1	1.1%	0	.0%
Goods delivered	5	.4%	1	2.0%	0	.0%	0	1.0%	0	1.1%	0	.0%	0	.0%	3	2.1%	0	.0%	0	.0%
Bicycle	2	.2%	0	.0%	0	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%
Taxi	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
Other	1	.1%	0	.0%	0	1.0%	0	.0%	0	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Park & Ride																				

(cont.)

Q14. When you shop for non - food goods, how do you usually travel?

	Zone			
	10		11	
	Num	%	Num	%
Base: All respondents (exc)	101	100.0%	58	100.0%
Car /Van (as driver)	67	66.3%	37	63.2%
Car /Van (as passenger)	23	22.4%	11	18.9%
Bus	5	5.1%	5	8.4%
Walk	3	3.1%	4	7.4%
Train	3	3.1%	1	1.1%
Park and Ride	0	.0%	0	.0%
Goods delivered	0	.0%	0	.0%
Bicycle	0	.0%	0	.0%
Taxi	0	.0%	1	1.1%
Other	0	.0%	0	.0%
Park & Ride				

Q15. Which of the following towns/ village centres do you visit MOST often for any type of shopping?

	Base: All respondents (exc)		Zone																			
	Num	%	1		2		3		4		5		6		7		8		9		10	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents (exc)	1073	100.0%	49	100.0%	37	100.0%	29	100.0%	23	100.0%	312	100.0%	75	100.0%	159	100.0%	137	100.0%	93	100.0%	101	100.0%
None of the above	588	54.8%	5	10.2%	5	14.6%	3	10.2%	3	14.7%	205	65.7%	13	17.5%	115	72.2%	85	62.1%	68	73.7%	55	55.1%
Farnham	217	20.2%	44	89.8%	0	.0%	1	5.1%	0	.0%	101	32.3%	24	32.0%	5	3.1%	1	1.1%	0	.0%	12	12.2%
Godalming	126	11.7%	0	.0%	31	82.5%	2	8.2%	2	7.4%	3	1.0%	28	37.1%	33	20.6%	20	14.7%	4	4.2%	3	3.1%
Haslemere	77	7.1%	0	.0%	1	1.9%	22	76.5%	0	1.1%	3	1.0%	8	11.3%	0	.0%	0	.0%	13	13.7%	29	28.6%
Cranleigh	66	6.2%	0	.0%	0	1.0%	0	.0%	18	76.8%	0	.0%	2	2.1%	7	4.1%	30	22.1%	8	8.4%	1	1.0%

(cont.)

Q15. Which of the following towns/ village centres do you visit MOST often for any type of shopping?

	Zone	
	11	
	Num	%
Base: All respondents (exc)	58	100.0%
None of the above	29	50.5%
Farnham	28	47.4%
Godalming	0	.0%
Haslemere	1	1.1%
Cranleigh	1	1.1%

Q16a. On a scale of 1 to 5 where 1 equals very poor and 5 equals very good, how would you rate Q15 on the following features - ATTRACTIVE ENVIRONMENT?

	Base: Those visiting specified centres		Zone																							
	Num	%	1		2		3		4		5		6		7		8		9		10		11			
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	
Base: Those visiting specified centres	485	100.0%	44	100.0%	32	100.0%	26	100.0%	20	100.0%	107	100.0%	62	100.0%	44	100.0%	52	100.0%	24	100.0%	45	100.0%	29	100.0%		
Very poor	6	1.3%	0	.0%	1	2.3%	1	4.5%	0	.0%	0	.0%	1	1.3%	0	.0%	3	5.6%	0	.0%	0	.0%	1	2.1%		
Poor	8	1.6%	3	5.7%	0	.0%	1	3.4%	0	1.2%	0	.0%	3	5.0%	0	.0%	0	.0%	0	.0%	1	2.3%	0	.0%		
Neither poor nor good	96	19.8%	9	20.5%	8	23.9%	5	18.2%	4	18.5%	13	11.8%	8	12.5%	13	29.6%	9	16.7%	7	28.0%	15	34.1%	7	23.4%		
Good	216	44.6%	19	42.0%	9	28.4%	11	40.9%	8	39.5%	63	58.8%	31	50.0%	15	33.3%	20	38.9%	12	48.0%	19	43.2%	10	36.2%		
Very good	159	32.7%	14	31.8%	14	45.5%	8	33.0%	8	40.7%	31	29.4%	19	31.3%	16	37.0%	20	38.9%	6	24.0%	9	20.5%	11	38.3%		

Q16b. On a scale of 1 to 5 where 1 equals very poor and 5 equals very good, how would you rate Q15 on the following features - CLOSE TO FRIENDS OR RELATIVES?

	Base: Those visiting specified centres		Zone																							
	Num	%	1		2		3		4		5		6		7		8		9		10		11			
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	
Base: Those visiting specified centres		485	100.0%	44	100.0%	32	100.0%	26	100.0%	20	100.0%	107	100.0%	62	100.0%	44	100.0%	52	100.0%	24	100.0%	45	100.0%	29	100.0%	
Very poor		147	30.4%	7	14.8%	3	10.2%	6	25.0%	2	11.1%	38	35.3%	15	23.8%	21	48.1%	16	30.6%	11	44.0%	14	31.8%	14	48.9%	
Poor		44	9.1%	3	5.7%	2	5.7%	2	9.1%	1	6.2%	13	11.8%	7	11.3%	2	3.7%	3	5.6%	2	8.0%	6	13.6%	4	14.9%	
Neither poor nor good		99	20.4%	10	22.7%	8	26.1%	6	22.7%	4	22.2%	16	14.7%	12	20.0%	11	25.9%	13	25.0%	4	16.0%	10	22.7%	4	12.8%	
Good		99	20.4%	14	31.8%	9	27.3%	5	18.2%	5	27.2%	16	14.7%	16	26.3%	3	7.4%	14	27.8%	3	12.0%	8	18.2%	6	19.1%	
Very good		95	19.6%	11	25.0%	10	30.7%	6	25.0%	7	33.3%	25	23.5%	12	18.8%	7	14.8%	6	11.1%	5	20.0%	6	13.6%	1	4.3%	

Q16c. On a scale of 1 to 5 where 1 equals very poor and 5 equals very good, how would you rate Q15 on the following features - CLOSE TO HOME?

	Base: Those visiting specified centres		Zone																					
			1		2		3		4		5		6		7		8		9		10		11	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those visiting specified centres	485	100.0%	44	100.0%	32	100.0%	26	100.0%	20	100.0%	107	100.0%	62	100.0%	44	100.0%	52	100.0%	24	100.0%	45	100.0%	29	100.0%
Very poor	15	3.1%	2	3.4%	0	.0%	1	4.5%	0	2.5%	0	.0%	1	1.3%	5	11.1%	3	5.6%	0	.0%	1	2.3%	2	8.5%
Poor	49	10.1%	1	2.3%	0	1.1%	1	3.4%	1	3.7%	16	14.7%	3	5.0%	8	18.5%	7	13.9%	7	28.0%	3	6.8%	2	6.4%
Neither poor nor good	124	25.5%	4	8.0%	3	8.0%	4	17.0%	2	11.1%	25	23.5%	15	23.8%	18	40.7%	13	25.0%	5	20.0%	21	45.5%	15	51.1%
Good	143	29.4%	9	20.5%	5	17.0%	4	14.8%	4	22.2%	38	35.3%	28	45.0%	10	22.2%	14	27.8%	9	36.0%	13	29.5%	8	27.7%
Very good	154	31.8%	29	65.9%	23	73.9%	16	60.2%	12	60.5%	28	26.5%	15	25.0%	3	7.4%	14	27.8%	4	16.0%	7	15.9%	2	6.4%

Q16d. On a scale of 1 to 5 where 1 equals very poor and 5 equals very good, how would you rate Q15 on the following features - CLOSE TO WORK?

	Base: Those visiting specified centres		Zone																					
			1		2		3		4		5		6		7		8		9		10		11	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those visiting specified centres	485	100.0%	44	100.0%	32	100.0%	26	100.0%	20	100.0%	107	100.0%	62	100.0%	44	100.0%	52	100.0%	24	100.0%	45	100.0%	29	100.0%
Very poor	80	16.5%	2	4.5%	3	10.2%	5	20.5%	1	7.4%	25	23.5%	12	20.0%	3	7.4%	7	13.9%	6	24.0%	6	13.6%	8	27.7%
Poor	28	5.8%	4	9.1%	1	4.5%	1	2.3%	1	4.9%	0	.0%	5	8.8%	5	11.1%	3	5.6%	3	12.0%	3	6.8%	2	6.4%
Neither poor nor good	268	55.3%	23	51.1%	15	47.7%	11	44.3%	11	58.0%	63	58.8%	32	51.3%	33	74.1%	29	55.6%	11	44.0%	26	56.8%	15	51.1%
Good	47	9.7%	5	11.4%	3	8.0%	3	10.2%	2	9.9%	13	11.8%	5	8.8%	0	.0%	7	13.9%	3	12.0%	5	11.4%	2	6.4%
Very good	61	12.7%	11	23.9%	9	29.5%	6	22.7%	4	19.8%	6	5.9%	7	11.3%	3	7.4%	6	11.1%	2	8.0%	5	11.4%	2	8.5%

Q16e. On a scale of 1 to 5 where 1 equals very poor and 5 equals very good, how would you rate Q15 on the following features - EASY TO GET TO BY BIKE?

	Base: Those visiting specified centres		Zone																							
	Num	%	1		2		3		4		5		6		7		8		9		10		11			
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	
Base: Those visiting specified centres		485	100.0%	44	100.0%	32	100.0%	26	100.0%	20	100.0%	107	100.0%	62	100.0%	44	100.0%	52	100.0%	24	100.0%	45	100.0%	29	100.0%	
Very poor		169	35.0%	3	6.8%	4	11.4%	7	26.1%	2	9.9%	44	41.2%	14	22.5%	11	25.9%	22	41.7%	15	60.0%	29	63.6%	20	68.1%	
Poor		50	10.4%	2	4.5%	2	6.8%	3	11.4%	1	3.7%	9	8.8%	12	20.0%	8	18.5%	4	8.3%	3	12.0%	4	9.1%	1	4.3%	
Neither poor nor good		153	31.5%	17	37.5%	6	18.2%	7	27.3%	6	29.6%	41	38.2%	21	33.8%	15	33.3%	17	33.3%	5	20.0%	11	25.0%	7	25.5%	
Good		54	11.1%	10	22.7%	7	22.7%	3	11.4%	3	16.0%	3	2.9%	8	13.8%	8	18.5%	7	13.9%	2	8.0%	1	2.3%	1	2.1%	
Very good		58	12.0%	13	28.4%	13	40.9%	6	23.9%	8	40.7%	9	8.8%	6	10.0%	2	3.7%	1	2.8%	0	.0%	0	.0%	0	.0%	

Q16f. On a scale of 1 to 5 where 1 equals very poor and 5 equals very good, how would you rate Q15 on the following features - EASY TO GET TO BY BUS?

	Base: Those visiting specified centres		Zone																							
	Num	%	1		2		3		4		5		6		7		8		9		10		11			
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	
Base: Those visiting specified centres	485	100.0%	44	100.0%	32	100.0%	26	100.0%	20	100.0%	107	100.0%	62	100.0%	44	100.0%	52	100.0%	24	100.0%	45	100.0%	29	100.0%		
Very poor	147	30.4%	5	10.2%	2	6.8%	4	15.9%	2	9.9%	35	32.4%	16	26.3%	11	25.9%	25	47.2%	17	68.0%	19	43.2%	12	40.4%		
Poor	60	12.4%	5	10.2%	2	5.7%	3	10.2%	1	6.2%	16	14.7%	12	20.0%	8	18.5%	6	11.1%	0	.0%	7	15.9%	1	2.1%		
Neither poor nor good	144	29.6%	13	28.4%	9	29.5%	10	37.5%	7	37.0%	31	29.4%	15	25.0%	15	33.3%	10	19.4%	6	24.0%	15	34.1%	12	40.4%		
Good	53	10.8%	7	15.9%	5	17.0%	4	13.6%	3	17.3%	9	8.8%	5	8.8%	5	11.1%	6	11.1%	2	8.0%	2	4.5%	4	12.8%		
Very good	81	16.8%	16	35.2%	13	40.9%	6	22.7%	6	29.6%	16	14.7%	12	20.0%	5	11.1%	6	11.1%	0	.0%	1	2.3%	1	4.3%		

Q16g. On a scale of 1 to 5 where 1 equals very poor and 5 equals very good, how would you rate Q15 on the following features - EASY TO GET TO BY CAR?

	Base: Those visiting specified centres		Zone																					
			1		2		3		4		5		6		7		8		9		10		11	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those visiting specified centres	485	100.0%	44	100.0%	32	100.0%	26	100.0%	20	100.0%	107	100.0%	62	100.0%	44	100.0%	52	100.0%	24	100.0%	45	100.0%	29	100.0%
Very poor	2	.3%	1	1.1%	0	1.1%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Poor	10	2.0%	4	8.0%	0	1.1%	0	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	3	5.6%	0	.0%	1	2.3%	2	6.4%
Neither poor nor good	44	9.0%	5	10.2%	1	3.4%	3	10.2%	1	6.2%	9	8.8%	5	7.5%	2	3.7%	6	11.1%	3	12.0%	6	13.6%	4	12.8%
Good	150	30.9%	9	20.5%	9	28.4%	3	11.4%	4	22.2%	41	38.2%	23	37.5%	13	29.6%	13	25.0%	6	24.0%	18	40.9%	10	34.0%
Very good	280	57.7%	27	60.2%	21	65.9%	20	77.3%	14	71.6%	57	52.9%	33	53.8%	30	66.7%	30	58.3%	16	64.0%	19	43.2%	14	46.8%

Q16h. On a scale of 1 to 5 where 1 equals very poor and 5 equals very good, how would you rate Q15 on the following features - EASY TO PARK?

	Base: Those visiting specified centres		Zone																					
			1		2		3		4		5		6		7		8		9		10		11	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those visiting specified centres	485	100.0%	44	100.0%	32	100.0%	26	100.0%	20	100.0%	107	100.0%	62	100.0%	44	100.0%	52	100.0%	24	100.0%	45	100.0%	29	100.0%
Very poor	19	4.0%	6	12.5%	1	4.5%	1	4.5%	1	4.9%	0	.0%	2	3.8%	0	.0%	1	2.8%	1	4.0%	3	6.8%	2	8.5%
Poor	50	10.3%	8	17.0%	1	3.4%	4	13.6%	1	6.2%	9	8.8%	3	5.0%	3	7.4%	7	13.9%	1	4.0%	7	15.9%	6	19.1%
Neither poor nor good	108	22.3%	9	20.5%	9	27.3%	6	21.6%	3	17.3%	28	26.5%	15	25.0%	10	22.2%	9	16.7%	4	16.0%	9	20.5%	6	21.3%
Good	145	29.9%	11	23.9%	11	35.2%	5	19.3%	5	24.7%	38	35.3%	25	41.3%	11	25.9%	12	22.2%	7	28.0%	11	25.0%	9	31.9%
Very good	162	33.4%	12	26.1%	9	29.5%	11	40.9%	9	46.9%	31	29.4%	15	25.0%	20	44.4%	23	44.4%	12	48.0%	14	31.8%	6	19.1%

Q16i. On a scale of 1 to 5 where 1 equals very poor and 5 equals very good, how would you rate Q15 on the following features - GOOD FOOD STORES?

	Base: Those visiting specified centres		Zone																							
	Num	%	1		2		3		4		5		6		7		8		9		10		11			
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	
Base: Those visiting specified centres	485	100.0%	44	100.0%	32	100.0%	26	100.0%	20	100.0%	107	100.0%	62	100.0%	44	100.0%	52	100.0%	24	100.0%	45	100.0%	29	100.0%		
Very poor	15	3.0%	1	1.1%	0	1.1%	4	15.9%	0	.0%	3	2.9%	1	1.3%	0	.0%	1	2.8%	1	4.0%	2	4.5%	1	4.3%		
Poor	34	7.0%	2	4.5%	2	5.7%	3	11.4%	0	2.5%	3	2.9%	6	10.0%	0	.0%	3	5.6%	1	4.0%	9	20.5%	4	14.9%		
Neither poor nor good	106	21.9%	9	19.3%	4	13.6%	5	20.5%	2	8.6%	28	26.5%	11	17.5%	10	22.2%	7	13.9%	7	28.0%	15	34.1%	8	27.7%		
Good	158	32.7%	15	34.1%	9	29.5%	8	31.8%	7	35.8%	44	41.2%	21	33.8%	15	33.3%	16	30.6%	5	20.0%	10	22.7%	8	27.7%		
Very good	172	35.4%	18	40.9%	16	50.0%	5	20.5%	10	53.1%	28	26.5%	23	37.5%	20	44.4%	25	47.2%	11	44.0%	8	18.2%	7	25.5%		

Q16j. On a scale of 1 to 5 where 1 equals very poor and 5 equals very good, how would you rate Q15 on the following features - GOOD PUBS, CAFES OR RESTAURANTS?

	Base: Those visiting specified centres		Zone																							
	Num	%	1		2		3		4		5		6		7		8		9		10		11			
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	
Base: Those visiting specified centres	485	100.0%	44	100.0%	32	100.0%	26	100.0%	20	100.0%	107	100.0%	62	100.0%	44	100.0%	52	100.0%	24	100.0%	45	100.0%	29	100.0%		
Very poor	13	2.7%	0	.0%	0	.0%	1	3.4%	1	3.7%	3	2.9%	0	.0%	0	.0%	4	8.3%	3	12.0%	0	.0%	1	4.3%		
Poor	25	5.2%	1	2.3%	1	3.4%	2	6.8%	2	8.6%	0	.0%	2	3.8%	5	11.1%	3	5.6%	2	8.0%	5	11.4%	2	8.5%		
Neither poor nor good	159	32.7%	11	23.9%	8	25.0%	11	43.2%	7	33.3%	44	41.2%	17	27.5%	11	25.9%	12	22.2%	7	28.0%	24	52.3%	8	27.7%		
Good	156	32.2%	12	27.3%	10	30.7%	8	30.7%	6	28.4%	28	26.5%	28	45.0%	18	40.7%	19	36.1%	7	28.0%	11	25.0%	10	34.0%		
Very good	132	27.1%	21	46.6%	13	40.9%	4	15.9%	5	25.9%	31	29.4%	15	23.8%	10	22.2%	14	27.8%	6	24.0%	5	11.4%	7	25.5%		

Q16k. On a scale of 1 to 5 where 1 equals very poor and 5 equals very good, how would you rate Q15 on the following features - GOOD RANGE OF NON-FOOD SHOPS?

	Base: Those visiting specified centres		Zone																					
			1		2		3		4		5		6		7		8		9		10		11	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those visiting specified centres	485	100.0%	44	100.0%	32	100.0%	26	100.0%	20	100.0%	107	100.0%	62	100.0%	44	100.0%	52	100.0%	24	100.0%	45	100.0%	29	100.0%
Very poor	12	2.5%	2	3.4%	2	5.7%	1	5.7%	0	1.2%	0	.0%	1	1.3%	0	.0%	4	8.3%	1	4.0%	1	2.3%	0	.0%
Poor	53	11.0%	7	15.9%	5	14.8%	4	17.0%	3	14.8%	0	.0%	12	18.8%	3	7.4%	4	8.3%	3	12.0%	9	20.5%	3	10.6%
Neither poor nor good	156	32.2%	14	31.8%	12	36.4%	11	40.9%	7	34.6%	19	17.6%	24	38.8%	28	63.0%	14	27.8%	7	28.0%	13	29.5%	8	27.7%
Good	196	40.4%	13	28.4%	10	30.7%	6	22.7%	6	29.6%	82	76.5%	17	27.5%	11	25.9%	16	30.6%	8	32.0%	14	31.8%	14	46.8%
Very good	67	13.9%	9	20.5%	4	12.5%	4	13.6%	4	19.8%	6	5.9%	8	13.8%	2	3.7%	13	25.0%	6	24.0%	7	15.9%	4	14.9%

Q16l. On a scale of 1 to 5 where 1 equals very poor and 5 equals very good, how would you rate Q15 on the following features - SAFE AND SECURE?

	Base: Those visiting specified centres		Zone																					
			1		2		3		4		5		6		7		8		9		10		11	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those visiting specified centres	485	100.0%	44	100.0%	32	100.0%	26	100.0%	20	100.0%	107	100.0%	62	100.0%	44	100.0%	52	100.0%	24	100.0%	45	100.0%	29	100.0%
Very poor	3	.7%	1	1.1%	0	.0%	0	1.1%	0	1.2%	0	.0%	0	.0%	0	.0%	1	2.8%	1	4.0%	0	.0%	0	.0%
Poor	10	2.2%	1	1.1%	0	1.1%	0	1.1%	0	2.5%	3	2.9%	2	2.5%	2	3.7%	0	.0%	0	.0%	0	.0%	2	8.5%
Neither poor nor good	80	16.6%	13	29.5%	7	21.6%	5	19.3%	4	21.0%	6	5.9%	10	16.3%	7	14.8%	7	13.9%	3	12.0%	10	22.7%	8	27.7%
Good	229	47.2%	16	36.4%	13	39.8%	12	45.5%	9	46.9%	66	61.8%	34	55.0%	15	33.3%	19	36.1%	8	32.0%	26	56.8%	12	42.6%
Very good	162	33.3%	14	31.8%	12	37.5%	8	33.0%	6	28.4%	31	29.4%	16	26.3%	21	48.1%	25	47.2%	13	52.0%	9	20.5%	6	21.3%

Q16m. On a scale of 1 to 5 where 1 equals very poor and 5 equals very good, how would you rate Q15 on the following features - PEDESTRIAN FRIENDLY?

	Base: Those visiting specified centres		Zone																							
	Num	%	1		2		3		4		5		6		7		8		9		10		11			
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Base: Those visiting specified centres	485	100.0%	44	100.0%	32	100.0%	26	100.0%	20	100.0%	107	100.0%	62	100.0%	44	100.0%	52	100.0%	24	100.0%	45	100.0%	29	100.0%		
Very poor	22	4.4%	4	9.1%	1	2.3%	1	2.3%	0	1.2%	6	5.9%	2	3.8%	3	7.4%	0	.0%	0	.0%	1	2.3%	3	10.6%		
Poor	64	13.3%	12	26.1%	2	6.8%	3	10.2%	1	3.7%	16	14.7%	10	16.3%	7	14.8%	1	2.8%	2	8.0%	3	6.8%	9	29.8%		
Neither poor nor good	122	25.1%	14	30.7%	5	17.0%	8	30.7%	4	21.0%	28	26.5%	17	27.5%	7	14.8%	9	16.7%	6	24.0%	14	31.8%	10	34.0%		
Good	145	29.8%	8	18.2%	13	39.8%	8	33.0%	8	42.0%	28	26.5%	17	27.5%	13	29.6%	17	33.3%	9	36.0%	16	36.4%	6	21.3%		
Very good	133	27.4%	7	15.9%	11	34.1%	6	23.9%	6	32.1%	28	26.5%	15	25.0%	15	33.3%	25	47.2%	8	32.0%	10	22.7%	1	4.3%		

Q17. What suggestions do you have as to how we can make Q15 a better place to shop in?

	Base: Those visiting specified centres		Zone															
			1		2		3		4		5		6		7		8	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those visiting specified centres	485	100.0%	44	100.0%	32	100.0%	26	100.0%	20	100.0%	107	100.0%	62	100.0%	44	100.0%	52	100.0%
A new/ bigger foodstore	21	4.3%	1	1.1%	1	4.5%	4	15.9%	0	2.5%	3	2.9%	2	2.5%	2	3.7%	0	.0%
A new or larger department store	34	7.0%	2	4.5%	4	11.4%	1	5.7%	1	4.9%	9	8.8%	4	6.3%	7	14.8%	0	.0%
Better facilities for the disabled	8	1.6%	0	.0%	1	2.3%	0	1.1%	0	.0%	3	2.9%	2	2.5%	2	3.7%	0	.0%
Better public toilet facilities	7	1.5%	0	.0%	1	3.4%	1	2.3%	0	1.2%	3	2.9%	1	1.3%	2	3.7%	0	.0%
Better quality shops	34	7.0%	4	9.1%	3	9.1%	4	13.6%	1	6.2%	6	5.9%	5	8.8%	3	7.4%	1	2.8%
Improved security in car parks	12	2.5%	2	3.4%	0	.0%	1	4.5%	0	2.5%	3	2.9%	2	2.5%	0	.0%	3	5.6%
Improvements to accessibility by car	23	4.7%	5	10.2%	1	3.4%	2	6.8%	1	6.2%	6	5.9%	2	3.8%	3	7.4%	0	.0%
Improvements to pedestrian environment / pedestrianisation	91	18.7%	17	38.6%	4	13.6%	3	10.2%	2	8.6%	31	29.4%	11	17.5%	8	18.5%	1	2.8%
Improvements to public transport / more buses	17	3.5%	1	1.1%	1	3.4%	0	1.1%	1	4.9%	6	5.9%	2	2.5%	2	3.7%	0	.0%
Lower parking charges/ fees/ costs	43	8.8%	5	11.4%	2	5.7%	5	19.3%	2	9.9%	9	8.8%	4	6.3%	3	7.4%	4	8.3%
More cafés/ restaurants	9	1.9%	2	3.4%	0	1.1%	1	3.4%	0	.0%	3	2.9%	3	5.0%	0	.0%	0	.0%
More food shops	33	6.9%	3	5.7%	4	13.6%	3	11.4%	0	2.5%	3	2.9%	8	13.8%	0	.0%	3	5.6%
More non-food shops	74	15.3%	6	12.5%	5	17.0%	5	20.5%	4	22.2%	6	5.9%	12	18.8%	11	25.9%	10	19.4%
Safety/ more police/ CCTV/ lighting/ safety improvements	5	1.0%	0	.0%	1	4.5%	1	2.3%	1	3.7%	0	.0%	2	2.5%	0	.0%	0	.0%
Nothing	181	37.3%	8	17.0%	8	23.9%	5	18.2%	8	38.3%	47	44.1%	22	35.0%	16	37.0%	30	58.3%

(cont.)

Q17. What suggestions do you have as to how we can make Q15 a better place to shop in?

		Base: Those visiting specified centres		Zone															
				1		2		3		4		5		6		7		8	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Better parking	21	4.3%	1	1.1%	2	5.7%	2	9.1%	1	4.9%	3	2.9%	3	5.0%	2	3.7%	0	.0%
	More clothes shops	10	2.1%	0	.0%	1	2.3%	0	.0%	0	.0%	3	2.9%	2	2.5%	2	3.7%	3	5.6%
	Install/ improve one way traffic system	9	1.8%	1	2.3%	0	1.1%	0	1.1%	0	.0%	6	5.9%	1	1.3%	0	.0%	0	.0%
	Keep independent shops/ character of the town	7	1.4%	2	4.5%	1	3.4%	0	.0%	0	2.5%	0	.0%	0	.0%	0	.0%	1	2.8%
	Better access - bypass in wrong place	6	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	6	5.9%	0	.0%	0	.0%	0	.0%
	Less traffic congestion	6	1.2%	4	8.0%	0	.0%	0	1.1%	0	.0%	0	.0%	2	2.5%	0	.0%	0	.0%
	Needs a Marks & Spencers	6	1.2%	2	4.5%	0	.0%	1	3.4%	0	1.2%	0	.0%	1	1.3%	0	.0%	0	.0%
	Fewer charity shops	5	1.0%	0	.0%	2	5.7%	0	.0%	0	.0%	0	.0%	3	5.0%	0	.0%	0	.0%
	More affordable shops	4	.9%	1	2.3%	1	3.4%	1	4.5%	1	6.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Better variety of stores	4	.9%	0	.0%	1	2.3%	0	.0%	0	1.2%	0	.0%	0	.0%	3	7.4%	0	.0%
	Ban parking in the High Street	4	.8%	0	.0%	0	1.1%	0	.0%	0	1.2%	3	2.9%	0	.0%	0	.0%	0	.0%
	No large chain stores	3	.6%	1	2.3%	0	.0%	0	.0%	0	2.5%	0	.0%	0	.0%	0	.0%	1	2.8%
	Bypass for heavy goods vehicles	3	.6%	2	3.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%
	Fewer estate agents and banks	3	.6%	1	2.3%	0	1.1%	0	1.1%	0	1.2%	0	.0%	1	1.3%	0	.0%	0	.0%
	A small cinema/theatre complex	2	.4%	1	2.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%
	Advertise the place more	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.7%	0	.0%
	Pedestrianise High Street	1	.3%	0	.0%	1	2.3%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%
	More leisure/ entertainment facilities	1	.3%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	More shops for youngsters/ children	1	.3%	0	.0%	0	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Less renovation and building work	1	.3%	1	1.1%	0	.0%	0	.0%	0	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Free Parking	1	.2%	0	.0%	0	.0%	0	1.1%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%
	More modern shops	1	.2%	0	.0%	0	.0%	0	1.1%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%
	Better sign posts	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Improvements to the town should be done sensitively	1	.2%	1	2.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Reduce the rates on small shopkeepers/business	1	.2%	1	2.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q17. What suggestions do you have as to how we can make Q15 a better place to shop in?

		Base: Those visiting specified centres		Zone															
				1		2		3		4		5		6		7		8	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Taster Testing	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Needs a Waitrose	1	.2%	0	.0%	0	.0%	1	3.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	More areas to leave your bike	1	.2%	1	1.1%	0	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Longer opening hours/ more Sunday opening	1	.2%	0	.0%	0	.0%	0	.0%	0	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Less empty store lots	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%
	Better policing	1	.2%	1	1.1%	0	.0%	0	.0%	0	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Speed cameras	1	.2%	1	1.1%	0	.0%	0	.0%	0	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Maintain roads and pavements	1	.1%	0	.0%	1	2.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	House of Fraser	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Better quality pubs/restaurants	1	.1%	0	.0%	0	.0%	0	1.1%	0	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Better range of furniture shops	0	.1%	0	.0%	0	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	More local food shops	0	.1%	0	.0%	0	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	More traffic wardens	0	.1%	0	.0%	0	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	DIY Store	0	.1%	0	.0%	0	.0%	0	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Improve the Weyhill area	0	.1%	0	.0%	0	.0%	0	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Improved bus service	0	.1%	0	.0%	0	.0%	0	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	More food shops on the opposite side of town	0	.1%	0	.0%	0	.0%	0	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	More musical events	0	.1%	0	.0%	0	.0%	0	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bike lanes	0	.1%	0	.0%	0	.0%	0	.0%	0	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Change parking regulations	0	.1%	0	.0%	0	.0%	0	.0%	0	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
	More flower beds	0	.1%	0	.0%	0	.0%	0	.0%	0	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
	New fountain	0	.1%	0	.0%	0	.0%	0	.0%	0	1.2%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q17. What suggestions do you have as to how we can make Q15 a better place to shop in?

	Zone					
	9		10		11	
	Num	%	Num	%	Num	%
Base: Those visiting specified centres	24	100.0%	45	100.0%	29	100.0%
A new/ bigger foodstore	1	4.0%	5	11.4%	2	6.4%
A new or larger department store	0	.0%	4	9.1%	2	6.4%
Better facilities for the disabled	0	.0%	0	.0%	1	2.1%
Better public toilet facilities	0	.0%	0	.0%	0	.0%
Better quality shops	0	.0%	5	11.4%	1	2.1%
Improved security in car parks	0	.0%	0	.0%	1	4.3%
Improvements to accessibility by car	0	.0%	1	2.3%	1	4.3%
Improvements to pedestrian environment / pedestrianisation	1	4.0%	4	9.1%	8	27.7%
Improvements to public transport / more buses	1	4.0%	1	2.3%	2	8.5%
Lower parking charges/ fees/ costs	3	12.0%	2	4.5%	3	10.6%
More cafés/ restaurants	0	.0%	0	.0%	0	.0%
More food shops	2	8.0%	6	13.6%	1	2.1%
More non-food shops	4	16.0%	8	18.2%	2	6.4%
Safety/ more police/ CCTV/ lighting/ safety improvements	0	.0%	0	.0%	1	2.1%
Nothing	13	52.0%	14	31.8%	11	38.3%

(cont.)

Q17. What suggestions do you have as to how we can make Q15 a better place to shop in?

		Zone					
		9		10		11	
		Num	%	Num	%	Num	%
Other	Better parking	1	4.0%	5	11.4%	1	4.3%
	More clothes shops	0	.0%	0	.0%	0	.0%
	Install/ improve one way traffic system	0	.0%	0	.0%	0	.0%
	Keep independent shops/ character of the town	1	4.0%	1	2.3%	0	.0%
	Better access - bypass in wrong place	0	.0%	0	.0%	0	.0%
	Less traffic congestion	0	.0%	0	.0%	1	2.1%
	Needs a Marks & Spencers	1	4.0%	1	2.3%	0	.0%
	Fewer charity shops	0	.0%	0	.0%	0	.0%
	More affordable shops	0	.0%	0	.0%	0	.0%
	Better variety of stores	0	.0%	0	.0%	0	.0%
	Ban parking in the High Street	0	.0%	0	.0%	0	.0%
	No large chain stores	0	.0%	0	.0%	0	.0%
	Bypass for heavy goods vehicles	0	.0%	0	.0%	1	2.1%
	Fewer estate agents and banks	0	.0%	0	.0%	0	.0%
	A small cinema/theatre complex	0	.0%	0	.0%	0	.0%
	Advertise the place more	0	.0%	0	.0%	0	.0%
	Pedestrianise High Street	0	.0%	0	.0%	0	.0%
	More leisure/ entertainment facilities	1	4.0%	0	.0%	0	.0%
	More shops for youngsters/ children	0	.0%	1	2.3%	0	.0%
	Less renovation and building work	0	.0%	0	.0%	1	2.1%
	Free Parking	0	.0%	0	.0%	0	.0%
	More modern shops	0	.0%	0	.0%	0	.0%
	Better sign posts	0	.0%	1	2.3%	0	.0%
	Improvements to the town should be done sensitively	0	.0%	0	.0%	0	.0%
	Reduce the rates on small shopkeepers/business	0	.0%	0	.0%	0	.0%

(cont.)

Q17. What suggestions do you have as to how we can make Q15 a better place to shop in?

		Zone					
		9		10		11	
		Num	%	Num	%	Num	%
Other	Taster Testing	1	4.0%	0	.0%	0	.0%
	Needs a Waitrose	0	.0%	0	.0%	0	.0%
	More areas to leave your bike	0	.0%	0	.0%	0	.0%
	Longer opening hours/ more Sunday opening	0	.0%	0	.0%	1	2.1%
	Less empty store lots	0	.0%	0	.0%	0	.0%
	Better policing	0	.0%	0	.0%	0	.0%
	Speed cameras	0	.0%	0	.0%	0	.0%
	Maintain roads and pavements	0	.0%	0	.0%	0	.0%
	House of Fraser	0	.0%	0	.0%	1	2.1%
	Better quality pubs/restaurants	0	.0%	0	.0%	0	.0%
	Better range of furniture shops	0	.0%	0	.0%	0	.0%
	More local food shops	0	.0%	0	.0%	0	.0%
	More traffic wardens	0	.0%	0	.0%	0	.0%
	DIY Store	0	.0%	0	.0%	0	.0%
	Improve the Weyhill area	0	.0%	0	.0%	0	.0%
	Improved bus service	0	.0%	0	.0%	0	.0%
	More food shops on the opposite side of town	0	.0%	0	.0%	0	.0%
	More musical events	0	.0%	0	.0%	0	.0%
	Bike lanes	0	.0%	0	.0%	0	.0%
	Change parking regulations	0	.0%	0	.0%	0	.0%
	More flower beds	0	.0%	0	.0%	0	.0%
	New fountain	0	.0%	0	.0%	0	.0%

Q18. SEG

	Base: All respondents		Zone																							
	Num	%	1		2		3		4		5		6		7		8		9		10		11			
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Base: All respondents	1073	100.0%	49	100.0%	37	100.0%	29	100.0%	23	100.0%	312	100.0%	75	100.0%	159	100.0%	137	100.0%	93	100.0%	101	100.0%	58	100.0%		
A/B	395	36.8%	19	37.8%	13	34.0%	8	29.6%	9	37.9%	110	35.4%	25	34.0%	66	41.2%	46	33.7%	35	37.9%	44	43.9%	20	33.7%		
C1	282	26.3%	14	27.6%	11	30.1%	11	36.7%	6	26.3%	88	28.3%	17	22.7%	34	21.6%	33	24.2%	23	25.3%	29	28.6%	16	27.4%		
C2	200	18.7%	10	19.4%	7	19.4%	4	13.3%	3	14.7%	60	19.2%	16	21.6%	28	17.5%	26	18.9%	19	20.0%	15	15.3%	12	21.1%		
D/E	132	12.3%	7	13.3%	4	10.7%	4	12.2%	4	17.9%	35	11.1%	10	13.4%	21	13.4%	19	13.7%	12	12.6%	10	10.2%	7	11.6%		
Refused	64	5.9%	1	2.0%	2	5.8%	2	8.2%	1	3.2%	19	6.1%	6	8.2%	10	6.2%	13	9.5%	4	4.2%	2	2.0%	4	6.3%		

Q19. Age group

	Base: All respondents		Zone																							
	Num	%	1		2		3		4		5		6		7		8		9		10		11			
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Base: All respondents	1073	100.0%	49	100.0%	37	100.0%	29	100.0%	23	100.0%	312	100.0%	75	100.0%	159	100.0%	137	100.0%	93	100.0%	101	100.0%	58	100.0%		
18 - 24 years	17	1.6%	0	.0%	0	.0%	0	.0%	0	1.1%	6	2.0%	1	1.0%	2	1.0%	6	4.2%	0	.0%	2	2.0%	1	1.1%		
25 - 34 years	30	2.8%	2	4.1%	3	7.8%	1	4.1%	0	2.1%	13	4.0%	3	4.1%	3	2.1%	1	1.1%	0	.0%	0	.0%	3	5.3%		
35 - 44 years	144	13.4%	8	15.3%	6	17.5%	3	11.2%	2	9.5%	35	11.1%	10	13.4%	21	13.4%	25	17.9%	14	14.7%	11	11.2%	9	14.7%		
45 - 54 years	157	14.7%	10	20.4%	3	8.7%	7	23.5%	3	11.6%	47	15.2%	10	13.4%	28	17.5%	12	8.4%	14	14.7%	11	11.2%	13	22.1%		
55 - 64 years	238	22.2%	7	13.3%	8	22.3%	6	21.4%	6	26.3%	79	25.3%	17	22.7%	25	15.5%	33	24.2%	21	23.2%	26	25.5%	10	17.9%		
65 years or above	463	43.2%	23	45.9%	15	40.8%	10	35.7%	11	48.4%	126	40.4%	29	39.2%	80	50.5%	56	41.1%	41	44.2%	50	50.0%	21	35.8%		
Refused	23	2.1%	1	1.0%	1	2.9%	1	4.1%	0	1.1%	6	2.0%	5	6.2%	0	.0%	4	3.2%	3	3.2%	0	.0%	2	3.2%		

Q20. How many people, including yourself, are there in your household?

	Base: All respondents		Zone																							
	Num	%	1		2		3		4		5		6		7		8		9		10		11			
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Base: All respondents	1073	100.0%	49	100.0%	37	100.0%	29	100.0%	23	100.0%	312	100.0%	75	100.0%	159	100.0%	137	100.0%	93	100.0%	101	100.0%	58	100.0%		
One	293	27.3%	17	33.7%	8	22.3%	9	32.7%	7	30.5%	88	28.3%	20	26.8%	43	26.8%	27	20.0%	27	29.5%	33	32.7%	13	22.1%		
Two	427	39.8%	17	33.7%	15	39.8%	11	38.8%	10	44.2%	120	38.4%	25	34.0%	62	39.2%	58	42.1%	41	44.2%	46	45.9%	22	37.9%		
Three	118	11.0%	3	6.1%	5	12.6%	3	11.2%	1	6.3%	41	13.1%	9	12.4%	13	8.2%	16	11.6%	7	7.4%	10	10.2%	9	15.8%		
Four	138	12.8%	7	14.3%	6	16.5%	3	9.2%	3	12.6%	35	11.1%	12	15.5%	26	16.5%	19	13.7%	13	13.7%	7	7.1%	8	13.7%		
Five	50	4.7%	2	4.1%	1	2.9%	1	4.1%	0	2.1%	16	5.1%	3	4.1%	10	6.2%	9	6.3%	2	2.1%	3	3.1%	3	5.3%		
Six or more	15	1.4%	2	4.1%	0	1.0%	0	.0%	0	1.1%	6	2.0%	1	1.0%	2	1.0%	1	1.1%	1	1.1%	1	1.0%	1	1.1%		
Refused	32	2.9%	2	4.1%	2	4.9%	1	4.1%	1	3.2%	6	2.0%	5	6.2%	3	2.1%	7	5.3%	2	2.1%	0	.0%	2	4.2%		

Q21. How many vehicles does your household own or have the use of (including light vans, pickups, landrovers etc)?

	Base: All respondents		Zone																							
	Num	%	1		2		3		4		5		6		7		8		9		10		11			
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Base: All respondents	1073	100.0%	49	100.0%	37	100.0%	29	100.0%	23	100.0%	312	100.0%	75	100.0%	159	100.0%	137	100.0%	93	100.0%	101	100.0%	58	100.0%		
None	96	8.9%	6	12.2%	5	12.6%	4	12.2%	2	10.5%	25	8.1%	6	8.2%	18	11.3%	6	4.2%	10	10.5%	9	9.2%	5	8.4%		
One	409	38.2%	19	38.8%	17	44.7%	11	39.8%	10	45.3%	116	37.4%	26	35.1%	51	32.0%	64	46.3%	37	40.0%	35	34.7%	23	38.9%		
Two	419	39.1%	19	38.8%	11	29.1%	9	31.6%	6	27.4%	123	39.4%	32	43.3%	71	44.3%	46	33.7%	36	38.9%	45	44.9%	21	35.8%		
Three or more	124	11.6%	4	8.2%	4	9.7%	4	12.2%	3	13.7%	41	13.1%	6	8.2%	20	12.4%	16	11.6%	8	8.4%	11	11.2%	8	13.7%		
Refused	24	2.2%	1	2.0%	1	3.9%	1	4.1%	1	3.2%	6	2.0%	4	5.2%	0	.0%	6	4.2%	2	2.1%	0	.0%	2	3.2%		

Q22. Gender

	Base: All respondents		Zone																					
	Num	%	1		2		3		4		5		6		7		8		9		10		11	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1073	100.0%	49	100.0%	37	100.0%	29	100.0%	23	100.0%	312	100.0%	75	100.0%	159	100.0%	137	100.0%	93	100.0%	101	100.0%	58	100.0%
Male	265	24.7%	15	29.6%	10	27.2%	7	25.5%	8	33.7%	91	29.3%	15	19.6%	21	13.4%	35	25.3%	27	29.5%	25	24.5%	11	18.9%
Female	808	75.3%	35	70.4%	27	72.8%	21	74.5%	15	66.3%	220	70.7%	60	80.4%	138	86.6%	103	74.7%	65	70.5%	76	75.5%	47	81.1%

Q23. Would you be willing to be recontacted for future quality control purposes?

	Base: All respondents		Zone																							
	Num	%	1		2		3		4		5		6		7		8		9		10		11			
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Base: All respondents	1073	100.0%	49	100.0%	37	100.0%	29	100.0%	23	100.0%	312	100.0%	75	100.0%	159	100.0%	137	100.0%	93	100.0%	101	100.0%	58	100.0%		
Yes	642	59.8%	30	61.2%	25	68.0%	18	61.2%	14	60.0%	201	64.6%	42	56.7%	80	50.5%	85	62.1%	58	62.1%	56	56.1%	31	53.7%		
No	431	40.2%	19	38.8%	12	32.0%	11	38.8%	9	40.0%	110	35.4%	32	43.3%	79	49.5%	52	37.9%	35	37.9%	44	43.9%	27	46.3%		

Cranleigh

GETTING THE MOST FROM YOUR GOAD CENTRE REPORT

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

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

1. The Local Area

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

2. The Indexing System

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

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

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

3. Floor Space

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

4. Vacant Outlets

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

5. Multiple Outlets/Key Attractors

A multiple retailer is defined as being part of a network of nine or more outlets. The presence of multiple outlets can greatly enhance the appeal of

a centre to local consumers: The strong branding and comprehensive product mix of retailers such as Marks & Spencer, Boots and HMV is often sufficient in itself to attract consumers to a centre. Approximately 27 national multiples have been identified as key attractors, (i.e. those retailers most likely to improve the consumer appeal of a centre). The presence of multiple outlets and key attractors can have a significant impact on neighbouring outlets: While other retailers will undoubtedly benefit from increased pedestrian traffic, (and therefore increased sales opportunities), multiples provide fierce competition for rivals in their retail categories.

Also available from Experian:

The Goad Category Reports

Category reports allow you to compare retail centres and breakdown the retail types to allow you to undertake detailed study.

The report allows you to examine site quality, evaluate threats and opportunities and assess the vitality and viability for all the retail centres within your town centres. Provides a comprehensive breakdown of floor space and outlet count for all individual trade types in the Convenience, Comparison, Retail Service, Leisure, Financial / Business Services and Vacancy sectors.

Using a number of simple indicators, Goad Category reports look at the retail composition and its impact on local consumers. A simple indexing system acts as an effective gap analysis tool, identifying retail categories that are under or over represented within a shopping area. This in turn can indicate an untapped market or poor consumer demand for particular products or services in a retail area.

The Goad Catchment Profile

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

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

Retail Planner

Retail Planner delivers clear, comprehensive, up-to-date expenditure and demographic information to improve your planning-related decisions:

- Estimate future spending on retail goods and leisure services
- Identify changes in the efficiency of retail floor space
- Explain past trends and forecast business turnover potential
- Demonstrate retail planning knowledge to your clients

Goad Network

A Goad plan provides a bird's-eye view of a retail centre, illustrating the fascia name, retail category, floor space and exact location of all retail outlets and vacant premises. Key location factors such as pedestrian zones, road crossings, bus stops and car parks are also featured, allowing

you to instantly assess the site quality of existing or prospective store locations in an easy to use Goad Network internet service.

Access the service at

<http://www.goadnetwork.co.uk>

Historic Plans

Historic Goad plans dating back to 1968 are available for you to compare retail mix over a period of time and are ideal for supporting planning and consultancy services. Plans surveyed after 1999 are also available in a digital format and can be uploaded to your Goad Network service, allowing you to make online comparisons.

Bespoke Goads

Our Cartography team can produce paper or PDF copies of Goad plans that identify Use Class, floor space variations and can display client data in a variety of mediums. Gap Analysis of multiple Goad plans can be presented in a clear visual manner, which allows clients to run comparisons of neighbouring locations

Demographics Online

DOL is the one stop shop for organisations requiring a quick, clear and actionable source of on-line demographic data that helps clients analyse existing and potential retail locations. Our DOL service provides clients with access to UK census data, and award winning market segmentation data in simple, easy to read, local area information reports specified by you. The report packs include sections on population statistics, age analysis, employment data and many others. The interactive mapping section allows you to map drive-times around your locations and view your customers. Our off the shelf reports include maps, charts and tables to help your understanding; or tailor the data to meet your own requirements. Subscription is for a year and usage is unlimited!

Shop Point

Shop Point is a comprehensive database covering all retail locations in the UK and the main towns and cities in the Republic of Ireland. It combines data from Experian's Goad Retail Database, Experian's National Business Database, Catalist and other researched sources, for example, the Internet, direct contact with retailers, and industry publications. The data set includes over 30 pieces of retail information including: Fascia, address, floor space and co-ordinates.

For further details on these products or if you have any queries regarding your Goad Centre Report, please contact Experian on:

Tel: 0845 601 6011

Fax: 0115 968 5003

E-mail: goad.sales@uk.experian.com

Cranleigh



Survey Date: 07-Nov-11

Closest Centres	Distance (km)
Godalming	9.8
Guildford	12.0
Billingshurst	13.4
Horsham	14.3
Dorking	15.0

Key Retail Indicators

Total Outlets	94
Total Floorspace (sq ft)	199,400

	Count	%	% UK	Index
Vacant Outlets	1	1.06	13.77	8
Vacant Floorspace (sq ft)	9,500	4.76	12.21	39
Multiple Outlets	38	40.43	29.18	139
Comparison Outlets	44	46.81	41.02	114

Major Retailers

Argos	0	Next	0
BhS	0	O2	0
Boots The Chemist	2	Phones 4 U	0
Burton	0	Primark	0
Carphone Warehouse	1	River Island	0
Clarks	0	Sainsburys	1
Clintons	0	Superdrug	1
Debenhams	0	T K Maxx	0
Dorothy Perkins	0	Tesco	0
H & M	0	Topman	0
H M V	0	Topshop	0
House of Fraser	0	Vodafone	0
John Lewis	0	Waitrose	0
Marks & Spencer	1	Waterstones	0
New Look	0	WHSmith	1
		Wilkinsons	0

Retail Composition

Retail Trade Group	Outlets Number	%	% UK	Index	sq.ft	Floorspace sq.m	%	% UK	Index
Convenience	10	10.64	8.52	125	57,900	5,379	29.04	17.18	169
Comparison	44	46.81	41.02	114	78,900	7,330	39.57	46.03	86
Service	38	40.43	35.56	114	46,700	4,339	23.42	23.56	99
Vacant	1	1.06	13.77	8	9,500	883	4.76	12.21	39
Multiple Retailers by Trade Group									
Convenience	6	15.79	11.91	133	53,500	4,970	49.91	25.14	199
Comparison	16	42.11	53.23	79	24,200	2,248	22.57	55.00	41
Service	15	39.47	32.60	121	23,100	2,146	21.55	18.55	116
Miscellaneous	1	2.63	2.26	117	6,400	595	5.97	1.31	456
Retail Category									
Convenience	10	10.64	8.52	125	57,900	5,379	29.04	17.18	169
Bakers	2	2.13	2.06	103	2,100	195	1.05	1.04	101
Butchers	1	1.06	0.78	136	1,100	102	0.55	0.41	133
Greengrocers & fishmongers	1	1.06	0.60	178	700	65	0.35	1.29	27
Groceries & frozen foods	5	5.32	2.92	182	45,400	4,218	22.77	12.54	182
Off licences & home brew	0	0.00	0.50	0	0	0	0.00	0.31	0
CTN & convenience	1	1.06	1.65	64	8,600	799	4.31	1.59	271
Comparison	44	46.81	41.02	114	78,900	7,330	39.57	46.03	86
Footwear & repairs	2	2.13	1.82	117	1,400	130	0.70	1.29	54
Mens, boys wear	0	0.00	0.99	0	0	0	0.00	0.85	0
Womens, girls & childrens clothing	1	1.06	3.71	29	700	65	0.35	3.56	10
Mixed & general clothing	4	4.26	4.07	104	11,400	1,059	5.72	6.35	90
Furniture, carpets, textiles	7	7.45	3.42	218	30,100	2,796	15.10	3.85	392
Books, arts/crafts, stationers/copy	5	5.32	4.51	118	5,800	539	2.91	3.28	89
Elec, home ent, 'phones & video	2	2.13	3.88	55	1,900	177	0.95	3.02	32
DIY, hardware & household goods	4	4.26	2.51	169	4,900	455	2.46	4.80	51
Gifts, china, glass & leather goods	0	0.00	1.60	0	0	0	0.00	0.85	0
Cars, motor cycles & accessories	1	1.06	1.18	90	800	74	0.40	1.82	22
Chemists, toiletries & opticians	7	7.45	3.84	194	12,000	1,115	6.02	3.87	155
Variety, department & catalogue	0	0.00	0.59	0	0	0	0.00	6.15	0
Florists & gardens	1	1.06	0.90	118	600	56	0.30	0.41	73
Sports, toys, cycles & hobbies	1	1.06	2.13	50	800	74	0.40	2.35	17
Jewellers, clocks & repairs	2	2.13	2.00	106	2,100	195	1.05	0.91	116
Charity, pets & other comparison	7	7.45	3.86	193	6,400	595	3.21	2.67	120
Service	38	40.43	35.56	114	46,700	4,339	23.42	23.56	99
Restaurants, cafes, fast food	11	11.70	16.01	73	17,000	1,579	8.53	11.24	76
Hairdressing, beauty & health	7	7.45	8.85	84	4,900	455	2.46	4.21	58
Launderettes & dry cleaners	2	2.13	0.94	226	1,200	111	0.60	0.43	142
Travel agents	2	2.13	1.20	178	2,300	214	1.15	0.72	161
Banks & financial services	6	6.38	4.19	152	11,200	1,041	5.62	4.40	128
Building societies	1	1.06	0.57	187	1,000	93	0.50	0.47	107
Estate agents & auctioneers	9	9.57	3.81	252	9,100	845	4.56	2.10	218
Miscellaneous	2	2.13	14.90	14	15,900	1,477	7.97	13.23	60
Employment, careers, POs & info	1	1.06	1.13	94	6,400	595	3.21	1.02	316
Vacant	1	1.06	13.77	8	9,500	883	4.76	12.21	39

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

TERMS AND CONDITIONS

1. DEFINITIONS

"this agreement" means the terms and conditions hereunder and the correspondence between the parties attached hereto.

"Experian" means Experian Group Limited.

"the Client" means the person, firm or limited company to whom the Services are to be provided.

"the Information" means any information (in whatsoever form) provided to the Client by Experian in connection with the Services.

"the Media" means the records, tapes or other materials and documents by which the information is communicated to the Client.

"the Services" means the services to be provided by Experian to the Client more particularly described in the correspondence between the parties attached hereto.

2. CONTRACT TERMS

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

3. PAYMENT OF CHARGES

3.1 The charges for the Services ("the Charges") shall be specified by Experian to the Client.

3.2 The Client shall pay the Charges within 28 days of the date of Experian's invoice thereof.

3.3 Interest at an annual rate of 5% above Barclays Bank plc's base rate from time to time shall accrue daily and be calculated on a daily basis on any sum overdue from the date of invoice until payment in full of the Charges.

3.4 Unless expressly stated otherwise the Charges shall be exclusive of VAT (or any other duty chargeable in respect thereof) (which for the avoidance of doubt shall be payable by the Client in accordance with the terms and conditions hereof).

4. PROVISION OF THE SERVICES

4.1 Experian shall use all reasonable endeavours to ensure that the information is accurate in all material respects.

4.2 Save as provided in sub-clause 4.1 above or otherwise expressly provided in this Agreement or to the extent that it is unlawful for any said representations and warranties to be excluded Experian makes no representations or warranties whether express or implied (by statute or otherwise) in connection with the Services or use thereof by the Client or otherwise in connection with this Agreement.

4.3 The parties hereto agree that the time for the performance of Experian's obligations in connection with the Services shall not be of the essence in this Agreement.

5. LIMITATION OF LIABILITY

Notwithstanding anything to the contrary contained in this Agreement:

5.1 Experian shall not be liable (whether in contract or in negligence (other than the liability in respect of death or personal injury arising out of the negligence of Experian its servants or agents) or other tort or otherwise) for any indirect or consequential loss of any kind whatsoever (including without limitation loss of profit or loss of business) suffered by the Client in connection with the Services.

5.2 Without prejudice to the provisions of sub-clause 4.1 above Experian's maximum aggregate liability hereunder (other than liability in respect of death or personal injury arising out of the negligence of Experian its servants or agents) whether for breach of this Agreement or otherwise and whether or not arising from the negligence of Experian or any other person involved directly or indirectly in the provision of the Services shall not exceed an amount equal to the Charges (exclusive of VAT) payable to Experian hereunder.

6. COPYRIGHT

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

7. CONFIDENTIALITY

7.1 The Client undertakes that it shall use the Information solely for the purpose of its own business and shall not (without the prior written consent of Experian) copy reproduce publish or transmit any part of the Information in any manner whatsoever and the media shall be returned to Experian upon demand.

7.2 The Client undertakes with Experian that the Client shall permit access to the Information only to those of its authorised officers or employees who need to know or use the Information and that the Client shall procure that its offices and employees shall maintain in strictest confidence and not divulge communicate or permit access to any third party any confidential information relating to Experian.

7.3 For the purpose of sub-clause 7.2 hereof the expression "confidential information" shall mean (as the context may require)

7.3.1 the Information; and/or

7.3.2 any information concerning Experian's trade secrets or business dealings transactions or affairs which may come to the notice of the client; and/or

7.3.3 any information and/or know how relating to the methods or techniques used by Experian in devising and developing the Services and any tapes documents or other materials comprising any part of such information and/or know how made available by Experian hereunder.

7.4 The provisions of sub-clause 7.2 hereof shall not apply to any confidential information to the extent that:

7.4.1 the Client is required to divulge the same by a Court tribunal or government authority with competent jurisdiction

7.4.2 it has already come within the public domain

7.4.3 it was already known to the Client prior to the date of disclosure by Experian (as evidence by written records)

8. INDEMNITY

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

9. DATA PROTECTION ACT 1984

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

10. TERMINATION

10.1 Experian shall be entitled to terminate this Agreement immediately by written notice to the Client if:

10.1.1 The Client is guilty of any material breach of the provisions of this Agreement and such breach if capable of remedy is not remedied within twenty one working days of written notice having been given to remedy such breach.

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

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

11. FORCE MAJEURE

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

12. ASSIGNMENT

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

13. WAIVER

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

14. VARIATIONS

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

15. NOTICE

Any notice to be given hereunder by either party to the other may be given by first class mail addressed to the party of the address herein specified or such other address as such party may from time to time nominate for the purpose hereof or by telex or telefax and shall be deemed to have been served.

15.1 if given by mail seventy-two hours after the same shall have been despatched and
15.2 if given by telex or telefax one hour after transmission (if transmitted during normal business hours) and twelve hours after transmission (if transmitted outside normal business hours).

16. SEVERANCE

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

17. LAW

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

Farnham

GETTING THE MOST FROM YOUR GOAD CENTRE REPORT

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

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

1. The Local Area

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

2. The Indexing System

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

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

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

3. Floor Space

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

4. Vacant Outlets

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

5. Multiple Outlets/Key Attractors

A multiple retailer is defined as being part of a network of nine or more outlets. The presence of multiple outlets can greatly enhance the appeal of

a centre to local consumers: The strong branding and comprehensive product mix of retailers such as Marks & Spencer, Boots and HMV is often sufficient in itself to attract consumers to a centre. Approximately 27 national multiples have been identified as key attractors, (i.e. those retailers most likely to improve the consumer appeal of a centre). The presence of multiple outlets and key attractors can have a significant impact on neighbouring outlets: While other retailers will undoubtedly benefit from increased pedestrian traffic, (and therefore increased sales opportunities), multiples provide fierce competition for rivals in their retail categories.

Also available from Experian:

The Goad Category Reports

Category reports allow you to compare retail centres and breakdown the retail types to allow you to undertake detailed study.

The report allows you to examine site quality, evaluate threats and opportunities and assess the vitality and viability for all the retail centres within your town centres. Provides a comprehensive breakdown of floor space and outlet count for all individual trade types in the Convenience, Comparison, Retail Service, Leisure, Financial / Business Services and Vacancy sectors.

Using a number of simple indicators, Goad Category reports look at the retail composition and its impact on local consumers. A simple indexing system acts as an effective gap analysis tool, identifying retail categories that are under or over represented within a shopping area. This in turn can indicate an untapped market or poor consumer demand for particular products or services in a retail area.

The Goad Catchment Profile

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

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

Retail Planner

Retail Planner delivers clear, comprehensive, up-to-date expenditure and demographic information to improve your planning-related decisions:

- Estimate future spending on retail goods and leisure services
- Identify changes in the efficiency of retail floor space
- Explain past trends and forecast business turnover potential
- Demonstrate retail planning knowledge to your clients

Goad Network

A Goad plan provides a bird's-eye view of a retail centre, illustrating the fascia name, retail category, floor space and exact location of all retail outlets and vacant premises. Key location factors such as pedestrian zones, road crossings, bus stops and car parks are also featured, allowing

you to instantly assess the site quality of existing or prospective store locations in an easy to use Goad Network internet service.

Access the service at

<http://www.goadnetwork.co.uk>

Historic Plans

Historic Goad plans dating back to 1968 are available for you to compare retail mix over a period of time and are ideal for supporting planning and consultancy services. Plans surveyed after 1999 are also available in a digital format and can be uploaded to your Goad Network service, allowing you to make online comparisons.

Bespoke Goads

Our Cartography team can produce paper or PDF copies of Goad plans that identify Use Class, floor space variations and can display client data in a variety of mediums. Gap Analysis of multiple Goad plans can be presented in a clear visual manner, which allows clients to run comparisons of neighbouring locations

Demographics Online

DOL is the one stop shop for organisations requiring a quick, clear and actionable source of on-line demographic data that helps clients analyse existing and potential retail locations. Our DOL service provides clients with access to UK census data, and award winning market segmentation data in simple, easy to read, local area information reports specified by you. The report packs include sections on population statistics, age analysis, employment data and many others. The interactive mapping section allows you to map drive-times around your locations and view your customers. Our off the shelf reports include maps, charts and tables to help your understanding; or tailor the data to meet your own requirements. Subscription is for a year and usage is unlimited!

Shop Point

Shop Point is a comprehensive database covering all retail locations in the UK and the main towns and cities in the Republic of Ireland. It combines data from Experian's Goad Retail Database, Experian's National Business Database, Catalist and other researched sources, for example, the Internet, direct contact with retailers, and industry publications. The data set includes over 30 pieces of retail information including: Fascia, address, floor space and co-ordinates.

For further details on these products or if you have any queries regarding your Goad Centre Report, please contact Experian on:

Tel: 0845 601 6011

Fax: 0115 968 5003

E-mail: goad.sales@uk.experian.com

Farnham



Survey Date: 01-Jun-12

Closest Centres	Distance (km)
Aldershot	4.5
Farnborough - North Camp	7.7
Fleet	7.9
Farnborough	9.1
Frimley	11.6

Key Retail Indicators

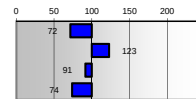
Total Outlets	246			
Total Floorspace (sq ft)	447,900			
	Count	%	% UK	Index
Vacant Outlets	25	10.16	13.77	74
Vacant Floorspace (sq ft)	42,900	9.58	12.21	78
Multiple Outlets	89	36.18	29.18	124
Comparison Outlets	124	50.41	41.02	123

Major Retailers

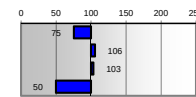
Argos	1	Next	0
BhS	0	O2	0
Boots The Chemist	1	Phones 4 U	0
Burton	0	Primark	0
Carphone Warehouse	1	River Island	0
Clarks	1	Sainsburys	1
Clintons	1	Superdrug	0
Debenhams	0	T K Maxx	0
Dorothy Perkins	1	Tesco	0
H & M	0	Topman	0
H M V	0	Topshop	0
House of Fraser	0	Vodafone	1
John Lewis	0	Waitrose	1
Marks & Spencer	0	Waterstones	1
New Look	0	WHSmith	1
		Wilkinsons	0

Retail Composition

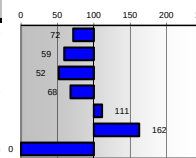
Retail Trade Group	Outlets Number	%	% UK	Index
Convenience	15	6.10	8.52	72
Comparison	124	50.41	41.02	123
Service	80	32.52	35.56	91
Vacant	25	10.16	13.77	74



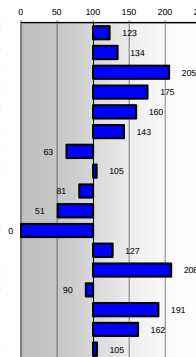
Multiple Retailers by Trade Group	Outlets Number	%	% UK	Index
Convenience	8	8.99	11.91	75
Comparison	50	56.18	53.23	106
Service	30	33.71	32.60	103
Miscellaneous	1	1.12	2.26	50



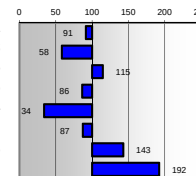
Retail Category	Outlets Number	%	% UK	Index
Convenience	15	6.10	8.52	72
Bakers	3	1.22	2.06	59
Butchers	1	0.41	0.78	52
Greengrocers & fishmongers	1	0.41	0.60	68
Groceries & frozen foods	8	3.25	2.92	111
Off licences & home brew	2	0.81	0.50	162
CTN & convenience	0	0.00	1.65	0



Comparison	124	50.41	41.02	123
Footwear & repairs	6	2.44	1.82	134
Mens, boys wear	5	2.03	0.99	205
Womens, girls & childrens clothing	16	6.50	3.71	175
Mixed & general clothing	16	6.50	4.07	160
Furniture, carpets, textiles	12	4.88	3.42	143
Books, arts/crafts, stationers/copy	7	2.85	4.51	63
Elec, home ent, 'phones & video	10	4.07	3.88	105
DIY, hardware & household goods	5	2.03	2.51	81
Gifts, china, glass & leather goods	2	0.81	1.60	51
Cars, motor cycles & accessories	0	0.00	1.18	0
Chemists, toiletries & opticians	12	4.88	3.84	127
Variety, department & catalogue	3	1.22	0.59	208
Florists & gardens	2	0.81	0.90	90
Sports, toys, cycles & hobbies	10	4.07	2.13	191
Jewellers, clocks & repairs	8	3.25	2.00	162
Charity, pets & other comparison	10	4.07	3.86	105



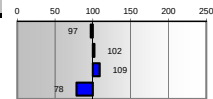
Service	80	32.52	35.56	91
Restaurants, cafes, fast food	23	9.35	16.01	58
Hairdressing, beauty & health	25	10.16	8.85	115
Launderettes & dry cleaners	2	0.81	0.94	86
Travel agents	1	0.41	1.20	34
Banks & financial services	9	3.66	4.19	87
Building societies	2	0.81	0.57	143
Estate agents & auctioneers	18	7.32	3.81	192



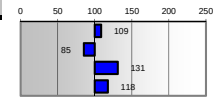
Miscellaneous	27	10.98	14.90	74
Employment, careers, POs & info	2	0.81	1.13	72
Vacant	25	10.16	13.77	74



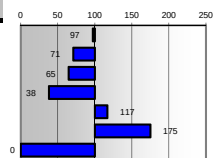
	sq.ft	sq.m	%	% UK	Index
	74,800	6,949	16.70	17.18	97
	210,600	19,565	47.02	46.03	102
	115,000	10,684	25.68	23.56	109
	42,900	3,986	9.58	12.21	78



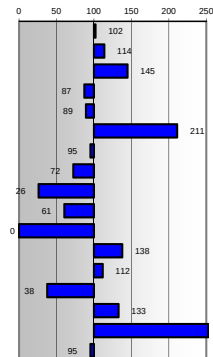
	sq.ft	sq.m	%	% UK	Index
	67,300	6,252	27.31	25.14	109
	115,400	10,721	46.83	55.00	85
	59,900	5,565	24.31	18.55	131
	3,800	353	1.54	1.31	118



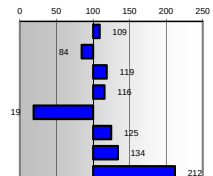
	sq.ft	sq.m	%	% UK	Index
	74,800	6,949	16.70	17.18	97
	3,300	307	0.74	1.04	71
	1,200	111	0.27	0.41	65
	2,200	204	0.49	1.29	38
	65,700	6,104	14.67	12.54	117
	2,400	223	0.54	0.31	175
	0	0	0.00	1.59	0



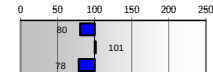
	210,600	19,565	47.02	46.03	102
	6,600	613	1.47	1.29	114
	5,500	511	1.23	0.85	145
	13,900	1,291	3.10	3.56	87
	25,400	2,360	5.67	6.35	89
	36,400	3,382	8.13	3.85	211
	14,000	1,301	3.13	3.28	95
	9,800	910	2.19	3.02	72
	5,600	520	1.25	4.80	26
	2,300	214	0.51	0.85	61
	0	0	0.00	1.82	0
	23,900	2,220	5.34	3.87	138
	30,800	2,861	6.88	6.15	112
	700	65	0.16	0.41	38
	14,000	1,301	3.13	2.35	133
	10,300	957	2.30	0.91	252
	11,400	1,059	2.55	2.67	95



	115,000	10,684	25.68	23.56	109
	42,500	3,948	9.49	11.24	84
	22,400	2,081	5.00	4.21	119
	2,200	204	0.49	0.43	116
	600	56	0.13	0.72	19
	24,600	2,285	5.49	4.40	125
	2,800	260	0.63	0.47	134
	19,900	1,849	4.44	2.10	212



	47,500	4,413	10.61	13.23	80
	4,600	427	1.03	1.02	101
	42,900	3,986	9.58	12.21	78



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

TERMS AND CONDITIONS

1. DEFINITIONS

"this agreement" means the terms and conditions hereunder and the correspondence between the parties attached hereto.

"Experian" means Experian Group Limited.

"the Client" means the person, firm or limited company to whom the Services are to be provided.

"the Information" means any information (in whatsoever form) provided to the Client by Experian in connection with the Services.

"the Media" means the records, tapes or other materials and documents by which the information is communicated to the Client.

"the Services" means the services to be provided by Experian to the Client more particularly described in the correspondence between the parties attached hereto.

2. CONTRACT TERMS

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

3. PAYMENT OF CHARGES

3.1 The charges for the Services ("the Charges") shall be specified by Experian to the Client.

3.2 The Client shall pay the Charges within 28 days of the date of Experian's invoice thereof.

3.3 Interest at an annual rate of 5% above Barclays Bank plc's base rate from time to time shall accrue daily and be calculated on a daily basis on any sum overdue from the date of invoice until payment in full of the Charges.

3.4 Unless expressly stated otherwise the Charges shall be exclusive of VAT (or any other duty chargeable in respect thereof) (which for the avoidance of doubt shall be payable by the Client in accordance with the terms and conditions hereof).

4. PROVISION OF THE SERVICES

4.1 Experian shall use all reasonable endeavours to ensure that the information is accurate in all material respects.

4.2 Save as provided in sub-clause 4.1 above or otherwise expressly provided in this Agreement or to the extent that it is unlawful for any said representations and warranties to be excluded Experian makes no representations or warranties whether express or implied (by statute or otherwise) in connection with the Services or use thereof by the Client or otherwise in connection with this Agreement.

4.3 The parties hereto agree that the time for the performance of Experian's obligations in connection with the Services shall not be of the essence in this Agreement.

5. LIMITATION OF LIABILITY

Notwithstanding anything to the contrary contained in this Agreement:

5.1 Experian shall not be liable (whether in contract or in negligence (other than the liability in respect of death or personal injury arising out of the negligence of Experian its servants or agents) or other tort or otherwise) for any indirect or consequential loss of any kind whatsoever (including without limitation loss of profit or loss of business) suffered by the Client in connection with the Services.

5.2 Without prejudice to the provisions of sub-clause 4.1 above Experian's maximum aggregate liability hereunder (other than liability in respect of death or personal injury arising out of the negligence of Experian its servants or agents) whether for breach of this Agreement or otherwise and whether or not arising from the negligence of Experian or any other person involved directly or indirectly in the provision of the Services shall not exceed an amount equal to the Charges (exclusive of VAT) payable to Experian hereunder.

6. COPYRIGHT

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

7. CONFIDENTIALITY

7.1 The Client undertakes that it shall use the Information solely for the purpose of its own business and shall not (without the prior written consent of Experian) copy reproduce publish or transmit any part of the Information in any manner whatsoever and the media shall be returned to Experian upon demand.

7.2 The Client undertakes with Experian that the Client shall permit access to the Information only to those of its authorised officers or employees who need to know or use the Information and that the Client shall procure that its offices and employees shall maintain in strictest confidence and not divulge communicate or permit access to any third party any confidential information relating to Experian.

7.3 For the purpose of sub-clause 7.2 hereof the expression "confidential information" shall mean (as the context may require)

7.3.1 the Information; and/or

7.3.2 any information concerning Experian's trade secrets or business dealings transactions or affairs which may come to the notice of the client; and/or

7.3.3 any information and/or know how relating to the methods or techniques used by Experian in devising and developing the Services and any tapes documents or other materials comprising any part of such information and/or know how made available by Experian hereunder.

7.4 The provisions of sub-clause 7.2 hereof shall not apply to any confidential information to the extent that:

7.4.1 the Client is required to divulge the same by a Court tribunal or government authority with competent jurisdiction

7.4.2 it has already come within the public domain

7.4.3 it was already known to the Client prior to the date of disclosure by Experian (as evidence by written records)

8. INDEMNITY

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

9. DATA PROTECTION ACT 1984

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

10. TERMINATION

10.1 Experian shall be entitled to terminate this Agreement immediately by written notice to the Client if:

10.1.1 The Client is guilty of any material breach of the provisions of this Agreement and such breach if capable of remedy is not remedied within twenty one working days of written notice having been given to remedy such breach.

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

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

11. FORCE MAJEURE

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

12. ASSIGNMENT

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

13. WAIVER

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

14. VARIATIONS

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

15. NOTICE

Any notice to be given hereunder by either party to the other may be given by first class mail addressed to the party of the address herein specified or such other address as such party may from time to time nominate for the purpose hereof or by telex or telefax and shall be deemed to have been served.

15.1 if given by mail seventy-two hours after the same shall have been despatched and
15.2 if given by telex or telefax one hour after transmission (if transmitted during normal business hours) and twelve hours after transmission (if transmitted outside normal business hours).

16. SEVERANCE

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

17. LAW

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

Godalming

GETTING THE MOST FROM YOUR GOAD CENTRE REPORT

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

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

1. The Local Area

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

2. The Indexing System

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

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

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

3. Floor Space

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

4. Vacant Outlets

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

5. Multiple Outlets/Key Attractors

A multiple retailer is defined as being part of a network of nine or more outlets. The presence of multiple outlets can greatly enhance the appeal of

a centre to local consumers: The strong branding and comprehensive product mix of retailers such as Marks & Spencer, Boots and HMV is often sufficient in itself to attract consumers to a centre. Approximately 27 national multiples have been identified as key attractors, (i.e. those retailers most likely to improve the consumer appeal of a centre). The presence of multiple outlets and key attractors can have a significant impact on neighbouring outlets: While other retailers will undoubtedly benefit from increased pedestrian traffic, (and therefore increased sales opportunities), multiples provide fierce competition for rivals in their retail categories.

Also available from Experian:

The Goad Category Reports

Category reports allow you to compare retail centres and breakdown the retail types to allow you to undertake detailed study.

The report allows you to examine site quality, evaluate threats and opportunities and assess the vitality and viability for all the retail centres within your town centres. Provides a comprehensive breakdown of floor space and outlet count for all individual trade types in the Convenience, Comparison, Retail Service, Leisure, Financial / Business Services and Vacancy sectors.

Using a number of simple indicators, Goad Category reports look at the retail composition and its impact on local consumers. A simple indexing system acts as an effective gap analysis tool, identifying retail categories that are under or over represented within a shopping area. This in turn can indicate an untapped market or poor consumer demand for particular products or services in a retail area.

The Goad Catchment Profile

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

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

Retail Planner

Retail Planner delivers clear, comprehensive, up-to-date expenditure and demographic information to improve your planning-related decisions:

- Estimate future spending on retail goods and leisure services
- Identify changes in the efficiency of retail floor space
- Explain past trends and forecast business turnover potential
- Demonstrate retail planning knowledge to your clients

Goad Network

A Goad plan provides a bird's-eye view of a retail centre, illustrating the fascia name, retail category, floor space and exact location of all retail outlets and vacant premises. Key location factors such as pedestrian zones, road crossings, bus stops and car parks are also featured, allowing

you to instantly assess the site quality of existing or prospective store locations in an easy to use Goad Network internet service.

Access the service at

<http://www.goadnetwork.co.uk>

Historic Plans

Historic Goad plans dating back to 1968 are available for you to compare retail mix over a period of time and are ideal for supporting planning and consultancy services. Plans surveyed after 1999 are also available in a digital format and can be uploaded to your Goad Network service, allowing you to make online comparisons.

Bespoke Goads

Our Cartography team can produce paper or PDF copies of Goad plans that identify Use Class, floor space variations and can display client data in a variety of mediums. Gap Analysis of multiple Goad plans can be presented in a clear visual manner, which allows clients to run comparisons of neighbouring locations

Demographics Online

DOL is the one stop shop for organisations requiring a quick, clear and actionable source of on-line demographic data that helps clients analyse existing and potential retail locations. Our DOL service provides clients with access to UK census data, and award winning market segmentation data in simple, easy to read, local area information reports specified by you. The report packs include sections on population statistics, age analysis, employment data and many others. The interactive mapping section allows you to map drive-times around your locations and view your customers. Our off the shelf reports include maps, charts and tables to help your understanding; or tailor the data to meet your own requirements. Subscription is for a year and usage is unlimited!

Shop Point

Shop Point is a comprehensive database covering all retail locations in the UK and the main towns and cities in the Republic of Ireland. It combines data from Experian's Goad Retail Database, Experian's National Business Database, Catalist and other researched sources, for example, the Internet, direct contact with retailers, and industry publications. The data set includes over 30 pieces of retail information including: Fascia, address, floor space and co-ordinates.

For further details on these products or if you have any queries regarding your Goad Centre Report, please contact Experian on:

Tel: 0845 601 6011

Fax: 0115 968 5003

E-mail: goad.sales@uk.experian.com

Godalming



Survey Date: 12-Apr-12

Closest Centres	Distance (km)
Guildford	6.2
Cranleigh	9.8
Aldershot	12.7
Haslemere	12.8
Farnham	13.3

Key Retail Indicators

Total Outlets	181
Total Floorspace (sq ft)	385,400

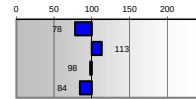
	Count	%	% UK	Index
Vacant Outlets	21	11.60	13.77	84
Vacant Floorspace (sq ft)	33,300	8.64	12.21	71
Multiple Outlets	49	27.07	29.18	93
Comparison Outlets	84	46.41	41.02	113

Major Retailers

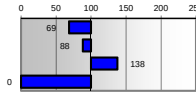
Argos	0	Next	0
BhS	0	O2	0
Boots The Chemist	1	Phones 4 U	0
Burton	0	Primark	0
Carphone Warehouse	0	River Island	0
Clarks	0	Sainsburys	2
Clintons	1	Superdrug	0
Debenhams	0	T K Maxx	0
Dorothy Perkins	0	Tesco	0
H & M	0	Topman	0
H M V	0	Topshop	0
House of Fraser	0	Vodafone	0
John Lewis	0	Waitrose	1
Marks & Spencer	0	Waterstones	1
New Look	0	WHSmith	1
		Wilkinsons	0

Retail Composition

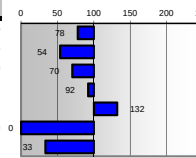
Retail Trade Group	Outlets Number	%	% UK	Index
Convenience	12	6.63	8.52	78
Comparison	84	46.41	41.02	113
Service	63	34.81	35.56	98
Vacant	21	11.60	13.77	84



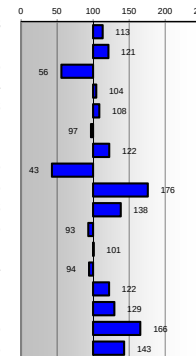
Multiple Retailers by Trade Group	Outlets Number	%	% UK	Index
Convenience	4	8.16	11.91	69
Comparison	23	46.94	53.23	88
Service	22	44.90	32.60	138
Miscellaneous	0	0.00	2.26	0



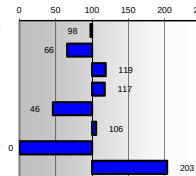
Retail Category	Outlets Number	%	% UK	Index
Convenience	12	6.63	8.52	78
Bakers	2	1.10	2.06	54
Butchers	1	0.55	0.78	70
Greengrocers & fishmongers	1	0.55	0.60	92
Groceries & frozen foods	7	3.87	2.92	132
Off licences & home brew	0	0.00	0.50	0
CTN & convenience	1	0.55	1.65	33



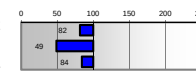
Comparison	84	46.41	41.02	113
Footwear & repairs	4	2.21	1.82	121
Mens, boys wear	1	0.55	0.99	56
Womens, girls & childrens clothing	7	3.87	3.71	104
Mixed & general clothing	8	4.42	4.07	108
Furniture, carpets, textiles	6	3.31	3.42	97
Books, arts/crafts, stationers/copy	10	5.52	4.51	122
Elec, home ent, 'phones & video	3	1.66	3.88	43
DIY, hardware & household goods	8	4.42	2.51	176
Gifts, china, glass & leather goods	4	2.21	1.60	138
Cars, motor cycles & accessories	2	1.10	1.18	93
Chemists, toiletries & opticians	7	3.87	3.84	101
Variety, department & catalogue	1	0.55	0.59	94
Florists & gardens	2	1.10	0.90	122
Sports, toys, cycles & hobbies	5	2.76	2.13	129
Jewellers, clocks & repairs	6	3.31	2.00	166
Charity, pets & other comparison	10	5.52	3.86	143



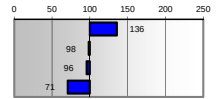
Service	63	34.81	35.56	98
Restaurants, cafes, fast food	19	10.50	16.01	66
Hairdressing, beauty & health	19	10.50	8.85	119
Launderettes & dry cleaners	2	1.10	0.94	117
Travel agents	1	0.55	1.20	46
Banks & financial services	8	4.42	4.19	106
Building societies	0	0.00	0.57	0
Estate agents & auctioneers	14	7.73	3.81	203



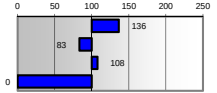
Miscellaneous	22	12.15	14.90	82
Employment, careers, POs & info	1	0.55	1.13	49
Vacant	21	11.60	13.77	84



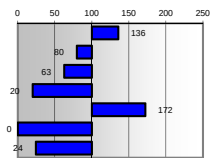
	sq.ft	sq.m	%	% UK	Index
Convenience	89,900	8,352	23.33	17.18	136
Comparison	174,700	16,230	45.33	46.03	98
Service	86,800	8,064	22.52	23.56	96
Vacant	33,300	3,094	8.64	12.21	71



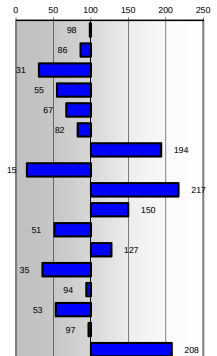
	sq.ft	sq.m	%	% UK	Index
Convenience	80,000	7,432	34.28	25.14	136
Comparison	106,800	9,922	45.76	55.00	83
Service	46,600	4,329	19.97	18.55	108
Vacant	0	0	0.00	1.31	0



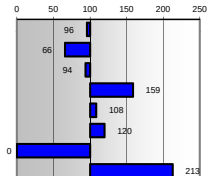
	sq.ft	sq.m	%	% UK	Index
Convenience	89,900	8,352	23.33	17.18	136
Bakers	3,200	297	0.83	1.04	80
Butchers	1,000	93	0.26	0.41	63
Greengrocers & fishmongers	1,000	93	0.26	1.29	20
Groceries & frozen foods	83,200	7,730	21.59	12.54	172
Off licences & home brew	0	0	0.00	0.31	0
CTN & convenience	1,500	139	0.39	1.59	24



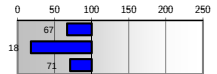
Comparison	174,700	16,230	45.33	46.03	98
Footwear & repairs	4,300	399	1.12	1.29	86
Mens, boys wear	1,000	93	0.26	0.85	31
Womens, girls & childrens clothing	7,500	697	1.95	3.56	55
Mixed & general clothing	16,400	1,524	4.26	6.35	67
Furniture, carpets, textiles	12,200	1,133	3.17	3.85	82
Books, arts/crafts, stationers/copy	24,500	2,276	6.36	3.28	194
Elec, home ent, 'phones & video	1,700	158	0.44	3.02	15
DIY, hardware & household goods	40,100	3,725	10.40	4.80	217
Gifts, china, glass & leather goods	4,900	455	1.27	0.85	150
Cars, motor cycles & accessories	3,600	334	0.93	1.82	51
Chemists, toiletries & opticians	19,000	1,765	4.93	3.87	127
Variety, department & catalogue	8,400	780	2.18	6.15	35
Florists & gardens	1,500	139	0.39	0.41	94
Sports, toys, cycles & hobbies	4,800	446	1.25	2.35	53
Jewellers, clocks & repairs	3,400	316	0.88	0.91	97
Charity, pets & other comparison	21,400	1,988	5.55	2.67	208



Service	86,800	8,064	22.52	23.56	96
Restaurants, cafes, fast food	28,500	2,648	7.39	11.24	66
Hairdressing, beauty & health	15,200	1,412	3.94	4.21	94
Launderettes & dry cleaners	2,600	242	0.67	0.43	159
Travel agents	3,000	279	0.78	0.72	108
Banks & financial services	20,300	1,886	5.27	4.40	120
Building societies	0	0	0.00	0.47	0
Estate agents & auctioneers	17,200	1,598	4.46	2.10	213



Miscellaneous	34,000	3,159	8.82	13.23	67
Employment, careers, POs & info	700	65	0.18	1.02	18
Vacant	33,300	3,094	8.64	12.21	71



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7.1 The Client undertakes that it shall use the Information solely for the purpose of its own business and shall not (without the prior written consent of Experian) copy reproduce publish or transmit any part of the Information in any manner whatsoever and the media shall be returned to Experian upon demand.

7.2 The Client undertakes with Experian that the Client shall permit access to the Information only to those of its authorised officers or employees who need to know or use the Information and that the Client shall procure that its offices and employees shall maintain in strictest confidence and not divulge communicate or permit access to any third party any confidential information relating to Experian.

7.3 For the purpose of sub-clause 7.2 hereof the expression "confidential information" shall mean (as the context may require)

7.3.1 the Information; and/or

7.3.2 any information concerning Experian's trade secrets or business dealings transactions or affairs which may come to the notice of the client; and/or

7.3.3 any information and/or know how relating to the methods or techniques used by Experian in devising and developing the Services and any tapes documents or other materials comprising any part of such information and/or know how made available by Experian hereunder.

7.4 The provisions of sub-clause 7.2 hereof shall not apply to any confidential information to the extent that:

7.4.1 the Client is required to divulge the same by a Court tribunal or government authority with competent jurisdiction

7.4.2 it has already come within the public domain

7.4.3 it was already known to the Client prior to the date of disclosure by Experian (as evidence by written records)

8. INDEMNITY

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

9. DATA PROTECTION ACT 1984

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

10. TERMINATION

10.1 Experian shall be entitled to terminate this Agreement immediately by written notice to the Client if:

10.1.1 The Client is guilty of any material breach of the provisions of this Agreement and such breach if capable of remedy is not remedied within twenty one working days of written notice having been given to remedy such breach.

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

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

11. FORCE MAJEURE

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

12. ASSIGNMENT

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

13. WAIVER

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

14. VARIATIONS

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

15. NOTICE

Any notice to be given hereunder by either party to the other may be given by first class mail addressed to the party of the address herein specified or such other address as such party may from time to time nominate for the purpose hereof or by telex or telefax and shall be deemed to have been served.

15.1 if given by mail seventy-two hours after the same shall have been despatched and
15.2 if given by telex or telefax one hour after transmission (if transmitted during normal business hours) and twelve hours after transmission (if transmitted outside normal business hours).

16. SEVERANCE

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

17. LAW

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

Haslemere

GETTING THE MOST FROM YOUR GOAD CENTRE REPORT

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

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

1. The Local Area

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

2. The Indexing System

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

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

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

3. Floor Space

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

4. Vacant Outlets

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

5. Multiple Outlets/Key Attractors

A multiple retailer is defined as being part of a network of nine or more outlets. The presence of multiple outlets can greatly enhance the appeal of

a centre to local consumers: The strong branding and comprehensive product mix of retailers such as Marks & Spencer, Boots and HMV is often sufficient in itself to attract consumers to a centre. Approximately 27 national multiples have been identified as key attractors, (i.e. those retailers most likely to improve the consumer appeal of a centre). The presence of multiple outlets and key attractors can have a significant impact on neighbouring outlets: While other retailers will undoubtedly benefit from increased pedestrian traffic, (and therefore increased sales opportunities), multiples provide fierce competition for rivals in their retail categories.

Also available from Experian:

The Goad Category Reports

Category reports allow you to compare retail centres and breakdown the retail types to allow you to undertake detailed study.

The report allows you to examine site quality, evaluate threats and opportunities and assess the vitality and viability for all the retail centres within your town centres. Provides a comprehensive breakdown of floor space and outlet count for all individual trade types in the Convenience, Comparison, Retail Service, Leisure, Financial / Business Services and Vacancy sectors.

Using a number of simple indicators, Goad Category reports look at the retail composition and its impact on local consumers. A simple indexing system acts as an effective gap analysis tool, identifying retail categories that are under or over represented within a shopping area. This in turn can indicate an untapped market or poor consumer demand for particular products or services in a retail area.

The Goad Catchment Profile

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

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

Retail Planner

Retail Planner delivers clear, comprehensive, up-to-date expenditure and demographic information to improve your planning-related decisions:

- Estimate future spending on retail goods and leisure services
- Identify changes in the efficiency of retail floor space
- Explain past trends and forecast business turnover potential
- Demonstrate retail planning knowledge to your clients

Goad Network

A Goad plan provides a bird's-eye view of a retail centre, illustrating the fascia name, retail category, floor space and exact location of all retail outlets and vacant premises. Key location factors such as pedestrian zones, road crossings, bus stops and car parks are also featured, allowing

you to instantly assess the site quality of existing or prospective store locations in an easy to use Goad Network internet service.

Access the service at

<http://www.goadnetwork.co.uk>

Historic Plans

Historic Goad plans dating back to 1968 are available for you to compare retail mix over a period of time and are ideal for supporting planning and consultancy services. Plans surveyed after 1999 are also available in a digital format and can be uploaded to your Goad Network service, allowing you to make online comparisons.

Bespoke Goads

Our Cartography team can produce paper or PDF copies of Goad plans that identify Use Class, floor space variations and can display client data in a variety of mediums. Gap Analysis of multiple Goad plans can be presented in a clear visual manner, which allows clients to run comparisons of neighbouring locations

Demographics Online

DOL is the one stop shop for organisations requiring a quick, clear and actionable source of on-line demographic data that helps clients analyse existing and potential retail locations. Our DOL service provides clients with access to UK census data, and award winning market segmentation data in simple, easy to read, local area information reports specified by you. The report packs include sections on population statistics, age analysis, employment data and many others. The interactive mapping section allows you to map drive-times around your locations and view your customers. Our off the shelf reports include maps, charts and tables to help your understanding; or tailor the data to meet your own requirements. Subscription is for a year and usage is unlimited!

Shop Point

Shop Point is a comprehensive database covering all retail locations in the UK and the main towns and cities in the Republic of Ireland. It combines data from Experian's Goad Retail Database, Experian's National Business Database, Catalist and other researched sources, for example, the Internet, direct contact with retailers, and industry publications. The data set includes over 30 pieces of retail information including: Fascia, address, floor space and co-ordinates.

For further details on these products or if you have any queries regarding your Goad Centre Report, please contact Experian on:

Tel: 0845 601 6011

Fax: 0115 968 5003

E-mail: goad.sales@uk.experian.com

Haslemere



Survey Date: 02-Nov-11

Closest Centres	Distance (km)
Liphook	6.6
Liphook - Station Road	6.7
Bordon - Forest Centre	10.6
Bordon	11.0
Midhurst	11.5

Key Retail Indicators

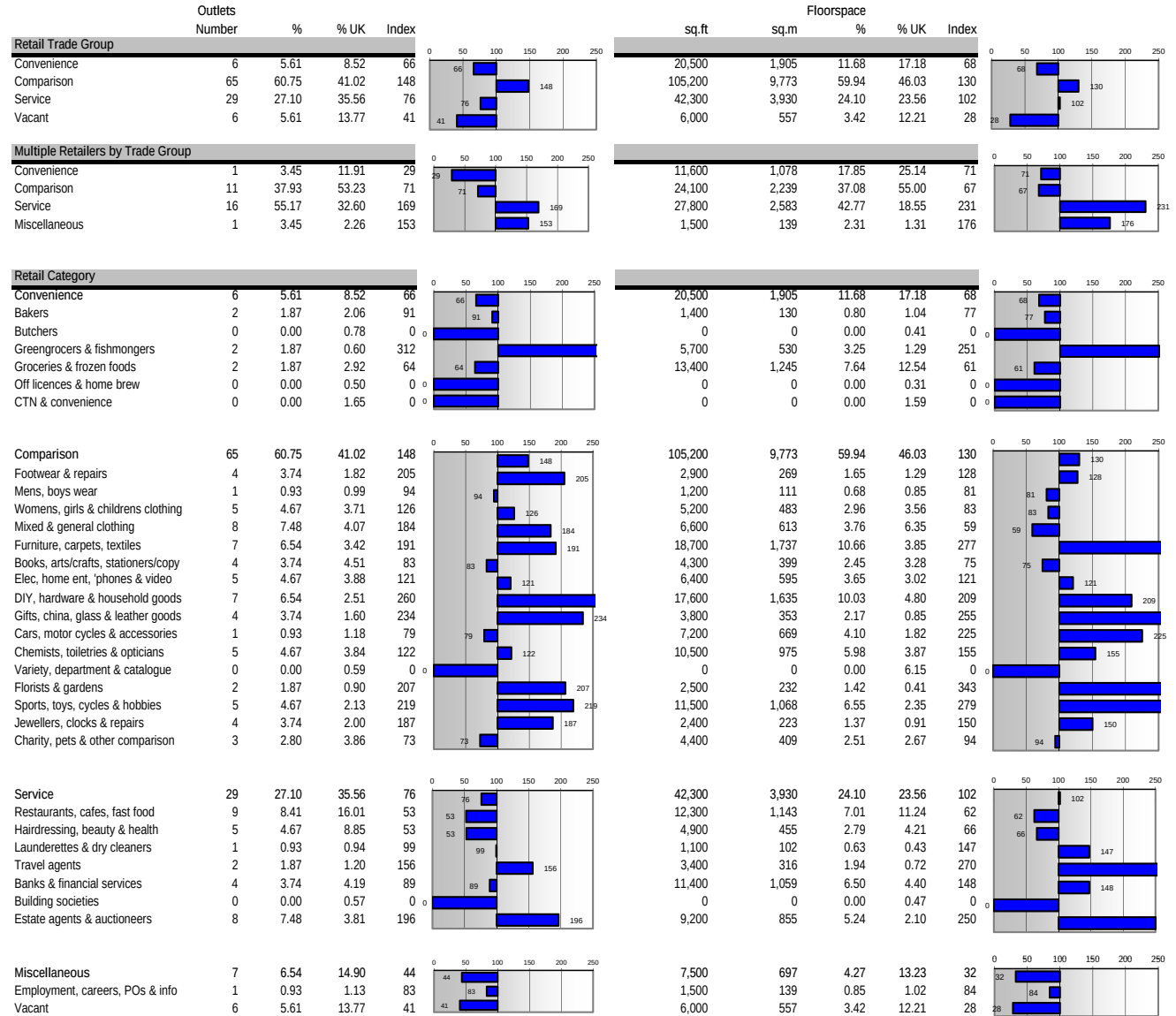
Total Outlets	107
Total Floorspace (sq ft)	175,500

	Count	%	% UK	Index
Vacant Outlets	6	5.61	13.77	41
Vacant Floorspace (sq ft)	6,000	3.42	12.21	28
Multiple Outlets	29	27.10	29.18	93
Comparison Outlets	65	60.75	41.02	148

Major Retailers

Argos	0	Next	0
BhS	0	O2	0
Boots The Chemist	1	Phones 4 U	0
Burton	0	Primark	0
Carphone Warehouse	0	River Island	0
Clarks	0	Sainsburys	0
Clintons	0	Superdrug	0
Debenhams	0	T K Maxx	0
Dorothy Perkins	0	Tesco	0
H & M	0	Topman	0
H M V	0	Topshop	0
House of Fraser	0	Vodafone	0
John Lewis	0	Waitrose	1
Marks & Spencer	0	Waterstones	0
New Look	0	WHSmith	0
		Wilkinsons	0

Retail Composition



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

TERMS AND CONDITIONS

1. DEFINITIONS

"this agreement" means the terms and conditions hereunder and the correspondence between the parties attached hereto.

"Experian" means Experian Group Limited.

"the Client" means the person, firm or limited company to whom the Services are to be provided.

"the Information" means any information (in whatsoever form) provided to the Client by Experian in connection with the Services.

"the Media" means the records, tapes or other materials and documents by which the information is communicated to the Client.

"the Services" means the services to be provided by Experian to the Client more particularly described in the correspondence between the parties attached hereto.

2. CONTRACT TERMS

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

3. PAYMENT OF CHARGES

3.1 The charges for the Services ("the Charges") shall be specified by Experian to the Client.

3.2 The Client shall pay the Charges within 28 days of the date of Experian's invoice thereof.

3.3 Interest at an annual rate of 5% above Barclays Bank plc's base rate from time to time shall accrue daily and be calculated on a daily basis on any sum overdue from the date of invoice until payment in full of the Charges.

3.4 Unless expressly stated otherwise the Charges shall be exclusive of VAT (or any other duty chargeable in respect thereof) (which for the avoidance of doubt shall be payable by the Client in accordance with the terms and conditions hereof).

4. PROVISION OF THE SERVICES

4.1 Experian shall use all reasonable endeavours to ensure that the information is accurate in all material respects.

4.2 Save as provided in sub-clause 4.1 above or otherwise expressly provided in this Agreement or to the extent that it is unlawful for any said representations and warranties to be excluded Experian makes no representations or warranties whether express or implied (by statute or otherwise) in connection with the Services or use thereof by the Client or otherwise in connection with this Agreement.

4.3 The parties hereto agree that the time for the performance of Experian's obligations in connection with the Services shall not be of the essence in this Agreement.

5. LIMITATION OF LIABILITY

Notwithstanding anything to the contrary contained in this Agreement:

5.1 Experian shall not be liable (whether in contract or in negligence (other than the liability in respect of death or personal injury arising out of the negligence of Experian its servants or agents) or other tort or otherwise) for any indirect or consequential loss of any kind whatsoever (including without limitation loss of profit or loss of business) suffered by the Client in connection with the Services.

5.2 Without prejudice to the provisions of sub-clause 4.1 above Experian's maximum aggregate liability hereunder (other than liability in respect of death or personal injury arising out of the negligence of Experian its servants or agents) whether for breach of this Agreement or otherwise and whether or not arising from the negligence of Experian or any other person involved directly or indirectly in the provision of the Services shall not exceed an amount equal to the Charges (exclusive of VAT) payable to Experian hereunder.

6. COPYRIGHT

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

7. CONFIDENTIALITY

7.1 The Client undertakes that it shall use the Information solely for the purpose of its own business and shall not (without the prior written consent of Experian) copy reproduce publish or transmit any part of the Information in any manner whatsoever and the media shall be returned to Experian upon demand.

7.2 The Client undertakes with Experian that the Client shall permit access to the Information only to those of its authorised officers or employees who need to know or use the Information and that the Client shall procure that its offices and employees shall maintain in strictest confidence and not divulge communicate or permit access to any third party any confidential information relating to Experian.

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7.3.2 any information concerning Experian's trade secrets or business dealings transactions or affairs which may come to the notice of the client; and/or

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

13. WAIVER

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

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

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Any notice to be given hereunder by either party to the other may be given by first class mail addressed to the party of the address herein specified or such other address as such party may from time to time nominate for the purpose hereof or by telex or telefax and shall be deemed to have been served.

15.1 if given by mail seventy-two hours after the same shall have been despatched and
15.2 if given by telex or telefax one hour after transmission (if transmitted during normal business hours) and twelve hours after transmission (if transmitted outside normal business hours).

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

17. LAW

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

CURRENT MULTIPLE RETAILER REPRESENTATION – CRANLEIGH VILLAGE CENTRE:

CATEGORIES	A1 OPERATORS	
Department Stores		
Variety Stores		
Fashion & Accessories		
Childrenswear & Accessories		
TV, Electrical, Radio & Records, Telephone	Carphone Warehouse	
Pharmaceutical; Health and Beauty	Boots Superdrug	Boots Pharmacy
Opticians	Boots Opticians	Vision Express
Books, Art, Stationery, Cards, Printing & Photo	WHSmiths	
Furniture, Furnishings, Carpet Outlets, DIY & Household		
Sports, Camping & Outdoor		
Travel Agencies	Thomas Cook	
Charity Shops	Barnardos Mind	Oxfam x 2
Miscellaneous	Blockbuster	Costa Coffee
Foodstores, Off-Licences & CNT	Sainsburys M&S Simply Food	Co-op Subway
A2 OPERATORS	A3 OPERATORS	
Santander Nationwide NatWest Betfred	Barclays HSBC Lloyds TSB	ASK Pizza Express
A4 OPERATORS	A5 OPERATORS	

CURRENT MULTIPLE RETAILER REPRESENTATION – FARNHAM TOWN CENTRE:

CATEGORIES	A1 OPERATORS	
Department Stores		
Variety Stores	Argos Robert Dyas	
Fashion & Accessories	Accessorize Crew Clothing Company Dorothy Perkins East Edinburgh Woollen Mill Fatface Gerard Darel Goldsmiths Jacques Vert	Joules Mint Velvet Monsoon Moss Orvis Peacocks Phase Eight Whistles White Stuff
Footwear & Repairs	Clarks Jones Bootmaker Timpson	
Childrenswear & Accessories		
TV, Electrical, Radio & Records, Telephone	Carphone Warehouse EE Telephones	Phones4U Vodafone
Pharmaceutical; Health and Beauty	Benefit Boots	Headmasters
Opticians	Boots Opticians Leightons Opticians	Specsavers Vision Express
Books, Art, Stationery, Cards, Printing & Photo	Clinton Cards Waterstones	WH Smith

Furniture, Furnishings, Carpet Outlets, DIY & Household	Laura Ashley Home Ponden Home	Sharps
Sports, Camping & Outdoor	Sports Direct	
Travel Agencies		
Charity Shops	Age UK British Heart Foundation Cancer Research UK x 2	Oxfam Charity Shop Oxfam Books & Music RSPCA
Miscellaneous	Johnsons Post Office	
Foodstores, Off-Licences & CNT	Costa Holland & Barrett Iceland Sainsbury's	Starbucks Subway Thorntons Waitrose
A2 OPERATORS	A3 OPERATORS	
Barclays Britannia Building Society Coral Betting Office Halifax Hamptons International HSBC Ladbrokes Lloyds TSB	Nationwide Building Society Natwest Savills Santander Strutt & Parker William Hill Winkworth Estate Agent	Cafe Rouge Chimichanga Cote Loch Fyne Pizza Express Prezzo Zizzi
A4 OPERATORS	A5 OPERATORS	
The Slug & Lettuce	Domino's Pizza	

CURRENT MULTIPLE RETAILER REPRESENTATION – GODALMING TOWN CENTRE:

CATEGORIES		A1 OPERATORS	
Department Stores			
Variety Stores		Robert Dyas	
Fashion & Accessories		Edinburgh Woollen Mill	M&Co
Footwear & Repairs			
Childrenswear & Accessories		Jojo Maman Bebe	
TV, Electrical, Radio & Records, Telephone			
Pharmaceutical; Health and Beauty		Superdrug Boots	Holland & Barrett Tony & Guy
Opticians		Boots Opticians	Vision Express
Books, Art, Stationery, Cards, Printing & Photo		WHSmith Waterstones	Snappy Shaps
Furniture, Furnishings, Carpet Outlets, DIY & Household		Homebase	
Sports, Camping & Outdoor		Halfords	
Travel Agencies		Thomas Cook	
Charity Shops		Age UK British Red Cross Barnado's	Oxfam Charity Shop British Heart Foundation Cancer Research UK
Miscellaneous		Pets At Home	
Foodstores, Off-Licences & CNT		Greggs Sainsbury's	Waitrose
A2 OPERATORS		A3 OPERATORS	
Barclays	NatWest	Caffe Nero	
Yorkshire Building Society	Santander	Costa	
Halifax	Hamptons International Est Ag	Pizza Express	

HSBC Lloyds TSB Mann Countrywide Est Ag	Betfred Coral	Prezzo
A4 OPERATORS		A5 OPERATORS
Slug & Lettuce	JD Wetherspoon	

CURRENT MULTIPLE RETAILER REPRESENTATION – HASLEMERE TOWN CENTRE:

CATEGORIES		A1 OPERATORS	
Department Stores			
Fashion & Accessories		Crew Clothing East	Fat Face
Footwear & Repairs		Shoe Box	
Childrenswear & Accessories		The Entertainer Toys & Games	
TV, Electrical, Radio & Records, Telephone			
Pharmaceutical; Health and Beauty		Lloyds Pharmacy	Boots
Opticians		Vision Express	
Books, Art, Stationery, Cards, Printing & Photo		WHSmith	
Furniture, Furnishings, Carpet Outlets, DIY & Household		The Aga Shop	Brewers Wallpaper & Paint
Sports, Camping & Outdoor			
Travel Agencies			
Charity Shops		Cancer Research UK	
Miscellaneous			
Foodstores, Off-Licences & CNT		Waitrose	
A2 OPERATORS		A3 OPERATORS	
Barclays	NatWest	Costa	Ask
Hamptons Int Estate Agent	Knight Frank Estate Agent	Pizza Express	
HSBC	Betfred		
Lloyds TSB	Strutt & Parker Estate Agent		
Mann Countrywide Est Ag			
A4 OPERATORS		A5 OPERATORS	

Cranleigh



Report : Requirements : Report Results

Name	Size	Date
Costco	140000 ft ²	09/11/2012
Salmon Harvester Hotels	25000-100000 ft ²	31/10/2012
Sorbon Estates		10/10/2012
Caffe Nero	800-2,000 sq ft	01/10/2012
Toys-UK		24/09/2012
Real Eating Company	1500-3000 ft ²	21/09/2012
Original Factory Shop	5500-15000 ft ²	15/08/2012
Barratts	1250-2500 ft ²	11/07/2012
Hamley	0-3 Acres	25/06/2012
Lloyds Pharmacy Ltd	1,250-2,000 sq ft	21/06/2012
The Watch Lab	108-215 ft ²	13/06/2012
Ginger Group	1000 ft ²	31/05/2012
Between The Lines	700-1,500 sq ft	24/05/2012
Steamer Trading Ltd	1,200-4,000 sq ft	24/05/2012
The Real Eating Company Ltd	1,500-3,000 sq ft	24/05/2012
Citygrove		23/05/2012
Falafel City	500-1000 ft ²	10/05/2012
SilverBean Coffee		04/05/2012
Baguette Express	400-1000 ft ²	14/03/2012
Gift Fuzion	1500-3000 ft ²	14/02/2012

Farnham: Retailer Requirements

Name	Size	Last Updated
Ladbrokes		03/12/2012
Morrison Supermarkets	3000-6000 ft ²	29/11/2012
Muffin Break	800-1600 ft ²	26/11/2012
Subway	500-2000 ft ²	20/11/2012
J D Wetherspoon	4500 ft ²	15/11/2012
Aldi Stores Ltd	15500 ft ²	13/11/2012
Costco	140000 ft ²	09/11/2012
Turtle Bay	3000-4000 ft ²	05/11/2012
Salmon Harvester Hotels	25000-100000 ft ²	31/10/2012
Anytime Fitness	3000- ft ²	29/10/2012
Gallagher Developments	25000- ft ²	29/10/2012
Thai Pad	3000-4000 ft ²	24/10/2012
99p Stores	5000-6000 ft ²	23/10/2012
Shimla Pinks	7000-30000 ft ²	18/10/2012
Cube Developments		17/10/2012
Poundland Plc	3500- ft ²	16/10/2012
Burger King Ltd	350-3000 ft ²	15/10/2012
Just Genius	1500-3000 ft ²	12/10/2012
Jungs	1000-1800 ft ²	11/10/2012
Sorbon Estates		10/10/2012
Tijuana	3500 ft ²	05/10/2012
Walkabout	3000-4000 ft ²	01/10/2012
Walmsley Furnishing plc	3000-4000 ft ²	01/10/2012
Caffe Nero	800-2,000 sq ft	01/10/2012
Halfords	3000-6000 ft ²	25/09/2012
Toys-UK		24/09/2012
Real Eating Company	1500-3000 ft ²	21/09/2012
Sainsbury's	3500-4500 ft ²	20/09/2012
Cafe Copia	1000-1500 ft ²	18/09/2012
Poundworld	5000- ft ²	06/09/2012
Brantano	5000-7500 ft ²	05/09/2012
Greggs Plc	500-1500 ft ²	05/09/2012
B & M	10000-30000 ft ²	04/09/2012
Echo Island	1250-3000 ft ²	28/08/2012
Handmade Burger Co	2000-3500 ft ²	28/08/2012
Gourmet burger kitchen	2000-4000 ft ²	24/08/2012
British Heart Foundation	800-3500- ft ²	22/08/2012
Costa	1850- ft ²	22/08/2012
Tragus	3,000-5,000 sq ft	10/08/2012
Fashioners	1250-2500 ft ²	01/08/2012
BBs Coffee & Muffins	1500 ft ²	24/07/2012
Moshulu	600-1000 ft ²	16/07/2012
Barratts	1250-2500 ft ²	11/07/2012
Cosmo	8000-20000 ft ²	11/07/2012
Blue Apple	800-3700 ft ²	10/07/2012

Roast to Go	200-1600 ft ²	04/07/2012
Spoils	8000-12000 ft ²	27/06/2012
Hamley	0-3 Acres	25/06/2012
Lloyds Pharmacy Ltd	1,250-2,000 sq ft	21/06/2012
Evans cycles	4000-8000 ft ²	20/06/2012
Laithwaites	2000-5000 ft ²	20/06/2012
Sparkle	500-1000 ft ²	20/06/2012
Card Factory - UK	750-2,500 sq ft	14-Jun-12
Oxygen Red		13/06/2012
The Watch Lab	108-215 ft ²	13/06/2012
Home Living	5000-30000 ft ²	07/06/2012
Fuel Juice	150-500 ft ²	31/05/2012
Ginger Group	1000 ft ²	31/05/2012
Rippleglen	100-2000 ft ²	31/05/2012
Magenta	1500-4000 ft ²	28/05/2012
Between The Lines	700-1,500 sq ft	24/05/2012
The Real Eating Company Ltd	1,500-3,000 sq ft	24/05/2012
Citygrove		23/05/2012
Galu	2,500-3,000 sq ft	22/05/2012
Co-operative Retail Services	3000-18000 ft ²	21/05/2012
Papa Johns	750-1,000 sq ft	18/05/2012
Falafel City	500-1000 ft ²	10/05/2012
C & H Fabrics	2,500-2,500 sq ft	09/05/2012
Companion Care Ltd	1500-3000 ft ²	08/05/2012
SilverBean Coffee		04/05/2012
Source	-2000 ft ²	02/05/2012
Whole Foods Market	20000-30000 ft ²	27/04/2012
McDonald's Restaurants Ltd	3621 ft ²	26/04/2012
River Island	2000-3000 ft ²	16/04/2012
Cex	1000-1500 ft ²	27/03/2012
Rectella Ltd	1500-3000 ft ²	22/03/2012
Home Bargains	10000-20000 ft ²	21/03/2012
Identity	1500-3000 ft ²	15/03/2012
Baguette Express	400-1000 ft ²	14/03/2012
3	750-1500 ft ²	02/03/2012
Perfume Shop Ltd	750-1500 ft ²	02/03/2012
Carphone Warehouse	1500 ft ²	29/02/2012
Metro Outlet	20000-60000 ft ²	20/02/2012
Gift Fuzion	1500-3000 ft ²	14/02/2012
Pets At Home	3000-15000 ft ²	10/02/2012
H&T Pawnbrokers	500-1500 ft ²	02/02/2012
Daves Discount	1000-1500 ft ²	23/01/2012
Supercuts		19/01/2012
Chic	400-1000 ft ²	17/01/2012

Goldaming



Reprts : Requirements : Results Report

Name	Size	Date
Costco	140000 ft ²	09/11/2012
Salmon Harvester Hotels	25000-100000 ft ²	31/10/2012
Sorbon Estates		10/10/2012
Toys-UK		24/09/2012
Real Eating Company	1500-3000 ft ²	21/09/2012
Sainsbury's	3500-4500 ft ²	20/09/2012
Original Factory Shop	5500-15000 ft ²	15/08/2012
Tragus	3,000-5,000 sq ft	10/08/2012
Barratts	1250-2500 ft ²	11/07/2012
Hamley	0-3 Acres	25/06/2012
The Little Gym	2,500-4,500 sq ft	21/06/2012
Johnsons Cleaners UK Ltd	1,000-1,500 sq ft	13/06/2012
The Watch Lab	108-215 ft ²	13/06/2012
Ginger Group	1000 ft ²	31/05/2012
Wine Rack	1,500-2,500 sq ft	26/05/2012
Steamer Trading Ltd	1,200-4,000 sq ft	24/05/2012
The Real Eating Company Ltd	1,500-3,000 sq ft	24/05/2012
Citygrove		23/05/2012
Falafel City	500-1000 ft ²	10/05/2012
SilverBean Coffee		04/05/2012
Baguette Express	400-1000 ft ²	14/03/2012
Gift Fuzion	1500-3000 ft ²	14/02/2012

Haselmere



Report : Requirements : Results Report

Name	Size	Date
Superdrug Stores Plc	2000-6000 ft ²	11/12/2012
Costco	140000 ft ²	09/11/2012
Salmon Harvester Hotels	25000-100000 ft ²	31/10/2012
Sorbon Estates		10/10/2012
Caffe Nero	800-2,000 ft ²	01/10/2012
Toys-UK		24/09/2012
Sainsbury's	3500-4500 ft ²	20/09/2012
Original Factory Shop	5500-15000 ft ²	15/08/2012
Barratts	1250-2500 ft ²	11/07/2012
Hamley	0-3 Acres	25/06/2012
The Watch Lab	108-215 ft ²	13/06/2012
Ginger Group	1000 ft ²	31/05/2012
Citygrove		23/05/2012
Falafel City	500-1000 ft ²	10/05/2012
SilverBean Coffee		04/05/2012
Baguette Express	400-1000 ft ²	14/03/2012
Gift Fuzion	1500-3000 ft ²	14/02/2012
Pets At Home	3000-15000 ft ²	10/02/2012

Cranleigh: Business Survey Questionnaire and Analysis

Q2 Size of Premises			
	Size of premises	Count	%
a.	Up to 500 sq ft	6	28.57%
b.	501-1000 sq ft	8	38.10%
c.	1001-1500 sq ft	4	19.05%
d.	Over 1501 sq ft	3	14.29%
	Total respondents	21	100%

Q3 Type of business			
	Business type	Count	%
a.	Retailer	16	69.57%
b.	Restaurant/Take Away/Pub	1	4.35%
c.	Prof/Fin Services	3	13.04%
d.	Other	3	13.04%
	Total respondents	23	100%

Q4 Multiple/independent			
		Count	%
a.	National multiple chain	6	26.09%
b.	Regional multiple chain	0	0.00%
c.	Independent	17	73.91%
	Total respondents	23	100.00%

Q5 How long has business been trading?			
	Length of time	Count	%
a.	< 1 year	1	4.55%
b.	1-5 years	6	27.27%
c.	6-10 years	2	9.09%
d.	> 10 years	13	59.09%
	Total respondents	22	100%

Q6	Majority of Turnover					
		0-25%	26-50%	51-75%	76-100%	Total
a.	Local Residents	0	2	13	7	22
b.	People working locally	15	5	0	1	21
c.	Others (e.g. visitors/tourists)	13	3	0	0	16
		0-25%	26-50%	51-75%	76-100%	
	Local Residents	0.00%	9.09%	59.09%	31.82%	
	People working locally	71.43%	23.81%	0.00%	4.76%	
	Others (e.g. visitors/tourists)	81.25%	18.75%	0.00%	0.00%	

Q7	Satisfied with accommodation	
	Count	%
Satisfied	19	90.48%
Unsatisfied	2	9.52%
	21	100.00%

Q8	If unsatisfied...		
	Reason	Count	%
a.	Too large	0	0.00%
b.	Too small	1	25.00%
c.	Poor condition	1	25.00%
d.	Lacking separate service access	1	25.00%
e.	Other	1	25.00%
		4	100%

Q9	Upper Floors				
1. Do premises have upper floors?			2. If yes, are they used?		
	Count	%		Count	%
Yes	18	78.26%	Yes	16	94.12%
No	5	21.74%	No	1	5.88%
	23	100%		17	100%
3. If used, for what?			4. Are they occupied by you?		
	Count	%		Count	%
Office	9	45.00%	Yes	11	64.71%
Retail sales	3	15.00%	No	6	35.29%
Storage	0	0.00%			
Residential	8	40.00%			
	20	100%		17	100%

Q10 Owner Occupation			
		Count	%
a.	Owner Occupier	4	16.00%
b.	Tenant/Lessee	21	84.00%
		25	100%

Q11 Relocation			
	Intentions	Count	%
a.	Remain in existing unit	18	48.65%
b.	Relocate elsewhere within Cranleigh	16	43.24%
c.	Relocate to a nearby town/village	0	0.00%
d.	Relocate elsewhere	0	0.00%
e.	Intend to sell business	2	5.41%
f.	Closing down	1	2.70%
		37	100%

Q12 Turnover			
1. Last 12 Months			
	Turnover	Count	%
a.	Increasing	10	55.56%
b.	Static	6	33.33%
c.	Decreasing	2	11.11%
		18	100%
2. Comparison			
	Turnover	Count	%
a.	Below average	0	0.00%
b.	Similar to average	5	83.33%
c.	Above average	1	16.67%
		6	100%

Q13 Internet Sales		
	Count	%
Yes	5	22.73%
No	17	77.27%
	22	100%

Q14	Staff			
	Full Time Count	%	Part Time Count	%
0 - 5	15	78.95%	16	72.73%
6 -10	3	15.79%	4	18.18%
11 - 15	0	0.00%	0	0.00%
16+	1	5.26%	2	9.09%
	19	100.00%	22	100.00%

[illegible]

Farnham: Retailer Business Survey Analysis

Q2	Size of Premises		
	Size of premises	Count	%
a.	Up to 500 sq ft	2	6.90%
b.	501-1000 sq ft	16	55.17%
c.	1001-1500 sq ft	6	20.69%
d.	Over 1501 sq ft	5	17.24%
	Total respondents	29	100%

Q3	Type of business		
	Business type	Count	%
a.	Retailer	18	60.00%
b.	Restaurant/Take Away/Pub	4	13.33%
c.	Prof/Fin Services	4	13.33%
d.	Other	4	13.33%
	Total respondents	30	100%

Q4	Multiple/independent		
		Count	%
a.	National multiple chain	15	50.00%
b.	Regional multiple chain	3	10.00%
c.	Independent	12	40.00%
	Total respondents	30	100.00%

Q5	How long has business been trading?		
	Length of time	Count	%
a.	< 1 year	1	3.45%
b.	1-5 years	6	20.69%
c.	6-10 years	5	17.24%
d.	> 10 years	17	58.62%
	Total respondents	29	100%

Q6	Majority of Turnover					
		0-25%	26-50%	51-75%	76-100%	Total
a.	Local Residents	1	7	4	13	25
b.	People working locally	8	8	2	1	19
c.	Others (e.g. visitors/tourists)	16	3	0	0	19
		0-25%	26-50%	51-75%	76-100%	
	Local Residents	4.00%	28.00%	16.00%	52.00%	
	People working locally	42.11%	42.11%	10.53%	5.26%	
	Others (e.g. visitors/tourists)	84.21%	15.79%	0.00%	0.00%	

Q7	Satisfied with accommodation ...	
	Count	%
Satisfied	23	85.19%
Unsatisfied	4	14.81%
	27	100%

Q8	If unsatisfied...		
	Reason	Count	%
a.	Too large		0.00%
b.	Too small	2	25.00%
c.	Poor condition	2	25.00%
d.	Lacking separate service access	1	12.50%
e.	Other	3	37.50%
		8	100%

Q9		Upper Floors				
1. Do premises have upper floors? 2. If yes, are they used?						
	Count	%			Count	%
Yes	22	78.57%		Yes	17	80.95%
No	6	21.43%		No	4	19.05%
	28	100%			21	100%
3. If used, for what? 4. Are they occupied by you?						
	Count	%			Count	%
Office	9	37.50%		Yes	13	61.90%
Retail sales	5	20.83%		No	8	38.10%
Storage	5	20.83%				
Residential	5	20.83%				
	24	100%			21	100%

Q10	Owner Occupation		
		Count	%
a.	Owner Occupier	3	10.00%
b.	Tenant/Lessee	27	90.00%
		30	100%

Q11	Relocation		
	Intentions	Count	%
a.	Remain in existing unit	27	90.00%
b.	Relocate elsewhere within Farnham	3	10.00%
c.	Relocate to a nearby town/village	0	0.00%
d.	Relocate elsewhere	0	0.00%
e.	Intend to sell business	0	0.00%
f.	Closing down	0	0.00%
		30	100%

Q12	Turnover		
1. Last 12 Months			
		Count	%
	Turnover	1	3.85%
a.	Increasing	12	46.15%
b.	Static	9	34.62%
c.	Decreasing	4	15.38%
		26	100%
2. Comparison			
		Count	%
	Turnover		
a.	Below average	1	5.26%
b.	Similar to average	10	52.63%
c.	Above average	8	42.11%
		19	100%

Q13	Internet Sales	
	Count	%
Yes	13	44.83%
No	16	55.17%
	29	100%

Q14	Staff			
	Full Time		Part Time	
	Count	%	Count	%
0 - 5	21	77.78%	20	68.97%
6 -10	4	14.81%	3	10.34%
11 - 15	1	3.70%	2	6.90%
16+	1	3.70%	4	13.79%
	27	100.00%	29	100.00%

[illegible]

Godalming: Business Survey Questionnaire and Analysis

Q2	Size of Premises		
	Size of premises	Count	%
a.	Up to 500 sq ft	13	30.95%
b.	501-1000 sq ft	17	40.48%
c.	1001-1500 sq ft	5	11.90%
d.	Over 1501 sq ft	7	16.67%
	Total respondents	42	100%

Q3	Type of business		
	Business type	Count	%
a.	Retailer	24	53.33%
b.	Restaurant/Take Away/Pub	8	17.78%
c.	Prof/Fin Services	7	15.56%
d.	Other	6	13.33%
	Total respondents	45	100%

Q4	Multiple/independent		
		Count	%
a.	National multiple chain	9	19.15%
b.	Regional multiple chain	3	6.38%
c.	Independent	35	74.47%
	Total respondents	47	100.00%

Q5	How long has business been trading?		
	Length of time	Count	%
a.	< 1 year	2	4.35%
b.	1-5 years	12	26.09%
c.	6-10 years	8	17.39%
d.	> 10 years	24	52.17%
	Total respondents	46	100%

Q6	Majority of Turnover					
a.	Local Residents	0-25%	26-50%	51-75%	76-100%	Total
b.	People working locally	21	18	13	17	43
c.	Others (e.g. visitors/tourists)	28	3		1	40
						31
	Local Residents	0-25%	26-50%	51-75%	76-100%	
	People working locally	0.00%	30.23%	30.23%	39.53%	
	Others (e.g. visitors/tourists)	52.50%	45.00%	0.00%	2.50%	
		90.32%	9.68%	0.00%	0.00%	

Q7	Satisfied with accommodation	
	Count	%
Satisfied	38	80.85%
Unsatisfied	9	19.15%
	47	100%

Q8	If unsatisfied...		
	Reason	Count	%
a.	Too large		0.00%
b.	Too small	1	11.11%
c.	Poor condition	1	11.11%
d.	Lacking separate service access	3	33.33%
e.	Other	4	44.44%
		9	100%

Q9		Upper Floors			
1. Do premises have upper floors? 2. If yes, are they used?					
	Count	%		Count	%
Yes	37	82.22%	Yes	36	97.30%
No	8	17.78%	No	1	2.70%
	45	100%		37	100%
3. If used, for what?			4. Are they occupied by you?		
	Count	%		Count	%
Office	15	34.88%	Yes	20	55.56%
Retail sales	9	20.93%	No	16	44.44%
Storage	5	11.63%			
Residential	14	32.56%			
	43	100%		36	100%

Q10	Owner Occupation		
a.	Owner Occupier	Count 8	% 17.39%
b.	Tenant/Lessee	38	82.61%
		46	100%

Q11	Relocation		
	Intentions	Count	%
a.	Remain in existing unit	38	88.37%
b.	Relocate elsewhere within Godalming	1	2.33%
c.	Relocate to a nearby town/village	0	0.00%
d.	Relocate elsewhere	0	0.00%
e.	Intend to sell business	3	6.98%
f.	Closing down	1	2.33%
		43	100%

Q12	Turnover		
1. Last 12 Months			
	Turnover	Count	%
a.	Increasing	15	38.46%
b.	Static	13	33.33%
c.	Decreasing	11	28.21%
		39	100%
2. Comparison			
	Turnover	Count	%
a.	Below average	1	5.88%
b.	Similar to average	9	52.94%
c.	Above average	7	41.18%
		17	100%

Q13 Internet Sales		
	Count	%
Yes	10	22.22%
No	35	77.78%
	45	100%

Q14	Staff			
	Full Time Count	%	Part Time Count	%
0 - 5	34	87.18%	32	82.05%
6 -10	5	12.82%	5	12.82%
11 - 15	0	0.00%	0	0.00%
16+	0	0.00%	2	5.13%
	39	100.00%	39	100.00%

Q15 Town Centre Survey

[illegible]

Haslemere: Business Survey Questionnaire and Analysis

Q2	Size of Premises		
	Size of premises	Count	%
a.	Up to 500 sq ft	8	34.78%
b.	501-1000 sq ft	7	30.43%
c.	1001-1500 sq ft	4	17.39%
d.	Over 1501 sq ft	4	17.39%
	Total respondents	23	100%

Q3	Type of business		
	Business type	Count	%
a.	Retailer	17	68.00%
b.	Restaurant/Take Away/Pub	1	4.00%
c.	Prof/Fin Services	4	16.00%
d.	Other	3	12.00%
	Total respondents	25	100%

Q4	Multiple/independent		
		Count	%
a.	National multiple chain	5	20.00%
b.	Regional multiple chain	2	8.00%
c.	Independent	18	72.00%
	Total respondents	25	100%

Q5	How long has business been trading?		
	Length of time	Count	%
a.	< 1 year	0	0.00%
b.	1-5 years	6	24.00%
c.	6-10 years	4	16.00%
d.	> 10 years	15	60.00%
	Total respondents	25	100%

Q6	Majority of Turnover					
		0-25%	26-50%	51-75%	76-100%	Total
a.	Local Residents		7	11	6	24
b.	People working locally	13	4	0	0	17
c.	Others (e.g. visitors/tourists)	14	4	1	0	19
		0-25%	26-50%	51-75%	76-100%	
	Local Residents	0.00%	29.17%	45.83%	25.00%	
	People working locally	76.47%	23.53%	0.00%	0.00%	
	Others (e.g. visitors/tourists)	73.68%	21.05%	5.26%	0.00%	

Q7	Satisfied with accommodation	
	Count	%
Satisfied	21	87.50%
Unsatisfied	3	12.50%
	24	100%

Q8	If unsatisfied...		
	Reason	Count	%
a.	Too large	0	0.00%
b.	Too small	2	50.00%
c.	Poor condition	1	25.00%
d.	Lacking separate service access	1	25.00%
e.	Other	0	0.00%
		4	100%

Q9 Upper Floors					
1. Do premises have upper floors? 2. If yes, are they used?					
	Count	%		Count	%
Yes	18	72.00%	Yes	16	94.12%
No	7	28.00%	No	1	5.88%
	25			17	
3. If used, for what?			4. Are they occupied by you?		
	Count	%		Count	%
Office	6	27.27%	Yes	14	77.78%
Retail sales	1	4.55%	No	4	22.22%
Storage	5	22.73%			
Residential	10	45.45%			
	22	100%		18	100%

Q10	Owner Occupation		
a.	Owner Occupier	Count 3	% 12.00%
b.	Tenant/Lessee	22	88.00%
		25	100%

Q11	Relocation		
	Intentions	Count	%
a.	Remain in existing unit	23	100%
b.	Relocate elsewhere within Haslemere	0	0.00%
c.	Relocate to a nearby town/village	0	0.00%
d.	Relocate elsewhere	0	0.00%
e.	Intend to sell business	0	0.00%
f.	Closing down	0	0.00%
		23	100%

Q12	Turnover		
1. Last 12 Months			
		Count	%
	Turnover	0	0.00%
a.	Increasing	23	67.65%
b.	Static	8	23.53%
c.	Decreasing	3	8.82%
		34	100%
2. Comparison			
	Turnover	Count	%
a.	Below average	0	0.00%
b.	Similar to average	4	80.00%
c.	Above average	1	20.00%
		5	100%

Q13 Internet Sales		
	Count	%
Yes	4	16.00%
No	21	84.00%
	25	100%

Q14	Staff			
	Full Time Count	%	Part Time Count	%
0 - 5	14	87.50%	16	80.00%
6 -10	2	12.50%	4	20.00%
11 - 15	0	0.00%	0	0.00%
16+	0	0.00%	0	0.00%
	16	100.00%	20	100.00%

[illegible]

SECTION 1: CONVENIENCE NEED

TABLE 1: ASSESSMENT PARAMETERS

Base Year	2011
Design Year	2013
Price Base	2011
Expenditure Base	Goods

TABLE 2 : POPULATION BY SURVEY ZONE AND ISOCHRONE

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	TOTAL
2001	28,086	21,834	16,563	14,174	181,678	45,325	91,739	81,928	54,395	58,789	33,423	627,934
2011	30,317	21,877	16,611	14,852	193,818	48,788	99,208	86,195	57,861	61,015	36,931	667,473
2013	30,675	22,207	16,752	14,929	195,474	49,235	101,280	87,470	58,840	61,887	37,345	676,094
2018	31,930	23,402	17,377	15,133	199,906	50,237	105,002	90,801	61,265	64,043	38,462	697,558
2023	33,411	24,575	17,978	15,367	204,078	51,129	108,107	94,597	63,757	66,256	39,495	718,750
2028	34,688	25,610	18,603	15,661	207,759	51,976	111,302	98,182	66,017	68,192	40,431	738,421
2033	36,056	26,794	19,216	15,880	212,061	52,923	114,716	101,746	68,476	70,377	41,506	759,749

Source: Experian - Revised ONS based Population Projections

TABLE 3 - CATCHMENT POPULATION GROWTH

Year	Number	%
2011-2013	8,621	1.29%
2013-2018	21,464	3.17%
2018-2023	21,192	3.04%
2023-2028	19,671	2.74%
2028-2033	21,328	2.89%

TABLE 4 - EXPENDITURE PER CAPITA (£)

	Convenience Goods	Convenience Goods less SFT
2011	£2,012.47	£2,012.47
2013	£2,012.47	£2,004.43
2018	£2,061.20	£2,030.58
2023	£2,140.73	£2,104.74
2028	£2,227.74	£2,183.78
2033	£2,318.28	£2,261.29

Source: Experian 2011 Expenditure Data

1. Convenience expenditure per capita anticipated to grow 0.1% in 2012, -0.1% in 2013, 0.0% in 2014, 0.6% between 2015-19 and 0.8% between 2020-29. Chase & Partners have extrapolated the 0.8% growth rate from between 2020-29, moving forward up until 2033.
2. Deduction for special forms of trading (SFT). Convenience expenditure per capita anticipated to grow -0.1% in 2012, -0.3% in 2013, -0.2% in 2014, 0.1% in 2015, 0.4% in 2016, 0.5% between 2017-18, 0.6% in 2019, 0.7% between 2020-21, 0.8% between 2022-25 and 0.7% between 2026-29. Chase & Partners have extrapolated the 0.7% growth rate from between 2026-2029, moving forward up until 2033.

TABLE 5 - TOTAL CONVENIENCE EXPENDITURE (£m)

Zone	1	2	3	4	5	6	7	8	9	10	11	TOTAL
2011	61,012,053	44,026,806	33,429,139	29,889,204	390,052,910	98,184,386	199,653,124	173,464,852	116,443,527	122,790,857	74,322,530	1,343,269,388
2013	61,485,772	44,512,292	33,578,147	29,924,078	391,813,199	98,687,922	203,008,281	175,327,156	117,940,435	124,047,922	74,855,295	1,355,180,498
2018	64,836,481	47,519,678	35,285,422	30,728,796	405,925,511	102,010,344	213,215,164	184,378,870	124,403,602	130,044,558	78,100,242	1,416,448,668
2023	70,321,476	51,723,991	37,839,020	32,343,543	429,531,177	107,613,263	227,537,152	199,102,112	134,191,923	139,451,669	83,126,715	1,512,782,042
2028	75,750,803	55,926,489	40,624,775	34,200,107	453,699,003	113,503,913	243,058,575	214,407,441	144,166,304	148,916,015	88,292,225	1,612,545,649
2033	81,532,897	60,588,874	43,452,856	35,909,208	479,530,391	119,673,994	259,404,457	230,075,589	154,842,632	159,141,335	93,856,902	1,718,009,134

Source: Tables 3 and 4

TABLE 6 - GROWTH IN TOTAL CONVENIENCE EXPENDITURE

	£(m)	%
2011-2013	11.91	0.89%
2013-2018	61.27	4.52%
2018-2023	96.33	6.80%
2023-2028	99.76	6.59%
2028-2033	105.46	6.54%

Table 7a: Main Food Expenditure

Zone	1	2	3	4	5	6	7	8	9	10	11	TOTAL
2011	42,708,437.09	30,818,764.33	23,400,397.42	20,922,443.11	273,037,037.32	68,729,070.45	139,757,186.63	121,425,396.16	81,510,468.67	85,953,599.94	52,025,770.70	940,288,571.82
2013	43,040,040.66	31,158,604.17	23,504,702.89	20,946,854.67	274,269,239.09	69,081,545.30	142,105,796.86	122,729,009.19	82,558,304.57	86,833,545.12	52,398,706.39	948,626,348.93
2018	45,385,536.67	33,263,774.79	24,699,795.51	21,510,157.42	284,147,857.62	71,407,241.02	149,250,614.52	129,065,208.75	87,082,521.27	91,031,190.89	54,670,169.48	991,514,067.93
2023	49,225,033.13	36,206,793.85	26,487,313.93	22,640,480.20	300,671,823.98	75,329,284.33	159,276,006.60	139,371,478.23	93,934,346.09	97,616,168.18	58,188,700.83	1,058,947,429.35
2028	53,025,561.87	39,148,542.42	28,437,342.24	23,940,075.08	317,589,302.05	79,452,738.81	170,141,002.30	150,085,208.60	100,916,412.54	104,241,210.66	61,804,557.55	1,128,781,954.13
2033	57,073,028.24	42,412,212.08	30,416,998.86	25,136,445.77	335,671,273.64	83,771,795.92	181,583,119.91	161,052,912.00	108,389,842.06	111,398,934.22	65,699,831.10	1,202,606,393.80

Table 7b: Top Up Expenditure

Zone	1	2	3	4	5	6	7	8	9	10	11	TOTAL
2011	18,303,615.90	13,208,041.86	10,028,741.75	8,966,761.33	117,015,873.14	29,455,315.91	59,895,937.13	52,039,455.50	34,933,058.00	36,837,257.12	22,296,758.87	402,980,816.49
2013	18,445,731.71	13,353,687.50	10,073,444.10	8,977,223.43	117,543,959.61	29,606,376.56	60,902,484.37	52,598,146.80	35,382,130.53	37,214,376.48	22,456,588.45	406,554,149.54
2018	19,450,944.29	14,255,903.48	10,585,626.65	9,218,638.89	121,777,653.26	30,603,103.29	63,964,549.08	55,313,660.89	37,321,080.54	39,013,367.52	23,430,072.63	424,934,600.54
2023	21,096,442.77	15,517,197.36	11,351,705.97	9,703,062.94	128,859,353.14	32,283,979.00	68,261,145.69	59,730,633.53	40,257,576.90	41,835,500.65	24,938,014.64	453,834,612.58
2028	22,725,240.80	16,777,946.75	12,187,432.39	10,260,032.18	136,109,700.88	34,051,173.78	72,917,572.41	64,322,232.26	43,249,891.09	44,674,804.57	26,487,667.52	483,763,694.63
2033	24,459,869.25	18,176,662.32	13,035,856.65	10,772,762.47	143,859,117.27	35,902,198.25	77,821,337.10	69,022,676.57	46,452,789.46	47,742,400.38	28,157,070.47	515,402,740.20

Year	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038	2039	2040	2041	2042	2043	2044	2045	2046	2047	2048	2049	2050	2051	2052	2053	2054	2055	2056	2057	2058	2059	2060	2061	2062	2063	2064	2065	2066	2067	2068	2069	2070	2071	2072	2073	2074	2075	2076	2077	2078	2079	2080	2081	2082	2083	2084	2085	2086	2087	2088	2089	2090	2091	2092	2093	2094	2095	2096	2097	2098	2099	2100	2101	2102	2103	2104	2105	2106	2107	2108	2109	2110	2111	2112	2113	2114	2115	2116	2117	2118	2119	2120	2121	2122	2123	2124	2125	2126	2127	2128	2129	2130	2131	2132	2133	2134	2135	2136	2137	2138	2139	2140	2141	2142	2143	2144	2145	2146	2147	2148	2149	2150	2151	2152	2153	2154	2155	2156	2157	2158	2159	2160	2161	2162	2163	2164	2165	2166	2167	2168	2169	2170	2171	2172	2173	2174	2175	2176	2177	2178	2179	2180	2181	2182	2183	2184	2185	2186	2187	2188	2189	2190	2191	2192	2193	2194	2195	2196	2197	2198	2199	2200	2201	2202	2203	2204	2205	2206	2207	2208	2209	2210	2211	2212	2213	2214	2215	2216	2217	2218	2219	2220	2221	2222	2223	2224	2225	2226	2227	2228	2229	2230	2231	2232	2233	2234	2235	2236	2237	2238	2239	2240	2241	2242	2243	2244	2245	2246	2247	2248	2249	2250	2251	2252	2253	2254	2255	2256	2257	2258	2259	2260	2261	2262	2263	2264	2265	2266	2267	2268	2269	2270	2271	2272	2273	2274	2275	2276	2277	2278	2279	2280	2281	2282	2283	2284	2285	2286	2287	2288	2289	2290	2291	2292	2293	2294	2295	2296	2297	2298	2299	2300	2301	2302	2303	2304	2305	2306	2307	2308	2309	2310	2311	2312	2313	2314	2315	2316	2317	2318	2319	2320	2321	2322	2323	2324	2325	2326	2327	2328	2329	2330	2331	2332	2333	2334	2335	2336	2337	2338	2339	2340	2341	2342	2343	2344	2345	2346	2347	2348	2349	2350	2351	2352	2353	2354	2355	2356	2357	2358	2359	2360	2361	2362	2363	2364	2365	2366	2367	2368	2369	2370	2371	2372	2373	2374	2375	2376	2377	2378	2379	2380	2381	2382	2383	2384	2385	2386	2387	2388	2389	2390	2391	2392	2393	2394	2395	2396	2397	2398	2399	2400	2401	2402	2403	2404	2405	2406	2407	2408	2409	2410	2411	2412	2413	2414	2415	2416	2417	2418	2419	2420	2421	2422	2423	2424	2425	2426	2427	2428	2429	2430	2431	2432	2433	2434	2435	2436	2437	2438	2439	2440	2441	2442	2443	2444	2445	2446	2447	2448	2449	2450	2451	2452	2453	2454	2455	2456	2457	2458	2459	2460	2461	2462	2463	2464	2465	2466	2467	2468	2469	2470	2471	2472	2473	2474	2475	2476	2477	2478	2479	2480	2481	2482	2483	2484	2485	2486	2487	2488	2489	2490	2491	2492	2493	2494	2495	2496	2497	2498	2499	2500	2501	2502	2503	2504	2505	2506	2507	2508	2509	2510	2511	2512	2513	2514	2515	2516	2517	2518	2519	2520	2521	2522	2523	2524	2525	2526	2527	2528	2529	2530	2531	2532	2533	2534	2535	2536	2537	2538	2539	2540	2541	2542	2543	2544	2545	2546	2547	2548	2549	2550	2551	2552	2553	2554	2555	2556	2557	2558	2559	2560	2561	2562	2563	2564	2565	2566	2567	2568	2569	2570	2571	2572	2573	2574	2575	2576	2577	2578	2579	2580	2581	2582	2583	2584	2585	2586	2587	2588	2589	2590	2591	2592	2593	2594	2595	2596	2597	2598	2599	2600	2601	2602	2603	2604	2605	2606	2607	2608	2609	2610	2611	2612	2613	2614	2615	2616	2617	2618	2619	2620	2621	2622	2623	2624	2625	2626	2627	2628	2629	2630	2631	2632	2633	2634	2635	2636	2637	2638	2639	2640	2641	2642	2643	2644	2645	2646	2647	2648	2649	2650	2651	2652	2653	2654	2655	2656	2657	2658	2659	2660	2661	2662	2663	2664	2665	2666	2667	2668	2669	2670	2671	2672	2673	2674	2675	2676	2677	2678	2679	2680	2681	2682	2683	2684	2685	2686	2687	2688	2689	2690	2691	2692	2693	2694	2695	2696	2697	2698	2699	2700	2701	2702	2703	2704	2705	2706	2707	2708	2709	2710	2711	2712	2713	2714	2715	2716	2717	2718	2719	2720	2721	2722	2723	2724	2725	2726	2727	2728	2729	2730	2731	2732	2733	2734	2735	2736	2737	2738	2739	2740	2741	2742	2743	2744	2745	2746	2747	2748	2749	2750	2751	2752	2753	2754	2755	2756	2757	2758	2759	2760	2761	2762	2763	2764	2765	2766	2767	2768	2769	2770	2771	2772	2773	2774	2775	2776	2777	2778	2779	2780	2781	2782	2783	2784	2785	2786	2787	2788	2789	2790	2791	2792	2793	2794	2795	2796	2797	2798	2799	2800	2801	2802	2803	2804	2805	2806	2807	2808	2809	2810	2811	2812	2813	2814	2815	2816	2817	2818	2819	2820	2821	2822	2823	2824	2825	2826	2827	2828	2829	2830	2831	2832	2833	2834	2835	2836	2837	2838	2839	2840	2841	2842	2843	2844	2845	2846	2847	2848	2849	2850	2851	2852	2853	2854	2855	2856	2857	2858	2859	2860	2861	2862	2863	2864	2865	2866	2867	2868	2869	2870	2871	2872	2873	2874	2875	2876	2877	2878	2879	2880	2881	2882	2883	2884	2885	2886	2887	2888	2889	2890	2891	2892	2893	2894	2895	2896	2897	2898	2899	2900	2901	2902	2903	2904	2905	2906	2907	2908	2909	2910	2911	2912	2913	2914	2915	2916	2917	2918	2919	2920	2921	2922	2923	2924	2925	2926	2927	2928	2929	2930	2931	2932	2933	2934	2935	2936	2937	2938	2939	2940	2941	2942	2943	2944	2945	2946	2947	2948	2949	2950	2951	2952	2953	2954	2955	2956	2957	2958	2959	2960	2961	2962	2963	2964	2965	2966	2967	2968	2969	2970	2971	2972	2973	2974	2975	2976	2977	2978	2979	2980	2981	2982	2983	2984	2985	2986	2987	2988	2989	2990	2991	2992	2993	2994	2995	2996	2997	2998	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	Year	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038	2039	2040	2041	2042	2043	2044	2045	2046	2047	2048	2049	2050	2051	2052	2053	2054	2055	2056	2057	2058	2059	2060	2061	2062	2063	2064	2065	2066	2067	2068	2069	2070	2071	2072	2073	2074	2075	2076	2077	2078	2079	2080	2081	2082	2083	2084	2085	2086	2087	2088	2089	2090	2091	2092	2093	2094	2095	2096	2097	2098	2099	2100	2101	2102	2103	2104	2105	2106	2107	2108	2109	2110	2111	2112	2113	2114	2115	2116	2117	2118	2119	2120	2121	2122	2123	2124	2125	2126	2127	2128	2129	2130	2131	2132	2133	2134	2135	2136	2137	2138	2139	2140	2141	2142	2143	2144	2145	2146	2147	2148	2149	2150	2151	2152	2153	2154	2155	2156	2157	2158	2159	2160	2161	2162	2163	2164	2165	2166	2167	2168	2169	2170	2171	2172	2173	2174	2175	2176	2177	2178	2179	2180	2181	2182	2183	2184	2185	2186	2187	2188	2189	2190	2191	2192	2193	2194	2195	2196	2197	2198	2199	2200	2201	2202	2203	2204	2205	2206	2207	2208	2209	2210	2211	2212	2213	2214	2215	2216	2217	2218	2219	2220	2221	2222	2223	2224	2225	2226	2227	2228	2229	2230	2231	2232	2233	2234	2235	2236	2237	2238	2239	2240	2241	2242	2243	2244	2245	2246	2247	2248	2249	2250	2251	2252	2253	2254	2255	2256	2257	2258	2259	2260	2261	2262	2263	2264	2265	2266	2267	2268	2269	2270	2271	2272	2273	2274	2275	2276	2277	2278	2279	2280	2281	2282	2283	2284	2285	2286	2287	2288	2289	2290	2291	2292	2293	2294	2295	2296	2297	2298	2299	2300	2301	2302	2303	2304	2305	2306	2307	2308	2309	2310	2311	2312	2313	2314	2315	2316	2317	2318	2319	2320	2321	2322	2323	2324	2325	2326	2327	2328	2329	2330	2331	2332	2333	2334	2335	2336	2337	2338	2339	2340	2341	2342	2343	2344	2345	2346	2347	2348	2349	2350	2351	2352	2353	2354	2355	2356	2357	2358	2359	2360	2361	2362	2363	2364	2365	2366	2367	2368	2369	2370	2371	2372	2373	2374	2375	2376	2377	2378	2379	2380	2381	2382	2383	2384	2385	2386	2387	2388	2389	2390	2391	2392	2393	2394	2395	2396	2397	2398	2399	2400	2401	2402	2403	2404	2405	2406	2407	2408	2409	2410	2411	2412	2413	2414	2415	2416	2417	2418	2419	2420	2421	2422	2423	2424	2425	2426	2427	2428	2429	2430	2431	2432	2433	2434	2435	2436	2437	2438	2439	2440	2441	2442	2443	2444	2445	2446	2447	2448	2449	2450	2451	2452	2453	2454	2455	2456	2457	2458	2459	2460	2461	2462	2463	2464	2465	2466	2467	2468	2469	2470	2471	2472	2473	2474	2475	2476	2477	2478	2479	2480	2481	2482	2483	2484	2485	2486	2487	2488	2489	2490	2491	2492	2493	2494	2495	2496	2497	2498	2499	2500	2501	2502	2503	2504	2505	2506	2507	2508	2509	2510	2511	2512	2513	2514	2515	2516	2517	2518	2519	2520	2521	2522	2523	2524	2525	2526	2527	2528	2529	2530	2531	2532	2533	2534	2535	2536	2537	2538	2539	2540	2541	2542	2543	2544	2545	2546	2547	2548	2549	2550	2551	2552	2553	2554	2555	2556	2557	2558	2559	2560	2561	2562	2563	2564	2565	2566	2567	2568	2569	2570	2571	2572	2573	2574	2575	2576	2577	2578	2579	2580	2581	2582	2583	2584	2585	2586	2587	2588	2589	2590	2591	2592	2593	2594	2595	2596	2597	2598	2599	2600	2601	2602	2603	2604	2605	2606	2607	2608	2609	2610	2611	2612	2613	2614	2615	2616	2617	2618	2619	2620	2621	2622	2623	2624	2625	2626	2627	2628	2629	2630	2631	2632	2633	2634	2635	2636	2637	2638	2639	2640	2641	2642	2643	2644	2645	2646	2647	2648	2649	2650	2651	2652	2653	2654	2655	2656	2657	2658	2659	2660	2661	2662	2663	2664	2665	2666	2667	2668	2669	2670	2671	2672	2673	2674	2675	2676	2677	2678	2679	2680	2681	2682	2683	2684	2685	2686	2687	2688	2689	2690	2691	2692	2693	2694	2695	2696	2697	2698	2699	2700	2701	2702	2703	2704	2705	2706	2707	2708	2709	2710	2711	2712	2713	2714	2715	2716	2717	2718	2719	2720	2721	2722	2723	2724	2725	2726	2727	2728	2729	2730	2731	2732	2733	2734	2735	2736	2737	2738	2739	2740	2741	2742	2743	2744	2745	2746	2747	2748	2749	2750	2751	2752	2753	2754	2755	2756	2757	2758	2759	2760	2761	2762	2763	2764	2765	2766	2767	2768	2769	2770	2771	2772	2773	2774	2775	2776	2777	2778	2779	2780	2781	2782	2783	2784	2785	2786	2787	2788	2789	2790	2791	2792	2793	2794	2795	2796	2797	2798	2799	2800	2801	2802	2803	2804	2805	2806	2807	2808	2809	2810	2811	2812	2813	2814	2815	2816	2817	2818	2819	2820	2821	2822	2823	2824	2825	2826	2827	2828	2829	2830	2831	2832	2833	2834	2835	2836	2837	2838	2839	2840	2841	2842	2843	2844	2845	2846	2847	2848	2849	2850	2851	2852	2853	2854	2855	2856	2857	2858	2859	2860	2861	2862	2863	2864	2865	2866	2867	2868	2869	2870	2871	2872	2873	2874	2875	2876	2877	2878	2879	2880	2881	2882	2883	2884	2885	2886	2887	2888	2889	2890	2891	2892	2893	2894	2895	2896	2897	2898	2899	2900	2901	2902	2903	2904	2905	2906	2907	2908	2909	2910	2911	2912	2913	2914	2915	2916	2917	2918	2919	2920	2921	2922	2923	2924	2925	2926	2927	2928	2929	2930	2931	2932	2933	2934	2935	2936	2937	2938	2939	2940	2941	2942	2943	2944	2945	2946	2947	2948	2949	2950	2951	2952	2953	2954	2955	2956	2957	2958	2959	2960	2961	2962	2963	2964	2965	2966	2967	2968	2969	2970	2971	2972	2973	2974	2975	2976	2977	2978	2979	2980	2981	2982	2983	2984	2985	2986	2987	2988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Table 11: Study Area - Market Shares - Convenience Goods (2011)												
	Turnover 2011	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Farnham												
Farnham town centre	£10,349,657.46	£3,224,922.80	£178,487.05	£0.00	£0.00	£0.00	£5,159,608.15	£0.00	£0.00	£0.00	£1,786,639.45	£0.00
Sainsbury's, 16 South Street, FARNHAM	£44,397,603.86	£13,945,612.11	£0.00	£0.00	£0.00	£18,010,397.65	£6,443,516.84	£5,120,999.71	£0.00	£0.00	£877,077.55	£0.00
Waitrose, The Hart, FARNHAM	£17,138,353.30	£7,582,926.59	£477,698.36	£137,380.02	£0.00	£0.00	£7,539,633.90	£0.00	£0.00	£0.00	£0.00	£1,400,714.44
Total	£71,885,614.62	£24,753,461.50	£656,185.41	£137,380.02	£0.00	£18,010,397.65	£19,142,758.89	£5,120,999.71	£0.00	£0.00	£2,663,717.00	£1,400,714.44
Market Share	5.35%	40.57%	1.49%	0.41%	0.00%	4.62%	19.50%	2.56%	0.00%	0.00%	2.17%	1.88%
Godalming												
Godalming town centre	5,416,460	0	2,682,504	0	220,236	0	1,871,257	0	642,462	0	0	0
Waitrose, 11-14 Bridge Street, GODALMING	39,423,393	0	10,635,287	1,432,677	440,472	0	5,734,970	10,085,570	8,947,134	2,147,282	0	0
Total	44,839,853	0	13,317,791	1,432,677	660,709	0	7,606,227	10,085,570	9,589,597	2,147,282	0	0
Market Share	3.34%	0.00%	30.25%	4.29%	2.21%	0.00%	7.75%	5.05%	5.53%	1.84%	0.00%	0.00%
Haslemere & Weyhill												
Bells, Weyhill, Haslemere	£238,779.57	£0.00	£0.00	£238,779.57	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Co-op, Lion Green, Shottermill, HASLEMERE	£4,208,036.58	£0.00	£477,698.36	£1,815,378.89	£0.00	£0.00	£1,483,687.01	£0.00	£0.00	£431,272.32	£0.00	£0.00
Somerfield, 11-17 West Street, HASLEMERE	£4,973,452.49	£0.00	£0.00	£3,355,997.73	£0.00	£0.00	£387,569.95	£798,612.50	£0.00	£431,272.32	£0.00	£0.00
Haslemere town centre	£2,702,231.34	£0.00	£0.00	£1,236,420.22	£220,236.24	£0.00	£387,569.95	£0.00	£0.00	£858,004.93	£0.00	£0.00
Tesco, Lion Green, HASLEMERE	£32,601,577.90	£0.00	£0.00	£16,770,175.79	£0.00	£0.00	£6,122,539.66	£0.00	£1,920,624.48	£5,579,301.92	£2,208,936.05	£0.00
Total	£44,724,077.87	£0.00	£477,698.36	£23,416,752.18	£220,236.24	£0.00	£8,381,366.57	£798,612.50	£1,920,624.48	£7,299,851.50	£2,208,936.05	£0.00
Market Share	3.33%	0.00%	1.09%	70.05%	0.74%	0.00%	8.54%	0.40%	1.11%	6.27%	1.80%	0.00%
Cranleigh												
Co op, Village way, Cranleigh	£220,236.24	£0.00	£0.00	£0.00	£220,236.24	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Co-op, Village Way, CRANLEIGH	£11,095,689.22	£0.00	£477,698.36	£0.00	£6,703,894.44	£0.00	£708,547.12	£0.00	£3,205,549.31	£0.00	£0.00	£0.00
Cranleigh town centre	£8,464,502.20	£0.00	£0.00	£0.00	£4,616,490.48	£0.00	£0.00	£0.00	£3,848,011.72	£0.00	£0.00	£0.00
Local Store, Cranleigh	£450,153.20	£0.00	£0.00	£0.00	£450,153.20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Marks & Spencer, High Street, Cranleigh	£795,028.64	£0.00	£0.00	£0.00	£795,028.64	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
One Stop, Alfold Road, Cranleigh	£450,153.20	£0.00	£0.00	£0.00	£450,153.20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sainsbury's, High Street, Cranleigh	£11,463,534.93	£0.00	£0.00	£0.00	£9,327,367.93	£0.00	£0.00	£0.00	£1,278,162.06	£858,004.93	£0.00	£0.00
Total	£32,939,297.63	£0.00	£477,698.36	£0.00	£22,563,324.13	£0.00	£708,547.12	£0.00	£8,331,723.09	£858,004.93	£0.00	£0.00
Market Share	2.45%	0.00%	1.09%	0.00%	75.49%	0.00%	0.72%	0.00%	4.80%	0.74%	0.00%	0.00%
Freestanding/Out of Centre Stores												
Lidl, Dogflud Way, Farnham	£1,879,359.18	£871,600.76	£299,211.30	£0.00	£0.00	£0.00	£708,547.12	£0.00	£0.00	£0.00	£0.00	£0.00
Sainsbury's, Water Lane, FARNHAM	£26,806,903.51	£16,473,254.31	£0.00	£0.00	£0.00	£1,462,698.41	£4,251,282.71	£1,440,795.74	£0.00	£0.00	£2,631,232.65	£547,639.69
Co-op, St John Street, Farncombe, Godalming	£4,043,479.57	£0.00	£2,446,254.58	£0.00	£0.00	£0.00	£0.00	£1,597,224.99	£0.00	£0.00	£0.00	£0.00
Sainsbury's, Woolsack Way, GODALMING	£58,111,117.63	£0.00	£20,441,099.68	£1,193,897.83	£0.00	£0.00	£15,012,675.03	£11,839,224.41	£8,311,434.80	£858,004.93	£454,780.95	£0.00
Total	£90,840,859.89	£17,344,855.06	£23,186,565.56	£1,193,897.83	£0.00	£1,462,698.41	£19,972,504.85	£14,877,245.14	£8,311,434.80	£858,004.93	£3,086,013.60	£547,639.69
Market Share	6.76%	28.43%	52.66%	3.57%	0.00%	0.38%	20.34%	7.45%	4.79%	0.74%	2.51%	0.74%
Guildford												
Co-op, 111 Aldershot Road, GUILDFORD	£5,548,816.69	£0.00	£0.00	£0.00	£114,958.48	£0.00	£0.00	£5,433,858.21	£0.00	£0.00	£0.00	£0.00
Guildford town centre	£13,492,124.48	£0.00	£356,974.10	£137,380.02	£114,958.48	£1,462,698.41	£708,547.12	£10,069,103.93	£642,462.41	£0.00	£0.00	£0.00
Sainsbury's, 148-150 High Street, GUILDFORD	£18,499,512.81	£435,800.38	£178,487.05	£0.00	£220,236.24	£0.00	£387,569.95	£14,078,632.64	£3,198,786.54	£0.00	£0.00	£0.00
Sainsbury's, Clay Lane, Burpham, GUILDFORD	£38,417,265.87	£0.00	£0.00	£0.00	£220,236.24	£0.00	£1,417,094.24	£29,285,202.52	£5,755,110.67	£862,544.64	£877,077.55	£0.00
Tesco, Ashenden Road, GUILDFORD	£47,596,742.20	£435,800.38	£1,973,754.88	£0.00	£555,430.97	£2,757,949.87	£4,317,875.48	£32,010,364.75	£3,834,486.19	£858,004.93	£0.00	£853,074.74
Total	£123,554,462.05	£871,600.76	£2,509,216.03	£137,380.02	£1,225,820.41	£4,220,648.29	£6,831,086.78	£90,877,162.06	£13,430,845.82	£1,720,549.58	£877,077.55	£853,074.74
Market Share	9.20%	1.43%	5.70%	0.41%	4.10%	1.08%	6.96%	45.52%	7.74%	1.48%	0.71%	1.15%
Farnborough												
Asda, Princes Mead Shopping Centre, Westmead, FARNBOROUGH	£42,710,514.05	£871,600.76	£1,076,120.96	£0.00	£0.00	£37,316,046.75	£708,547.12	£0.00	£0.00	£0.00	£0.00	£2,738,198.46
Morrisons, Summit Avenue, Southwood, FARNBOROUGH	£8,076,421.96	£0.00	£299,211.30	£0.00	£0.00	£6,978,598.16	£0.00	£798,612.50	£0.00	£0.00	£0.00	£0.00
Sainsbury's, 8 Kingsmead Centre, FARNBOROUGH	£858,004.93	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£858,004.93	£0.00	£0.00
Total	£51,644,940.94	£871,600.76	£1,375,332.27	£0.00	£0.00	£44,294,644.91	£708,547.12	£798,612.50	£0.00	£858,004.93	£0.00	£2,738,198.46
Market Share	3.84%	1.43%	3.12%	0.00%	0.00%	11.36%	0.72%	0.40%	0.00%	0.74%	0.00%	3.68%
Bordon												
Bordon town centre	£1,786,639.45	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1,786,639.45	£0.00
Lidl, Pinehill Road, Bordon	£1,869,849.37	£0.00	£299,211.30	£238,779.57	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1,331,858.50	£0.00
Somerfield, 8 Forest Centre, Pinehill Road, BORDON	£4,249,341.67	£0.00	£0.00	£0.00	£0.00	£0.00	£708,547.12	£0.00	£0.00	£0.00	£3,540,794.56	£0.00
Tesco, High Street, BORDON	£11,893,359.72	£697,280.61	£0.00	£0.00	£0.00	£0.00	£2,834,188.47	£0.00	£0.00	£858,004.93	£7,503,885.71	£0.00
Total	£19,799,190.22	£697,280.61	£299,211.30	£238,779.57	£0.00	£0.00	£3,542,735.59	£0.00	£0.00	£858,004.93	£14,163,178.22	£0.00
Market Share	1.47%	1.14%	0.68%	0.71%	0.00%	0.00%	3.61%	0.00%	0.00%	0.74%	11.53%	0.00%

Midhurst												
Budgens, White City, Midhurst	£10,698,109.82	£0.00	£0.00	£137,380.02	£0.00	£0.00	£0.00	£0.00	£0.00	£2,147,282.19	£8,413,447.61	£0.00
Midhurst town centre	£6,475,219.92	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3,441,099.15	£2,728,685.71	£305,435.05
Tesco, North Street, Midhurst	£2,208,936.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2,208,936.05	£0.00
Total	£19,382,265.79	£0.00	£0.00	£137,380.02	£0.00	£0.00	£0.00	£0.00	£0.00	£5,588,381.34	£13,351,069.38	£305,435.05
Market Share	1.44%	0.00%	0.00%	0.41%	0.00%	0.00%	0.00%	0.00%	0.00%	4.80%	10.87%	0.41%
Aldershot												
Co-op, North Lane, Aldershot	£7,146,045.11	£0.00	£0.00	£0.00	£0.00	£7,146,045.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Co-op, Victoria Road, Aldershot	£2,757,949.87	£0.00	£0.00	£0.00	£0.00	£2,757,949.87	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Iceland, Victoria Road, Aldershot	£3,193,750.25	£435,800.38	£0.00	£0.00	£0.00	£2,757,949.87	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Marks & Spencer, Union Street, Aldershot	£8,709,649.99	£435,800.38	£0.00	£0.00	£0.00	£8,273,849.62	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco, Wellington Avenue, Aldershot	£74,471,551.27	£8,454,527.34	£0.00	£0.00	£0.00	£61,009,791.10	£2,125,641.35	£2,881,591.48	£0.00	£0.00	£0.00	£0.00
Total	£96,278,946.50	£9,326,128.10	£0.00	£0.00	£0.00	£81,945,585.57	£2,125,641.35	£2,881,591.48	£0.00	£0.00	£0.00	£0.00
Market Share	7.17%	15.29%	0.00%	0.00%	0.00%	21.01%	2.16%	1.44%	0.00%	0.00%	0.00%	0.00%
Horsham												
Horsham town centre	£3,455,627.60	£0.00	£0.00	£0.00	£450,153.20	£0.00	£0.00	£0.00	£1,284,924.83	£1,720,549.58	£0.00	£0.00
Marks & Spencer, Swan Walk, Horsham	£3,113,670.12	£0.00	£0.00	£0.00	£114,958.48	£0.00	£0.00	£0.00	£1,278,162.06	£1,720,549.58	£0.00	£0.00
Sainsbury's, 7 Worthing Road, HORSHAM	£26,856,576.56	£0.00	£0.00	£238,779.57	£220,236.24	£0.00	£0.00	£0.00	£17,265,332.02	£8,584,589.04	£0.00	£547,639.69
Tesco, Wickhurst Lane, Broadbridge Heath, HORSHAM	£47,072,433.29	£0.00	£0.00	£0.00	£3,523,779.89	£1,462,698.41	£0.00	£1,440,795.74	£19,185,956.50	£21,459,202.75	£0.00	£0.00
Waitrose, 18 Pirie's Place, HORSHAM	£16,634,614.41	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£798,612.50	£8,967,422.74	£6,868,579.18	£0.00	£0.00
Total	£97,132,921.99	£0.00	£0.00	£238,779.57	£4,309,127.81	£1,462,698.41	£0.00	£2,239,408.23	£47,981,798.15	£40,353,470.12	£0.00	£547,639.69
Market Share	7.23%	0.00%	0.00%	0.71%	14.42%	0.38%	0.00%	1.12%	27.66%	34.65%	0.00%	0.74%
Dorking												
Dorking town centre	£5,126,173.78	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5,126,173.78	£0.00	£0.00	£0.00
Marks & Spencer, St Martins Walk, Dorking	£3,361,420.22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1,440,795.74	£1,920,624.48	£0.00	£0.00	£0.00
Waitrose, 48-52 South Street, DORKING	£17,928,082.72	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£17,928,082.72	£0.00	£0.00	£0.00
Sainsbury's, 32-38 High Street, DORKING	£20,470,881.32	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£20,470,881.32	£0.00	£0.00	£0.00
Total	£46,886,558.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1,440,795.74	£45,445,762.30	£0.00	£0.00	£0.00
Market Share	3.49%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.72%	26.20%	0.00%	0.00%	0.00%
Petersfield												
Marks & Spencer, High Street, Petersfield	£4,266,839.43	£0.00	£0.00	£238,779.57	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4,028,059.86	£0.00
Petersfield town centre	£13,221,131.96	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£13,221,131.96	£0.00
Tesco, The Causeway, PETERSFIELD	£22,627,728.97	£0.00	£0.00	£376,159.59	£0.00	£0.00	£0.00	£0.00	£0.00	£431,272.32	£20,725,017.67	£1,095,279.38
Waitrose, 8 Rams Walk, PETERSFIELD	£17,977,703.06	£0.00	£0.00	£0.00	£0.00	£17,217,487.06	£0.00	£0.00	£0.00	£0.00	£454,780.95	£305,435.05
Total	£58,093,403.42	£0.00	£0.00	£614,939.15	£0.00	£17,217,487.06	£0.00	£0.00	£0.00	£431,272.32	£38,428,990.45	£1,400,714.44
Market Share	4.32%	0.00%	0.00%	1.84%	0.00%	4.41%	0.00%	0.00%	0.00%	0.37%	31.30%	1.88%
Fleet												
Fleet town centre	£17,977,703.06	£0.00	£0.00	£0.00	£0.00	£17,217,487.06	£0.00	£0.00	£0.00	£0.00	£454,780.95	£305,435.05
Local stores, Linkway, Fleet	£2,757,949.87	£0.00	£0.00	£0.00	£0.00	£2,757,949.87	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Morrisons, 116-122 Fleet Road, FLEET	£19,273,123.99	£0.00	£0.00	£0.00	£0.00	£18,177,844.60	£0.00	£0.00	£0.00	£0.00	£0.00	£1,095,279.38
Waitrose, Unit A, The Hart Centre, FLEET	£38,724,317.37	£0.00	£0.00	£0.00	£0.00	£36,188,242.25	£0.00	£1,440,795.74	£0.00	£0.00	£0.00	£1,095,279.38
Total	£78,733,094.29	£0.00	£0.00	£0.00	£0.00	£74,341,523.78	£0.00	£1,440,795.74	£0.00	£0.00	£454,780.95	£2,495,993.82
Market Share	5.86%	0.00%	0.00%	0.00%	0.00%	19.06%	0.00%	0.72%	0.00%	0.00%	0.37%	3.36%
Camberley												
Local stores, Frimley, Camberley	£4,220,648.29	£0.00	£0.00	£0.00	£0.00	£4,220,648.29	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Marks & Spencers, The Meadows, Marshall Road, Camberley	£1,495,893.10	£697,280.61	£0.00	£0.00	£0.00	£0.00	£0.00	£798,612.50	£0.00	£0.00	£0.00	£0.00
Sainsbury's, Blackwater, Valley Road, Camberley	£8,273,849.62	£0.00	£0.00	£0.00	£0.00	£8,273,849.62	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sainsbury's, Heather Ridge Arcade, Camberley	£10,523,765.27	£261,480.23	£0.00	£0.00	£0.00	£8,273,849.62	£0.00	£1,440,795.74	£0.00	£0.00	£0.00	£547,639.69
Tesco, Camberley	£2,757,949.87	£0.00	£0.00	£0.00	£0.00	£2,757,949.87	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Waitrose, High Street, Frimley, Camberley	£8,441,296.57	£0.00	£0.00	£0.00	£0.00	£8,441,296.57	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Total	£35,713,402.72	£958,760.83	£0.00	£0.00	£0.00	£31,967,593.96	£0.00	£2,239,408.23	£0.00	£0.00	£0.00	£547,639.69
Market Share	2.66%	1.57%	0.00%	0.00%	0.00%	8.20%	0.00%	1.12%	0.00%	0.00%	0.00%	0.74%
Alton												
Alton town centre	£8,609,615.82	£261,480.23	£0.00	£0.00	£114,958.48	£5,515,899.74	£0.00	£0.00	£642,462.41	£0.00	£0.00	£2,074,814.96
Sainsbury's, Draymans Way, ALTON	£28,231,618.00	£0.00	£0.00	£0.00	£0.00	£0.00	£708,547.12	£0.00	£1,278,162.06	£0.00	£0.00	£26,244,908.82
Total	£36,841,233.82	£261,480.23	£0.00	£0.00	£114,958.48	£5,515,899.74	£708,547.12	£0.00	£1,920,624.48	£0.00	£0.00	£28,319,723.78
Market Share	2.74%	0.43%	0.00%	0.00%	0.38%	1.41%	0.72%	0.00%	1.11%	0.00%	0.00%	38.10%
Hook												
Old Forge House, Cricket Green, Hook	£1,754,155.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1,754,155.10	£0.00
Tesco, Station Road, Hook	£36,853,474.75	£0.00	£0.00	£0.00	£0.00	£18,177,844.60	£708,547.12	£0.00	£0.00	£0.00	£0.00	£17,967,083.03
Total	£38,607,629.85	£0.00	£0.00	£0.00	£0.00	£18,177,844.60	£708,547.12	£0.00	£0.00	£0.00	£1,754,155.10	£17,967,083.03
Market Share	2.87%	0.00%	0.00%	0.00%	0.00%	4.66%	0.72%	0.00%	0.00%	0.00%	1.43%	24.17%

Table 12: Projected Convenience Floorspace Requirements 2011-2031

Centre	Turnover 2011	2013		2018		2023		2028		2031		Potential Total Floorspace Requirement 2011-2031 (sq m)
		Expenditure Available to support new floorspace - based on constant market shares	Potential Floorspace requirement 2013 (sq m) 9500	Expenditure Available to support new floorspace - based on constant market shares	Potential Floorspace requirement 2018 (sq m) 9500	Expenditure Available to support new floorspace - based on constant market shares	Potential Floorspace requirement 2023 (sq m) 9500	Expenditure Available to support new floorspace - based on constant market shares	Potential Floorspace requirement 2028 (sq m) 9500	Expenditure Available to support new floorspace - based on constant market shares	Potential Floorspace requirement 2031 (sq m) 9500	
Farnham	£71,885,614.62	£637,427.97	67	£3,278,791.35	345	£5,155,320.16	543	£5,338,890.51	562	£5,643,921.85	594	2,111
Godalming	£44,839,853.20	£397,606.34	42	£2,045,200.89	215	£3,215,717.09	338	£3,330,222.16	351	£3,520,490.56	371	1,317
Haslemere	£44,724,077.87	£396,579.74	42	£2,039,920.23	215	£3,207,414.19	338	£3,321,623.61	350	£3,511,400.74	370	1,313
Cranleigh	£32,939,297.63	£292,081.10	31	£1,502,401.90	158	£2,362,261.57	249	£2,446,376.85	258	£2,586,147.77	272	967
Other Waverley stores	£90,840,859.89	£805,508.93	85	£4,143,363.42	436	£6,514,707.00	686	£6,746,682.32	710	£7,132,146.22	751	2,668
Total	£285,229,703.21	£2,529,204.08	266	£13,009,677.80	1,369	£20,455,420.01	2,153	£21,183,795.46	2,230	£22,394,107.14	2,357	8,376

SECTION 2: COMPARISON NEED

TABLE 1: ASSESSMENT PARAMETERS

Base Year	2011
Design Year	2013
Price Base	2011
Expenditure Base	Goods

TABLE 2 : POPULATION BY SURVEY ZONE AND ISOCHRONE

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	TOTAL
2001	28,086	21,834	16,563	14,174	181,678	45,325	91,739	81,928	54,395	58,789	33,423	627,934
2011	30,317	21,877	16,611	14,852	193,818	48,788	99,208	86,195	57,861	61,015	36,931	667,473
2013	30,675	22,207	16,752	14,929	195,474	49,235	101,280	87,470	58,840	61,887	37,345	676,094
2018	31,930	23,402	17,377	15,133	199,906	50,237	105,002	90,801	61,265	64,043	38,462	697,558
2023	33,411	24,575	17,978	15,367	204,078	51,129	108,107	94,597	63,757	66,256	39,495	718,750
2028	34,688	25,610	18,603	15,661	207,759	51,976	111,302	98,182	66,017	68,192	40,431	738,421
2033	36,056	26,794	19,216	15,880	212,061	52,923	114,716	101,746	68,476	70,377	41,506	759,749

Source: Experian - Revised ONS based Population Projections

TABLE 3 - CATCHMENT POPULATION GROWTH

Year	Number	%
2011-2013	8,621	1.29%
2013-2018	21,464	3.17%
2018-2023	21,192	3.04%
2023-2028	19,671	2.74%
2028-2033	21,328	2.89%

TABLE 4a - EXPENDITURE PER CAPITA (£)

	Clothing & Footwear	Furniture & carpets	Household Textiles	Domestic Electricals	Radio, TV, Hi-Fi	China, Glass, etc	DIY & Decorating Supplies	Books, Jewelry, Watches etc (Misc)	Total of Comparison Goods
2011	810	259	114	485	395	85	261	864	3,273
2013	837	268	118	501	408	88	270	893	3,382
2018	963	308	135	576	469	101	310	1027	3,890
2023	1111	355	156	665	542	117	358	1185	4,488
2028	1281	410	180	767	625	134	413	1367	5,177
2033	1478	473	208	885	721	155	476	1577	5,973

Source: Experian 2011 Expenditure Data

1. Comparison expenditure per capita anticipated to grow 1.5% in 2012, 1.8 in 2013, 2.4% in 2014, 3% between 2015-16 and 2.9% between 2017-29. Chase & Partners have extrapolated the 2.9% growth rate from between 2020-29, moving forward up until 2033.

TABLE 4b - EXPENDITURE PER CAPITA (£) INC. DEDUCTION FOR SPECIAL FORMS OF TRADING (SFT)

	Clothing & Footwear	Furniture & carpets	Household Textiles	Domestic Electricals	Radio, TV, Hi-Fi	China, Glass, etc	DIY & Decorating Supplies	Books, Jewelry, Watches etc (Misc)	Total of Comparison Goods
2011	810	259	114	485	395	85	261	864	3,273
2013	821	262	115	491	400	86	264	875	3,316
2018	907	290	128	543	442	95	292	967	3,664
2023	1024	327	144	613	499	107	330	1092	4,138
2028	1182	378	166	708	577	124	381	1261	4,778
2033	1364	436	192	817	665	143	440	1455	5,512

Source: Experian 2011 Expenditure Data

1. Deduction for special forms of trading (SFT). Comparison expenditure per capita anticipated to grow 0.04% in 2012, 0.9% in 2013, 1.6% in 2014, 2.2% between 2015-16, 2.0% in 2017, 2.1% in 2018, 2.2% in 2019, 2.3% in 2020, 2.4% in 2021, 2.6% in 2022, 2.8% in 2023, 2.9% in 2024, 3.0% in 2025 and 2.9% between 2026-29. Chase & Partners have extrapolated the 2.9% 2029 growth rate forward up until 2033.

TABLE 5 - TOTAL COMPARISON EXPENDITURE (£m)

Zone	1	2	3	4	5	6	7	8	9	10	11	TOTAL
2011	£99,227,541	£71,603,421	£54,367,803	£48,610,596	£634,366,314	£159,683,124	£324,707,784	£282,116,235	£189,379,053	£199,702,095	£120,875,163	£2,184,639,129
2013	£101,708,080	£73,631,013	£55,544,051	£49,499,590	£648,126,658	£163,246,856	£335,810,736	£290,021,377	£195,093,836	£205,196,673	£123,823,578	£2,241,702,448
2018	£117,001,443	£85,752,200	£63,674,728	£55,452,015	£732,517,707	£184,083,980	£384,759,958	£332,723,081	£224,493,999	£234,673,454	£140,936,720	£2,556,069,284
2023	£138,244,777	£101,684,038	£74,387,615	£63,584,074	£844,414,046	£211,556,590	£447,314,602	£391,414,241	£263,807,497	£274,147,615	£163,418,559	£2,973,973,655
2028	£165,743,782	£122,367,915	£88,887,557	£74,830,298	£992,699,560	£248,348,097	£531,815,452	£469,126,383	£315,437,824	£325,830,257	£193,184,584	£3,528,271,708
2033	£198,752,409	£147,697,250	£105,924,847	£87,535,729	£1,168,949,264	£291,728,804	£632,349,179	£560,854,317	£377,459,247	£387,938,178	£228,794,583	£4,187,983,809

Source: Tables 3 and 4b

TABLE 6 - GROWTH IN TOTAL COMPARISON EXPENDITURE, 2008-2026

	£(m)	%
2011-2013	57.06	2.61%
2013-2018	314.37	14.02%
2018-2023	417.90	16.35%
2023-2028	554.30	18.64%
2028-2033	659.71	18.70%

Table 7a: Clothing & Footwear Expenditure

Zone	1	2	3	4	5	6	7	8	9	10	11	TOTAL
2011	24,556,770	17,720,370	13,454,910	12,030,120	156,992,580	39,518,280	80,358,480	69,817,950	46,867,410	49,422,150	29,914,110	540,653,130
2013	25,170,652	18,222,157	13,746,007	12,250,128	160,397,981	40,400,230	83,106,232	71,774,310	48,281,701	50,781,945	30,643,782	554,775,125
2018	28,955,444	21,221,901	15,758,182	13,723,230	181,283,025	45,556,989	95,220,155	82,342,101	55,557,635	58,076,840	34,878,932	632,574,433
2023	34,212,731	25,164,702	18,409,401	15,735,747	208,975,062	52,355,893	110,701,139	96,866,952	65,286,915	67,845,881	40,442,723	735,997,147
2028	41,018,168	30,283,535	21,997,837	18,518,955	245,672,668	61,461,032	131,613,356	116,099,105	78,064,356	80,636,269	47,809,200	873,174,483
2033	49,187,122	36,552,023	26,214,215	21,663,288	289,290,835	72,196,863	156,493,381	138,799,877	93,413,379	96,006,698	56,621,941	1,036,439,623

Table 7b: Furniture Carpets & Floor Coverings

Zone	1	2	3	4	5	6	7	8	9	10	11	TOTAL
2011	7,852,103	5,666,143	4,302,249	3,846,668	50,198,862	12,636,092	25,694,872	22,324,505	14,985,999	15,802,885	9,565,129	172,875,507
2013	8,048,394	5,826,591	4,395,328	3,917,016	51,287,750	12,918,098	26,573,474	22,950,057	15,438,223	16,237,684	9,798,444	177,391,058
2018	9,258,593	6,785,768	5,038,727	4,388,045	57,965,807	14,566,988	30,446,938	26,329,141	17,764,725	18,570,249	11,152,646	202,267,627
2023	10,939,626	8,046,491	5,886,463	5,031,554	66,820,421	16,740,958	35,397,031	30,973,507	20,875,693	21,693,930	12,931,686	235,337,359
2028	13,115,686	9,683,254	7,033,876	5,921,493	78,554,594	19,652,355	42,083,777	37,123,047	24,961,319	25,783,696	15,287,139	279,200,236
2033	15,727,734	11,687,622	8,382,076	6,926,903	92,501,637	23,085,170	50,039,242	44,381,689	29,869,216	30,698,438	18,105,040	331,404,768

Table 7c: Household Textiles

Zone	1	2	3	4	5	6	7	8	9	10	11	TOTAL
2011	3,456,138	2,493,978	1,893,654	1,693,128	22,095,252	5,561,832	11,309,712	9,826,230	6,596,154	6,955,710	4,210,134	76,091,922
2013	3,542,536	2,564,600	1,934,623	1,724,092	22,574,531	5,685,958	11,696,433	10,101,570	6,795,202	7,147,089	4,312,829	78,079,462
2018	4,075,211	2,986,786	2,217,818	1,931,418	25,513,907	6,411,724	13,401,355	11,588,888	7,819,223	8,173,777	4,908,887	89,028,994
2023	4,815,125	3,541,699	2,590,953	2,214,661	29,411,305	7,368,607	15,580,160	13,633,127	9,188,529	9,548,680	5,691,939	103,584,784
2028	5,772,927	4,262,127	3,095,992	2,606,372	34,576,153	8,650,071	18,523,361	16,339,874	10,986,835	11,348,808	6,728,702	122,891,224
2033	6,922,632	5,144,359	3,689,408	3,048,907	40,715,006	10,161,040	22,024,994	19,534,797	13,147,068	13,512,054	7,969,014	145,869,280

Table 7d: Domestic Electrical Appliances

Zone	1	2	3	4	5	6	7	8	9	10	11	TOTAL
2011	14,703,745	10,610,345	8,056,335	7,203,220	94,001,730	23,662,180	48,115,880	41,804,575	28,062,585	29,592,275	17,911,535	323,724,405
2013	15,071,316	10,910,798	8,230,634	7,334,953	96,040,767	24,190,261	49,761,139	42,975,976	28,909,414	30,406,473	18,348,437	332,180,167
2018	17,337,519	12,706,941	9,435,455	8,216,996	108,546,009	27,277,950	57,014,537	49,303,604	33,265,991	34,774,404	20,884,299	378,763,704
2023	20,485,401	15,067,754	11,022,913	9,422,021	125,127,043	31,348,899	66,284,015	58,000,583	39,091,548	40,623,768	24,215,705	440,689,649
2028	24,560,261	18,132,734	13,171,544	11,088,510	147,100,301	36,800,742	78,805,528	69,516,131	46,742,238	48,282,210	28,626,497	522,826,697
2033	29,451,549	21,886,088	15,696,166	12,971,228	173,217,352	43,228,986	93,702,827	83,108,568	55,932,702	57,485,492	33,903,261	620,584,219

Table 7e: Radio, TV, Hi-Fi, Photographic Equipment & Computers

Zone	1	2	3	4	5	6	7	8	9	10	11	TOTAL
2011	11,975,215	8,641,415	6,561,345	5,866,540	76,558,110	19,271,260	39,187,160	34,047,025	22,855,095	24,100,925	14,587,745	263,651,835
2013	12,274,577	8,886,114	6,703,300	5,973,828	78,218,769	19,701,347	40,527,113	35,001,052	23,544,780	24,764,035	14,943,573	270,538,487
2018	14,120,247	10,348,952	7,684,546	6,692,192	88,403,451	22,216,062	46,434,520	40,154,481	27,092,921	28,321,422	17,008,862	308,477,656
2023	16,683,986	12,271,676	8,977,424	7,673,605	101,907,592	25,531,577	53,983,889	47,237,588	31,837,446	33,085,337	19,722,069	358,912,189
2028	20,002,687	14,767,897	10,727,340	9,030,849	119,803,338	29,971,738	64,181,822	56,616,230	38,068,421	39,322,625	23,314,363	425,807,310
2033	23,986,313	17,824,752	12,783,475	10,564,196	141,073,926	35,207,112	76,314,673	67,686,360	45,553,438	46,818,081	27,611,934	505,424,261

Table 7f: China, Glass & hardware

Zone	1	2	3	4	5	6	7	8	9	10	11	TOTAL
2011	2,576,945	1,859,545	1,411,935	1,262,420	16,474,530	4,146,980	8,432,680	7,326,575	4,918,185	5,186,275	3,139,135	56,735,205
2013	2,641,365	1,912,202	1,442,482	1,285,507	16,831,887	4,239,530	8,721,024	7,531,872	5,066,598	5,328,970	3,215,706	58,217,143
2018	3,038,534	2,226,990	1,653,636	1,440,092	19,023,527	4,780,672	9,992,238	8,640,838	5,830,122	6,094,483	3,660,135	66,381,268
2023	3,590,225	2,640,740	1,931,851	1,651,282	21,929,482	5,494,137	11,616,786	10,165,051	6,851,096	7,119,629	4,243,989	77,234,268
2028	4,304,376	3,177,902	2,308,415	1,943,347	25,780,465	6,449,615	13,811,278	12,183,239	8,191,939	8,461,831	5,017,015	91,629,421
2033	5,161,612	3,835,706	2,750,874	2,273,308	30,357,680	7,576,214	16,422,145	14,565,419	9,802,639	10,074,777	5,941,809	108,762,183

Table 7g: DIY, Gardening and Decorating Supplies

Zone	1	2	3	4	5	6	7	8	9	10	11	TOTAL
2011	7,912,737	5,709,897	4,335,471	3,876,372	50,586,498	12,733,668	25,893,288	22,496,895	15,101,721	15,924,915	9,638,991	174,210,453
2013	8,110,543	5,871,584	4,429,269	3,947,263	51,683,794	13,017,852	26,778,675	23,127,278	15,557,437	16,363,071	9,874,107	178,760,874
2018	9,330,088	6,838,168	5,077,636	4,421,930	58,413,419	14,679,474	30,682,050	26,532,455	17,901,905	18,713,648	11,238,767	203,829,540
2023	11,024,102	8,108,626	5,931,918	5,070,407	67,336,409	16,870,232	35,670,367	31,212,685	21,036,895	21,861,451	13,031,544	237,154,636
2028	13,216,965	9,758,028	7,088,192	5,967,219	79,161,193	19,804,110	42,408,748	37,409,712	25,154,070	25,982,798	15,405,187	281,356,222
2033	15,849,184	11,777,874	8,446,803	6,980,393	93,215,936	23,263,434	50,425,645	44,724,405	30,099,867	30,935,492	18,244,848	333,963,878

Table 7h: Books, Jewellery, watches, toys, sports goods, luxury items, cosmetics and other goods

Zone	1	2	3	4	5	6	7	8	9	10	11	TOTAL
2011	26,193,888	18,901,728	14,351,904	12,832,128	167,458,752	42,152,832	85,715,712	74,472,480	49,991,904	52,716,960	31,908,384	576,696,672
2013	26,848,696	19,436,968	14,662,408	13,066,803	171,091,180	43,093,579	88,646,647	76,559,264	51,500,481	54,167,408	32,686,701	591,760,133
2018	30,885,807	22,636,695	16,808,727	14,638,112	193,368,560	48,594,121	101,568,165	87,831,574	59,261,477	61,948,629	37,204,194	674,746,062
2023	36,493,580	26,842,349	19,636,694	16,784,797	222,906,733	55,846,286	118,081,215	103,324,749	69,639,376	72,368,940	43,138,905	785,063,623
2028	43,752,712	32,302,438	23,464,360	19,753,552	262,050,846	65,558,434	140,387,580	123,839,045	83,268,646	86,012,020	50,996,480	931,386,115
2033	52,466,264	38,988,825	27,961,830	23,107,507	308,576,891	77,009,987	166,926,273	148,053,202	99,640,938	102,407,145	60,396,737	1,105,535,598

Table 7i: Sub Total Comparison Goods

Zone	1	2	3	4	5	6	7	8	9	10	11	TOTAL
2011	99,227,541	71,603,421	54,367,803	48,610,596	634,366,314	159,683,124	324,707,784	282,116,235	189,379,053	199,702,095	120,875,163	2,184,639,129
2013	101,708,080	73,631,013	55,544,051	49,499,590	648,126,658	163,246,856	335,810,736	290,021,377	195,093,836	205,196,673	123,823,578	2,241,702,448
2018	117,001,443	85,752,200	63,674,728	55,452,015	732,517,707	184,083,980	384,759,958	332,723,081	224,493,999	234,673,454	140,936,720	2,556,069,284
2023	138,244,777	101,684,038	74,387,615	63,584,074	844,414,046	211,556,590	447,314,602	391,414,241	263,807,497	274,147,615	163,418,559	2,973,973,655
2028	165,743,782	122,367,915	88,887,557	74,830,298	992,699,560	248,348,097	531,815,452	469,126,383	315,437,824	325,830,257	193,184,584	3,528,271,708
2033	198,752,409	147,697,250	105,924,847	87,535,729	1,168,949,264	291,728,804	632,349,179	560,854,317	377,459,247	387,938,178	228,794,583	4,187,983,809

Table 8a: Main Destinations for Clothing & Footwear

LOCATIONS WITHIN CATCHMENT	TOTAL	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Guildford town centre	34.54%	24.39%	69.47%	65.91%	64.04%	17.39%	50.55%	79.78%	27.78%	13.64%	24.44%	9.09%
Horsham town centre	7.19%	0.00%	0.00%	0.00%	13.48%	0.00%	0.00%	0.00%	27.78%	37.50%	0.00%	0.00%
Farnham town centre	4.82%	30.49%	1.05%	0.00%	0.00%	5.43%	17.58%	0.00%	0.00%	0.00%	3.33%	6.82%
Fleet town centre	3.36%	0.00%	0.00%	0.00%	0.00%	10.87%	0.00%	0.00%	0.00%	0.00%	0.00%	3.41%
Dorking town centre	2.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	15.56%	0.00%	0.00%	0.00%
Cranleigh town centre	1.43%	0.00%	0.00%	0.00%	7.87%	2.17%	1.10%	0.00%	3.33%	0.00%	1.11%	0.00%
Petersfield town centre	1.48%	0.00%	0.00%	0.00%	0.00%	0.00%	1.10%	0.00%	0.00%	2.27%	12.22%	1.14%
Alton town centre	1.24%	2.44%	0.00%	0.00%	0.00%	1.09%	1.10%	0.00%	0.00%	0.00%	0.00%	13.64%
Godalming town centre	1.19%	1.22%	9.47%	2.27%	1.12%	0.00%	4.40%	1.12%	1.11%	0.00%	1.11%	0.00%
Farnborough (all destinations)	2.90%	6.10%	1.05%	0.00%	0.00%	7.61%	2.20%	1.12%	0.00%	0.00%	0.00%	1.14%
Bordon town centre	0.59%	0.00%	0.00%	0.00%	0.00%	1.09%	0.00%	0.00%	0.00%	0.00%	2.22%	1.14%
Haslemere town centre	0.43%	0.00%	0.00%	5.68%	0.00%	0.00%	1.10%	0.00%	0.00%	1.14%	1.11%	0.00%
Camberley (all destinations)	5.50%	7.32%	0.00%	0.00%	0.00%	14.13%	5.49%	2.25%	0.00%	0.00%	1.11%	4.55%
Aldershot town centre	3.72%	10.98%	0.00%	1.14%	0.00%	9.78%	3.30%	0.00%	1.11%	0.00%	0.00%	0.00%
Basingstoke town centre	5.98%	2.44%	0.00%	0.00%	0.00%	11.96%	2.20%	0.00%	0.00%	0.00%	0.00%	40.91%
Catalogue/ Mail order	4.98%	7.32%	9.47%	1.14%	8.99%	5.43%	2.20%	3.37%	3.33%	4.55%	6.67%	7.95%
Crawley town centre	1.69%	0.00%	0.00%	0.00%	1.12%	0.00%	0.00%	0.00%	8.89%	5.68%	0.00%	0.00%
Chichester town centre	4.44%	0.00%	0.00%	6.82%	0.00%	0.00%	1.10%	0.00%	1.11%	22.73%	22.22%	0.00%
Midhurst town centre	0.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.33%	0.00%
Other destinations	12.07%	7.32%	9.47%	17.05%	3.37%	13.04%	6.59%	12.36%	10.00%	12.50%	20.00%	10.23%
Catalogue/ Mail order	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.11%	0.00%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Source: Research & Marketing Household Survey (Feb 2008) Analysis Q6

Table 8b: Expenditure on Clothing & Footwear

LOCATIONS WITHIN CATCHMENT	TOTAL	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Guildford town centre	£186,843,996	£5,989,456	£12,310,994	£8,868,009	£7,704,684	£27,303,057	£19,976,273	£64,106,203	£19,393,875	£6,391,010	£12,080,970	£2,719,465
Horsham town centre	£38,591,192	£0	£0	£0	£1,622,039	£0	£0	£0	£19,393,875	£17,575,279	£0	£0
Farnham town centre	£26,840,828	£7,486,820	£186,530	£0	£0	£8,532,205	£6,948,269	£0	£0	£0	£1,647,405	£2,039,598
Fleet town centre	£18,084,210	£0	£0	£0	£0	£17,064,411	£0	£0	£0	£0	£0	£1,019,799
Dorking town centre	£10,860,570	£0	£0	£0	£0	£0	£0	£0	£10,860,570	£0	£0	£0
Cranleigh town centre	£7,669,738	£0	£0	£0	£946,189	£3,412,882	£434,267	£0	£2,327,265	£0	£549,135	£0
Petersfield town centre	£7,879,853	£0	£0	£0	£0	£0	£434,267	£0	£0	£1,065,168	£6,040,485	£339,933
Alton town centre	£6,818,850	£598,946	£0	£0	£0	£1,706,441	£434,267	£0	£0	£0	£0	£4,079,197
Godalming town centre	£6,384,070	£299,473	£1,678,772	£305,793	£135,170	£0	£1,737,067	£902,904	£775,755	£0	£549,135	£0
Farnborough (all destinations)	£15,740,353	£1,497,364	£186,530	£0	£0	£11,945,088	£868,534	£902,904	£0	£0	£0	£339,933
Bordon town centre	£3,144,644	£0	£0	£0	£0	£1,706,441	£0	£0	£0	£0	£1,098,270	£339,933
Haslemere town centre	£2,280,470	£0	£0	£764,484	£0	£0	£434,267	£0	£0	£532,584	£549,135	£0
Camberley (all destinations)	£29,866,581	£1,796,837	£0	£0	£0	£22,183,734	£2,171,334	£1,805,809	£0	£0	£549,135	£1,359,732
Aldershot town centre	£20,284,677	£2,695,255	£0	£152,897	£0	£15,357,970	£1,302,800	£0	£775,755	£0	£0	£0
Basingstoke town centre	£32,475,922	£598,946	£0	£0	£0	£18,770,852	£868,534	£0	£0	£0	£0	£12,237,590
Catalogue/ Mail order	£26,951,260	£1,796,837	£1,678,772	£152,897	£1,081,359	£8,532,205	£868,534	£2,708,713	£2,327,265	£2,130,337	£3,294,810	£2,379,531
Crawley town centre	£9,004,131	£0	£0	£0	£135,170	£0	£0	£0	£6,206,040	£2,662,921	£0	£0
Chichester town centre	£23,761,786	£0	£0	£917,380	£0	£0	£434,267	£0	£775,755	£10,651,684	£10,982,700	£0
Midhurst town centre	£1,647,405	£0	£0	£0	£0	£0	£0	£0	£0	£0	£1,647,405	£0
Other destinations	£64,973,459	£1,796,837	£1,678,772	£2,293,451	£405,510	£20,477,293	£2,605,601	£9,931,947	£6,981,795	£5,858,426	£9,884,430	£3,059,398
Catalogue/ Mail order	£549,135	£0	£0	£0	£0	£0	£0	£0	£0	£0	£549,135	£0
Total	£540,653,130	£24,556,770	£17,720,370	£13,454,910	£12,030,120	£156,992,580	£39,518,280	£80,358,480	£69,817,950	£46,867,410	£49,422,150	£29,914,110

Table 8c: Expenditure on Clothing & Footwear in Waverley

	TOTAL	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Waverley Locations												
Farnham	£26,840,828	£7,486,820	£186,530	£0	£0	£8,532,205	£6,948,269	£0	£0	£0	£1,647,405	£2,039,598
Godalming	£6,384,070	£299,473	£1,678,772	£305,793	£135,170	£0	£1,737,067	£902,904	£775,755	£0	£549,135	£0
Haslemere & Weyhill	£2,280,470	£0	£0	£764,484	£0	£0	£434,267	£0	£0	£532,584	£549,135	£0
Cranleigh	£7,669,738	£0	£0	£0	£946,189	£3,412,882	£434,267	£0	£2,327,265	£0	£549,135	£0
Waverley Total	£43,175,105	£7,786,293	£1,865,302	£1,070,277	£1,081,359	£11,945,088	£9,553,870	£902,904	£3,103,020	£532,584	£3,294,810	£2,039,598

Table 9a: Main Destinations for Furniture, Carpets & Floor Coverings

STORES WITHIN CATCHMENT	TOTAL	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Guildford	30.36%	22.81%	51.43%	43.94%	51.52%	11.76%	44.07%	72.73%	34.85%	8.62%	20.90%	10.53%
Farnborough	10.96%	22.81%	4.29%	3.03%	0.00%	26.47%	6.78%	3.03%	0.00%	1.72%	5.97%	5.26%
Horsham	5.65%	0.00%	0.00%	1.52%	0.00%	0.00%	0.00%	1.52%	18.18%	32.76%	0.00%	0.00%
Farnham	4.40%	40.35%	0.00%	0.00%	0.00%	2.94%	20.34%	0.00%	0.00%	0.00%	4.48%	3.51%
Fleet town centre	2.29%	0.00%	0.00%	0.00%	0.00%	7.35%	0.00%	0.00%	0.00%	0.00%	0.00%	1.75%
Cranleigh	1.94%	0.00%	0.00%	0.00%	0.00%	24.24%	0.00%	1.52%	7.58%	0.00%	1.49%	0.00%
Alton town centre	1.43%	0.00%	0.00%	1.52%	0.00%	1.47%	0.00%	0.00%	0.00%	0.00%	0.00%	19.30%
Dorking town centre	1.42%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	10.61%	0.00%	0.00%	0.00%
Haslemere town centre	1.24%	0.00%	0.00%	22.73%	0.00%	0.00%	1.69%	1.52%	0.00%	1.72%	1.49%	0.00%
Godalming	1.31%	0.00%	24.29%	0.00%	1.52%	0.00%	3.39%	0.00%	1.52%	0.00%	0.00%	0.00%
Aldershot	4.54%	1.75%	1.43%	0.00%	0.00%	13.24%	3.39%	1.52%	0.00%	0.00%	0.00%	0.00%
Chichester	2.92%	0.00%	0.00%	4.55%	0.00%	0.00%	0.00%	0.00%	0.00%	20.69%	11.94%	0.00%
Basingstoke	2.97%	0.00%	0.00%	0.00%	0.00%	2.94%	1.69%	0.00%	0.00%	0.00%	0.00%	40.35%
Weyhill town centre	0.15%	0.00%	0.00%	1.52%	0.00%	0.00%	1.69%	0.00%	0.00%	0.00%	0.00%	0.00%
Camberley	3.34%	0.00%	1.43%	0.00%	0.00%	10.29%	1.69%	0.00%	0.00%	0.00%	0.00%	1.75%
Other locations	23.63%	8.77%	14.29%	18.18%	7.58%	23.53%	15.25%	16.67%	21.21%	34.48%	53.73%	15.79%
Catalogue/ mail order	1.45%	3.51%	2.86%	3.03%	0.00%	0.00%	0.00%	1.52%	6.06%	0.00%	0.00%	1.75%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Source: Research & Marketing Household Survey (Feb 2008) Analysis Q7

Table 9b: Expenditure on Furniture, Carpets and Floor Coverings

STORES WITHIN CATCHMENT	TOTAL	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Guildford	£52,118,821	£1,790,831	£2,914,016	£1,890,382	£1,981,617	£5,905,748	£5,568,447	£18,687,180	£7,779,752	£1,291,896	£3,302,095	£1,006,856
Farnborough	£18,792,550	£1,790,831	£242,835	£130,371	£0	£13,287,934	£856,684	£778,632	£0	£258,379	£943,456	£503,428
Horsham	£10,005,538	£0	£0	£65,186	£582,828	£0	£0	£389,316	£4,059,001	£4,909,207	£0	£0
Farnham	£8,258,093	£3,168,392	£0	£0	£0	£1,476,437	£2,570,053	£0	£0	£0	£707,592	£335,619
Fleet town centre	£3,858,902	£0	£0	£0	£0	£3,691,093	£0	£0	£0	£0	£0	£167,809
Cranleigh	£3,248,956	£0	£0	£0	£932,526	£0	£0	£389,316	£1,691,250	£0	£235,864	£0
Alton town centre	£2,649,306	£0	£0	£65,186	£0	£738,219	£0	£0	£0	£0	£0	£1,845,902
Dorking town centre	£2,367,751	£0	£0	£0	£0	£0	£0	£0	£2,367,751	£0	£0	£0
Haslemere town centre	£2,075,514	£0	£0	£977,784	£0	£0	£214,171	£389,316	£0	£258,379	£235,864	£0
Godalming	£2,200,938	£0	£1,376,063	£0	£58,283	£0	£428,342	£0	£338,250	£0	£0	£0
Aldershot	£7,680,326	£137,756	£80,945	£0	£0	£6,643,967	£428,342	£389,316	£0	£0	£0	£0
Chichester	£5,183,020	£0	£0	£195,557	£0	£0	£0	£0	£0	£3,100,552	£1,886,912	£0
Basingstoke	£5,550,222	£0	£0	£0	£0	£1,476,437	£214,171	£0	£0	£0	£0	£3,859,613
Weyhill town centre	£279,357	£0	£0	£65,186	£0	£0	£214,171	£0	£0	£0	£0	£0
Camberley	£5,630,455	£0	£80,945	£0	£0	£5,167,530	£214,171	£0	£0	£0	£0	£167,809
Other locations	£40,497,859	£688,781	£809,449	£782,227	£291,414	£11,811,497	£1,927,539	£4,282,479	£4,735,501	£5,167,586	£8,491,102	£1,510,284
Catalogue/ mail order	£2,477,899	£275,512	£161,890	£130,371	£0	£0	£0	£389,316	£1,353,000	£0	£0	£167,809
Total	£172,875,507	£7,852,103	£5,666,143	£4,302,249	£3,846,668	£50,198,862	£12,636,092	£25,694,872	£22,324,505	£14,985,999	£15,802,885	£9,565,129

Table 9c: Expenditure on Furniture, Carpets and Floor coverings in Waverley

	TOTAL	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Waverley Locations												
Farnham	£8,258,093	£3,168,392	£0	£0	£0	£1,476,437	£2,570,053	£0	£0	£0	£707,592	£335,619
Godalming	£2,200,938	£0	£1,376,063	£0	£58,283	£0	£428,342	£0	£338,250	£0	£0	£0
Haslemere & Weyhill	£2,354,871	£0	£0	£1,042,969	£0	£0	£428,342	£389,316	£0	£258,379	£235,864	£0
Cranleigh	£3,248,956	£0	£0	£0	£932,526	£0	£0	£389,316	£1,691,250	£0	£235,864	£0
Waverley Total	£16,062,858	£3,168,392	£1,376,063	£1,042,969	£990,808	£1,476,437	£3,426,737	£778,632	£2,029,500	£258,379	£1,179,320	£335,619

Table 10a: Main Destinations for Household Textiles and Soft Furnishings

STORES WITHIN CATCHMENT	TOTAL	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Guildford	31.73%	27.40%	64.20%	44.87%	43.59%	16.88%	42.86%	72.15%	29.58%	7.58%	20.51%	10.45%
Horsham	5.96%	0.00%	0.00%	0.00%	15.38%	0.00%	0.00%	0.00%	23.94%	33.33%	0.00%	0.00%
Farnham	5.50%	36.99%	0.00%	0.00%	0.00%	5.19%	22.86%	0.00%	0.00%	0.00%	3.85%	8.96%
Farnham out of town	0.31%	1.37%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.41%	0.00%	0.00%	1.49%
Farnborough	6.66%	8.22%	3.70%	3.85%	0.00%	16.88%	4.29%	3.80%	0.00%	0.00%	1.28%	1.49%
Cranleigh	1.51%	0.00%	0.00%	0.00%	20.51%	1.30%	0.00%	0.00%	4.23%	0.00%	1.28%	0.00%
Godalming town centre	0.79%	0.00%	7.41%	1.28%	0.00%	0.00%	1.43%	2.53%	0.00%	0.00%	0.00%	0.00%
Godalming out of town	0.12%	0.00%	2.47%	1.28%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Haslemere	0.70%	0.00%	0.00%	14.10%	0.00%	0.00%	2.86%	0.00%	0.00%	0.00%	1.28%	0.00%
Weyhill town centre	0.04%	0.00%	0.00%	1.28%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Chichester	4.58%	0.00%	0.00%	1.28%	0.00%	0.00%	0.00%	0.00%	1.41%	30.30%	20.51%	0.00%
Camberley	5.69%	5.48%	1.23%	1.28%	0.00%	16.88%	2.86%	0.00%	0.00%	0.00%	1.28%	1.49%
Aldershot	2.86%	5.48%	2.47%	1.28%	0.00%	7.79%	0.00%	1.27%	0.00%	0.00%	0.00%	0.00%
Basingstoke	4.70%	1.37%	0.00%	0.00%	0.00%	9.09%	1.43%	0.00%	0.00%	0.00%	0.00%	37.31%
Other destinations	25.17%	9.59%	17.28%	25.64%	16.67%	23.38%	17.14%	17.72%	33.80%	22.73%	46.15%	34.33%
Catalogue/ mail order	3.65%	4.11%	1.23%	3.85%	3.85%	2.60%	4.29%	2.53%	5.63%	6.06%	3.85%	4.48%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Source: Research & Marketing Household Survey (Feb 2008) Analysis Q8

Table 10b: Expenditure on Household Textiles and Soft Furnishings

STORES WITHIN CATCHMENT	TOTAL	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Guildford	£23,682,623	£946,887	£1,601,072	£849,717	£738,030	£3,730,367	£2,383,642	£8,160,172	£2,906,350	£499,709	£1,426,812	£439,865
Horsham	£4,811,959	£0	£0	£0	£260,481	£0	£0	£0	£2,352,759	£2,198,718	£0	£0
Farnham	£4,341,933	£1,278,298	£0	£0	£0	£1,147,805	£1,271,276	£0	£0	£0	£267,527	£377,027
Farnham out of town	£248,580	£47,344	£0	£0	£0	£0	£0	£0	£138,398	£0	£0	£62,838
Farnborough	£4,999,496	£284,066	£92,370	£72,833	£0	£3,730,367	£238,364	£429,483	£0	£0	£89,176	£62,838
Cranleigh	£1,138,628	£0	£0	£0	£347,308	£286,951	£0	£0	£415,193	£0	£89,176	£0
Godalming town centre	£574,793	£0	£184,739	£24,278	£0	£0	£79,455	£286,322	£0	£0	£0	£0
Godalming out of town	£85,857	£0	£61,580	£24,278	£0	£0	£0	£0	£0	£0	£0	£0
Haslemere	£515,139	£0	£0	£267,054	£0	£0	£158,909	£0	£0	£0	£89,176	£0
Weyhill town centre	£24,278	£0	£0	£24,278	£0	£0	£0	£0	£0	£0	£0	£0
Chichester	£3,588,322	£0	£0	£24,278	£0	£0	£0	£0	£138,398	£1,998,835	£1,426,812	£0
Camberley	£4,285,735	£189,377	£30,790	£24,278	£0	£3,730,367	£158,909	£0	£0	£0	£89,176	£62,838
Aldershot	£2,140,104	£189,377	£61,580	£24,278	£0	£1,721,708	£0	£143,161	£0	£0	£0	£0
Basingstoke	£3,706,404	£47,344	£0	£0	£0	£2,008,659	£79,455	£0	£0	£0	£0	£1,570,946
Other destinations	£19,129,308	£331,410	£431,058	£485,552	£282,188	£5,165,124	£953,457	£2,004,253	£3,321,543	£1,499,126	£3,210,328	£1,445,270
Catalogue/ mail order	£2,818,763	£142,033	£30,790	£72,833	£65,120	£573,903	£238,364	£286,322	£553,590	£399,767	£267,527	£188,513
Total	£76,091,922	£3,456,138	£2,493,978	£1,893,654	£1,693,128	£22,095,252	£5,561,832	£11,309,712	£9,826,230	£6,596,154	£6,955,710	£4,210,134

Table 10c: Expenditure on Household Textiles and Soft Furnishings in Waverley

	TOTAL	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Waverley Locations												
Farnham	£4,341,933	£1,278,298	£0	£0	£0	£1,147,805	£1,271,276	£0	£0	£0	£267,527	£377,027
Godalming	£574,793	£0	£184,739	£24,278	£0	£0	£79,455	£286,322	£0	£0	£0	£0
Haslemere & Weyhill	£539,417	£0	£0	£291,331	£0	£0	£158,909	£0	£0	£0	£89,176	£0
Cranleigh	£1,138,628	£0	£0	£0	£347,308	£286,951	£0	£0	£415,193	£0	£89,176	£0
Waverley Total	£6,594,771	£1,278,298	£184,739	£315,609	£347,308	£1,434,757	£1,509,640	£286,322	£415,193	£0	£445,879	£377,027

Table 11a: Main Destinations for Domestic Electricals

STORES WITHIN CATCHMENT	TOTAL	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Guildford	27.14%	9.21%	54.12%	44.16%	65.33%	2.44%	61.19%	74.70%	27.50%	7.25%	16.67%	6.67%
Farnborough	23.99%	36.84%	1.18%	0.00%	0.00%	69.51%	8.96%	0.00%	0.00%	1.45%	0.00%	17.33%
Horsham	7.27%	0.00%	0.00%	1.30%	9.33%	0.00%	0.00%	1.20%	27.50%	39.13%	1.28%	0.00%
Farnham	5.06%	47.37%	1.18%	0.00%	0.00%	3.66%	13.43%	1.20%	0.00%	1.45%	6.41%	2.67%
Dorking	3.23%	0.00%	0.00%	0.00%	0.00%	1.22%	0.00%	1.20%	20.00%	0.00%	0.00%	0.00%
Midhurst town centre	1.64%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.35%	14.10%	0.00%
Godalming	1.56%	0.00%	29.41%	2.60%	4.00%	0.00%	2.99%	1.20%	0.00%	0.00%	0.00%	0.00%
Alton	1.61%	0.00%	0.00%	0.00%	0.00%	0.00%	1.49%	1.20%	0.00%	0.00%	1.28%	22.67%
Cranleigh	0.86%	0.00%	0.00%	0.00%	14.67%	1.22%	0.00%	0.00%	0.00%	0.00%	1.28%	1.33%
Petersfield	0.86%	0.00%	0.00%	1.30%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	8.97%	0.00%
Haslemere + Weyhill	0.89%	0.00%	0.00%	29.87%	0.00%	0.00%	0.00%	0.00%	0.00%	1.45%	0.00%	0.00%
Chichester	2.94%	0.00%	0.00%	2.60%	0.00%	0.00%	0.00%	0.00%	0.00%	24.64%	10.26%	0.00%
Basingstoke	3.16%	0.00%	0.00%	0.00%	0.00%	4.88%	0.00%	0.00%	0.00%	0.00%	0.00%	32.00%
Aldershot	0.36%	0.00%	0.00%	0.00%	0.00%	1.22%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Camberley	0.73%	0.00%	0.00%	0.00%	0.00%	2.44%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other destinations	18.15%	5.26%	12.94%	18.18%	5.33%	13.41%	11.94%	19.28%	22.50%	20.29%	39.74%	16.00%
Catalogue/ mail order	0.53%	1.32%	1.18%	0.00%	1.33%	0.00%	0.00%	0.00%	2.50%	0.00%	0.00%	1.33%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Source: Research & Marketing Household Survey (Feb 2008) Analysis Q9

Table 11b: Expenditure on Domestic Electricals

STORES WITHIN CATCHMENT	TOTAL	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Guildford	£87,730,284	£1,354,292	£5,742,069	£3,557,343	£4,706,104	£2,292,725	£14,479,841	£35,941,983	£11,496,258	£2,033,521	£4,932,046	£1,194,102
Farnborough	£76,515,034	£5,417,169	£124,828	£0	£0	£65,342,666	£2,119,001	£0	£0	£406,704	£0	£3,104,666
Horsham	£24,213,295	£0	£0	£104,628	£672,301	£0	£0	£579,709	£11,496,258	£10,981,012	£379,388	£0
Farnham	£17,068,344	£6,964,932	£124,828	£0	£0	£3,439,088	£3,178,502	£579,709	£0	£406,704	£1,896,941	£477,641
Dorking	£10,086,987	£0	£0	£0	£0	£1,146,363	£0	£579,709	£8,360,915	£0	£0	£0
Midhurst town centre	£5,393,382	£0	£0	£0	£0	£0	£0	£0	£0	£1,220,112	£4,173,270	£0
Godalming	£4,904,117	£0	£3,120,690	£209,255	£288,129	£0	£706,334	£579,709	£0	£0	£0	£0
Alton	£5,372,212	£0	£0	£0	£0	£0	£353,167	£579,709	£0	£0	£379,388	£4,059,948
Cranleigh	£2,821,043	£0	£0	£0	£1,056,472	£1,146,363	£0	£0	£0	£0	£379,388	£238,820
Petersfield	£2,760,345	£0	£0	£104,628	£0	£0	£0	£0	£0	£0	£2,655,717	£0
Haslemere + Weyhill	£2,813,142	£0	£0	£2,406,438	£0	£0	£0	£0	£0	£406,704	£0	£0
Chichester	£10,158,331	£0	£0	£209,255	£0	£0	£0	£0	£0	£6,913,970	£3,035,105	£0
Basingstoke	£10,317,141	£0	£0	£0	£0	£4,585,450	£0	£0	£0	£0	£0	£5,731,691
Aldershot	£1,146,363	£0	£0	£0	£0	£1,146,363	£0	£0	£0	£0	£0	£0
Camberley	£2,292,725	£0	£0	£0	£0	£2,292,725	£0	£0	£0	£0	£0	£0
Other destinations	£58,433,383	£773,881	£1,373,103	£1,464,788	£384,172	£12,609,988	£2,825,335	£9,275,350	£9,406,029	£5,693,858	£11,761,032	£2,865,846
Catalogue/ mail order	£1,698,276	£193,470	£124,828	£0	£96,043	£0	£0	£0	£1,045,114	£0	£0	£238,820
Total	£322,026,129	£14,510,275	£10,485,517	£8,056,335	£7,107,177	£94,001,730	£23,662,180	£48,115,880	£40,759,461	£28,062,585	£29,592,275	£17,672,715

Table 11c: Expenditure on Domestic Electricals in Waverley

	TOTAL	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Waverley Locations												
Farnham	£17,068,344	£6,964,932	£124,828	£0	£0	£3,439,088	£3,178,502	£579,709	£0	£406,704	£1,896,941	£477,641
Godalming	£4,904,117	£0	£3,120,690	£209,255	£288,129	£0	£706,334	£579,709	£0	£0	£0	£0
Haslemere & Weyhill	£2,813,142	£0	£0	£2,406,438	£0	£0	£0	£0	£0	£406,704	£0	£0
Cranleigh	£2,821,043	£0	£0	£0	£1,056,472	£1,146,363	£0	£0	£0	£0	£379,388	£238,820
Waverley Total	£27,606,646	£6,964,932	£3,245,517	£2,615,693	£1,344,601	£4,585,450	£3,884,836	£1,159,419	£0	£813,408	£2,276,329	£716,461

Table 12a: Main Destinations for radio, TV, HiFi, musical instruments and photographic equipment

STORES WITHIN CATCHMENT	TOTAL	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Guildford	25.90%	12.86%	66.67%	47.76%	75.00%	2.90%	49.21%	73.13%	20.00%	8.96%	15.15%	4.35%
Farnborough	21.08%	25.71%	3.70%	0.00%	0.00%	63.77%	11.11%	0.00%	0.00%	0.00%	0.00%	11.59%
Horsham	8.06%	1.43%	0.00%	0.00%	6.94%	0.00%	0.00%	2.99%	30.00%	38.81%	0.00%	0.00%
Farnham	5.81%	45.71%	2.47%	0.00%	0.00%	7.25%	11.11%	0.00%	0.00%	1.49%	4.55%	4.35%
Dorking	2.50%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	18.57%	0.00%	0.00%	0.00%
Haslemere + Weyhill	1.78%	0.00%	1.23%	32.84%	0.00%	0.00%	3.17%	0.00%	0.00%	1.49%	6.06%	0.00%
Midhurst town centre	1.60%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	7.46%	10.61%	0.00%
Petersfield town centre	1.14%	0.00%	0.00%	0.00%	0.00%	0.00%	1.59%	0.00%	0.00%	0.00%	10.61%	1.45%
Alton	1.41%	0.00%	0.00%	0.00%	0.00%	0.00%	1.59%	0.00%	0.00%	0.00%	0.00%	23.19%
Godalming	0.99%	0.00%	12.35%	0.00%	0.00%	0.00%	7.94%	0.00%	0.00%	0.00%	0.00%	0.00%
Cranleigh	0.97%	0.00%	0.00%	0.00%	9.72%	1.45%	0.00%	0.00%	1.43%	0.00%	1.52%	0.00%
Chichester	3.42%	0.00%	0.00%	4.48%	0.00%	0.00%	0.00%	0.00%	0.00%	22.39%	15.15%	0.00%
Basingstoke	3.95%	0.00%	0.00%	0.00%	0.00%	5.80%	0.00%	0.00%	0.00%	0.00%	0.00%	40.58%
Aldershot	1.32%	5.71%	0.00%	0.00%	0.00%	2.90%	0.00%	1.49%	0.00%	0.00%	0.00%	0.00%
Camberley	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.45%
Other destinations	19.28%	7.14%	12.35%	14.93%	8.33%	15.94%	14.29%	20.90%	27.14%	19.40%	36.36%	13.04%
Catalogue/ mail order	0.72%	1.43%	1.23%	0.00%	0.00%	0.00%	0.00%	1.49%	2.86%	0.00%	0.00%	0.00%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Source: Research & Marketing Household Survey (Feb 2008) Analysis Q10

Table 12b: Expenditure on radio, TV, HiFi, musical instruments and photographic equipment

STORES WITHIN CATCHMENT	TOTAL	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Guildford	£68,337,356	£1,539,671	£5,760,943	£3,133,777	£4,399,905	£2,219,076	£9,482,683	£28,659,266	£6,809,405	£2,046,725	£3,651,655	£634,250
Farnborough	£56,051,642	£3,079,341	£320,052	£0	£0	£48,819,664	£2,141,251	£0	£0	£0	£0	£1,691,333
Horsham	£20,831,488	£171,075	£0	£0	£407,399	£0	£0	£1,169,766	£10,214,108	£8,869,141	£0	£0
Farnham	£15,447,560	£5,474,384	£213,368	£0	£0	£5,547,689	£2,141,251	£0	£0	£341,121	£1,095,497	£634,250
Dorking	£6,323,019	£0	£0	£0	£0	£0	£0	£0	£6,323,019	£0	£0	£0
Haslemere + Weyhill	£4,674,725	£0	£106,684	£2,154,471	£0	£0	£611,786	£0	£0	£341,121	£1,460,662	£0
Midhurst town centre	£4,261,763	£0	£0	£0	£0	£0	£0	£0	£0	£1,705,604	£2,556,159	£0
Petersfield town centre	£3,073,468	£0	£0	£0	£0	£0	£305,893	£0	£0	£0	£2,556,159	£211,417
Alton	£3,688,559	£0	£0	£0	£0	£0	£305,893	£0	£0	£0	£0	£3,382,666
Godalming	£2,596,306	£0	£1,066,841	£0	£0	£0	£1,529,465	£0	£0	£0	£0	£0
Cranleigh	£2,531,447	£0	£0	£0	£570,358	£1,109,538	£0	£0	£486,386	£0	£365,166	£0
Chichester	£9,062,259	£0	£0	£293,792	£0	£0	£0	£0	£0	£5,116,812	£3,651,655	£0
Basingstoke	£10,357,816	£0	£0	£0	£0	£4,438,151	£0	£0	£0	£0	£0	£5,919,665
Aldershot	£3,488,257	£684,298	£0	£0	£0	£2,219,076	£0	£584,883	£0	£0	£0	£0
Camberley	£211,417	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£211,417
Other destinations	£50,879,341	£855,373	£1,066,841	£979,305	£488,878	£12,204,916	£2,753,037	£8,188,362	£9,241,335	£4,434,571	£8,763,973	£1,902,749
Catalogue/ mail order	£1,835,414	£171,075	£106,684	£0	£0	£0	£0	£584,883	£972,772	£0	£0	£0
Total	£263,651,835	£11,975,215	£8,641,415	£6,561,345	£5,866,540	£76,558,110	£19,271,260	£39,187,160	£34,047,025	£22,855,095	£24,100,925	£14,587,745

Table 12c: Expenditure on radio, TV, HiFi, musical instruments and photographic equipment in Waverley

	TOTAL	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Waverley Locations												
Farnham	£15,447,560	£5,474,384	£213,368	£0	£0	£5,547,689	£2,141,251	£0	£0	£341,121	£1,095,497	£634,250
Godalming	£2,596,306	£0	£1,066,841	£0	£0	£0	£1,529,465	£0	£0	£0	£0	£0
Haslemere & Weyhill	£4,674,725	£0	£106,684	£2,154,471	£0	£0	£611,786	£0	£0	£341,121	£1,460,662	£0
Cranleigh	£2,531,447	£0	£0	£0	£570,358	£1,109,538	£0	£0	£486,386	£0	£365,166	£0
Waverley Total	£25,250,038	£5,474,384	£1,386,894	£2,154,471	£570,358	£6,657,227	£4,282,502	£0	£486,386	£682,242	£2,921,324	£634,250

Table 13a: Main Destinations for China, glass and hardware

STORES WITHIN CATCHMENT	TOTAL	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Guildford	30.15%	25.00%	45.33%	40.00%	47.22%	19.64%	43.33%	68.18%	22.73%	5.08%	20.90%	8.06%
Horsham	6.86%	0.00%	0.00%	0.00%	8.33%	0.00%	0.00%	0.00%	27.27%	33.90%	0.00%	0.00%
Farnham	4.34%	40.00%	0.00%	2.86%	0.00%	1.79%	18.33%	0.00%	0.00%	0.00%	4.48%	6.45%
Farnham out of town	0.74%	1.67%	0.00%	0.00%	0.00%	1.79%	0.00%	0.00%	1.52%	0.00%	0.00%	0.00%
Farnborough	5.20%	10.00%	1.33%	0.00%	0.00%	14.29%	3.33%	1.52%	1.52%	0.00%	0.00%	6.45%
Godalming	2.64%	0.00%	37.33%	4.29%	0.00%	0.00%	8.33%	3.03%	0.00%	0.00%	0.00%	0.00%
Godalming out of town	0.52%	0.00%	4.00%	1.43%	0.00%	0.00%	1.67%	0.00%	1.52%	0.00%	0.00%	0.00%
Cranleigh	2.02%	0.00%	0.00%	0.00%	34.72%	0.00%	1.67%	1.52%	4.55%	0.00%	1.49%	0.00%
Dorking	2.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.52%	13.64%	0.00%	0.00%	0.00%
Petersfield	1.65%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	16.42%	0.00%
Haslemere + Weyhill	1.29%	0.00%	0.00%	25.71%	0.00%	0.00%	3.33%	0.00%	0.00%	1.69%	1.49%	0.00%
Alton	1.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	20.97%
Chichester	4.36%	0.00%	0.00%	2.86%	0.00%	0.00%	0.00%	0.00%	1.52%	28.81%	16.42%	0.00%
Camberley	5.90%	3.33%	0.00%	0.00%	0.00%	19.64%	1.67%	1.52%	0.00%	0.00%	0.00%	6.45%
Basingstoke	2.88%	1.67%	0.00%	0.00%	0.00%	5.36%	0.00%	0.00%	0.00%	0.00%	0.00%	25.81%
Aldershot	3.32%	8.33%	1.33%	1.43%	0.00%	8.93%	1.67%	1.52%	1.52%	0.00%	0.00%	0.00%
Other destinations	24.19%	10.00%	9.33%	20.00%	9.72%	28.57%	15.00%	21.21%	21.21%	30.51%	38.81%	25.81%
Catalogue/ mail order	0.63%	0.00%	1.33%	1.43%	0.00%	0.00%	1.67%	0.00%	3.03%	0.00%	0.00%	0.00%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Source: Research & Marketing Household Survey (Feb 2008) Analysis Q11

Table 13b: Expenditure on China, glass and hardware

STORES WITHIN CATCHMENT	TOTAL	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Guildford	£16,682,858	£644,236	£842,994	£564,774	£596,143	£3,236,068	£1,797,025	£5,749,555	£1,665,131	£250,077	£1,083,699	£253,156
Horsham	£3,770,540	£0	£0	£0	£105,202	£0	£0	£0	£1,998,157	£1,667,181	£0	£0
Farnham	£2,560,333	£1,030,778	£0	£40,341	£0	£294,188	£760,280	£0	£0	£0	£232,221	£202,525
Farnham out of town	£448,146	£42,949	£0	£0	£0	£294,188	£0	£0	£111,009	£0	£0	£0
Farnborough	£3,215,527	£257,695	£24,794	£0	£0	£2,353,504	£138,233	£127,768	£111,009	£0	£0	£202,525
Godalming	£1,355,859	£0	£694,230	£60,512	£0	£0	£345,582	£255,536	£0	£0	£0	£0
Godalming out of town	£274,677	£0	£74,382	£20,171	£0	£0	£69,116	£0	£111,009	£0	£0	£0
Cranleigh	£1,045,658	£0	£0	£0	£438,340	£0	£69,116	£127,768	£333,026	£0	£77,407	£0
Dorking	£1,126,846	£0	£0	£0	£0	£0	£0	£127,768	£999,078	£0	£0	£0
Petersfield	£851,478	£0	£0	£0	£0	£0	£0	£0	£0	£0	£851,478	£0
Haslemere + Weyhill	£662,068	£0	£0	£363,069	£0	£0	£138,233	£0	£0	£83,359	£77,407	£0
Alton	£658,206	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£658,206
Chichester	£2,419,932	£0	£0	£40,341	£0	£0	£0	£0	£111,009	£1,417,104	£851,478	£0
Camberley	£3,721,376	£85,898	£0	£0	£0	£3,236,068	£69,116	£127,768	£0	£0	£0	£202,525
Basingstoke	£1,735,613	£42,949	£0	£0	£0	£882,564	£0	£0	£0	£0	£0	£810,099
Aldershot	£2,038,543	£214,745	£24,794	£20,171	£0	£1,470,940	£69,116	£127,768	£111,009	£0	£0	£0
Other destinations	£13,831,449	£257,695	£173,558	£282,387	£122,735	£4,707,009	£622,047	£1,788,750	£1,554,122	£1,500,463	£2,012,584	£810,099
Catalogue/ mail order	£336,098	£0	£24,794	£20,171	£0	£0	£69,116	£0	£222,017	£0	£0	£0
Total	£56,735,205	£2,576,945	£1,859,545	£1,411,935	£1,262,420	£16,474,530	£4,146,980	£8,432,680	£7,326,575	£4,918,185	£5,186,275	£3,139,135

Table 13c: Expenditure on China, glass and hardware in Waverley

	TOTAL	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Waverley Locations												
Farnham	£2,560,333	£1,030,778	£0	£40,341	£0	£294,188	£760,280	£0	£0	£0	£232,221	£202,525
Godalming	£1,355,859	£0	£694,230	£60,512	£0	£0	£345,582	£255,536	£0	£0	£0	£0
Haslemere & Weyhill	£662,068	£0	£0	£363,069	£0	£0	£138,233	£0	£0	£83,359	£77,407	£0
Cranleigh	£1,045,658	£0	£0	£0	£438,340	£0	£69,116	£127,768	£333,026	£0	£77,407	£0
Waverley Total	£5,623,917	£1,030,778	£694,230	£463,922	£438,340	£294,188	£1,313,210	£383,304	£333,026	£83,359	£387,035	£202,525

Table 14a: Main Destinations for DIY and decorating supplies

STORES WITHIN CATCHMENT	TOTAL	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Farnborough	25.18%	27.85%	4.40%	3.80%	0.00%	68.60%	20.73%	3.66%	0.00%	0.00%	3.70%	18.42%
Guildford	20.43%	2.53%	20.88%	36.71%	39.51%	1.16%	18.29%	76.83%	25.30%	6.49%	9.88%	0.00%
Farnham	2.40%	18.99%	0.00%	1.27%	0.00%	1.16%	9.76%	0.00%	1.20%	0.00%	2.47%	2.63%
Farnham out of town	5.45%	48.10%	0.00%	0.00%	0.00%	5.81%	14.63%	0.00%	0.00%	0.00%	3.70%	5.26%
Horsham	8.87%	0.00%	0.00%	2.53%	27.16%	0.00%	1.22%	0.00%	30.12%	49.35%	0.00%	1.32%
Godalming town centre	2.54%	0.00%	38.46%	5.06%	2.47%	0.00%	9.76%	1.22%	0.00%	1.30%	0.00%	0.00%
Godalming out of town	3.31%	0.00%	32.97%	10.13%	6.17%	0.00%	12.20%	1.22%	3.61%	1.30%	1.23%	0.00%
Haslemere town centre	1.70%	1.27%	0.00%	31.65%	0.00%	0.00%	2.44%	0.00%	0.00%	1.30%	6.17%	0.00%
Dorking	3.25%	0.00%	0.00%	0.00%	1.23%	0.00%	0.00%	2.44%	21.69%	0.00%	0.00%	0.00%
Cranleigh	1.24%	0.00%	1.10%	0.00%	22.22%	0.00%	0.00%	1.22%	2.41%	1.30%	1.23%	0.00%
Petersfield	2.35%	0.00%	1.10%	1.27%	0.00%	0.00%	0.00%	1.22%	0.00%	0.00%	22.22%	1.32%
Alton	1.69%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	32.89%
Basingstoke	3.60%	0.00%	0.00%	0.00%	0.00%	5.81%	0.00%	0.00%	0.00%	1.30%	0.00%	34.21%
Chichester	2.77%	0.00%	0.00%	1.27%	0.00%	0.00%	0.00%	0.00%	0.00%	19.48%	12.35%	0.00%
Camberley	1.73%	0.00%	0.00%	0.00%	0.00%	5.81%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Aldershot	0.49%	1.27%	0.00%	0.00%	0.00%	1.16%	1.22%	0.00%	0.00%	0.00%	0.00%	0.00%
Other destinations	12.96%	0.00%	1.10%	5.06%	1.23%	10.47%	9.76%	12.20%	15.66%	18.18%	37.04%	3.95%
Catalogue/Mail Order	0.03%	0.00%	0.00%	1.27%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Source: Research & Marketing Household Survey (Feb 2008) Analysis Q12

Table 14b: Expenditure on DIY and decorating supplies

STORES WITHIN CATCHMENT	TOTAL	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Farnborough	£43,276,498	£2,203,547	£250,984	£164,638	£0	£34,704,690	£2,639,907	£947,315	£0	£0	£589,812	£1,775,604
Guildford	£35,572,023	£200,322	£1,192,176	£1,591,502	£1,531,406	£588,215	£2,329,330	£19,893,624	£5,691,985	£980,631	£1,572,831	£0
Farnham	£4,305,734	£1,502,418	£0	£54,879	£0	£588,215	£1,242,309	£0	£271,047	£0	£393,208	£253,658
Farnham out of town	£9,707,793	£3,806,127	£0	£0	£0	£2,941,075	£1,863,464	£0	£0	£0	£589,812	£507,315
Horsham	£15,673,689	£0	£0	£109,759	£1,052,842	£0	£155,289	£0	£6,776,173	£7,452,797	£0	£126,829
Godalming town centre	£4,265,552	£0	£2,196,114	£219,518	£95,713	£0	£1,242,309	£315,772	£0	£196,126	£0	£0
Godalming out of town	£5,635,230	£0	£1,882,384	£439,035	£239,282	£0	£1,552,886	£315,772	£813,141	£196,126	£196,604	£0
Haslemere town centre	£2,961,869	£100,161	£0	£1,371,984	£0	£0	£310,577	£0	£196,126	£983,019	£0	£0
Dorking	£5,558,245	£0	£0	£0	£47,856	£0	£0	£631,544	£4,878,845	£0	£0	£0
Cranleigh	£2,174,758	£0	£62,746	£0	£861,416	£0	£0	£315,772	£542,094	£196,126	£196,604	£0
Petersfield	£4,099,096	£0	£62,746	£54,879	£0	£0	£0	£315,772	£0	£0	£3,538,870	£126,829
Alton	£3,170,721	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£3,170,721
Basingstoke	£6,434,751	£0	£0	£0	£0	£2,941,075	£0	£0	£0	£196,126	£0	£3,297,550
Chichester	£4,962,812	£0	£0	£54,879	£0	£0	£0	£0	£0	£2,941,894	£1,966,039	£0
Camberley	£2,941,075	£0	£0	£0	£0	£2,941,075	£0	£0	£0	£0	£0	£0
Aldershot	£843,665	£100,161	£0	£0	£0	£588,215	£155,289	£0	£0	£0	£0	£0
Other destinations	£22,572,064	£0	£62,746	£219,518	£47,856	£5,293,936	£1,242,309	£3,157,718	£3,523,610	£2,745,767	£5,898,117	£380,486
Catalogue/Mail Order	£54,879	£0	£0	£54,879	£0	£0	£0	£0	£0	£0	£0	£0
Total	£174,210,453	£7,912,737	£5,709,897	£4,335,471	£3,876,372	£50,586,498	£12,733,668	£25,893,288	£22,496,895	£15,101,721	£15,924,915	£9,638,991

Table 14c: Expenditure on DIY and decorating supplies in Waverley

	TOTAL	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Waverley Locations												
Farnham	£4,305,734	£1,502,418	£0	£54,879	£0	£588,215	£1,242,309	£0	£271,047	£0	£393,208	£253,658
Godalming	£4,265,552	£0	£2,196,114	£219,518	£95,713	£0	£1,242,309	£315,772	£0	£196,126	£0	£0
Haslemere & Weyhill	£2,961,869	£100,161	£0	£1,371,984	£0	£0	£310,577	£0	£0	£196,126	£983,019	£0
Cranleigh	£2,174,758	£0	£62,746	£0	£861,416	£0	£0	£315,772	£542,094	£196,126	£196,604	£0
Waverley Total	£13,707,913	£1,602,580	£2,258,860	£1,646,381	£957,129	£588,215	£2,795,195	£631,544	£813,141	£588,379	£1,572,831	£253,658

Table 15a: Main Destinations for Books, jewellery, watches, luxury goods (misc.)

STORES WITHIN CATCHMENT	TOTAL	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Guildford	26.46%	8.82%	54.41%	40.00%	43.06%	11.11%	33.33%	82.35%	22.08%	7.46%	11.76%	2.99%
Fleet	7.53%	0.00%	0.00%	0.00%	0.00%	25.00%	1.59%	0.00%	0.00%	0.00%	0.00%	1.49%
Horsham	7.54%	0.00%	0.00%	0.00%	8.33%	0.00%	0.00%	0.00%	29.87%	35.82%	0.00%	0.00%
Farnham	6.34%	67.65%	0.00%	1.43%	0.00%	1.39%	23.81%	0.00%	0.00%	0.00%	10.29%	8.96%
Dorking	3.97%	0.00%	0.00%	0.00%	0.00%	1.39%	0.00%	0.00%	24.68%	0.00%	0.00%	0.00%
Farnborough	3.70%	1.47%	0.00%	0.00%	0.00%	11.11%	1.59%	0.00%	1.30%	0.00%	0.00%	1.49%
Petersfield	2.87%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	30.88%	1.49%
Alton town centre	2.51%	0.00%	0.00%	0.00%	0.00%	2.78%	1.59%	0.00%	0.00%	0.00%	0.00%	29.85%
Godalming	2.63%	0.00%	35.29%	4.29%	0.00%	0.00%	15.87%	1.47%	1.30%	0.00%	0.00%	0.00%
Haslemere town centre	1.45%	0.00%	0.00%	32.86%	0.00%	0.00%	1.59%	0.00%	0.00%	0.00%	4.41%	1.49%
Cranleigh	1.39%	0.00%	0.00%	0.00%	38.89%	0.00%	0.00%	0.00%	2.60%	0.00%	1.47%	0.00%
Basingstoke	5.57%	1.47%	0.00%	0.00%	0.00%	12.50%	0.00%	0.00%	0.00%	0.00%	0.00%	34.33%
Chichester	4.16%	0.00%	0.00%	5.71%	0.00%	0.00%	0.00%	0.00%	0.00%	26.87%	19.12%	0.00%
Aldershot	3.89%	11.76%	0.00%	0.00%	0.00%	11.11%	1.59%	0.00%	0.00%	0.00%	0.00%	0.00%
Camberley	2.86%	0.00%	0.00%	0.00%	0.00%	9.72%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other destinations	15.77%	7.35%	10.29%	14.29%	8.33%	13.89%	17.46%	13.24%	16.88%	26.87%	20.59%	16.42%
Catalogue/Mail Order	1.31%	1.47%	0.00%	1.43%	1.39%	0.00%	1.59%	2.94%	1.30%	2.99%	1.47%	1.49%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Source: Research & Marketing Household Survey (Feb 2008) Analysis Q13

Table 15b: Expenditure on Books, jewellery, watches, luxury goods (misc.)

STORES WITHIN CATCHMENT	TOTAL	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Guildford	£154,435,776	£2,311,225	£10,284,764	£5,740,762	£5,524,944	£18,606,528	£14,050,944	£70,589,410	£16,441,976	£3,730,739	£6,201,995	£952,489
Fleet	£43,010,025	£0	£0	£0	£0	£41,864,688	£669,093	£0	£0	£0	£0	£476,245
Horsham	£41,221,918	£0	£0	£0	£1,069,344	£0	£0	£0	£22,245,026	£17,907,548	£0	£0
Farnham	£38,570,840	£17,719,395	£0	£205,027	£0	£2,325,816	£10,036,389	£0	£0	£0	£5,426,746	£2,857,467
Dorking	£20,702,142	£0	£0	£0	£0	£2,325,816	£0	£0	£18,376,326	£0	£0	£0
Farnborough	£21,104,244	£385,204	£0	£0	£0	£18,606,528	£669,093	£0	£967,175	£0	£0	£476,245
Petersfield	£16,756,482	£0	£0	£0	£0	£0	£0	£0	£0	£0	£16,280,238	£476,245
Alton town centre	£14,845,615	£0	£0	£0	£0	£4,651,632	£669,093	£0	£0	£0	£0	£9,524,891
Godalming	£16,204,906	£0	£6,671,198	£615,082	£0	£0	£6,690,926	£1,260,525	£967,175	£0	£0	£0
Haslemere town centre	£8,186,711	£0	£0	£4,715,626	£0	£0	£669,093	£0	£0	£0	£2,325,748	£476,245
Cranleigh	£7,699,872	£0	£0	£0	£4,990,272	£0	£0	£0	£1,934,350	£0	£775,249	£0
Basingstoke	£32,271,173	£385,204	£0	£0	£0	£20,932,344	£0	£0	£0	£0	£0	£10,953,624
Chichester	£24,329,012	£0	£0	£820,109	£0	£0	£0	£0	£0	£13,430,661	£10,078,242	£0
Aldershot	£22,357,254	£3,081,634	£0	£0	£0	£18,606,528	£669,093	£0	£0	£0	£0	£0
Camberley	£16,280,712	£0	£0	£0	£0	£16,280,712	£0	£0	£0	£0	£0	£0
Other destinations	£91,050,426	£1,926,021	£1,945,766	£2,050,272	£1,069,344	£23,258,160	£7,360,018	£11,344,727	£12,573,276	£13,430,661	£10,853,492	£5,238,690
Catalogue/Mail Order	£7,669,563	£385,204	£0	£205,027	£178,224	£0	£669,093	£2,521,050	£967,175	£1,492,296	£775,249	£476,245
Total	£576,696,672	£26,193,888	£18,901,728	£14,351,904	£12,832,128	£167,458,752	£42,152,832	£85,715,712	£74,472,480	£49,991,904	£52,716,960	£31,908,384

Table 15c: Expenditure on Books, jewellery, watches, luxury goods (misc.) in Waverley

	TOTAL	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Waverley Locations												
Farnham	£38,570,840	£17,719,395	£0	£205,027	£0	£2,325,816	£10,036,389	£0	£0	£0	£5,426,746	£2,857,467
Godalming	£16,204,906	£0	£6,671,198	£615,082	£0	£0	£6,690,926	£1,260,525	£967,175	£0	£0	£0
Haslemere & Weyhill	£8,186,711	£0	£0	£4,715,626	£0	£0	£669,093	£0	£0	£0	£2,325,748	£476,245
Cranleigh	£7,699,872	£0	£0	£0	£4,990,272	£0	£0	£0	£1,934,350	£0	£775,249	£0
Waverley Total	£70,662,328	£17,719,395	£6,671,198	£5,535,734	£4,990,272	£2,325,816	£17,396,407	£1,260,525	£2,901,525	£0	£8,527,744	£3,333,712

Table 16: Total Expenditure on Comparison Goods 2011

	TOTAL	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Farnham												
Farnham town centre	£117,393,664	£44,625,417	£524,726	£300,248	£0	£23,351,444	£28,148,328	£579,709	£271,047	£747,825	£11,667,136	£7,177,784
Farnham elsewhere	£10,404,518	£3,896,420	£0	£0	£0	£3,235,264	£1,863,464	£0	£249,406	£0	£589,812	£570,153
Godalming												
Godalming town centre	£38,486,541	£299,473	£16,988,648	£1,434,437	£577,294	£0	£12,759,479	£3,600,768	£2,081,180	£196,126	£549,135	£0
Godalming elsewhere	£5,995,765	£0	£2,018,345	£483,483	£239,282	£0	£1,622,003	£315,772	£924,149	£196,126	£196,604	£0
Haslemere & Weyhill												
Haslemere & Weyhill town centre	£24,473,271	£100,161	£106,684	£13,110,373	£0	£0	£2,751,207	£389,316	£0	£1,818,274	£5,721,012	£476,245
Cranleigh												
Cranleigh village centre	£28,330,101	£0	£62,746	£0	£10,142,882	£5,955,734	£503,383	£832,856	£7,729,564	£196,126	£2,667,989	£238,820
Waverley centres - Total	£208,683,577	£45,025,051	£17,682,804	£14,845,057	£10,720,176	£29,307,178	£44,162,397	£5,402,650	£10,081,791	£2,958,351	£20,605,272	£7,892,849
Waverley elsewhere - Total	£16,400,283	£3,896,420	£2,018,345	£483,483	£239,282	£3,235,264	£3,485,466	£315,772	£1,173,556	£196,126	£786,416	£570,153
Waverley - Total	£225,083,860	£48,921,471	£19,701,149	£15,328,541	£10,959,458	£32,542,441	£47,647,863	£5,718,422	£11,255,347	£3,154,477	£21,391,687	£8,463,002
Guildford	£625,403,737	£14,776,921	£40,649,029	£26,196,265	£27,182,832	£63,881,785	£70,068,186	£251,787,392	£72,184,732	£17,224,309	£34,252,104	£7,200,182
Farnborough	£239,695,344	£14,915,217	£1,242,393	£367,842	£0	£198,790,442	£9,671,066	£3,186,103	£1,078,184	£665,083	£1,622,443	£8,156,571
Aldershot	£59,979,189	£7,103,227	£167,319	£197,345	£0	£47,754,766	£2,624,640	£1,245,128	£886,764	£0	£0	£0
Chichester	£83,465,474	£0	£0	£2,555,591	£0	£0	£434,267	£0	£1,025,161	£45,571,511	£33,878,944	£0
Basingstoke	£102,849,041	£1,074,443	£0	£0	£0	£56,035,533	£1,162,159	£0	£0	£196,126	£0	£44,380,779
Horsham	£159,119,619	£171,075	£0	£279,572	£5,772,435	£0	£155,289	£2,138,792	£78,535,357	£71,560,883	£379,388	£126,829
Camberley	£65,230,076	£2,072,112	£111,735	£24,278	£0	£55,832,212	£2,613,531	£1,933,576	£0	£0	£638,311	£2,004,321
Total	£1,560,826,339	£89,034,466	£61,871,624	£44,949,433	£43,914,726	£454,837,180	£134,377,002	£266,009,412	£164,965,545	£138,372,390	£92,162,878	£70,331,683
Catalogue / mail order	£17,440,027	£1,167,295	£448,985	£483,281	£339,387	£573,903	£976,573	£3,781,571	£5,113,670	£1,892,063	£1,591,912	£1,071,388

Table 17: Market Share on Comparison Goods in Waverley Centres 2011

	TOTAL %	Zone 1 %	Zone 2 %	Zone 3 %	Zone 4 %	Zone 5 %	Zone 6 %	Zone 7 %	Zone 8 %	Zone 9 %	Zone 10 %	Zone 11 %
Farnham												
Farnham town centre	5.37	44.97	0.73	0.55	0.00	3.68	17.63	0.18	0.10	0.39	5.84	5.94
Farnham elsewhere	0.48	3.93	0.00	0.00	0.00	0.51	1.17	0.00	0.09	0.00	0.30	0.47
Godalming												
Godalming town centre	1.76	0.30	23.73	2.64	1.19	0.00	7.99	1.11	0.74	0.10	0.27	0.00
Godalming elsewhere	0.27	0.00	2.82	0.89	0.49	0.00	1.02	0.10	0.33	0.10	0.10	0.00
Haslemere & Weyhill												
Haslemere & Weyhill town centre	1.12	0.10	0.15	24.11	0.00	0.00	1.72	0.12	0.00	0.96	2.86	0.39
Cranleigh												
Cranleigh village centre	1.30	0.00	0.09	0.00	20.87	0.94	0.32	0.26	2.74	0.10	1.34	0.20
Waverley centres - Total	9.55	45.38	24.70	27.30	22.05	4.62	27.66	1.66	3.57	1.56	10.32	6.53
Waverley elsewhere - Total	0.75	3.93	2.82	0.89	0.49	0.51	2.18	0.10	0.42	0.10	0.39	0.47
Total		98.60	55.03	56.39	45.09	10.26	59.68	3.52	7.98	3.33	21.42	14.00

Table 18: Turnover on Comparison Goods in Waverley Centres 2013 (based on constant market shares)

	TOTAL	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Farnham												
Farnham town centre	£120,211,390	£45,740,985	£539,585	£306,743	£0	£23,857,971	£28,776,529	£599,532	£278,642	£770,392	£11,988,145	£7,352,866
Farnham elsewhere	£10,650,812	£3,993,825	£0	£0	£0	£3,305,441	£1,905,052	£0	£256,395	£0	£606,040	£584,060
Godalming												
Godalming town centre	£39,503,914	£306,959	£17,469,715	£1,465,471	£587,852	£0	£13,044,239	£3,723,892	£2,139,497	£202,045	£564,244	£0
Godalming elsewhere	£6,151,974	£0	£2,075,499	£493,943	£243,658	£0	£1,658,202	£326,569	£950,045	£202,045	£202,013	£0
Haslemere & Weyhill												
Haslemere & Weyhill town centre	£25,061,044	£102,665	£109,705	£13,394,016	£0	£0	£2,812,607	£402,628	£0	£1,873,143	£5,878,419	£487,861
Cranleigh												
Cranleigh village centre	£28,988,012	£0	£64,523	£0	£10,328,375	£6,084,923	£514,617	£861,334	£7,946,154	£202,045	£2,741,395	£244,646
Waverley centres - Total	£213,764,360	£46,150,610	£18,183,528	£15,166,230	£10,916,227	£29,942,894	£45,147,993	£5,587,386	£10,364,292	£3,047,624	£21,172,203	£8,085,374
Waverley elsewhere - Total	£16,802,786	£3,993,825	£2,075,499	£493,943	£243,658	£3,305,441	£3,563,253	£326,569	£1,206,440	£202,045	£808,053	£584,060
Waverley Total	£230,567,146	£50,144,434	£20,259,026	£15,660,174	£11,159,886	£33,248,335	£48,711,246	£5,913,955	£11,570,732	£3,249,668	£21,980,256	£8,669,434

Table 19: Turnover on Comparison Goods in Waverley Centres 2018 (based on constant market shares)

	TOTAL	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Farnham												
Farnham town centre	£136,985,387	£52,618,841	£628,412	£351,645	£0	£26,964,462	£32,449,617	£686,922	£319,668	£886,488	£13,710,258	£8,369,076
Farnham elsewhere	£12,130,433	£4,594,357	£0	£0	£0	£3,735,835	£2,148,216	£0	£294,146	£0	£693,098	£664,781
Godalming												
Godalming town centre	£45,345,470	£353,115	£20,345,591	£1,679,990	£658,542	£0	£14,709,230	£4,266,702	£2,454,508	£232,492	£645,298	£0
Godalming elsewhere	£7,053,855	£0	£2,417,169	£566,248	£272,959	£0	£1,869,858	£374,171	£1,089,926	£232,492	£231,033	£0
Haslemere & Weyhill												
Haslemere & Weyhill town centre	£28,667,032	£118,102	£127,765	£15,354,665	£0	£0	£3,171,613	£461,317	£0	£2,155,421	£6,722,862	£555,286
Cranleigh												
Cranleigh village centre	£32,852,211	£0	£75,145	£0	£11,570,383	£6,877,226	£580,304	£986,886	£9,116,117	£232,492	£3,135,201	£278,457
Waverley centres - Total	£243,850,101	£53,090,058	£21,176,912	£17,386,301	£12,228,926	£33,841,688	£50,910,764	£6,401,828	£11,890,293	£3,506,893	£24,213,618	£9,202,819
Waverley elsewhere - Total	£19,184,288	£4,594,357	£2,417,169	£566,248	£272,959	£3,735,835	£4,018,073	£374,171	£1,384,072	£232,492	£924,131	£664,781
Waverley Total	£263,034,388	£57,684,416	£23,594,081	£17,952,549	£12,501,884	£37,577,522	£54,928,837	£6,775,999	£13,274,365	£3,739,385	£25,137,749	£9,867,600

Table 20: Turnover on Comparison Goods in Waverley Centres 2023 (based on constant market shares)

	TOTAL	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Farnham												
Farnham town centre	£159,641,282	£62,172,566	£745,164	£410,808	£0	£31,083,440	£37,292,383	£798,603	£376,056	£1,041,730	£16,016,445	£9,704,088
Farnham elsewhere	£14,130,391	£5,428,530	£0	£0	£0	£4,306,505	£2,468,814	£0	£346,032	£0	£809,683	£770,825
Godalming												
Godalming town centre	£53,039,908	£417,228	£24,125,584	£1,962,639	£755,118	£0	£16,904,428	£4,960,387	£2,887,475	£273,206	£753,843	£0
Godalming elsewhere	£8,249,961	£0	£2,866,252	£661,516	£312,988	£0	£2,148,914	£435,004	£1,282,185	£273,206	£269,894	£0
Haslemere & Weyhill												
Haslemere & Weyhill town centre	£33,440,755	£139,546	£151,502	£17,937,995	£0	£0	£3,644,943	£536,319	£0	£2,532,879	£7,853,707	£643,864
Cranleigh												
Cranleigh village centre	£38,081,115	£0	£89,106	£0	£13,267,184	£7,927,762	£666,908	£1,147,335	£10,724,167	£273,206	£3,662,569	£322,876
Waverley centres - Total	£284,203,059	£62,729,340	£25,111,355	£20,311,441	£14,022,302	£39,011,202	£58,508,663	£7,442,643	£13,987,698	£4,121,022	£28,286,564	£10,670,828
Waverley elsewhere - Total	£22,380,352	£5,428,530	£2,866,252	£661,516	£312,988	£4,306,505	£4,617,729	£435,004	£1,628,217	£273,206	£1,079,578	£770,825
Waverley Total	£306,583,411	£68,157,871	£27,977,608	£20,972,957	£14,335,290	£43,317,707	£63,126,392	£7,877,648	£15,615,915	£4,394,228	£29,366,142	£11,441,653

Table 21: Turnover on Comparison Goods in Waverley Centres 2028 (based on constant market shares)

	TOTAL	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Farnham												
Farnham town centre	£189,400,367	£74,539,642	£896,740	£490,884	£0	£36,541,928	£43,777,849	£949,464	£450,719	£1,245,609	£19,035,885	£11,471,648
Farnham elsewhere	£16,757,558	£6,508,348	£0	£0	£0	£5,062,760	£2,898,162	£0	£414,734	£0	£962,326	£911,228
Godalming												
Godalming town centre	£63,192,236	£500,222	£29,033,046	£2,345,204	£888,677	£0	£19,844,254	£5,897,438	£3,460,760	£326,676	£895,959	£0
Godalming elsewhere	£9,832,107	£0	£3,449,286	£790,461	£368,347	£0	£2,522,629	£517,180	£1,536,753	£326,676	£320,775	£0
Haslemere & Weyhill												
Haslemere & Weyhill town centre	£39,824,662	£167,303	£182,320	£21,434,543	£0	£0	£4,278,830	£637,633	£0	£3,028,594	£9,334,297	£761,141
Cranleigh												
Cranleigh village centre	£45,102,675	£0	£107,231	£0	£15,613,774	£9,319,938	£782,890	£1,364,075	£12,853,364	£326,676	£4,353,041	£381,687
Waverley centres - Total	£337,519,940	£75,207,167	£30,219,337	£24,270,631	£16,502,451	£45,861,865	£68,683,822	£8,848,610	£16,764,843	£4,927,556	£33,619,182	£12,614,476
Waverley elsewhere - Total	£26,589,666	£6,508,348	£3,449,286	£790,461	£368,347	£5,062,760	£5,420,791	£517,180	£1,951,486	£326,676	£1,283,101	£911,228
Waverley Total	£364,109,605	£81,715,516	£33,668,623	£25,061,092	£16,870,798	£50,924,626	£74,104,614	£9,365,790	£18,716,329	£5,254,232	£34,902,283	£13,525,703

Table 22: Turnover on Comparison Goods in Waverley Centres 2033 (based on constant market shares)

	TOTAL	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
Farnham												
Farnham town centre	£224,915,461	£89,384,551	£1,082,359	£584,973	£0	£43,029,796	£51,424,833	£1,128,950	£538,848	£1,490,521	£22,664,397	£13,586,233
Farnham elsewhere	£19,891,334	£7,804,516	£0	£0	£0	£5,961,633	£3,404,405	£0	£495,826	£0	£1,145,759	£1,079,196
Godalming												
Godalming town centre	£75,394,775	£599,843	£35,042,691	£2,794,715	£1,039,565	£0	£23,310,589	£7,012,283	£4,137,440	£390,907	£1,066,741	£0
Godalming elsewhere	£11,724,405	£0	£4,163,265	£941,971	£430,888	£0	£2,963,274	£614,947	£1,837,233	£390,907	£381,920	£0
Haslemere & Weyhill												
Haslemere & Weyhill town centre	£47,387,117	£200,623	£220,059	£25,542,953	£0	£0	£5,026,244	£758,170	£0	£3,624,077	£11,113,548	£901,444
Cranleigh												
Cranleigh village centre	£53,302,813	£0	£129,427	£0	£18,264,836	£10,974,654	£919,642	£1,621,938	£15,366,572	£390,907	£5,182,793	£452,043
Waverley centres - Total	£401,000,166	£90,185,017	£36,474,536	£28,922,641	£19,304,401	£54,004,450	£80,681,308	£10,521,341	£20,042,860	£5,896,413	£40,027,480	£14,939,721
Waverley elsewhere - Total	£31,615,739	£7,804,516	£4,163,265	£941,971	£430,888	£5,961,633	£6,367,679	£614,947	£2,333,059	£390,907	£1,527,679	£1,079,196
Waverley Total	£432,615,905	£97,989,532	£40,637,801	£29,864,611	£19,735,289	£59,966,082	£87,048,987	£11,136,287	£22,375,919	£6,287,320	£41,555,158	£16,018,916

Table 23: Town Centre Floorspace Statistics

	Gross Floorspace		Net Floorspace
	Sq Feet	Sq Metres	Sq metres
Farnham			
Convenience	74,800	6,949	4,169
Comparison	210,600	19,565	13,696
Service	115,000	10,684	7,479
Vacant	42,900	3,986	2,790
Godalming			
Convenience	89,900	8,352	5,011
Comparison	174,700	16,230	11,361
Service	86,800	8,064	5,645
Vacant	33,300	3,094	2,166
Haslemere			
Convenience	20,500	1,905	1,143
Comparison	105,200	9,773	6,841
Service	42,300	3,930	2,751
Vacant	6,000	557	390
Cranleigh			
Convenience	57,900	5,379	3,227
Comparison	78,900	7,330	5,131
Service	46,700	4,339	3,037
Vacant	9,500	883	618

Source: Goad Centre Reports and Chase & Partners Street Surveys

Table 24: Projected Floorspace Requirements 2011-2033

	Turnover 2011	Floorspace sq metres	Turnover:sq m	Turnover 2013	Turnover absorbed by increased efficiency in existing floorspace	Projected increase based on constant market shares	Floorspace Requirement 2011-2013	Turnover 2018	Turnover absorbed by increased efficiency in existing floorspace	Projected increase based on constant market shares	Floorspace Requirement 2013-2018	Turnover 2023	Turnover absorbed by increased efficiency in existing floorspace	Projected increase based on constant market shares	Floorspace Requirement 2018-2023	Turnover 2028	Turnover absorbed by increased efficiency in	Projected increase based on constant market shares	Floorspace Requirement 2023-2028	Turnover 2033	Turnover absorbed by increased efficiency in	Projected increase based on constant market shares	Floorspace Requirement 2028-2033	Total Requirement 2011-2033
Farnham Town centre	£117,393,664	13,696	8,572	£120,211,390	£3,190,760	-£373,034	4512	£136,985,387	£13,163,578	£3,610,419	4512	£159,641,282	£13,221,932	£9,433,962	4512	£189,400,367	£14,894,348	£14,864,738	4512	£224,915,461	£17,670,836	£17,844,258	4512	
Godalming Town centre	£38,486,541	11,361	3,388	£39,503,914	£1,046,064	-£28,692	-83	£45,345,470	£4,325,820	£1,515,736	800	£53,039,908	£4,376,779	£3,317,660	735	£63,192,236	£4,948,562	£5,203,765	3,294	£75,394,775	£5,895,763	£6,306,776	3,955	10,058
Haslemere & Weyhill Town centre	£24,473,271	6,841	3,577	£25,061,044	£665,184	-£77,411	-6	£28,667,032	£2,744,274	£861,714	336	£33,440,755	£2,766,963	£2,006,759	735	£39,824,662	£3,119,984	£3,263,924	1,153	£47,387,117	£3,715,595	£3,846,860	1,398	3,616
Cranleigh Village centre	£28,330,101	5,131	5,521	£28,988,012	£770,012	-£112,101	-17	£32,852,211	£3,174,291	£689,908	191	£38,081,115	£3,170,920	£2,057,984	445	£45,102,675	£3,552,924	£3,468,636	723	£53,302,813	£4,208,028	£3,992,111	853	2,195
Total	£208,683,577	37,029		£213,764,360	£5,672,020	-£591,237	-25	£243,850,101	£23,407,964	£6,677,777	1,480	£284,203,059	£23,536,594	£16,816,365	3,727	£337,519,940	£26,515,818	£26,801,062	5,940	£401,000,166	£31,490,221	£31,990,005	7,090	18,106

Waverley Expenditure Data

Target Area(s):

Layers; 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11

Base Area(s):

Standard Geography; United Kingdom

Sorted On:

Default (Ascending)

Date:

26/10/2012

Retail Planner

Consumer Retail Expenditure (Coarse)

2011 Total Expenditure (in 2011 prices)

	Target	Target %	Base	Base %	Penetration	Index
Total Retail						
Total Comparison	2,168,652,601	61.91	177,848,350,620	59.77	1.219	104
Total Convenience	1,334,013,586	38.09	119,701,607,664	40.23	1.114	95
Total Retail	3,502,666,187	100.00	297,549,958,284	100.00	1.177	100

2011 Total Expenditure (in 2011 prices) Comparison

	Target	Target %	Base	Base %	Penetration	Index
Total Comparison						
10% of Non-Durable household goods	4,765,681	0.22	385,381,057	0.22	1.237	101
Appliances for personal care	204,614,893	9.44	16,146,970,169	9.08	1.267	104
Audio-visual, photographic and information processing equipment	203,896,588	9.40	15,700,260,133	8.83	1.299	107
Bicycles	14,488,928	0.67	1,467,936,316	0.83	0.987	81
Books and stationery	91,440,910	4.22	6,742,857,075	3.79	1.356	111
Clothing materials and garments	462,561,746	21.33	42,313,831,541	23.79	1.093	90
Furniture and furnishings; carpets and other floor coverings	171,488,803	7.91	14,337,227,933	8.06	1.196	98
Games, toys and hobbies; sport and camping; musical instruments	240,794,221	11.10	19,396,905,253	10.91	1.241	102
Gardens, plants and flowers	50,466,747	2.33	3,389,000,334	1.91	1.489	122
Glassware, tableware and household utensils	56,092,872	2.59	4,168,871,654	2.34	1.346	110
Household textiles	75,288,034	3.47	5,577,645,997	3.14	1.350	111
Jewellery, clocks and watches	76,704,385	3.54	6,431,033,338	3.62	1.193	98
Major household appliances (electric or not)	62,797,209	2.90	4,720,582,502	2.65	1.330	109
Major tools and equipment	8,726,598	0.40	614,033,666	0.35	1.421	117
Materials for maintenance and repair of the dwelling	72,943,966	3.36	5,816,646,258	3.27	1.254	103
Medical goods and other pharmaceutical products	58,640,637	2.70	5,234,033,011	2.94	1.120	92
Other personal effects	44,235,065	2.04	3,647,290,829	2.05	1.213	99
Pets and related products	41,940,790	1.93	2,949,000,142	1.66	1.422	117
Recording media	57,358,691	2.64	4,624,541,034	2.60	1.240	102
Shoes and other footwear	74,383,416	3.43	7,404,140,347	4.16	1.005	82
Small electrical household appliances	12,122,680	0.56	852,904,396	0.48	1.421	117
Small tools and miscellaneous accessories	41,032,400	1.89	3,012,257,148	1.69	1.362	112
Therapeutic appliances and equipment	41,867,342	1.93	2,915,000,487	1.64	1.436	118
Total Comparison	2,168,652,601	100.00	177,848,350,620	100.00	1.219	100

2011 Total Expenditure (in 2011 prices) Convenience

	Target	Target %	Base	Base %	Penetration	Index
Total Convenience						
90% of Non-Durable household goods	42,890,036	3.22	3,468,326,348	2.90	1.237	111
Alcohol (off-trade)	178,368,433	13.37	15,053,046,764	12.58	1.185	106
Food and non-alcoholic beverages	981,053,173	73.54	85,396,320,937	71.34	1.149	103
Newspapers and periodicals	43,990,123	3.30	3,948,081,905	3.30	1.114	100
Tobacco	87,711,821	6.58	11,835,831,710	9.89	0.741	66
Total Convenience	1,334,013,586	100.00	119,701,607,664	100.00	1.114	100

2011 Total Expenditure (in 2011 prices) Other Aggregations

	Target	Target %	Base	Base %	Penetration	Index
Core bulky goods						
Core DIY Goods excluding gardening	144,617,642	23.47	11,262,054,158	23.47	1.284	100
Gardens, plants and flowers	50,466,747	8.19	3,389,000,334	7.06	1.489	116
Other Bulky Goods	421,033,603	68.34	33,324,334,539	69.46	1.263	98
Core bulky goods	616,117,993	100.00	47,975,389,031	100.00	1.284	100

	Target	Target %	Base	Base %	Penetration	Index
2011 Total Expenditure (in 2011 prices) Prescription Costs						
Prescription costs	120,552,409	0.00	11,897,299,107	0.00	1.013	0

2011 Total Expenditure per HH (in 2011 prices)

	Target	Target %	Base	Base %	Penetration	Index
Total Retail per HH						
Total Comparison per HH	7,976	61.91	6,628	59.77	120.341	104
Total Convenience per HH	4,906	38.09	4,461	40.23	109.985	95
Total Retail per HH	12,882	100.00	11,088	100.00	116.175	100

2011 Total Expenditure per HH (in 2011 prices) Comparison

	Target	Target %	Base	Base %	Penetration	Index
Total Comparison per HH						
10% of Non-Durable household goods per HH	18	0.22	14	0.22	122.041	101
Appliances for personal care per HH	753	9.44	602	9.08	125.060	104
Audio-visual, photographic and information processing equipment per HH	750	9.40	585	8.83	128.167	107
Bicycles per HH	53	0.67	55	0.83	97.410	81
Books and stationery per HH	336	4.22	251	3.79	133.835	111
Clothing materials and garments per HH	1,701	21.33	1,577	23.79	107.885	90
Furniture and furnishings; carpets and other floor coverings per HH	631	7.91	534	8.06	118.044	98
Games, toys and hobbies; sport and camping; musical instruments per HH	886	11.10	723	10.91	122.514	102
Gardens, plants and flowers per HH	186	2.33	126	1.91	146.962	122
Glassware, tableware and household utensils per HH	206	2.59	155	2.34	132.789	110
Household textiles per HH	277	3.47	208	3.14	133.213	111
Jewellery, clocks and watches per HH	282	3.54	240	3.62	117.710	98
Major household appliances (electric or not) per HH	231	2.90	176	2.65	131.286	109
Major tools and equipment per HH	32	0.40	23	0.35	140.257	117
Materials for maintenance and repair of the dwelling per HH	268	3.36	217	3.27	123.763	103

Medical goods and other pharmaceutical products per HH	216	2.70	195	2.94	110.569	92
Other personal effects per HH	163	2.04	136	2.05	119.693	99
Pets and related products per HH	154	1.93	110	1.66	140.357	117
Recording media per HH	211	2.64	172	2.60	122.406	102
Shoes and other footwear per HH	274	3.43	276	4.16	99.146	82
Small electrical household appliances per HH	45	0.56	32	0.48	140.272	117
Small tools and miscellaneous accessories per HH	151	1.89	112	1.69	134.434	112
Therapeutic appliances and equipment per HH	154	1.93	109	1.64	141.746	118
Total Comparison per HH	7,976	100.00	6,628	100.00	120.341	100

2011 Total Expenditure per HH (in 2011 prices) Convenience

	Target	Target %	Base	Base %	Penetration	Index
Total Convenience per HH						
90% of Non-Durable household goods per HH	158	3.22	129	2.90	122.042	111
Alcohol (off-trade) per HH	656	13.37	561	12.58	116.941	106
Food and non-alcoholic beverages per HH	3,608	73.54	3,182	71.34	113.377	103
Newspapers and periodicals per HH	162	3.30	147	3.30	109.962	100
Tobacco per HH	323	6.58	441	9.89	73.136	66
Total Convenience per HH	4,906	100.00	4,461	100.00	109.985	100

2011 Total Expenditure per HH (in 2011 prices) Other Aggregations

	Target	Target %	Base	Base %	Penetration	Index
Core bulky goods per HH						
Core DIY Goods excluding gardening per HH	532	23.47	420	23.47	126.729	100
Gardens, plants and flowers per HH	186	8.19	126	7.06	146.962	116
Other Bulky Goods per HH	1,548	68.34	1,242	69.46	124.689	98
Core bulky goods per HH	2,266	100.00	1,788	100.00	126.741	100
	Target	Target %	Base	Base %	Penetration	Index
2011 Total Expenditure per HH (in 2011 prices) Prescription Costs						
Prescription costs per HH	443	0.00	443	0.00	100.000	0

2011 Total Expenditure per Person (in 2011 prices)

	Target	Target %	Base	Base %	Penetration	Index
Total Retail per Person						
Total Comparison per Person	3,272	61.91	2,839	59.77	115.252	104
Total Convenience per Person	2,012	38.09	1,911	40.23	105.334	95
Total Retail per Person	5,284	100.00	4,749	100.00	111.262	100

2011 Total Expenditure per Person (in 2011 prices) Comparison

	Target	Target %	Base	Base %	Penetration	Index
Total Comparison per Person						
10% of Non-Durable household goods per Person	7	0.22	6	0.22	116.881	101
Appliances for personal care per Person	309	9.44	258	9.08	119.772	104
Audio-visual, photographic and information processing equipment per Person	308	9.40	251	8.83	122.747	107
Bicycles per Person	22	0.67	23	0.83	93.290	81

Books and stationery per Person	138	4.22	108	3.79	128.175	111
Clothing materials and garments per Person	698	21.33	675	23.79	103.323	90
Furniture and furnishings; carpets and other floor coverings per Person	259	7.91	229	8.06	113.052	98
Games, toys and hobbies; sport and camping; musical instruments per Person	363	11.10	310	10.91	117.333	102
Gardens, plants and flowers per Person	76	2.33	54	1.91	140.748	122
Glassware, tableware and household utensils per Person	85	2.59	67	2.34	127.174	110
Household textiles per Person	114	3.47	89	3.14	127.580	111
Jewellery, clocks and watches per Person	116	3.54	103	3.62	112.732	98
Major household appliances (electric or not) per Person	95	2.90	75	2.65	125.734	109
Major tools and equipment per Person	13	0.40	10	0.35	134.326	117
Materials for maintenance and repair of the dwelling per Person	110	3.36	93	3.27	118.529	103
Medical goods and other pharmaceutical products per Person	88	2.70	84	2.94	105.894	92
Other personal effects per Person	67	2.04	58	2.05	114.632	99
Pets and related products per Person	63	1.93	47	1.66	134.422	117
Recording media per Person	87	2.64	74	2.60	117.230	102
Shoes and other footwear per Person	112	3.43	118	4.16	94.953	82
Small electrical household appliances per Person	18	0.56	14	0.48	134.340	117
Small tools and miscellaneous accessories per Person	62	1.89	48	1.69	128.749	112
Therapeutic appliances and equipment per Person	63	1.93	47	1.64	135.752	118
Total Comparison per Person	3,272	100.00	2,839	100.00	115.252	100

2011 Total Expenditure per Person (in 2011 prices) Convenience

	Target	Target %	Base	Base %	Penetration	Index
Total Convenience per Person						
90% of Non-Durable household goods per Person	65	3.22	55	2.90	116.881	111
Alcohol (off-trade) per Person	269	13.37	240	12.58	111.996	106
Food and non-alcoholic beverages per Person	1,480	73.54	1,363	71.34	108.583	103
Newspapers and periodicals per Person	66	3.30	63	3.30	105.312	100
Tobacco per Person	132	6.58	189	9.89	70.043	66
Total Convenience per Person	2,012	100.00	1,911	100.00	105.334	100

2011 Total Expenditure per Person (in 2011 prices) Other Aggregations

	Target	Target %	Base	Base %	Penetration	Index
Core bulky goods per Person						
Core DIY Goods excluding gardening per Person	218	23.47	180	23.47	121.370	100
Gardens, plants and flowers per Person	76	8.19	54	7.06	140.748	116
Other Bulky Goods per Person	635	68.34	532	69.46	119.416	98

Core bulky goods per Person	929	100.00	766	100.00	121.382	100
	Target	Target %	Base	Base %	Penetration	Index
2011 Total Expenditure per Person (in 2011 prices) Prescription Costs						
Prescription costs per Person	182	0.00	190	0.00	95.771	0

Consumer Retail Expenditure (Fine)

2011 Total Expenditure (in 2011 prices)

	Target	Target %	Base	Base %	Penetration	Index
Total Retail						
Total Comparison	2,168,652,601	61.91	177,848,350,620	59.77	1.219	104
Total Convenience	1,334,013,586	38.09	119,701,607,664	40.23	1.114	95
Total Retail	3,502,666,187	100.00	297,549,958,284	100.00	1.177	100

Alcohol (off trade)

	Target	Target %	Base	Base %	Penetration	Index
Alcohol (off-trade)						
Beer (off trade)	34,654,200	19.43	3,566,999,996	23.70	0.972	82
Spirits (off trade)	42,563,683	23.86	4,387,965,266	29.15	0.970	82
Wine, cider and perry (off trade)	101,150,550	56.71	7,098,081,502	47.15	1.425	120
Alcohol (off-trade)	178,368,433	100.00	15,053,046,764	100.00	1.185	100

Appliances for personal care

	Target	Target %	Base	Base %	Penetration	Index
Appliances for personal care						
Electric appliances for personal care	13,613,422	6.65	1,098,690,973	6.80	1.239	98
Other appliances, articles and prods for personal care	191,001,471	93.35	15,048,279,196	93.20	1.269	100
Appliances for personal care	204,614,893	100.00	16,146,970,169	100.00	1.267	100

Audio-visual, photographic and information processing equipment

	Target	Target %	Base	Base %	Penetration	Index
Audio-visual, photographic and information processing equipment						
Eqpt fr recptn, recrdng and reprdtn of sound and pics	65,628,426	32.19	5,131,629,599	32.69	1.279	98
Information processing equipment	77,625,310	38.07	5,747,345,725	36.61	1.351	104
Photographic and cine eqpt and optical instruments	54,611,863	26.78	4,163,791,778	26.52	1.312	101
Telephone and telefax equipment	6,030,990	2.96	657,493,031	4.19	0.917	71
Audio-visual, photographic and information processing equipment	203,896,588	100.00	15,700,260,133	100.00	1.299	100

	Target	Target %	Base	Base %	Penetration	Index
Bicycles						
Bicycles	14,488,928	0.00	1,467,936,316	0.00	0.987	0

Books and Stationery

	Target	Target %	Base	Base %	Penetration	Index
Books and stationery						
Books	40,512,293	44.30	2,760,618,135	40.94	1.468	108
Stationery and drawing materials and misc. printed matter	50,928,617	55.70	3,982,238,940	59.06	1.279	94
Books and stationery	91,440,910	100.00	6,742,857,075	100.00	1.356	100

Clothing materials and garments

	Target	Target %	Base	Base %	Penetration	Index
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Clothing materials and garments

Clothing materials	4,180,503	0.90	393,334,584	0.93	1.063	97
Garments	434,774,558	93.99	39,930,466,983	94.37	1.089	100
Other articles of clothing and clothing accessories	23,606,686	5.10	1,990,029,974	4.70	1.186	109
Clothing materials and garments	462,561,746	100.00	42,313,831,541	100.00	1.093	100

Food and non-alcoholic beverages

	Target	Target %	Base	Base %	Penetration	Index
Food and non-alcoholic beverages						
Bread and cereals	146,159,562	14.90	13,142,681,733	15.39	1.112	97
Coffee, tea and cocoa	29,127,395	2.97	2,519,499,502	2.95	1.156	101
Fish	37,757,290	3.85	3,101,226,629	3.63	1.218	106
Fruit	80,834,099	8.24	6,454,304,279	7.56	1.252	109
Fruit and vegetables; juices and other soft drinks	92,117,259	9.39	8,202,447,716	9.61	1.123	98
Meat	190,521,383	19.42	16,787,117,049	19.66	1.135	99
Milk, cheese and eggs	124,609,778	12.70	10,711,083,685	12.54	1.163	101
Oils and fats	19,800,740	2.02	1,837,032,449	2.15	1.078	94
Other food	27,839,947	2.84	2,358,511,779	2.76	1.180	103
Sugar, confectionery and ice cream	92,397,787	9.42	8,872,075,749	10.39	1.041	91
Vegetables	139,887,933	14.26	11,410,340,367	13.36	1.226	107
Food and non-alcoholic beverages	981,053,173	100.00	85,396,320,937	100.00	1.149	100

Furniture and Furnishings

	Target	Target %	Base	Base %	Penetration	Index
Furniture and furnishings; carpets and other floor coverings						
Carpets and other floor coverings	27,762,160	16.19	2,074,131,714	14.47	1.339	112
Furniture and furnishings	143,726,643	83.81	12,263,096,219	85.53	1.172	98
Furniture and furnishings; carpets and other floor coverings	171,488,803	100.00	14,337,227,933	100.00	1.196	100

Games, toys and hobbies; sport and camping; music instruments

	Target	Target %	Base	Base %	Penetration	Index
Games, toys and hobbies; sport and camping; musical instruments						
Equipment for sport camping and open-air recreation	27,478,029	11.41	2,482,692,305	12.80	1.107	89
Games toys and hobbies	211,424,700	87.80	16,719,784,973	86.20	1.265	102
Musical instrumnts and maj durables fr indoor recrtn	1,891,492	0.79	194,427,975	1.00	0.973	78
Games, toys and hobbies; sport and camping; musical instruments	240,794,221	100.00	19,396,905,253	100.00	1.241	100

	Target	Target %	Base	Base %	Penetration	Index
Gardens, plants and flowers						
Gardens, plants and flowers	50,466,747	0.00	3,389,000,334	0.00	1.489	0
Glassware, tableware and household utensils						
Glassware, tableware and household utensils	56,092,872	0.00	4,168,871,654	0.00	1.346	0
Household textiles						
Household textiles	75,288,034	0.00	5,577,645,997	0.00	1.350	0
Jewellery, clocks and watches						
Jewellery, clocks and watches	76,704,385	0.00	6,431,033,338	0.00	1.193	0
	Target	Target %	Base	Base %	Penetration	Index

Major household appliances

Major household appliances (electric or not)	62,797,209	0.00	4,720,582,502	0.00	1.330	0
	Target	Target %	Base	Base %	Penetration	Index
Major tools and equipment						
Major tools and equipment	8,726,598	0.00	614,033,666	0.00	1.421	0
	Target	Target %	Base	Base %	Penetration	Index
Materials for maintenance and repair of the dwelling (Retail)						
Materials for maintenance and repair of the dwelling	72,943,966	0.00	5,816,646,258	0.00	1.254	0

Medical goods and other pharmaceutical products

	Target	Target %	Base	Base %	Penetration	Index
Medical goods and other pharmaceutical products						
Other medical products	5,037,553	8.59	489,263,646	9.35	1.030	92
Pharmaceutical products	53,603,084	91.41	4,744,769,365	90.65	1.130	101
Medical goods and other pharmaceutical products	58,640,637	100.00	5,234,033,011	100.00	1.120	100

	Target	Target %	Base	Base %	Penetration	Index
Newspapers and periodicals						
Newspapers and periodicals	43,990,123	0.00	3,948,081,905	0.00	1.114	0
	Target	Target %	Base	Base %	Penetration	Index
Non-durable household goods						
Non-durable household goods	47,655,451	0.00	3,853,681,251	0.00	1.237	0
	Target	Target %	Base	Base %	Penetration	Index
Other personal effects						
Other personal effects	44,235,065	0.00	3,647,290,829	0.00	1.213	0
	Target	Target %	Base	Base %	Penetration	Index
Pets and related products						
Pets and related products	41,940,790	0.00	2,949,000,142	0.00	1.422	0
	Target	Target %	Base	Base %	Penetration	Index
Recording media						
Recording media	57,358,691	0.00	4,624,541,034	0.00	1.240	0
	Target	Target %	Base	Base %	Penetration	Index
Shoes and other footwear						
Shoes and other footwear	74,383,416	0.00	7,404,140,347	0.00	1.005	0
	Target	Target %	Base	Base %	Penetration	Index
Small electrical household appliances						
Small electrical household appliances	12,122,680	0.00	852,904,396	0.00	1.421	0
	Target	Target %	Base	Base %	Penetration	Index
Small tools and miscellaneous accessories						
Small tools and miscellaneous accessories	41,032,400	0.00	3,012,257,148	0.00	1.362	0
	Target	Target %	Base	Base %	Penetration	Index
Therapeutic appliances and equipment						
Therapeutic appliances and equipment	41,867,342	0.00	2,915,000,487	0.00	1.436	0
	Target	Target %	Base	Base %	Penetration	Index
Tobacco (Retail)						
Tobacco	87,711,821	0.00	11,835,831,710	0.00	0.741	0
	Target	Target %	Base	Base %	Penetration	Index
Prescription costs						
Prescription costs	120,552,409	0.00	11,897,299,107	0.00	1.013	0

Leisure

	Target	Target %	Base	Base %	Penetration	Index
Total Leisure						
Accommodation services	114,168,320	5.71	7,217,413,937	4.68	1.582	122
Cultural services	194,558,246	9.73	16,887,039,379	10.95	1.152	89

Education	203,572,315	10.19	14,263,998,108	9.25	1.427	110
Games of chance	204,886,006	10.25	10,480,998,943	6.80	1.955	151
Hairdressing salons and personal grooming estbshmnts	79,423,120	3.97	5,339,997,813	3.46	1.487	115
Insurance	104,812,899	5.24	7,544,113,784	4.89	1.389	107
Recreational and sporting services	104,360,988	5.22	7,348,259,388	4.76	1.420	110
Restaurants, cafes etc	708,593,160	35.45	63,426,805,449	41.12	1.117	86
Social protection	156,831,303	7.85	14,329,999,530	9.29	1.094	84
Other services	127,376,455	6.37	7,407,000,701	4.80	1.720	133
Total Leisure	1,998,582,811	100.00	154,245,627,032	100.00	1.296	100

Accommodation services

	Target	Target %	Base	Base %	Penetration	Index
Accommodation services						
Holiday abroad	65,366,294	57.25	4,171,778,752	57.80	1.567	99
Holiday in the UK	48,323,713	42.33	2,988,836,511	41.41	1.617	102
Room hire	478,313	0.42	56,798,674	0.79	0.842	53
Accommodation services	114,168,320	100.00	7,217,413,937	100.00	1.582	100

Cultural services

	Target	Target %	Base	Base %	Penetration	Index
Cultural services						
Cinema, theatre and museums etc.	50,749,788	26.08	4,160,066,991	24.63	1.220	106
TV, video, satellite rental, cable subscriptions, TV licences	112,480,421	57.81	9,979,729,679	59.10	1.127	98
Miscellaneous entertainments	25,331,577	13.02	2,152,490,228	12.75	1.177	102
Development of film, deposit for film development, passport photos, holiday and school photos	5,996,459	3.08	594,752,481	3.52	1.008	88
Cultural services	194,558,246	100.00	16,887,039,379	100.00	1.152	100

	Target	Target %	Base	Base %	Penetration	Index
Cinema, theatre and museums etc.						
Cinemas	13,497,724	26.60	1,138,563,653	27.37	1.186	97
Live entertainment: theatre, concerts, shows	25,968,268	51.17	2,072,784,577	49.83	1.253	103
Museums, zoological gardens, theme parks, houses and gardens	11,283,796	22.23	948,718,761	22.81	1.189	97
Cinema, theatre and museums etc.	50,749,788	100.00	4,160,066,991	100.00	1.220	100
TV, video, satellite rental, cable subscriptions, TV licences						
TV licences	42,721,937	37.98	3,878,216,917	38.86	1.102	98
Satellite subscriptions	50,385,018	44.79	4,311,259,436	43.20	1.169	104
Rent for TV/Satellite/VCR	4,658,624	4.14	430,033,932	4.31	1.083	96
Cable subscriptions	13,108,591	11.65	1,222,526,660	12.25	1.072	95
TV slot meter payments	390,823	0.35	36,697,847	0.37	1.065	94
Video, cassette and CD hire	1,215,429	1.08	100,994,887	1.01	1.204	107
TV, video, satellite rental, cable subscriptions, TV licences	112,480,421	100.00	9,979,729,679	100.00	1.127	100

	Target	Target %	Base	Base %	Penetration	Index
Miscellaneous entertainments						
Admissions to clubs, dances, discos, bingo	11,145,621	44.00	994,341,045	46.19	1.121	95
Social events and gatherings	5,368,692	21.19	444,409,363	20.65	1.208	103
Subscriptions for leisure activities and other subscriptions	8,817,264	34.81	713,739,820	33.16	1.235	105

Miscellaneous entertainments	25,331,577	100.00	2,152,490,228	100.00	1.177	100
	Target	Target %	Base	Base %	Penetration	Index
Development of film, deposit for film development, passport photos, holiday and school photos						
Development of film, deposit for film development, passport photos, holiday and school photos	5,996,459	0.00	594,752,481	0.00	1.008	0
Education						
	Target	Target %	Base	Base %	Penetration	Index
Education						
Education fees	195,812,909	96.19	13,728,017,896	96.24	1.426	100
Payments for school trips, other ad-hoc expenditure	7,759,405	3.81	535,980,212	3.76	1.448	101
Education	203,572,315	100.00	14,263,998,108	100.00	1.427	100
	Target	Target %	Base	Base %	Penetration	Index
Education fees						
Nursery and primary education (education fees)	30,584,453	15.62	1,879,574,506	13.69	1.627	114
Secondary education (education fees)	54,295,984	27.73	3,404,022,303	24.80	1.595	112
Sixth form college/college education (education fees)	14,254,528	7.28	904,002,463	6.59	1.577	111
University education (education fees)	82,404,138	42.08	6,621,729,121	48.24	1.245	87
Other education (education fees)	14,273,807	7.29	918,689,503	6.69	1.554	109
Education fees	195,812,909	100.00	13,728,017,896	100.00	1.426	100
	Target	Target %	Base	Base %	Penetration	Index
Payments for school trips, other ad-hoc expenditure						
Nursery and primary education (Payments for school trips, other ad-hoc expenditure)	2,150,099	27.71	150,614,776	28.10	1.428	99
Secondary education (Payments for school trips, other ad-hoc expenditure)	4,093,969	52.76	277,819,256	51.83	1.474	102
Sixth form college/college education (Payments for school trips, other ad-hoc expenditure)	1,295,799	16.70	85,857,771	16.02	1.509	104
University Education (including Other Education) (Payments for school trips, other ad-hoc expenditure)	219,538	2.83	21,688,409	4.05	1.012	70
Payments for school trips, other ad-hoc expenditure	7,759,405	100.00	535,980,212	100.00	1.448	100
Games of chance						
	Target	Target %	Base	Base %	Penetration	Index
Games of chance						
Football pools stakes	2,287,064	1.12	114,114,031	1.09	2.004	103
Bingo stakes excluding admission	14,946,052	7.29	776,467,037	7.41	1.925	98
Lottery	136,756,900	66.75	7,311,780,165	69.76	1.870	96
Bookmaker, tote, other betting stakes	50,895,991	24.84	2,278,637,710	21.74	2.234	114
Games of chance	204,886,006	100.00	10,480,998,943	100.00	1.955	100
	Target	Target %	Base	Base %	Penetration	Index
Hairdressing salons and personal grooming establishments						
Hairdressing salons and personal grooming establishments	79,423,120	0.00	5,339,997,813	0.00	1.487	0
Insurance						
	Target	Target %	Base	Base %	Penetration	Index

Insurance						
Dwelling insurance	45,163,448	43.09	3,632,999,330	48.16	1.243	89
Health insurance	32,169,839	30.69	1,650,999,623	21.88	1.949	140
Transport insurance	27,479,612	26.22	2,260,114,831	29.96	1.216	88
Insurance	104,812,899	100.00	7,544,113,784	100.00	1.389	100
	Target	Target %	Base	Base %	Penetration	Index
Health insurance						
Health insurance	32,169,839	0.00	1,650,999,623	0.00	1.949	0
	Target	Target %	Base	Base %	Penetration	Index
Dwelling insurance						
Structure insurance	22,300,101	49.38	1,787,172,326	49.19	1.248	100
Contents insurance	22,067,006	48.86	1,780,760,495	49.02	1.239	100
Insurance for household appliances	796,341	1.76	65,066,509	1.79	1.224	98
Dwelling insurance	45,163,448	100.00	3,632,999,330	100.00	1.243	100
	Target	Target %	Base	Base %	Penetration	Index
Transport insurance						
Transport insurance	27,479,612	0.00	2,260,114,831	0.00	1.216	0
Recreational and sporting services						
	Target	Target %	Base	Base %	Penetration	Index
Recreational and sporting services						
Spectator sports: admission charges	9,000,016	8.62	684,585,663	9.32	1.315	93
Participant sports (excluding subscriptions)	19,180,858	18.38	1,371,911,679	18.67	1.398	98
Subscriptions to sports and social clubs	36,509,974	34.98	2,554,916,729	34.77	1.429	101
Leisure class fees	37,745,355	36.17	2,597,488,192	35.35	1.453	102
Hire of equipment for sport and open air recreation	1,924,786	1.84	139,357,125	1.90	1.381	97
Recreational and sporting services	104,360,988	100.00	7,348,259,388	100.00	1.420	100
Restaurants, cafes etc						
	Target	Target %	Base	Base %	Penetration	Index
Restaurants, cafes etc						
Restaurant and café meals	350,445,722	49.46	27,583,357,037	43.49	1.271	114
Alcoholic drinks (away from home)	146,075,279	20.61	14,538,977,860	22.92	1.005	90
Take away meals eaten at home	74,414,239	10.50	7,713,500,636	12.16	0.965	86
Other take-away and snack food	86,484,438	12.21	8,436,953,266	13.30	1.025	92
Contract catering (food)	51,173,482	7.22	5,154,016,650	8.13	0.993	89
Restaurants, cafes etc	708,593,160	100.00	63,426,805,449	100.00	1.117	100
	Target	Target %	Base	Base %	Penetration	Index
Restaurant and café meals						
Restaurant and café meals	350,445,722	0.00	27,583,357,037	0.00	1.271	0
	Target	Target %	Base	Base %	Penetration	Index
Alcoholic drinks (away from home)						
Alcoholic drinks (away from home)	146,075,279	0.00	14,538,977,860	0.00	1.005	0
	Target	Target %	Base	Base %	Penetration	Index
Take away meals eaten at home						
Take away meals eaten at home	74,414,239	0.00	7,713,500,636	0.00	0.965	0
	Target	Target %	Base	Base %	Penetration	Index
Other take-away and snack food						
Other take-away and snack food : Hot and cold food	61,686,859	71.33	5,929,898,286	70.28	1.040	101
Other take-away and snack food : Confectionery	6,409,431	7.41	646,734,803	7.67	0.991	97

Other take-away and snack food : Ice cream	2,586,518	2.99	253,487,714	3.00	1.020	100
Other take-away and snack food : Soft drinks	15,801,630	18.27	1,606,832,463	19.05	0.983	96
Other take-away and snack food	86,484,438	100.00	8,436,953,266	100.00	1.025	100
	Target	Target %	Base	Base %	Penetration	Index
Contract catering (food)						
Contract catering (food)	51,173,482	0.00	5,154,016,650	0.00	0.993	0
Social protection						
	Target	Target %	Base	Base %	Penetration	Index
Social protection						
Residential homes	5,675,084	3.62	503,628,871	3.51	1.127	103
Home help	10,435,245	6.65	938,360,950	6.55	1.112	102
Nursery, crèche, playschools	31,289,967	19.95	2,843,253,643	19.84	1.101	101
Child care payments	109,431,007	69.78	10,044,756,066	70.10	1.089	100
Social protection	156,831,303	100.00	14,329,999,530	100.00	1.094	100
Other services						
	Target	Target %	Base	Base %	Penetration	Index
Other services						
Moving house	70,367,888	55.24	3,678,720,935	49.67	1.913	111
Bank, building society, post office, credit card charges	11,517,229	9.04	881,036,948	11.89	1.307	76
Other services and professional fees	45,491,338	35.71	2,847,242,818	38.44	1.598	93
Other services	127,376,455	100.00	7,407,000,701	100.00	1.720	100
	Target	Target %	Base	Base %	Penetration	Index
Moving house						
Moving and storage of furniture	10,419,711	14.81	543,876,119	14.78	1.916	100
Property transaction - purchase and sale	26,845,118	38.15	1,394,822,788	37.92	1.925	101
Property transaction - sale only	17,720,445	25.18	910,551,662	24.75	1.946	102
Property transaction - purchase only	9,294,822	13.21	519,169,369	14.11	1.790	94
Property transaction - other payments	6,087,791	8.65	310,300,997	8.44	1.962	103
Moving house	70,367,888	100.00	3,678,720,935	100.00	1.913	100
	Target	Target %	Base	Base %	Penetration	Index
Bank, building society, post office, credit card charges						
Bank and building society charges	10,170,754	88.31	784,699,842	89.07	1.296	99
Bank and Post Office counter charges (inc. Travellers cheques charges etc)	215,127	1.87	18,872,155	2.14	1.140	87
Annual standing charge for credit cards	1,131,348	9.82	77,464,951	8.79	1.461	112
Bank, building society, post office, credit card charges	11,517,229	100.00	881,036,948	100.00	1.307	100
	Target	Target %	Base	Base %	Penetration	Index
Other services and professional fees						
Other professional fees including court fines	10,715,194	23.55	719,250,574	25.26	1.490	93
Legal fees	2,449,341	5.38	163,045,987	5.73	1.502	94
Funeral expenses	12,649,460	27.81	811,630,907	28.51	1.559	98
TU and professional organisations	17,230,905	37.88	997,439,001	35.03	1.728	108
Other payments for services e.g. photocopying	2,446,439	5.38	155,876,349	5.47	1.570	98
Other services and professional fees	45,491,338	100.00	2,847,242,818	100.00	1.598	100

2011 Total Expenditure per Household (in 2011 prices)

	Target	Target %	Base	Base %	Penetration	Index
Total Retail per Household						
Total Comparison per Household	7,976	61.91	6,628	59.77	120.341	104
Total Convenience per Household	4,906	38.09	4,461	40.23	109.985	95
Total Retail per Household	12,882	100.00	11,088	100.00	116.175	100

Alcohol (off trade) per Household

	Target	Target %	Base	Base %	Penetration	Index
Alcohol (off-trade) per HH						
Beer (off trade) per HH	127	19.43	133	23.70	95.879	82
Spirits (off trade) per HH	157	23.86	164	29.15	95.730	82
Wine, cider and perry (off trade) per HH	372	56.71	265	47.15	140.637	120
Alcohol (off-trade) per HH	656	100.00	561	100.00	116.941	100

appliances for personal care per Household

	Target	Target %	Base	Base %	Penetration	Index
Appliances for personal care per Household						
Electric appliances for personal care per Household	50	6.65	41	6.80	122.283	98
Other appliances, articles and prods for personal care per Household	702	93.35	561	93.20	125.263	100
Appliances for personal care per Household	753	100.00	602	100.00	125.060	100

Audio-visual, photographic and information processing equipment per Household

	Target	Target %	Base	Base %	Penetration	Index
Audio-visual, photographic and information processing equipment per HH						
Eqpt fr recptn, recrdng and reprdtn of sound and pics per Household	241	32.19	191	32.69	126.215	98
Information processing equipment per Household	285	38.07	214	36.61	133.293	104
Photographic and cine eqpt and optical instruments per Household	201	26.78	155	26.52	129.441	101
Telephone and telefax equipment per Household	22	2.96	25	4.19	90.525	71
Audio-visual, photographic and information processing equipment per HH	750	100.00	585	100.00	128.167	100

	Target	Target %	Base	Base %	Penetration	Index
Bicycles per Household						
Bicycles per Household	53	0.00	55	0.00	97.410	0

Books and Stationery per Household

	Target	Target %	Base	Base %	Penetration	Index
Books and stationery per HH						
Books per Household	149	44.30	103	40.94	144.828	108
Stationery and drawing materials and misc. printed matter per Household	187	55.70	148	59.06	126.214	94
Books and stationery per HH	336	100.00	251	100.00	133.835	100

Clothing materials and garments per Household

	Target	Target %	Base	Base %	Penetration	Index
Clothing materials and garments per HH						
Clothing materials per Household	15	0.90	15	0.93	104.891	97

Garments per Household	1,599	93.99	1,488	94.37	107.456	100
Other articles of clothing and clothing accessories per Household	87	5.10	74	4.70	117.071	109
Clothing materials and garments per HH	1,701	100.00	1,577	100.00	107.885	100

Food and non-alcoholic beverages per Household

	Target	Target %	Base	Base %	Penetration	Index
Food and non-alcoholic beverages per HH						
Bread and cereals per Household	538	14.90	490	15.39	109.753	97
Coffee, tea and cocoa per Household	107	2.97	94	2.95	114.093	101
Fish per Household	139	3.85	116	3.63	120.154	106
Fruit per Household	297	8.24	241	7.56	123.600	109
Fruit and vegetables; juices and other soft drinks per Household	339	9.39	306	9.61	110.833	98
Meat per Household	701	19.42	626	19.66	112.006	99
Milk, cheese and eggs per Household	458	12.70	399	12.54	114.813	101
Oils and fats per Household	73	2.02	68	2.15	106.374	94
Other food per Household	102	2.84	88	2.76	116.494	103
Sugar, confectionery and ice cream per Household	340	9.42	331	10.39	102.780	91
Vegetables per Household	514	14.26	425	13.36	120.991	107
Food and non-alcoholic beverages per HH	3,608	100.00	3,182	100.00	113.377	100

Furniture and Furnishings per Household

	Target	Target %	Base	Base %	Penetration	Index
Furniture and furnishings; carpets and other floor coverings per HH						
Carpets and other floor coverings per Household	102	16.19	77	14.47	132.096	112
Furniture and furnishings per Household	529	83.81	457	85.53	115.667	98
Furniture and furnishings; carpets and other floor coverings per HH	631	100.00	534	100.00	118.044	100

Games, toys and hobbies; sport and camping; music instruments per Household

	Target	Target %	Base	Base %	Penetration	Index
Games, toys and hobbies; sport and camping; musical instruments per HH						
Equipment for sport camping and open-air recreation per Household	101	11.41	93	12.80	109.228	89
Games toys and hobbie per Households	778	87.80	623	86.20	124.795	102
Musical instrumnts and maj durables fr indoor recrtn per Household	7	0.79	7	1.00	96.010	78
Games, toys and hobbies; sport and camping; musical instruments per HH	886	100.00	723	100.00	122.514	100

	Target	Target %	Base	Base %	Penetration	Index
Gardens, plants and flowers per Household						
Gardens, plants and flowers per Household	186	0.00	126	0.00	146.962	0
Glassware, tableware and household utensils per Household						
Glassware, tableware and household utensils per Household	206	0.00	155	0.00	132.789	0
Household textiles per Household						
	Target	Target %	Base	Base %	Penetration	Index

Household textiles per Household	277	0.00	208	0.00	133.213	0
	Target	Target %	Base	Base %	Penetration	Index
Jewellery, clocks and watches per Household						
Jewellery, clocks and watches per Household	282	0.00	240	0.00	117.710	0
	Target	Target %	Base	Base %	Penetration	Index
Major household appliances per Household						
Major household appliances (electric or not) per Household	231	0.00	176	0.00	131.286	0
	Target	Target %	Base	Base %	Penetration	Index
Major tools and equipment per Household						
Major tools and equipment per Household	32	0.00	23	0.00	140.257	0
	Target	Target %	Base	Base %	Penetration	Index
Materials for maintenance and repair of the dwelling (Retail per Household)						
Materials for maintenance and repair of the dwelling per Household	268	0.00	217	0.00	123.763	0

Medical goods and other pharmaceutical products per Household

	Target	Target %	Base	Base %	Penetration	Index
Medical goods and other pharmaceutical products per HH						
Other medical products per Household	19	8.59	18	9.35	101.613	92
Pharmaceutical products per Household	197	91.41	177	90.65	111.493	101
Medical goods and other pharmaceutical products per HH	216	100.00	195	100.00	110.569	100
	Target	Target %	Base	Base %	Penetration	Index
Newspapers and periodicals per Household						
Newspapers and periodicals per Household	162	0.00	147	0.00	109.962	0
	Target	Target %	Base	Base %	Penetration	Index
Non-durable household goods per Household						
Non-durable household goods per Household	175	0.00	144	0.00	122.042	0
	Target	Target %	Base	Base %	Penetration	Index
Other personal effects per Household						
Other personal effects per Household	163	0.00	136	0.00	119.693	0
	Target	Target %	Base	Base %	Penetration	Index
Pets and related products per Household						
Pets and related products per Household	154	0.00	110	0.00	140.357	0
	Target	Target %	Base	Base %	Penetration	Index
Recording media per Household						
Recording media per Household	211	0.00	172	0.00	122.406	0
	Target	Target %	Base	Base %	Penetration	Index
Shoes and other footwear per Household						
Shoes and other footwear per Household	274	0.00	276	0.00	99.146	0
	Target	Target %	Base	Base %	Penetration	Index
Small electrical household appliances per Household						
Small electrical household appliances per Household	45	0.00	32	0.00	140.272	0
	Target	Target %	Base	Base %	Penetration	Index
Small tools and miscellaneous accessories per Household						
Small tools and miscellaneous accessories per Household	151	0.00	112	0.00	134.434	0
	Target	Target %	Base	Base %	Penetration	Index

Therapeutic appliances and equipment per Household

Therapeutic appliances and equipment per Household	154	0.00	109	0.00	141.746	0
	Target	Target %	Base	Base %	Penetration	Index
Tobacco (Retail) per Household						
Tobacco per Household	323	0.00	441	0.00	73.136	0
	Target	Target %	Base	Base %	Penetration	Index
Prescription costs per Household						
Prescription costs per Household	443	0.00	443	0.00	100.000	0

Leisure per Household

	Target	Target %	Base	Base %	Penetration	Index
Total Leisure per Household						
Accommodation services per Household	420	5.71	269	4.68	156.112	122
Cultural services per Household	716	9.73	629	10.95	113.702	89
Education per Household	749	10.19	532	9.25	140.848	110
Games of chance per Household	754	10.25	391	6.80	192.922	151
Hairdressing salons and personal grooming estbshmnts per Household	292	3.97	199	3.46	146.784	115
Insurance per Household	385	5.24	281	4.89	137.113	107
Recreational and sporting services per Household	384	5.22	274	4.76	140.161	110
Restaurants, cafes etc per Household	2,606	35.45	2,364	41.12	110.255	86
Social protection per Household	577	7.85	534	9.29	108.009	84
Other services per Household	468	6.37	276	4.80	169.715	133
Total Leisure per Household	7,350	100.00	5,748	100.00	127.874	100

Accommodation services per Household

	Target	Target %	Base	Base %	Penetration	Index
Accommodation services per Household						
Holiday abroad per Household	240	57.25	155	57.80	154.634	99
Holiday in the UK per Household	178	42.33	111	41.41	159.562	102
Room hire per Household	2	0.42	2	0.79	83.109	53
Accommodation services per Household	420	100.00	269	100.00	156.112	100

Cultural services per Household

	Target	Target %	Base	Base %	Penetration	Index
Cultural services per Household						
Cinema, theatre and museums etc. per Household	187	26.08	155	24.63	120.394	106
TV, video, satellite rental, cable subscriptions, TV licences per Household	414	57.81	372	59.10	111.232	98
Miscellaneous entertainments per Household	93	13.02	80	12.75	116.143	102
Development of film, deposit for film development, passport photos, holiday and school photos per Household	22	3.08	22	3.52	99.502	88
Cultural services per Household	716	100.00	629	100.00	113.702	100
	Target	Target %	Base	Base %	Penetration	Index
Cinema, theatre and museums etc. per Household						
Cinemas per Household	50	26.60	42	27.37	116.997	97

Live entertainment: theatre, concerts, shows per Household	96	51.17	77	49.83	123.641	103
Museums, zoological gardens, theme parks, houses and gardens per Household	42	22.23	35	22.81	117.379	97
Cinema, theatre and museums etc. per Household	187	100.00	155	100.00	120.394	100
	Target	Target %	Base	Base %	Penetration	Index
TV, video, satellite rental, cable subscriptions, TV licences per Household						
TV licences per Household	157	37.98	145	38.86	108.716	98
Satellite subscriptions per Household	185	44.79	161	43.20	115.337	104
Rent for TV/Satellite/VCR per Household	17	4.14	16	4.31	106.912	96
Cable subscriptions per Household	48	11.65	46	12.25	105.821	95
TV slot meter payments per Household	1	0.35	1	0.37	105.102	94
Video, cassette and CD hire per Household	4	1.08	4	1.01	118.769	107
TV, video, satellite rental, cable subscriptions, TV licences per Household	414	100.00	372	100.00	111.232	100
	Target	Target %	Base	Base %	Penetration	Index
Miscellaneous entertainments per Household						
Admissions to clubs, dances, discos, bingo per Household	41	44.00	37	46.19	110.622	95
Social events and gatherings per Household	20	21.19	17	20.65	119.222	103
Subscriptions for leisure activities and other subscriptions per Household	32	34.81	27	33.16	121.918	105
Miscellaneous entertainments per Household	93	100.00	80	100.00	116.143	100
	Target	Target %	Base	Base %	Penetration	Index
Development of film, deposit for film development, passport photos, holiday and school photos per Household						
Development of film, deposit for film development, passport photos, holiday and school photos per Household	22	0.00	22	0.00	99.502	0
Education per Household						
	Target	Target %	Base	Base %	Penetration	Index
Education per Household						
Education fees per Household	720	96.19	512	96.24	140.769	100
Payments for school trips, other ad-hoc expenditure per Household	29	3.81	20	3.76	142.874	101
Education per Household	749	100.00	532	100.00	140.848	100
	Target	Target %	Base	Base %	Penetration	Index
Education fees per Household						
Nursery and primary education (education fees) per Household	112	15.62	70	13.69	160.588	114
Secondary education (education fees) per Household	200	27.73	127	24.80	157.416	112
Sixth form college/college education (education fees) per Household	52	7.28	34	6.59	155.617	111
University education (education fees) per Household	303	42.08	247	48.24	122.815	87
Other education (education fees) per Household	52	7.29	34	6.69	153.336	109

Education fees per Household	720	100.00	512	100.00	140.769	100
	Target	Target %	Base	Base %	Penetration	Index
Payments for school trips, other ad-hoc expenditure per Household						
Nursery and primary education (Payments for school trips, other ad-hoc expenditure) per Household	8	27.71	6	28.10	140.885	99
Secondary education (Payments for school trips, other ad-hoc expenditure) per Household	15	52.76	10	51.83	145.430	102
Sixth form college/college education (Payments for school trips, other ad-hoc expenditure) per Household	5	16.70	3	16.02	148.947	104
University Education (including Other Education) (Payments for school trips, other ad-hoc expenditure) per Household	1	2.83	1	4.05	99.898	70
Payments for school trips, other ad-hoc expenditure per Household	29	100.00	20	100.00	142.874	100
Games of chance per Household						
	Target	Target %	Base	Base %	Penetration	Index
Games of chance per Household						
Football pools stakes per Household	8	1.12	4	1.09	197.793	103
Bingo stakes excluding admission per Household	55	7.29	29	7.41	189.966	98
Lottery per Household	503	66.75	272	69.76	184.586	96
Bookmaker, tote, other betting stakes per Household	187	24.84	85	21.74	220.435	114
Games of chance per Household	754	100.00	391	100.00	192.922	100
	Target	Target %	Base	Base %	Penetration	Index
Hairdressing salons and personal grooming establishments per Household						
Hairdressing salons and personal grooming establishments per Household	292	0.00	199	0.00	146.784	0
Insurance per Household						
	Target	Target %	Base	Base %	Penetration	Index
Insurance per Household						
Dwelling insurance per Household	166	43.09	135	48.16	122.686	89
Health insurance per Household	118	30.69	62	21.88	192.298	140
Transport insurance per Household	101	26.22	84	29.96	119.992	88
Insurance per Household	385	100.00	281	100.00	137.113	100
	Target	Target %	Base	Base %	Penetration	Index
Health insurance per Household						
Health insurance per Household	118	0.00	62	0.00	192.298	0
	Target	Target %	Base	Base %	Penetration	Index
Dwelling insurance per Household						
Structure insurance per Household	82	49.38	67	49.19	123.144	100
Contents insurance per Household	81	48.86	66	49.02	122.296	100
Insurance for household appliances per Household	3	1.76	2	1.79	120.785	98
Dwelling insurance per Household	166	100.00	135	100.00	122.686	100

	Target	Target %	Base	Base %	Penetration	Index
Transport insurance per Household						
Transport insurance per Household	101	0.00	84	0.00	119.992	0

Recreational and sporting services per Household

	Target	Target %	Base	Base %	Penetration	Index
Recreational and sporting services per Household						
Spectator sports: admission charges per Household	33	8.62	26	9.32	129.744	93
Participant sports (excluding subscriptions) per Household	71	18.38	51	18.67	137.979	98
Subscriptions to sports and social clubs per Household	134	34.98	95	34.77	141.029	101
Leisure class fees per Household	139	36.17	97	35.35	143.411	102
Hire of equipment for sport and open air recreation per Household	7	1.84	5	1.90	136.309	97
Recreational and sporting services per Household	384	100.00	274	100.00	140.161	100

Restaurants, cafes etc per Household

	Target	Target %	Base	Base %	Penetration	Index
Restaurants, cafes etc per Household						
Restaurant and café meals per Household	1,289	49.46	1,028	43.49	125.385	114
Alcoholic drinks (away from home) per Household	537	20.61	542	22.92	99.155	90
Take away meals eaten at home per Household	274	10.50	287	12.16	95.209	86
Other take-away and snack food per Household	318	12.21	314	13.30	101.164	92
Contract catering (food) per Household	188	7.22	192	8.13	97.988	89
Restaurants, cafes etc per Household	2,606	100.00	2,364	100.00	110.255	100

	Target	Target %	Base	Base %	Penetration	Index
Restaurant and café meals per Household						
Restaurant and café meals per Household	1,289	0.00	1,028	0.00	125.385	0
Alcoholic drinks (away from home) per Household						
Alcoholic drinks (away from home) per Household	537	0.00	542	0.00	99.155	0
Take away meals eaten at home per Household						
Take away meals eaten at home per Household	274	0.00	287	0.00	95.209	0
Other take-away and snack food per Household						
Other take-away and snack food : Hot and cold food per Household	227	71.33	221	70.28	102.664	101
Other take-away and snack food : Confectionery per Household	24	7.41	24	7.67	97.806	97
Other take-away and snack food : Ice cream per Household	10	2.99	9	3.00	100.700	100
Other take-away and snack food : Soft drinks per Household	58	18.27	60	19.05	97.052	96
Other take-away and snack food per Household	318	100.00	314	100.00	101.164	100
	Target	Target %	Base	Base %	Penetration	Index

Contract catering (food) per Household

Contract catering (food) per Household	188	0.00	192	0.00	97.988	0
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Social protection per Household

	Target	Target %	Base	Base %	Penetration	Index
Social protection per Household						
Residential homes per Household	21	3.62	19	3.51	111.208	103
Home help per Household	38	6.65	35	6.55	109.750	102
Nursery, crèche, playschools per Household	115	19.95	106	19.84	108.608	101
Child care payments per Household	402	69.78	374	70.10	107.516	100
Social protection per Household	577	100.00	534	100.00	108.009	100

Other services per Household

	Target	Target %	Base	Base %	Penetration	Index
Other services per Household						
Moving house per Household	259	55.24	137	49.67	188.778	111
Bank, building society, post office, credit card charges per Household	42	9.04	33	11.89	129.011	76
Other services and professional fees per Household	167	35.71	106	38.44	157.680	93
Other services per Household	468	100.00	276	100.00	169.715	100

	Target	Target %	Base	Base %	Penetration	Index
Moving house per Household						
Moving and storage of furniture per Household	38	14.81	20	14.78	189.072	100
Property transaction - purchase and sale per Household	99	38.15	52	37.92	189.941	101
Property transaction - sale only per Household	65	25.18	34	24.75	192.063	102
Property transaction - purchase only per Household	34	13.21	19	14.11	176.687	94
Property transaction - other payments per Household	22	8.65	12	8.44	193.620	103
Moving house per Household	259	100.00	137	100.00	188.778	100

	Target	Target %	Base	Base %	Penetration	Index
Bank, building society, post office, credit card charges per Household						
Bank and building society charges per Household	37	88.31	29	89.07	127.915	99
Bank and Post Office counter charges (inc. Travellers cheques charges etc) per Household	1	1.87	1	2.14	112.499	87
Annual standing charge for credit cards per Household	4	9.82	3	8.79	144.133	112
Bank, building society, post office, credit card charges per Household	42	100.00	33	100.00	129.011	100

	Target	Target %	Base	Base %	Penetration	Index
Other services and professional fees per Household						
Other professional fees including court fines per Household	39	23.55	27	25.26	147.025	93
Legal fees per Household	9	5.38	6	5.73	148.256	94
Funeral expenses per Household	47	27.81	30	28.51	153.811	98
TU and professional organisations per Household	63	37.88	37	35.03	170.488	108

Other payments for services e.g. photocopying per Household	9	5.38	6	5.47	154.891	98
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Other services and professional fees per Household	167	100.00	106	100.00	157.680	100
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2011 Total Expenditure per Person (in 2011 prices)

	Target	Target %	Base	Base %	Penetration	Index
Total Retail per Person						
Total Comparison per Person	3,272	61.91	2,839	59.77	115.252	104
Total Convenience per Person	2,012	38.09	1,911	40.23	105.334	95
Total Retail per Person	5,284	100.00	4,749	100.00	111.262	100

Alcohol (off trade) per Person

	Target	Target %	Base	Base %	Penetration	Index
Alcohol (off-trade) per Person						
Beer (off trade) per Person	52	19.43	57	23.70	91.825	82
Spirits (off trade) per Person	64	23.86	70	29.15	91.682	82
Wine, cider and perry (off trade) per Person	153	56.71	113	47.15	134.690	120
Alcohol (off-trade) per Person	269	100.00	240	100.00	111.996	100

appliances for personal care per Person

	Target	Target %	Base	Base %	Penetration	Index
Appliances for personal care per Person						
Electric appliances for personal care per Person	21	6.65	18	6.80	117.112	98
Other appliances, articles and prods for personal care per Person	288	93.35	240	93.20	119.966	100
Appliances for personal care per Person	309	100.00	258	100.00	119.772	100

Audio-visual, photographic and information processing equipment per Person

	Target	Target %	Base	Base %	Penetration	Index
Audio-visual, photographic and information processing equipment per Person						
Eqpt fr recptn, recrdng and reprdtn of sound and pics per Person	99	32.19	82	32.69	120.877	98
Information processing equipment per Person	117	38.07	92	36.61	127.657	104
Photographic and cine eqpt and optical instruments per Person	82	26.78	66	26.52	123.967	101
Telephone and telefax equipment per Person	9	2.96	10	4.19	86.697	71
Audio-visual, photographic and information processing equipment per Person	308	100.00	251	100.00	122.747	100

	Target	Target %	Base	Base %	Penetration	Index
Bicycles per Person						
Bicycles per Person	22	0.00	23	0.00	93.290	0

Books and Stationery per Person

	Target	Target %	Base	Base %	Penetration	Index
Books and stationery per Person						
Books per Person	61	44.30	44	40.94	138.704	108
Stationery and drawing materials and misc. printed matter per Person	77	55.70	64	59.06	120.877	94
Books and stationery per Person	138	100.00	108	100.00	128.175	100

Clothing materials and garments per Person

	Target	Target %	Base	Base %	Penetration	Index
Clothing materials and garments per Person						
Clothing materials per Person	6	0.90	6	0.93	100.456	97
Garments per Person	656	93.99	637	94.37	102.912	100
Other articles of clothing and clothing accessories per Person	36	5.10	32	4.70	112.120	109
Clothing materials and garments per Person	698	100.00	675	100.00	103.323	100

Food and non-alcoholic beverages per Person

	Target	Target %	Base	Base %	Penetration	Index
Food and non-alcoholic beverages per Person						
Bread and cereals per Person	220	14.90	210	15.39	105.112	97
Coffee, tea and cocoa per Person	44	2.97	40	2.95	109.269	101
Fish per Person	57	3.85	49	3.63	115.074	106
Fruit per Person	122	8.24	103	7.56	118.373	109
Fruit and vegetables; juices and other soft drinks per Person	139	9.39	131	9.61	106.146	98
Meat per Person	287	19.42	268	19.66	107.269	99
Milk, cheese and eggs per Person	188	12.70	171	12.54	109.958	101
Oils and fats per Person	30	2.02	29	2.15	101.876	94
Other food per Person	42	2.84	38	2.76	111.568	103
Sugar, confectionery and ice cream per Person	139	9.42	142	10.39	98.434	91
Vegetables per Person	211	14.26	182	13.36	115.875	107
Food and non-alcoholic beverages per Person	1,480	100.00	1,363	100.00	108.583	100

Furniture and Furnishings per Person

	Target	Target %	Base	Base %	Penetration	Index
Furniture and furnishings; carpets and other floor coverings per Person						
Carpets and other floor coverings per Person	42	16.19	33	14.47	126.510	112
Furniture and furnishings per Person	217	83.81	196	85.53	110.776	98
Furniture and furnishings; carpets and other floor coverings per Person	259	100.00	229	100.00	113.052	100

Games, toys and hobbies; sport and camping; music instruments per Person

	Target	Target %	Base	Base %	Penetration	Index
Games, toys and hobbies; sport and camping; musical instruments per Person						
Equipment for sport camping and open-air recreation per Person	41	11.41	40	12.80	104.609	89
Games toys and hobbie per Persons	319	87.80	267	86.20	119.518	102
Musical instrumnts and maj durables fr indoor recrtn per Person	3	0.79	3	1.00	91.950	78
Games, toys and hobbies; sport and camping; musical instruments per Person	363	100.00	310	100.00	117.333	100
Gardens, plants and flowers per Person	Target	Target %	Base	Base %	Penetration	Index
Gardens, plants and flowers per Person	76	0.00	54	0.00	140.748	0
	Target	Target %	Base	Base %	Penetration	Index

Glassware, tableware and household utensils per Person

Glassware, tableware and household utensils per Person	85	0.00	67	0.00	127.174	0
	Target	Target %	Base	Base %	Penetration	Index
Household textiles per Person						
Household textiles per Person	114	0.00	89	0.00	127.580	0
	Target	Target %	Base	Base %	Penetration	Index
Jewellery, clocks and watches per Person						
Jewellery, clocks and watches per Person	116	0.00	103	0.00	112.732	0
	Target	Target %	Base	Base %	Penetration	Index
Major household appliances per Person						
Major household appliances (electric or not) per Person	95	0.00	75	0.00	125.734	0
	Target	Target %	Base	Base %	Penetration	Index
Major tools and equipment per Person						
Major tools and equipment per Person	13	0.00	10	0.00	134.326	0
	Target	Target %	Base	Base %	Penetration	Index
Materials for maintenance and repair of the dwelling (Retail per Person)						
Materials for maintenance and repair of the dwelling per Person	110	0.00	93	0.00	118.529	0

Medical goods and other pharmaceutical products per Person

	Target	Target %	Base	Base %	Penetration	Index
Medical goods and other pharmaceutical products per Person						
Other medical products per Person	8	8.59	8	9.35	97.316	92
Pharmaceutical products per Person	81	91.41	76	90.65	106.778	101
Medical goods and other pharmaceutical products per Person	88	100.00	84	100.00	105.894	100
	Target	Target %	Base	Base %	Penetration	Index
Newspapers and periodicals per Person						
Newspapers and periodicals per Person	66	0.00	63	0.00	105.312	0
	Target	Target %	Base	Base %	Penetration	Index
Non-durable household goods per Person						
Non-durable household goods per Person	72	0.00	62	0.00	116.881	0
	Target	Target %	Base	Base %	Penetration	Index
Other personal effects per Person						
Other personal effects per Person	67	0.00	58	0.00	114.632	0
	Target	Target %	Base	Base %	Penetration	Index
Pets and related products per Person						
Pets and related products per Person	63	0.00	47	0.00	134.422	0
	Target	Target %	Base	Base %	Penetration	Index
Recording media per Person						
Recording media per Person	87	0.00	74	0.00	117.230	0
	Target	Target %	Base	Base %	Penetration	Index
Shoes and other footwear per Person						
Shoes and other footwear per Person	112	0.00	118	0.00	94.953	0
	Target	Target %	Base	Base %	Penetration	Index
Small electrical household appliances per Person						
Small electrical household appliances per Person	18	0.00	14	0.00	134.340	0
	Target	Target %	Base	Base %	Penetration	Index

Small tools and miscellaneous accessories per Person

Small tools and miscellaneous accessories per Person	62	0.00	48	0.00	128.749	0
	Target	Target %	Base	Base %	Penetration	Index
Therapeutic appliances and equipment per Person						
Therapeutic appliances and equipment per Person	63	0.00	47	0.00	135.752	0
	Target	Target %	Base	Base %	Penetration	Index
Tobacco (Retail) per Person						
Tobacco per Person	132	0.00	189	0.00	70.043	0
	Target	Target %	Base	Base %	Penetration	Index
Prescription costs per Person						
Prescription costs per Person	182	0.00	190	0.00	95.771	0

Leisure per Person

	Target	Target %	Base	Base %	Penetration	Index
Total Leisure per Person						
Accommodation services per Person	172	5.71	115	4.68	149.511	122
Cultural services per Person	294	9.73	270	10.95	108.894	89
Education per Person	307	10.19	228	9.25	134.892	110
Games of chance per Person	309	10.25	167	6.80	184.764	151
Hairdressing salons and personal grooming estbshmnts per Person	120	3.97	85	3.46	140.577	115
Insurance per Person	158	5.24	120	4.89	131.315	107
Recreational and sporting services per Person	157	5.22	117	4.76	134.234	110
Restaurants, cafes etc per Person	1,069	35.45	1,012	41.12	105.592	86
Social protection per Person	237	7.85	229	9.29	103.441	84
Other services per Person	192	6.37	118	4.80	162.538	133
Total Leisure per Person	3,015	100.00	2,462	100.00	122.467	100

Accommodation services per Person

	Target	Target %	Base	Base %	Penetration	Index
Accommodation services per Person						
Holiday abroad per Person	99	57.25	67	57.80	148.095	99
Holiday in the UK per Person	73	42.33	48	41.41	152.815	102
Room hire per Person	1	0.42	1	0.79	79.594	53
Accommodation services per Person	172	100.00	115	100.00	149.511	100

Cultural services per Person

	Target	Target %	Base	Base %	Penetration	Index
Cultural services per Person						
Cinema, theatre and museums etc. per Person	77	26.08	66	24.63	115.303	106
TV, video, satellite rental, cable subscriptions, TV licences per Person	170	57.81	159	59.10	106.529	98
Miscellaneous entertainments per Person	38	13.02	34	12.75	111.232	102
Development of film, deposit for film development, passport photos, holiday and school photos per Person	9	3.08	9	3.52	95.294	88
Cultural services per Person	294	100.00	270	100.00	108.894	100
	Target	Target %	Base	Base %	Penetration	Index
Cinema, theatre and museums etc. per Person						
Cinemas per Person	20	26.60	18	27.37	112.050	97
Live entertainment: theatre, concerts, shows per Person	39	51.17	33	49.83	118.412	103

Museums, zoological gardens, theme parks, houses and gardens per Person	17	22.23	15	22.81	112.415	97
Cinema, theatre and museums etc. per Person	77	100.00	66	100.00	115.303	100
	Target	Target %	Base	Base %	Penetration	Index
TV, video, satellite rental, cable subscriptions, TV licences per Person						
TV licences per Person	64	37.98	62	38.86	104.118	98
Satellite subscriptions per Person	76	44.79	69	43.20	110.460	104
Rent for TV/Satellite/VCR per Person	7	4.14	7	4.31	102.391	96
Cable subscriptions per Person	20	11.65	20	12.25	101.346	95
TV slot meter payments per Person	1	0.35	1	0.37	100.658	94
Video, cassette and CD hire per Person	2	1.08	2	1.01	113.747	107
TV, video, satellite rental, cable subscriptions, TV licences per Person	170	100.00	159	100.00	106.529	100
	Target	Target %	Base	Base %	Penetration	Index
Miscellaneous entertainments per Person						
Admissions to clubs, dances, discos, bingo per Person	17	44.00	16	46.19	105.944	95
Social events and gatherings per Person	8	21.19	7	20.65	114.181	103
Subscriptions for leisure activities and other subscriptions per Person	13	34.81	11	33.16	116.762	105
Miscellaneous entertainments per Person	38	100.00	34	100.00	111.232	100
	Target	Target %	Base	Base %	Penetration	Index
Development of film, deposit for film development, passport photos, holiday and school photos per Person						
Development of film, deposit for film development, passport photos, holiday and school photos per Person	9	0.00	9	0.00	95.294	0
Education per Person						
	Target	Target %	Base	Base %	Penetration	Index
Education per Person						
Education fees per Person	295	96.19	219	96.24	134.816	100
Payments for school trips, other ad-hoc expenditure per Person	12	3.81	9	3.76	136.832	101
Education per Person	307	100.00	228	100.00	134.892	100
	Target	Target %	Base	Base %	Penetration	Index
Education fees per Person						
Nursery and primary education (education fees) per Person	46	15.62	30	13.69	153.797	114
Secondary education (education fees) per Person	82	27.73	54	24.80	150.759	112
Sixth form college/college education (education fees) per Person	22	7.28	14	6.59	149.036	111
University education (education fees) per Person	124	42.08	106	48.24	117.621	87
Other education (education fees) per Person	22	7.29	15	6.69	146.852	109
Education fees per Person	295	100.00	219	100.00	134.816	100
	Target	Target %	Base	Base %	Penetration	Index
Payments for school trips, other ad-hoc expenditure per Person						

Nursery and primary education (Payments for school trips, other ad-hoc expenditure) per Person	3	27.71	2	28.10	134.927	99
Secondary education (Payments for school trips, other ad-hoc expenditure) per Person	6	52.76	4	51.83	139.280	102
Sixth form college/college education (Payments for school trips, other ad-hoc expenditure) per Person	2	16.70	1	16.02	142.648	104
University Education (including Other Education) (Payments for school trips, other ad-hoc expenditure) per Person	0	2.83	0	4.05	95.673	70
Payments for school trips, other ad-hoc expenditure per Person	12	100.00	9	100.00	136.832	100

Games of chance per Person

	Target	Target %	Base	Base %	Penetration	Index
Games of chance per Person						
Football pools stakes per Person	3	1.12	2	1.09	189.429	103
Bingo stakes excluding admission per Person	23	7.29	12	7.41	181.933	98
Lottery per Person	206	66.75	117	69.76	176.780	96
Bookmaker, tote, other betting stakes per Person	77	24.84	36	21.74	211.114	114
Games of chance per Person	309	100.00	167	100.00	184.764	100

	Target	Target %	Base	Base %	Penetration	Index
Hairdressing salons and personal grooming establishments per Person						
Hairdressing salons and personal grooming establishments per Person	120	0.00	85	0.00	140.577	0

Insurance per Person

	Target	Target %	Base	Base %	Penetration	Index
Insurance per Person						
Dwelling insurance per Person	68	43.09	58	48.16	117.498	89
Health insurance per Person	49	30.69	26	21.88	184.166	140
Transport insurance per Person	41	26.22	36	29.96	114.918	88
Insurance per Person	158	100.00	120	100.00	131.315	100

	Target	Target %	Base	Base %	Penetration	Index
Health insurance per Person						
Health insurance per Person	49	0.00	26	0.00	184.166	0
	Target	Target %	Base	Base %	Penetration	Index
Dwelling insurance per Person						
Structure insurance per Person	34	49.38	29	49.19	117.937	100
Contents insurance per Person	33	48.86	28	49.02	117.124	100
Insurance for Person appliances per Person	1	1.76	1	1.79	115.678	98

Dwelling insurance per Person	68	100.00	58	100.00	117.498	100
	Target	Target %	Base	Base %	Penetration	Index
Transport insurance per Person						
Transport insurance per Person	41	0.00	36	0.00	114.918	0

Recreational and sporting services per Person

	Target	Target %	Base	Base %	Penetration	Index
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Recreational and sporting services per Person

Spectator sports: admission charges per Person	14	8.62	11	9.32	124.258	93
Participant sports (excluding subscriptions) per Person	29	18.38	22	18.67	132.145	98
Subscriptions to sports and social clubs per Person	55	34.98	41	34.77	135.065	101
Leisure class fees per Person	57	36.17	41	35.35	137.347	102
Hire of equipment for sport and open air recreation per Person	3	1.84	2	1.90	130.545	97
Recreational and sporting services per Person	157	100.00	117	100.00	134.234	100

Restaurants, cafes etc per Person

	Target	Target %	Base	Base %	Penetration	Index
Restaurants, cafes etc per Person						
Restaurant and café meals per Person	529	49.46	440	43.49	120.083	114
Alcoholic drinks (away from home) per Person	220	20.61	232	22.92	94.962	90
Take away meals eaten at home per Person	112	10.50	123	12.16	91.183	86
Other take-away and snack food per Person	130	12.21	135	13.30	96.886	92
Contract catering (food) per Person	77	7.22	82	8.13	93.844	89
Restaurants, cafes etc per Person	1,069	100.00	1,012	100.00	105.592	100

	Target	Target %	Base	Base %	Penetration	Index
Restaurant and café meals per Person						
Restaurant and café meals per Person	529	0.00	440	0.00	120.083	0
	Target	Target %	Base	Base %	Penetration	Index
Alcoholic drinks (away from home) per Person						
Alcoholic drinks (away from home) per Person	220	0.00	232	0.00	94.962	0
	Target	Target %	Base	Base %	Penetration	Index
Take away meals eaten at home per Person						
Take away meals eaten at home per Person	112	0.00	123	0.00	91.183	0
	Target	Target %	Base	Base %	Penetration	Index
Other take-away and snack food per Person						
Other take-away and snack food : Hot and cold food per Person	93	71.33	95	70.28	98.323	101
Other take-away and snack food : Confectionery per Person	10	7.41	10	7.67	93.670	97
Other take-away and snack food : Ice cream per Person	4	2.99	4	3.00	96.442	100
Other take-away and snack food : Soft drinks per Person	24	18.27	26	19.05	92.948	96
Other take-away and snack food per Person	130	100.00	135	100.00	96.886	100

	Target	Target %	Base	Base %	Penetration	Index
Contract catering (food) per Person						
Contract catering (food) per Person	77	0.00	82	0.00	93.844	0

Social protection per Person

	Target	Target %	Base	Base %	Penetration	Index
Social protection per Person						
Residential homes per Person	9	3.62	8	3.51	106.505	103
Home help per Person	16	6.65	15	6.55	105.109	102

Nursery, crèche, playschools per Person	47	19.95	45	19.84	104.015	101
Child care payments per Person	165	69.78	160	70.10	102.970	100
Social protection per Person	237	100.00	229	100.00	103.441	100

Other services per Person

	Target	Target %	Base	Base %	Penetration	Index
Other services per Person						
Moving house per Person	106	55.24	59	49.67	180.795	111
Bank, building society, post office, credit card charges per Person	17	9.04	14	11.89	123.555	76
Other services and professional fees per Person	69	35.71	45	38.44	151.012	93
Other services per Person	192	100.00	118	100.00	162.538	100

	Target	Target %	Base	Base %	Penetration	Index
Moving house per Person						
Moving and storage of furniture per Person	16	14.81	9	14.78	181.077	100
Property transaction - purchase and sale per Person	41	38.15	22	37.92	181.909	101
Property transaction - sale only per Person	27	25.18	15	24.75	183.941	102
Property transaction - purchase only per Person	14	13.21	8	14.11	169.215	94
Property transaction - other payments per Person	9	8.65	5	8.44	185.432	103
Moving house per Person	106	100.00	59	100.00	180.795	100

	Target	Target %	Base	Base %	Penetration	Index
Bank, building society, post office, credit card charges per Person						
Bank and building society charges per Person	15	88.31	13	89.07	122.506	99
Bank and Post Office counter charges (inc. Travellers cheques charges etc) per Person	0	1.87	0	2.14	107.741	87
Annual standing charge for credit cards per Person	2	9.82	1	8.79	138.038	112
Bank, building society, post office, credit card charges per Person	17	100.00	14	100.00	123.555	100

	Target	Target %	Base	Base %	Penetration	Index
Other services and professional fees per Person						
Other professional fees including court fines per Person	16	23.55	11	25.26	140.808	93
Legal fees per Person	4	5.38	3	5.73	141.987	94
Funeral expenses per Person	19	27.81	13	28.51	147.306	98
TU and professional organisations per Person	26	37.88	16	35.03	163.279	108
Other payments for services e.g. photocopying per Person	4	5.38	2	5.47	148.341	98
Other services and professional fees per Person	69	100.00	45	100.00	151.012	100

Retail Business Turnover Potential

	Target	Target %	Base	Base %	Penetration	Index
All Retail Businesses in 2011						
Chemists	192,889,281	5.32	17,724,912,262	5.73	1.088	93
Confectioners, tobacconists, newsagents and supermarkets	1,541,358,765	42.54	134,124,866,257	43.34	1.149	98
Department Stores	424,587,021	11.72	34,335,146,727	11.10	1.237	106
Other Specialised Stores	1,081,488,847	29.85	91,478,208,698	29.56	1.182	101

Retail sale not in stores	263,890,725	7.28	21,310,603,833	6.89	1.238	106
Second Hand Shops	25,577,657	0.71	2,090,188,041	0.68	1.224	105
Specialised Food Stores	93,426,017	2.58	8,383,304,163	2.71	1.114	95
All Retail Businesses in 2011	3,623,218,313	100.00	309,447,229,981	100.00	1.171	100

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Waverley Population Data

Target Area(s):	Layers; 1
Base Area(s):	Standard Geography; United Kingdom
Sorted On:	Default (Ascending)
Date:	26/10/2012

Retail Planner

Summary Demographics - Census 2001

	Target	Target %	Base	Base %	Penetration	Index
2001 Census Totals						
Total Resident Population (Age)	28,086	0.00	58,791,867	0.00	0.048	0
Total Private Households (Tenure)	11,770	0.00	24,479,786	0.00	0.048	0

2001 Census Population Summary

Total Resident Population (Age)

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15						
Males 0-15	2,568	51.09	6,075,318	51.22	0.042	100
Females 0-15	2,459	48.91	5,786,527	48.78	0.043	100
Children and infants 0-15	5,027	100.00	11,861,845	100.00	0.042	100
Adults of Working Age						
Males 16-64	8,972	51.19	18,594,055	51.48	0.048	99
Females 16-59	8,553	48.81	17,524,761	48.52	0.049	101
Adults of Working Age	17,526	100.00	36,118,816	100.00	0.049	100
Adults of Retirement Age						
Males 65+	1,948	35.21	3,911,023	36.18	0.050	97
Females 60+	3,585	64.79	6,900,183	63.82	0.052	102
Adults of Retirement Age	5,533	100.00	10,811,206	100.00	0.051	100

2001 Census Detailed Population Counts

Gender

	Target	Target %	Base	Base %	Penetration	Index
Total Resident Population (Gender)						
Males	13,499	48.04	28,579,869	48.61	0.047	99
Females	14,601	51.96	30,209,325	51.39	0.048	101
Total Resident Population (Gender)	28,100	100.00	58,789,194	100.00	0.048	100

Age

	Target	Target %	Base	Base %	Penetration	Index
Total Resident Population (Age)						
Age 0-4	1,623	5.78	3,487,599	5.93	0.047	97
Age 5-14	3,096	11.02	7,618,128	12.96	0.041	85
Age 15-24	3,500	12.46	7,211,326	12.27	0.049	102
Age 25-34	3,922	13.96	8,360,300	14.22	0.047	98
Age 35-44	4,191	14.92	8,777,638	14.93	0.048	100
Age 45-54	3,808	13.56	7,776,848	13.23	0.049	103
Age 55-64	3,106	11.06	6,219,095	10.58	0.050	105
Age 65-74	2,357	8.39	4,936,784	8.40	0.048	100
Age 75+	2,483	8.84	4,404,149	7.49	0.056	118

Total Resident Population (Age)	28,086	100.00	58,791,867	100.00	0.048	100
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2001 Census - Economic Activity

2001 Census - Economic Activity

All people aged 16 to 74 (Economic Activity)

	Target	Target %	Base	Base %	Penetration	Index
Economically active						
Economically active - Employee	11,319	54.96	22,149,642	52.28	0.051	105
Economically active - Full-time students	819	3.98	1,106,393	2.61	0.074	152
Economically active - Self employed with employees	642	3.12	1,254,024	2.96	0.051	105
Economically active - Self employed without employees	1,453	7.06	2,198,472	5.19	0.066	136
Economically active - Unemployed	353	1.72	1,458,207	3.44	0.024	50
All people aged 16 to 74 (Economic Activity)	20,594	100.00	42,364,055	100.00	0.049	100
	Target	Target %	Base	Base %	Penetration	Index
Economically inactive						
Economically inactive - Looking after home/family	1,329	6.45	2,737,615	6.46	0.049	100
Economically inactive - Other	446	2.17	1,363,465	3.22	0.033	67
Economically inactive - Retired	2,632	12.78	5,654,426	13.35	0.047	96
Economically inactive - Student	1,039	5.05	1,994,208	4.71	0.052	107
Economically inactive - Permanently sick/disabled	562	2.73	2,447,603	5.78	0.023	47
All people aged 16 to 74 (Economic Activity)	20,594	100.00	42,364,055	100.00	0.049	100

2001 Census - Economic Activity by Gender

	Target	Target %	Base	Base %	Penetration	Index
All people aged 16 to 74 (Econ Activity by Gender)						
All males aged 16 to 74	10,019	49.03	20,895,777	49.14	0.048	100
Males Economically active	7,908	38.70	15,363,899	36.13	0.052	107
Males Economically inactive	2,111	10.33	5,531,878	13.01	0.038	79
All females aged 16 to 74	10,417	50.97	21,629,980	50.86	0.048	100
Females Economically active	6,609	32.34	12,820,775	30.15	0.052	107
Females Economically inactive	3,808	18.63	8,809,205	20.72	0.043	90
All people aged 16 to 74 (Econ Activity by Gender)	20,436	100.00	42,525,757	100.00	0.048	100

Approximated Social Grade

	Target	Target %	Base	Base %	Penetration	Index
All people aged 16 and over in HHs (Social Grade)						
AB Higher and intermediate manager/admin/prof	7,156	31.90	9,907,832	21.57	0.072	148
C1 Supervisory, clerical, junior manager/admin/prof	7,380	32.90	13,513,414	29.42	0.055	112
C2 Skilled manual workers	2,528	11.27	6,996,182	15.23	0.036	74
D Semi-skilled and unskilled manual workers	2,651	11.82	7,976,329	17.36	0.033	68
E On state benefit, unemployed, lowest grade workers	2,719	12.12	7,541,557	16.42	0.036	74
All people aged 16 and over in HHs (Social Grade)	22,433	100.00	45,935,314	100.00	0.049	100

Ethnic Group (GB)

	Target	Target %	Base	Base %	Penetration	Index
All People (Ethnic Group) (GB)						
White	27,291	97.23	52,481,255	91.91	0.052	106
White- British (inc. White Scottish)	26,199	93.33	50,366,497	88.20	0.052	106
White- Irish	254	0.91	691,606	1.21	0.037	75
White- Other White	838	2.99	1,423,152	2.49	0.059	120
Mixed	237	0.84	673,743	1.18	0.035	71
Asian or Asian British	261	0.93	2,328,784	4.08	0.011	23
Asian- Indian	97	0.35	1,051,614	1.84	0.009	19
Asian- Pakistani	56	0.20	746,520	1.31	0.008	15
Asian- Bangladeshi	78	0.28	282,854	0.50	0.028	56

Asian- Other Asian	30	0.11	247,796	0.43	0.012	25
Black or Black British	86	0.31	1,147,400	2.01	0.008	15
Black- Caribbean	46	0.16	565,839	0.99	0.008	17
Black- African	37	0.13	484,578	0.85	0.008	16
Black- Other Black (inc. Black Scottish)	3	0.01	96,983	0.17	0.003	6
Chinese or Other Ethnic Group	194	0.69	472,190	0.83	0.041	84
Other- Chinese	125	0.45	243,243	0.43	0.052	105
Other- Other Ethnic Group	69	0.25	228,947	0.40	0.030	61
All People (Ethnic Group) (GB)	28,070	100.00	57,103,372	100.00	0.049	100

Tenure (HH)

	Target	Target %	Base	Base %	Penetration	Index
All Households (Tenure)						
Owned (HH)	8,893	75.55	16,724,882	68.32	0.053	111
Own- Owns outright (HH)	3,769	32.02	7,078,266	28.91	0.053	111
Own- Owns with a mortgage or loan (HH)	5,011	42.57	9,489,495	38.76	0.053	110
Own- Shared ownership (HH)	113	0.96	157,121	0.64	0.072	150
Social Rented (HH)	1,768	15.02	4,885,741	19.96	0.036	75
Social- Rented from Council (LA/Scottish Homes) (HH)	1,239	10.53	3,458,066	14.13	0.036	75
Social- Other social rented (HH)	528	4.49	1,427,675	5.83	0.037	77
Private rented (HH)	943	8.01	2,345,327	9.58	0.040	84
Private- Private landlord or letting agency (HH)	822	6.98	2,053,467	8.39	0.040	83
Private- Employer of a household member (HH)	8	0.07	63,564	0.26	0.013	26
Private- Relative or friend of a household member (HH)	93	0.79	155,578	0.64	0.060	124
Private- Other (HH)	21	0.18	72,718	0.30	0.029	60
Living rent free (HH)	192	1.63	523,836	2.14	0.037	76
All Households (Tenure)	11,770	100.00	24,479,786	100.00	0.048	100

	Target	Target %	Base	Base %	Penetration	Index
Car Ownership						
No car or van	1,866	15.80	6,717,523	27.44	0.028	58
1 car or van	4,830	40.90	10,715,221	43.77	0.045	93
2 cars or vans	4,045	34.25	5,652,000	23.09	0.072	148
3 cars or vans	815	6.90	1,068,923	4.37	0.076	158
Car Ownership	11,810	100.00	24,479,968	100.00	0.048	100

Summary Demographics - Household and Population Estimates 2011

	Target	Target %	Base	Base %	Penetration	Index
Household and Population Estimates 2011: Totals						
Population estimate 2011	29,894	0.00	62,652,626	0.00	0.048	0
Household estimate 2011	12,359	0.00	26,834,617	0.00	0.046	0

Population estimate 2011

Population Estimates 2011 - Summary

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15						
Males 0-15	2,941	9.84	5,953,231	9.50	0.049	104
Females 0-15	2,758	9.23	5,678,288	9.06	0.049	102
Population estimate 2011	29,894	100.00	62,652,626	100.00	0.048	100
Adults of Working Age						
Males 16-64	8,936	29.89	20,248,434	32.32	0.044	92
Females 16-59	8,543	28.58	18,352,124	29.29	0.047	98
Population estimate 2011	29,894	100.00	62,652,626	100.00	0.048	100
Adults of Retirement Age						
Males 65+	2,418	8.09	4,643,052	7.41	0.052	109

Females 60+	4,297	14.37	7,777,497	12.41	0.055	116
Population estimate 2011	29,894	100.00	62,652,626	100.00	0.048	100
	Target	Target %	Base	Base %	Penetration	Index
Population Estimates 2011 - Gender						
Males	14,296	47.82	30,844,717	49.23	0.046	97
Females	15,598	52.18	31,807,909	50.77	0.049	103
Population estimate 2011	29,894	100.00	62,652,626	100.00	0.048	100
	Target	Target %	Base	Base %	Penetration	Index
Population Estimates 2011 - Age						
Age 0-4	1,886	6.31	3,884,121	6.20	0.049	102
Age 5-14	3,485	11.66	7,014,442	11.20	0.050	104
Age 15-24	3,410	11.41	8,166,538	13.03	0.042	88
Age 25-34	3,087	10.33	8,361,714	13.35	0.037	77
Age 35-44	4,460	14.92	8,666,824	13.83	0.052	108
Age 45-54	4,186	14.00	8,716,459	13.91	0.048	101
Age 55-64	3,654	12.22	7,346,862	11.73	0.050	104
Age 65-74	2,833	9.48	5,507,640	8.79	0.051	108
Age 75-84	1,956	6.54	3,540,225	5.65	0.055	116
Age 85+	938	3.14	1,447,801	2.31	0.065	136
Population estimate 2011	29,894	100.00	62,652,626	100.00	0.048	100

Summary Demographics - Household and Population Projections

	Target	Target %	Base	Base %	Penetration	Index
Household Projections						
Household Projection 2031	15,258	0.00	32,586,420	0.00	0.047	0
Household Projection 2030	15,122	0.00	32,329,038	0.00	0.047	0
Household Projection 2029	14,971	0.00	32,064,932	0.00	0.047	0
Household Projection 2028	14,818	0.00	31,794,722	0.00	0.047	0
Household Projection 2027	14,665	0.00	31,517,265	0.00	0.047	0
Household Projection 2026	14,529	0.00	31,242,912	0.00	0.047	0
Household Projection 2025	14,373	0.00	30,966,638	0.00	0.046	0
Household Projection 2024	14,230	0.00	30,686,988	0.00	0.046	0
Household Projection 2023	14,094	0.00	30,402,465	0.00	0.046	0
Household Projection 2022	13,932	0.00	30,111,894	0.00	0.046	0
Household Projection 2021	13,763	0.00	29,816,634	0.00	0.046	0
Household Projection 2020	13,603	0.00	29,523,497	0.00	0.046	0
Household Projection 2019	13,473	0.00	29,226,784	0.00	0.046	0
Household Projection 2018	13,278	0.00	28,927,593	0.00	0.046	0
Household Projection 2017	13,139	0.00	28,626,093	0.00	0.046	0
Household Projection 2016	13,026	0.00	28,323,140	0.00	0.046	0
Household Projection 2015	12,872	0.00	28,016,290	0.00	0.046	0
Household Projection 2014	12,750	0.00	27,708,499	0.00	0.046	0
Household Projection 2013	12,606	0.00	27,406,865	0.00	0.046	0
Household Projection 2012	12,459	0.00	27,113,196	0.00	0.046	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2012 - Total						
Total Resident Population (2012)	30,060	0.00	63,077,467	0.00	0.048	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2013 - Total						
Total Resident Population (2013)	30,227	0.00	63,502,035	0.00	0.048	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2014 - Total						
Total Resident Population (2014)	30,480	0.00	63,927,447	0.00	0.048	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2015 - Total						
Total Resident Population (2015)	30,699	0.00	64,352,782	0.00	0.048	0

Population Projections 2016

Total Resident Population (2016)

Population Projections 2016 - Summary

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15 (2016)						
Males 0-15 (2016)	3,162	10.22	6,141,810	9.48	0.052	108
Females 0-15 (2016)	2,959	9.56	5,860,017	9.05	0.051	106
Total Resident Population (2016)	30,954	100.00	64,784,216	100.00	0.048	100
	Target	Target %	Base	Base %	Penetration	Index
Adults of Working Age (2016)						
Males 16-64 (2016)	8,825	28.51	20,489,997	31.63	0.043	90
Females 16-59 (2016)	8,711	28.14	18,658,856	28.80	0.047	98
Total Resident Population (2016)	30,954	100.00	64,784,216	100.00	0.048	100
	Target	Target %	Base	Base %	Penetration	Index
Adults of Retirement Age (2016)						
Males 65+ (2016)	2,774	8.96	5,361,520	8.28	0.052	108
Females 60+ (2016)	4,523	14.61	8,272,016	12.77	0.055	114
Total Resident Population (2016)	30,954	100.00	64,784,216	100.00	0.048	100
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2016 - Gender						
Males (2016)	14,761	47.69	31,993,327	49.38	0.046	97
Females (2016)	16,193	52.31	32,790,889	50.62	0.049	103
Total Resident Population (2016)	30,954	100.00	64,784,216	100.00	0.048	100
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2016 - Age						
Age 0-4 (2016)	1,885	6.09	3,900,653	6.02	0.048	101
Age 5-14 (2016)	3,932	12.70	7,417,404	11.45	0.053	111
Age 15-24 (2016)	2,866	9.26	7,725,786	11.93	0.037	78
Age 25-34 (2016)	3,277	10.59	9,234,224	14.25	0.036	74
Age 35-44 (2016)	4,438	14.34	8,090,991	12.49	0.055	115
Age 45-54 (2016)	4,595	14.85	9,106,861	14.06	0.051	106
Age 55-64 (2016)	3,528	11.40	7,446,293	11.49	0.047	99
Age 65-74 (2016)	3,236	10.46	6,351,316	9.80	0.051	107
Age 75-84 (2016)	2,120	6.85	3,828,483	5.91	0.055	116
Age 85+ (2016)	1,078	3.48	1,682,205	2.60	0.064	134
Total Resident Population (2016)	30,954	100.00	64,784,216	100.00	0.048	100
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2017 - Total						
Total Resident Population (2017)	31,176	0.00	65,220,008	0.00	0.048	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2018 - Total						
Total Resident Population (2018)	31,438	0.00	65,659,673	0.00	0.048	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2019 - Total						
Total Resident Population (2019)	31,797	0.00	66,100,731	0.00	0.048	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2020 - Total						
Total Resident Population (2020)	32,018	0.00	66,541,784	0.00	0.048	0

Population Projections 2021

Total Resident Population (2021)

Population Projections 2021 - Summary

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15 (2021)						
Males 0-15 (2021)	3,379	10.44	6,393,656	9.55	0.053	109
Females 0-15 (2021)	3,173	9.81	6,105,856	9.12	0.052	108
Total Resident Population (2021)	32,359	100.00	66,980,562	100.00	0.048	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Working Age (2021)						
Males 16-64 (2021)	9,052	27.97	20,857,498	31.14	0.043	90
Females 16-59 (2021)	8,930	27.60	18,731,522	27.97	0.048	99
Total Resident Population (2021)	32,359	100.00	66,980,562	100.00	0.048	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Retirement Age (2021)						
Males 65+ (2021)	2,987	9.23	5,896,596	8.80	0.051	105
Females 60+ (2021)	4,837	14.95	8,995,434	13.43	0.054	111
Total Resident Population (2021)	32,359	100.00	66,980,562	100.00	0.048	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2021 - Gender						
Males (2021)	15,418	47.65	33,147,750	49.49	0.047	96
Females (2021)	16,940	52.35	33,832,812	50.51	0.050	104
Total Resident Population (2021)	32,359	100.00	66,980,562	100.00	0.048	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2021 - Age						
Age 0-4 (2021)	1,963	6.07	3,993,553	5.96	0.049	102
Age 5-14 (2021)	4,253	13.14	7,819,277	11.67	0.054	113
Age 15-24 (2021)	2,832	8.75	7,478,461	11.17	0.038	78
Age 25-34 (2021)	3,241	10.02	9,386,303	14.01	0.035	71
Age 35-44 (2021)	4,587	14.18	8,565,823	12.79	0.054	111
Age 45-54 (2021)	4,610	14.25	8,512,653	12.71	0.054	112
Age 55-64 (2021)	3,979	12.30	8,311,461	12.41	0.048	99
Age 65-74 (2021)	3,165	9.78	6,558,966	9.79	0.048	100
Age 75-84 (2021)	2,414	7.46	4,358,635	6.51	0.055	115
Age 85+ (2021)	1,313	4.06	1,995,430	2.98	0.066	136
Total Resident Population (2021)	32,359	100.00	66,980,562	100.00	0.048	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2022 - Total						
Total Resident Population (2022)	32,689	0.00	67,414,957	0.00	0.049	0

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2023 - Total						
Total Resident Population (2023)	32,977	0.00	67,843,637	0.00	0.049	0

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2024 - Total						
Total Resident Population (2024)	33,250	0.00	68,261,843	0.00	0.049	0

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2025 - Total						
Total Resident Population (2025)	33,545	0.00	68,671,897	0.00	0.049	0

Population Projections 2026

Total Resident Population (2026)

Population Projections 2026 - Summary

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15 (2026)						
Males 0-15 (2026)	3,482	10.30	6,489,749	9.40	0.054	110
Females 0-15 (2026)	3,305	9.78	6,199,740	8.98	0.053	109
Total Resident Population (2026)	33,803	100.00	69,072,916	100.00	0.049	100
	Target	Target %	Base	Base %	Penetration	Index

Adults of Working Age (2026)

Males 16-64 (2026)	9,338	27.62	21,200,605	30.69	0.044	90
Females 16-59 (2026)	9,069	26.83	18,721,730	27.10	0.048	99
Total Resident Population (2026)	33,803	100.00	69,072,916	100.00	0.049	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Retirement Age (2026)						
Males 65+ (2026)	3,277	9.69	6,532,949	9.46	0.050	102
Females 60+ (2026)	5,332	15.77	9,928,143	14.37	0.054	110
Total Resident Population (2026)	33,803	100.00	69,072,916	100.00	0.049	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2026 - Gender						
Males (2026)	16,096	47.62	34,223,303	49.55	0.047	96
Females (2026)	17,706	52.38	34,849,613	50.45	0.051	104
Total Resident Population (2026)	33,803	100.00	69,072,916	100.00	0.049	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2026 - Age						
Age 0-4 (2026)	2,024	5.99	3,998,379	5.79	0.051	103
Age 5-14 (2026)	4,376	12.95	7,932,264	11.48	0.055	113
Age 15-24 (2026)	3,102	9.18	7,872,081	11.40	0.039	81
Age 25-34 (2026)	2,951	8.73	8,944,603	12.95	0.033	67
Age 35-44 (2026)	4,912	14.53	9,429,151	13.65	0.052	106
Age 45-54 (2026)	4,602	13.61	7,952,771	11.51	0.058	118
Age 55-64 (2026)	4,326	12.80	8,706,889	12.61	0.050	102
Age 65-74 (2026)	3,123	9.24	6,704,310	9.71	0.047	95
Age 75-84 (2026)	2,830	8.37	5,124,774	7.42	0.055	113
Age 85+ (2026)	1,555	4.60	2,407,694	3.49	0.065	132
Total Resident Population (2026)	33,803	100.00	69,072,916	100.00	0.049	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2027 - Total						
Total Resident Population (2027)	34,047	0.00	69,464,440	0.00	0.049	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2028 - Total						
Total Resident Population (2028)	34,290	0.00	69,846,669	0.00	0.049	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2029 - Total						
Total Resident Population (2029)	34,531	0.00	70,219,611	0.00	0.049	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2030 - Total						
Total Resident Population (2030)	34,805	0.00	70,582,850	0.00	0.049	0

Population Projections 2031

Total Resident Population (2031)

Population Projections 2031 - Summary

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15 (2031)						
Males 0-15 (2031)	3,561	10.17	6,528,896	9.20	0.055	110
Females 0-15 (2031)	3,399	9.70	6,237,271	8.79	0.055	110
Total Resident Population (2031)	35,029	100.00	70,937,150	100.00	0.049	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Working Age (2031)						
Males 16-64 (2031)	9,396	26.82	21,384,768	30.15	0.044	89
Females 16-59 (2031)	9,157	26.14	18,805,521	26.51	0.049	99
Total Resident Population (2031)	35,029	100.00	70,937,150	100.00	0.049	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Retirement Age (2031)						

Males 65+ (2031)	3,668	10.47	7,252,925	10.22	0.051	102
Females 60+ (2031)	5,849	16.70	10,727,769	15.12	0.055	110
Total Resident Population (2031)	35,029	100.00	70,937,150	100.00	0.049	100
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2031 - Gender						
Males (2031)	16,625	47.46	35,166,589	49.57	0.047	96
Females (2031)	18,405	52.54	35,770,561	50.43	0.052	104
Total Resident Population (2031)	35,029	100.00	70,937,150	100.00	0.049	100
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2031 - Age						
Age 0-4 (2031)	2,007	5.73	3,968,490	5.59	0.051	102
Age 5-14 (2031)	4,567	13.04	8,036,099	11.33	0.057	115
Age 15-24 (2031)	3,219	9.19	8,259,065	11.64	0.039	79
Age 25-34 (2031)	2,783	7.94	8,705,397	12.27	0.032	65
Age 35-44 (2031)	4,951	14.13	9,599,096	13.53	0.052	104
Age 45-54 (2031)	4,793	13.68	8,409,638	11.86	0.057	115
Age 55-64 (2031)	4,314	12.32	8,163,885	11.51	0.053	107
Age 65-74 (2031)	3,600	10.28	7,515,946	10.60	0.048	97
Age 75-84 (2031)	2,839	8.10	5,329,654	7.51	0.053	108
Age 85+ (2031)	1,956	5.58	2,949,880	4.16	0.066	134
Total Resident Population (2031)	35,029	100.00	70,937,150	100.00	0.049	100
	Target	Target %	Base	Base %	Penetration	Index
Summary Demographics - Revised ONS based Household and Population Estimates 2011						
Revised ONS based Households	12,452	0.00	26,492,524	0.00	0.047	0
Revised ONS based Population	30,317	0.00	63,248,562	0.00	0.048	0
Revised ONS based Adults 15+	25,110	0.00	52,120,262	0.00	0.048	0
Revised ONS based Adults 16+	24,817	0.00	51,366,705	0.00	0.048	0
Revised ONS based Adults 18+	24,150	0.00	49,822,414	0.00	0.049	0
	Target	Target %	Base	Base %	Penetration	Index
Summary Demographics - Revised ONS based Population Projections						
Revised ONS based Population Projection 2012	30,503	0.00	63,764,490	0.00	0.048	0
Revised ONS based Population Projection 2013	30,675	0.00	64,282,904	0.00	0.048	0
Revised ONS based Population Projection 2014	30,940	0.00	64,799,275	0.00	0.048	0
Revised ONS based Population Projection 2015	31,158	0.00	65,307,433	0.00	0.048	0
Revised ONS based Population Projection 2016	31,435	0.00	65,807,800	0.00	0.048	0
Revised ONS based Population Projection 2017	31,670	0.00	66,296,017	0.00	0.048	0
Revised ONS based Population Projection 2018	31,930	0.00	66,777,137	0.00	0.048	0
Revised ONS based Population Projection 2019	32,290	0.00	67,253,646	0.00	0.048	0
Revised ONS based Population Projection 2020	32,492	0.00	67,729,038	0.00	0.048	0
Revised ONS based Population Projection 2021	32,835	0.00	68,197,547	0.00	0.048	0
Revised ONS based Population Projection 2022	33,134	0.00	68,657,541	0.00	0.048	0
Revised ONS based Population Projection 2023	33,411	0.00	69,109,347	0.00	0.048	0
Revised ONS based Population Projection 2024	33,673	0.00	69,555,182	0.00	0.048	0
Revised ONS based Population Projection 2025	33,964	0.00	69,990,294	0.00	0.049	0
Revised ONS based Population Projection 2026	34,225	0.00	70,415,129	0.00	0.049	0
Revised ONS based Population Projection 2027	34,458	0.00	70,828,211	0.00	0.049	0
Revised ONS based Population Projection 2028	34,688	0.00	71,233,508	0.00	0.049	0
Revised ONS based Population Projection 2029	34,894	0.00	71,631,919	0.00	0.049	0
Revised ONS based Population Projection 2030	35,154	0.00	72,022,019	0.00	0.049	0
Revised ONS based Population Projection 2031	35,346	0.00	72,404,873	0.00	0.049	0
	Target	Target %	Base	Base %	Penetration	Index
Summary Demographics - Revised ONS based Households Projections						
Revised ONS based Households Projection 2012	12,556	0.00	26,767,565	0.00	0.047	0
Revised ONS based Households Projection 2013	12,702	0.00	27,042,917	0.00	0.047	0
Revised ONS based Households Projection 2014	12,842	0.00	27,330,412	0.00	0.047	0
Revised ONS based Households Projection 2015	12,962	0.00	27,616,650	0.00	0.047	0
Revised ONS based Households Projection 2016	13,086	0.00	27,903,978	0.00	0.047	0
Revised ONS based Households Projection 2017	13,139	0.00	28,192,298	0.00	0.047	0

Revised ONS based Households Projection 2018	13,278	0.00	28,478,182	0.00	0.047	0
Revised ONS based Households Projection 2019	13,472	0.00	28,760,467	0.00	0.047	0
Revised ONS based Households Projection 2020	13,515	0.00	29,039,826	0.00	0.047	0
Revised ONS based Households Projection 2021	13,668	0.00	29,320,382	0.00	0.047	0
Revised ONS based Households Projection 2022	13,818	0.00	29,600,244	0.00	0.047	0
Revised ONS based Households Projection 2023	13,909	0.00	29,881,099	0.00	0.047	0
Revised ONS based Households Projection 2024	14,115	0.00	30,149,889	0.00	0.047	0
Revised ONS based Households Projection 2025	14,278	0.00	30,418,363	0.00	0.047	0
Revised ONS based Households Projection 2026	14,443	0.00	30,684,966	0.00	0.047	0
Revised ONS based Households Projection 2027	14,578	0.00	30,949,996	0.00	0.047	0
Revised ONS based Households Projection 2028	14,728	0.00	31,213,758	0.00	0.047	0
Revised ONS based Households Projection 2029	14,875	0.00	31,458,233	0.00	0.047	0
Revised ONS based Households Projection 2030	15,004	0.00	31,704,898	0.00	0.047	0
Revised ONS based Households Projection 2031	15,086	0.00	31,949,204	0.00	0.047	0

2012 Experian Ltd

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Waverley Population Data

Target Area(s):

Layers; 2

Base Area(s):

Standard Geography; United Kingdom

Sorted On:

Default (Ascending)

Date:

26/10/2012

Retail Planner

Summary Demographics - Census 2001

	Target	Target %	Base	Base %	Penetration	Index
2001 Census Totals						
Total Resident Population (Age)	21,834	0.00	58,791,867	0.00	0.037	0
Total Private Households (Tenure)	8,921	0.00	24,479,786	0.00	0.036	0

2001 Census Population Summary

Total Resident Population (Age)

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15						
Males 0-15	2,230	52.86	6,075,318	51.22	0.037	103
Females 0-15	1,988	47.14	5,786,527	48.78	0.034	97
Children and infants 0-15	4,218	100.00	11,861,845	100.00	0.036	100
Adults of Working Age						
Males 16-64	7,307	52.86	18,594,055	51.48	0.039	103
Females 16-59	6,516	47.14	17,524,761	48.52	0.037	97
Adults of Working Age	13,823	100.00	36,118,816	100.00	0.038	100
Adults of Retirement Age						
Males 65+	1,301	34.30	3,911,023	36.18	0.033	95
Females 60+	2,492	65.70	6,900,183	63.82	0.036	103
Adults of Retirement Age	3,793	100.00	10,811,206	100.00	0.035	100

2001 Census Detailed Population Counts

Gender

	Target	Target %	Base	Base %	Penetration	Index
Total Resident Population (Gender)						
Males	10,933	49.85	28,579,869	48.61	0.038	103
Females	10,997	50.15	30,209,325	51.39	0.036	98
Total Resident Population (Gender)	21,930	100.00	58,789,194	100.00	0.037	100

Age

	Target	Target %	Base	Base %	Penetration	Index
Total Resident Population (Age)						
Age 0-4	1,244	5.70	3,487,599	5.93	0.036	96
Age 5-14	2,632	12.05	7,618,128	12.96	0.035	93
Age 15-24	2,667	12.21	7,211,326	12.27	0.037	100
Age 25-34	3,276	15.01	8,360,300	14.22	0.039	106
Age 35-44	3,394	15.54	8,777,638	14.93	0.039	104
Age 45-54	3,017	13.82	7,776,848	13.23	0.039	104
Age 55-64	2,335	10.69	6,219,095	10.58	0.038	101
Age 65-74	1,662	7.61	4,936,784	8.40	0.034	91
Age 75+	1,607	7.36	4,404,149	7.49	0.037	98

Total Resident Population (Age)	21,834	100.00	58,791,867	100.00	0.037	100
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2001 Census - Economic Activity

2001 Census - Economic Activity

All people aged 16 to 74 (Economic Activity)

	Target	Target %	Base	Base %	Penetration	Index
Economically active						
Economically active - Employee	9,378	58.52	22,149,642	52.28	0.042	112
Economically active - Full-time students	416	2.60	1,106,393	2.61	0.038	99
Economically active - Self employed with employees	499	3.11	1,254,024	2.96	0.040	105
Economically active - Self employed without employees	1,116	6.97	2,198,472	5.19	0.051	134
Economically active - Unemployed	263	1.64	1,458,207	3.44	0.018	48
All people aged 16 to 74 (Economic Activity)	16,025	100.00	42,364,055	100.00	0.038	100
	Target	Target %	Base	Base %	Penetration	Index
Economically inactive						
Economically inactive - Looking after home/family	956	5.97	2,737,615	6.46	0.035	92
Economically inactive - Other	317	1.98	1,363,465	3.22	0.023	62
Economically inactive - Retired	1,807	11.28	5,654,426	13.35	0.032	84
Economically inactive - Student	834	5.20	1,994,208	4.71	0.042	110
Economically inactive - Permanently sick/disabled	438	2.73	2,447,603	5.78	0.018	47
All people aged 16 to 74 (Economic Activity)	16,025	100.00	42,364,055	100.00	0.038	100

2001 Census - Economic Activity by Gender

	Target	Target %	Base	Base %	Penetration	Index
All people aged 16 to 74 (Econ Activity by Gender)						
All males aged 16 to 74	8,107	50.43	20,895,777	49.14	0.039	103
Males Economically active	6,466	40.22	15,363,899	36.13	0.042	111
Males Economically inactive	1,641	10.21	5,531,878	13.01	0.030	78
All females aged 16 to 74	7,968	49.57	21,629,980	50.86	0.037	97
Females Economically active	5,283	32.87	12,820,775	30.15	0.041	109
Females Economically inactive	2,685	16.70	8,809,205	20.72	0.031	81
All people aged 16 to 74 (Econ Activity by Gender)	16,075	100.00	42,525,757	100.00	0.038	100

Approximated Social Grade

	Target	Target %	Base	Base %	Penetration	Index
All people aged 16 and over in HHs (Social Grade)						
AB Higher and intermediate manager/admin/prof	5,570	32.80	9,907,832	21.57	0.056	152
C1 Supervisory, clerical, junior manager/admin/prof	5,595	32.95	13,513,414	29.42	0.041	112
C2 Skilled manual workers	1,921	11.31	6,996,182	15.23	0.028	74
D Semi-skilled and unskilled manual workers	2,049	12.07	7,976,329	17.36	0.026	69
E On state benefit, unemployed, lowest grade workers	1,846	10.87	7,541,557	16.42	0.025	66
All people aged 16 and over in HHs (Social Grade)	16,982	100.00	45,935,314	100.00	0.037	100

Ethnic Group (GB)

	Target	Target %	Base	Base %	Penetration	Index
All People (Ethnic Group) (GB)						
White	21,333	97.30	52,481,255	91.91	0.041	106
White- British (inc. White Scottish)	20,222	92.23	50,366,497	88.20	0.040	105
White- Irish	209	0.96	691,606	1.21	0.030	79
White- Other White	902	4.11	1,423,152	2.49	0.063	165
Mixed	163	0.75	673,743	1.18	0.024	63
Asian or Asian British	154	0.70	2,328,784	4.08	0.007	17
Asian- Indian	106	0.48	1,051,614	1.84	0.010	26
Asian- Pakistani	16	0.07	746,520	1.31	0.002	6
Asian- Bangladeshi	3	0.01	282,854	0.50	0.001	3

Asian- Other Asian	29	0.13	247,796	0.43	0.012	30
Black or Black British	82	0.38	1,147,400	2.01	0.007	19
Black- Caribbean	15	0.07	565,839	0.99	0.003	7
Black- African	61	0.28	484,578	0.85	0.013	33
Black- Other Black (inc. Black Scottish)	6	0.03	96,983	0.17	0.006	16
Chinese or Other Ethnic Group	192	0.88	472,190	0.83	0.041	106
Other- Chinese	116	0.53	243,243	0.43	0.048	124
Other- Other Ethnic Group	76	0.35	228,947	0.40	0.033	87
All People (Ethnic Group) (GB)	21,925	100.00	57,103,372	100.00	0.038	100

Tenure (HH)

	Target	Target %	Base	Base %	Penetration	Index
All Households (Tenure)						
Owned (HH)	6,430	72.08	16,724,882	68.32	0.038	106
Own- Owns outright (HH)	2,698	30.24	7,078,266	28.91	0.038	105
Own- Owns with a mortgage or loan (HH)	3,660	41.03	9,489,495	38.76	0.039	106
Own- Shared ownership (HH)	73	0.81	157,121	0.64	0.046	127
Social Rented (HH)	1,382	15.49	4,885,741	19.96	0.028	78
Social- Rented from Council (LA/Scottish Homes) (HH)	1,158	12.98	3,458,066	14.13	0.034	92
Social- Other social rented (HH)	224	2.51	1,427,675	5.83	0.016	43
Private rented (HH)	928	10.40	2,345,327	9.58	0.040	109
Private- Private landlord or letting agency (HH)	805	9.03	2,053,467	8.39	0.039	108
Private- Employer of a household member (HH)	73	0.81	63,564	0.26	0.114	314
Private- Relative or friend of a household member (HH)	36	0.40	155,578	0.64	0.023	63
Private- Other (HH)	14	0.15	72,718	0.30	0.019	52
Living rent free (HH)	179	2.01	523,836	2.14	0.034	94
All Households (Tenure)	8,921	100.00	24,479,786	100.00	0.036	100

	Target	Target %	Base	Base %	Penetration	Index
Car Ownership						
No car or van	1,495	16.74	6,717,523	27.44	0.022	61
1 car or van	3,761	42.11	10,715,221	43.77	0.035	96
2 cars or vans	2,904	32.52	5,652,000	23.09	0.051	141
3 cars or vans	620	6.94	1,068,923	4.37	0.058	159
Car Ownership	8,932	100.00	24,479,968	100.00	0.037	100

Summary Demographics - Household and Population Estimates 2011

	Target	Target %	Base	Base %	Penetration	Index
Household and Population Estimates 2011: Totals						
Population estimate 2011	21,579	0.00	62,652,626	0.00	0.034	0
Household estimate 2011	9,240	0.00	26,834,617	0.00	0.034	0

Population estimate 2011

Population Estimates 2011 - Summary

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15						
Males 0-15	2,184	10.12	5,953,231	9.50	0.037	106
Females 0-15	2,100	9.73	5,678,288	9.06	0.037	107
Population estimate 2011	21,579	100.00	62,652,626	100.00	0.034	100
Adults of Working Age						
Males 16-64	6,674	30.93	20,248,434	32.32	0.033	96
Females 16-59	6,145	28.48	18,352,124	29.29	0.034	97
Population estimate 2011	21,579	100.00	62,652,626	100.00	0.034	100
Adults of Retirement Age						
Males 65+	1,563	7.24	4,643,052	7.41	0.034	98

Females 60+	2,914	13.51	7,777,497	12.41	0.038	109
Population estimate 2011	21,579	100.00	62,652,626	100.00	0.034	100
	Target	Target %	Base	Base %	Penetration	Index
Population Estimates 2011 - Gender						
Males	10,420	48.29	30,844,717	49.23	0.034	98
Females	11,159	51.71	31,807,909	50.77	0.035	102
Population estimate 2011	21,579	100.00	62,652,626	100.00	0.034	100
	Target	Target %	Base	Base %	Penetration	Index
Population Estimates 2011 - Age						
Age 0-4	1,421	6.59	3,884,121	6.20	0.037	106
Age 5-14	2,579	11.95	7,014,442	11.20	0.037	107
Age 15-24	2,492	11.55	8,166,538	13.03	0.031	89
Age 25-34	2,452	11.36	8,361,714	13.35	0.029	85
Age 35-44	3,249	15.06	8,666,824	13.83	0.038	109
Age 45-54	3,075	14.25	8,716,459	13.91	0.035	102
Age 55-64	2,525	11.70	7,346,862	11.73	0.034	100
Age 65-74	1,862	8.63	5,507,640	8.79	0.034	98
Age 75-84	1,273	5.90	3,540,225	5.65	0.036	104
Age 85+	650	3.01	1,447,801	2.31	0.045	130
Population estimate 2011	21,579	100.00	62,652,626	100.00	0.034	100

Summary Demographics - Household and Population Projections

	Target	Target %	Base	Base %	Penetration	Index
Household Projections						
Household Projection 2031	11,901	0.00	32,586,420	0.00	0.037	0
Household Projection 2030	11,770	0.00	32,329,038	0.00	0.036	0
Household Projection 2029	11,654	0.00	32,064,932	0.00	0.036	0
Household Projection 2028	11,531	0.00	31,794,722	0.00	0.036	0
Household Projection 2027	11,388	0.00	31,517,265	0.00	0.036	0
Household Projection 2026	11,285	0.00	31,242,912	0.00	0.036	0
Household Projection 2025	11,143	0.00	30,966,638	0.00	0.036	0
Household Projection 2024	11,018	0.00	30,686,988	0.00	0.036	0
Household Projection 2023	10,876	0.00	30,402,465	0.00	0.036	0
Household Projection 2022	10,730	0.00	30,111,894	0.00	0.036	0
Household Projection 2021	10,592	0.00	29,816,634	0.00	0.036	0
Household Projection 2020	10,465	0.00	29,523,497	0.00	0.035	0
Household Projection 2019	10,333	0.00	29,226,784	0.00	0.035	0
Household Projection 2018	10,182	0.00	28,927,593	0.00	0.035	0
Household Projection 2017	10,054	0.00	28,626,093	0.00	0.035	0
Household Projection 2016	9,923	0.00	28,323,140	0.00	0.035	0
Household Projection 2015	9,775	0.00	28,016,290	0.00	0.035	0
Household Projection 2014	9,641	0.00	27,708,499	0.00	0.035	0
Household Projection 2013	9,452	0.00	27,406,865	0.00	0.035	0
Household Projection 2012	9,302	0.00	27,113,196	0.00	0.034	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2012 - Total						
Total Resident Population (2012)	21,701	0.00	63,077,467	0.00	0.034	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2013 - Total						
Total Resident Population (2013)	21,889	0.00	63,502,035	0.00	0.035	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2014 - Total						
Total Resident Population (2014)	22,148	0.00	63,927,447	0.00	0.035	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2015 - Total						
Total Resident Population (2015)	22,370	0.00	64,352,782	0.00	0.035	0

Population Projections 2016

Total Resident Population (2016)

Population Projections 2016 - Summary

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15 (2016)						
Males 0-15 (2016)	2,308	10.21	6,141,810	9.48	0.038	108
Females 0-15 (2016)	2,259	9.99	5,860,017	9.05	0.039	110
Total Resident Population (2016)	22,610	100.00	64,784,216	100.00	0.035	100
	Target	Target %	Base	Base %	Penetration	Index
Adults of Working Age (2016)						
Males 16-64 (2016)	6,693	29.60	20,489,997	31.63	0.033	94
Females 16-59 (2016)	6,335	28.02	18,658,856	28.80	0.034	97
Total Resident Population (2016)	22,610	100.00	64,784,216	100.00	0.035	100
	Target	Target %	Base	Base %	Penetration	Index
Adults of Retirement Age (2016)						
Males 65+ (2016)	1,852	8.19	5,361,520	8.28	0.035	99
Females 60+ (2016)	3,163	13.99	8,272,016	12.77	0.038	110
Total Resident Population (2016)	22,610	100.00	64,784,216	100.00	0.035	100
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2016 - Gender						
Males (2016)	10,853	48.00	31,993,327	49.38	0.034	97
Females (2016)	11,757	52.00	32,790,889	50.62	0.036	103
Total Resident Population (2016)	22,610	100.00	64,784,216	100.00	0.035	100
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2016 - Age						
Age 0-4 (2016)	1,376	6.08	3,900,653	6.02	0.035	101
Age 5-14 (2016)	2,952	13.05	7,417,404	11.45	0.040	114
Age 15-24 (2016)	2,274	10.06	7,725,786	11.93	0.029	84
Age 25-34 (2016)	2,365	10.46	9,234,224	14.25	0.026	73
Age 35-44 (2016)	3,369	14.90	8,090,991	12.49	0.042	119
Age 45-54 (2016)	3,353	14.83	9,106,861	14.06	0.037	106
Age 55-64 (2016)	2,508	11.09	7,446,293	11.49	0.034	96
Age 65-74 (2016)	2,229	9.86	6,351,316	9.80	0.035	101
Age 75-84 (2016)	1,421	6.28	3,828,483	5.91	0.037	106
Age 85+ (2016)	764	3.38	1,682,205	2.60	0.045	130
Total Resident Population (2016)	22,610	100.00	64,784,216	100.00	0.035	100
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2017 - Total						
Total Resident Population (2017)	22,828	0.00	65,220,008	0.00	0.035	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2018 - Total						
Total Resident Population (2018)	23,043	0.00	65,659,673	0.00	0.035	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2019 - Total						
Total Resident Population (2019)	23,293	0.00	66,100,731	0.00	0.035	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2020 - Total						
Total Resident Population (2020)	23,537	0.00	66,541,784	0.00	0.035	0

Population Projections 2021

Total Resident Population (2021)

Population Projections 2021 - Summary

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15 (2021)						
Males 0-15 (2021)	2,488	10.46	6,393,656	9.55	0.039	110
Females 0-15 (2021)	2,396	10.07	6,105,856	9.12	0.039	110
Total Resident Population (2021)	23,790	100.00	66,980,562	100.00	0.036	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Working Age (2021)						
Males 16-64 (2021)	6,861	28.84	20,857,498	31.14	0.033	93
Females 16-59 (2021)	6,550	27.53	18,731,522	27.97	0.035	98
Total Resident Population (2021)	23,790	100.00	66,980,562	100.00	0.036	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Retirement Age (2021)						
Males 65+ (2021)	2,039	8.57	5,896,596	8.80	0.035	97
Females 60+ (2021)	3,457	14.53	8,995,434	13.43	0.038	108
Total Resident Population (2021)	23,790	100.00	66,980,562	100.00	0.036	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2021 - Gender						
Males (2021)	11,387	47.86	33,147,750	49.49	0.034	97
Females (2021)	12,403	52.14	33,832,812	50.51	0.037	103
Total Resident Population (2021)	23,790	100.00	66,980,562	100.00	0.036	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2021 - Age						
Age 0-4 (2021)	1,442	6.06	3,993,553	5.96	0.036	102
Age 5-14 (2021)	3,172	13.33	7,819,277	11.67	0.041	114
Age 15-24 (2021)	2,276	9.57	7,478,461	11.17	0.030	86
Age 25-34 (2021)	2,325	9.77	9,386,303	14.01	0.025	70
Age 35-44 (2021)	3,419	14.37	8,565,823	12.79	0.040	112
Age 45-54 (2021)	3,436	14.44	8,512,653	12.71	0.040	114
Age 55-64 (2021)	2,897	12.18	8,311,461	12.41	0.035	98
Age 65-74 (2021)	2,239	9.41	6,558,966	9.79	0.034	96
Age 75-84 (2021)	1,645	6.92	4,358,635	6.51	0.038	106
Age 85+ (2021)	938	3.94	1,995,430	2.98	0.047	132
Total Resident Population (2021)	23,790	100.00	66,980,562	100.00	0.036	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2022 - Total						
Total Resident Population (2022)	24,000	0.00	67,414,957	0.00	0.036	0

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2023 - Total						
Total Resident Population (2023)	24,252	0.00	67,843,637	0.00	0.036	0

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2024 - Total						
Total Resident Population (2024)	24,497	0.00	68,261,843	0.00	0.036	0

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2025 - Total						
Total Resident Population (2025)	24,711	0.00	68,671,897	0.00	0.036	0

Population Projections 2026

Total Resident Population (2026)

Population Projections 2026 - Summary

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15 (2026)						
Males 0-15 (2026)	2,546	10.21	6,489,749	9.40	0.039	109
Females 0-15 (2026)	2,461	9.86	6,199,740	8.98	0.040	110
Total Resident Population (2026)	24,944	100.00	69,072,916	100.00	0.036	100
	Target	Target %	Base	Base %	Penetration	Index

Adults of Working Age (2026)

Males 16-64 (2026)	7,068	28.34	21,200,605	30.69	0.033	92
Females 16-59 (2026)	6,685	26.80	18,721,730	27.10	0.036	99
Total Resident Population (2026)	24,944	100.00	69,072,916	100.00	0.036	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Retirement Age (2026)						
Males 65+ (2026)	2,294	9.20	6,532,949	9.46	0.035	97
Females 60+ (2026)	3,890	15.59	9,928,143	14.37	0.039	108
Total Resident Population (2026)	24,944	100.00	69,072,916	100.00	0.036	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2026 - Gender						
Males (2026)	11,908	47.74	34,223,303	49.55	0.035	96
Females (2026)	13,036	52.26	34,849,613	50.45	0.037	104
Total Resident Population (2026)	24,944	100.00	69,072,916	100.00	0.036	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2026 - Age						
Age 0-4 (2026)	1,479	5.93	3,998,379	5.79	0.037	102
Age 5-14 (2026)	3,228	12.94	7,932,264	11.48	0.041	113
Age 15-24 (2026)	2,494	10.00	7,872,081	11.40	0.032	88
Age 25-34 (2026)	2,141	8.58	8,944,603	12.95	0.024	66
Age 35-44 (2026)	3,579	14.35	9,429,151	13.65	0.038	105
Age 45-54 (2026)	3,460	13.87	7,952,771	11.51	0.044	120
Age 55-64 (2026)	3,181	12.75	8,706,889	12.61	0.037	101
Age 65-74 (2026)	2,283	9.15	6,704,310	9.71	0.034	94
Age 75-84 (2026)	1,975	7.92	5,124,774	7.42	0.039	107
Age 85+ (2026)	1,125	4.51	2,407,694	3.49	0.047	129
Total Resident Population (2026)	24,944	100.00	69,072,916	100.00	0.036	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2027 - Total						
Total Resident Population (2027)	25,114	0.00	69,464,440	0.00	0.036	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2028 - Total						
Total Resident Population (2028)	25,319	0.00	69,846,669	0.00	0.036	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2029 - Total						
Total Resident Population (2029)	25,509	0.00	70,219,611	0.00	0.036	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2030 - Total						
Total Resident Population (2030)	25,664	0.00	70,582,850	0.00	0.036	0

Population Projections 2031**Total Resident Population (2031)**

Population Projections 2031 - Summary

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15 (2031)						
Males 0-15 (2031)	2,614	10.11	6,528,896	9.20	0.040	110
Females 0-15 (2031)	2,492	9.64	6,237,271	8.79	0.040	110
Total Resident Population (2031)	25,857	100.00	70,937,150	100.00	0.037	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Working Age (2031)						
Males 16-64 (2031)	7,114	27.51	21,384,768	30.15	0.033	91
Females 16-59 (2031)	6,723	26.00	18,805,521	26.51	0.036	98
Total Resident Population (2031)	25,857	100.00	70,937,150	100.00	0.037	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Retirement Age (2031)						

Males 65+ (2031)	2,613	10.11	7,252,925	10.22	0.036	99
Females 60+ (2031)	4,301	16.63	10,727,769	15.12	0.040	110
Total Resident Population (2031)	25,857	100.00	70,937,150	100.00	0.037	100
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2031 - Gender						
Males (2031)	12,342	47.73	35,166,589	49.57	0.035	96
Females (2031)	13,515	52.27	35,770,561	50.43	0.038	104
Total Resident Population (2031)	25,857	100.00	70,937,150	100.00	0.037	100
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2031 - Age						
Age 0-4 (2031)	1,454	5.62	3,968,490	5.59	0.037	101
Age 5-14 (2031)	3,357	12.98	8,036,099	11.33	0.042	115
Age 15-24 (2031)	2,599	10.05	8,259,065	11.64	0.032	86
Age 25-34 (2031)	2,045	7.91	8,705,397	12.27	0.024	64
Age 35-44 (2031)	3,567	13.79	9,599,096	13.53	0.037	102
Age 45-54 (2031)	3,559	13.77	8,409,638	11.86	0.042	116
Age 55-64 (2031)	3,187	12.32	8,163,885	11.51	0.039	107
Age 65-74 (2031)	2,662	10.29	7,515,946	10.60	0.035	97
Age 75-84 (2031)	2,014	7.79	5,329,654	7.51	0.038	104
Age 85+ (2031)	1,413	5.46	2,949,880	4.16	0.048	131
Total Resident Population (2031)	25,857	100.00	70,937,150	100.00	0.037	100
	Target	Target %	Base	Base %	Penetration	Index
Summary Demographics - Revised ONS based Household and Population Estimates 2011						
Revised ONS based Households	9,303	0.00	26,492,524	0.00	0.035	0
Revised ONS based Population	21,877	0.00	63,248,562	0.00	0.035	0
Revised ONS based Adults 15+	17,981	0.00	52,120,262	0.00	0.035	0
Revised ONS based Adults 16+	17,718	0.00	51,366,705	0.00	0.035	0
Revised ONS based Adults 18+	17,148	0.00	49,822,414	0.00	0.034	0
	Target	Target %	Base	Base %	Penetration	Index
Summary Demographics - Revised ONS based Population Projections						
Revised ONS based Population Projection 2012	22,014	0.00	63,764,490	0.00	0.035	0
Revised ONS based Population Projection 2013	22,207	0.00	64,282,904	0.00	0.035	0
Revised ONS based Population Projection 2014	22,479	0.00	64,799,275	0.00	0.035	0
Revised ONS based Population Projection 2015	22,699	0.00	65,307,433	0.00	0.035	0
Revised ONS based Population Projection 2016	22,954	0.00	65,807,800	0.00	0.035	0
Revised ONS based Population Projection 2017	23,189	0.00	66,296,017	0.00	0.035	0
Revised ONS based Population Projection 2018	23,402	0.00	66,777,137	0.00	0.035	0
Revised ONS based Population Projection 2019	23,651	0.00	67,253,646	0.00	0.035	0
Revised ONS based Population Projection 2020	23,880	0.00	67,729,038	0.00	0.035	0
Revised ONS based Population Projection 2021	24,136	0.00	68,197,547	0.00	0.035	0
Revised ONS based Population Projection 2022	24,327	0.00	68,657,541	0.00	0.035	0
Revised ONS based Population Projection 2023	24,575	0.00	69,109,347	0.00	0.036	0
Revised ONS based Population Projection 2024	24,813	0.00	69,555,182	0.00	0.036	0
Revised ONS based Population Projection 2025	25,017	0.00	69,990,294	0.00	0.036	0
Revised ONS based Population Projection 2026	25,256	0.00	70,415,129	0.00	0.036	0
Revised ONS based Population Projection 2027	25,414	0.00	70,828,211	0.00	0.036	0
Revised ONS based Population Projection 2028	25,610	0.00	71,233,508	0.00	0.036	0
Revised ONS based Population Projection 2029	25,779	0.00	71,631,919	0.00	0.036	0
Revised ONS based Population Projection 2030	25,922	0.00	72,022,019	0.00	0.036	0
Revised ONS based Population Projection 2031	26,095	0.00	72,404,873	0.00	0.036	0
	Target	Target %	Base	Base %	Penetration	Index
Summary Demographics - Revised ONS based Households Projections						
Revised ONS based Households Projection 2012	9,367	0.00	26,767,565	0.00	0.035	0
Revised ONS based Households Projection 2013	9,517	0.00	27,042,917	0.00	0.035	0
Revised ONS based Households Projection 2014	9,702	0.00	27,330,412	0.00	0.036	0
Revised ONS based Households Projection 2015	9,833	0.00	27,616,650	0.00	0.036	0
Revised ONS based Households Projection 2016	9,959	0.00	27,903,978	0.00	0.036	0
Revised ONS based Households Projection 2017	10,046	0.00	28,192,298	0.00	0.036	0

Revised ONS based Households Projection 2018	10,173	0.00	28,478,182	0.00	0.036	0
Revised ONS based Households Projection 2019	10,324	0.00	28,760,467	0.00	0.036	0
Revised ONS based Households Projection 2020	10,393	0.00	29,039,826	0.00	0.036	0
Revised ONS based Households Projection 2021	10,515	0.00	29,320,382	0.00	0.036	0
Revised ONS based Households Projection 2022	10,629	0.00	29,600,244	0.00	0.036	0
Revised ONS based Households Projection 2023	10,734	0.00	29,881,099	0.00	0.036	0
Revised ONS based Households Projection 2024	10,916	0.00	30,149,889	0.00	0.036	0
Revised ONS based Households Projection 2025	11,065	0.00	30,418,363	0.00	0.036	0
Revised ONS based Households Projection 2026	11,213	0.00	30,684,966	0.00	0.037	0
Revised ONS based Households Projection 2027	11,316	0.00	30,949,996	0.00	0.037	0
Revised ONS based Households Projection 2028	11,458	0.00	31,213,758	0.00	0.037	0
Revised ONS based Households Projection 2029	11,573	0.00	31,458,233	0.00	0.037	0
Revised ONS based Households Projection 2030	11,665	0.00	31,704,898	0.00	0.037	0
Revised ONS based Households Projection 2031	11,764	0.00	31,949,204	0.00	0.037	0

2012 Experian Ltd

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Waverley Population Data

Target Area(s):	Layers; 3
Base Area(s):	Standard Geography; United Kingdom
Sorted On:	Default (Ascending)
Date:	26/10/2012

Retail Planner

Summary Demographics - Census 2001

	Target	Target %	Base	Base %	Penetration	Index
2001 Census Totals						
Total Resident Population (Age)	16,563	0.00	58,791,867	0.00	0.028	0
Total Private Households (Tenure)	6,907	0.00	24,479,786	0.00	0.028	0

2001 Census Population Summary

Total Resident Population (Age)

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15						
Males 0-15	1,704	50.87	6,075,318	51.22	0.028	99
Females 0-15	1,645	49.13	5,786,527	48.78	0.028	101
Children and infants 0-15	3,349	100.00	11,861,845	100.00	0.028	100
Adults of Working Age						
Males 16-64	4,855	50.32	18,594,055	51.48	0.026	98
Females 16-59	4,794	49.68	17,524,761	48.52	0.027	102
Adults of Working Age	9,649	100.00	36,118,816	100.00	0.027	100
Adults of Retirement Age						
Males 65+	1,296	36.35	3,911,023	36.18	0.033	100
Females 60+	2,269	63.65	6,900,183	63.82	0.033	100
Adults of Retirement Age	3,565	100.00	10,811,206	100.00	0.033	100

2001 Census Detailed Population Counts

Gender

	Target	Target %	Base	Base %	Penetration	Index
Total Resident Population (Gender)						
Males	7,867	47.49	28,579,869	48.61	0.028	98
Females	8,700	52.51	30,209,325	51.39	0.029	102
Total Resident Population (Gender)	16,567	100.00	58,789,194	100.00	0.028	100

Age

	Target	Target %	Base	Base %	Penetration	Index
Total Resident Population (Age)						
Age 0-4	984	5.94	3,487,599	5.93	0.028	100
Age 5-14	2,156	13.02	7,618,128	12.96	0.028	100
Age 15-24	1,563	9.44	7,211,326	12.27	0.022	77
Age 25-34	1,811	10.94	8,360,300	14.22	0.022	77
Age 35-44	2,637	15.92	8,777,638	14.93	0.030	107
Age 45-54	2,452	14.80	7,776,848	13.23	0.032	112
Age 55-64	1,798	10.86	6,219,095	10.58	0.029	103
Age 65-74	1,475	8.90	4,936,784	8.40	0.030	106
Age 75+	1,687	10.18	4,404,149	7.49	0.038	136

Total Resident Population (Age)	16,563	100.00	58,791,867	100.00	0.028	100
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2001 Census - Economic Activity

2001 Census - Economic Activity

All people aged 16 to 74 (Economic Activity)

	Target	Target %	Base	Base %	Penetration	Index
Economically active						
Economically active - Employee	5,981	51.96	22,149,642	52.28	0.027	99
Economically active - Full-time students	235	2.04	1,106,393	2.61	0.021	78
Economically active - Self employed with employees	499	4.33	1,254,024	2.96	0.040	146
Economically active - Self employed without employees	1,026	8.91	2,198,472	5.19	0.047	172
Economically active - Unemployed	214	1.86	1,458,207	3.44	0.015	54
All people aged 16 to 74 (Economic Activity)	11,513	100.00	42,364,055	100.00	0.027	100
Economically inactive						
Economically inactive - Looking after home/family	1,001	8.69	2,737,615	6.46	0.037	134
Economically inactive - Other	269	2.34	1,363,465	3.22	0.020	73
Economically inactive - Retired	1,654	14.37	5,654,426	13.35	0.029	108
Economically inactive - Student	362	3.14	1,994,208	4.71	0.018	67
Economically inactive - Permanently sick/disabled	271	2.36	2,447,603	5.78	0.011	41
All people aged 16 to 74 (Economic Activity)	11,513	100.00	42,364,055	100.00	0.027	100

2001 Census - Economic Activity by Gender

	Target	Target %	Base	Base %	Penetration	Index
All people aged 16 to 74 (Econ Activity by Gender)						
All males aged 16 to 74	5,616	48.64	20,895,777	49.14	0.027	99
Males Economically active	4,436	38.42	15,363,899	36.13	0.029	106
Males Economically inactive	1,180	10.22	5,531,878	13.01	0.021	79
All females aged 16 to 74	5,930	51.36	21,629,980	50.86	0.027	101
Females Economically active	3,513	30.43	12,820,775	30.15	0.027	101
Females Economically inactive	2,417	20.94	8,809,205	20.72	0.027	101
All people aged 16 to 74 (Econ Activity by Gender)	11,546	100.00	42,525,757	100.00	0.027	100

Approximated Social Grade

	Target	Target %	Base	Base %	Penetration	Index
All people aged 16 and over in HHs (Social Grade)						
AB Higher and intermediate manager/admin/prof	4,274	33.19	9,907,832	21.57	0.043	154
C1 Supervisory, clerical, junior manager/admin/prof	4,512	35.04	13,513,414	29.42	0.033	119
C2 Skilled manual workers	1,378	10.70	6,996,182	15.23	0.020	70
D Semi-skilled and unskilled manual workers	1,214	9.43	7,976,329	17.36	0.015	54
E On state benefit, unemployed, lowest grade workers	1,499	11.64	7,541,557	16.42	0.020	71
All people aged 16 and over in HHs (Social Grade)	12,877	100.00	45,935,314	100.00	0.028	100

Ethnic Group (GB)

	Target	Target %	Base	Base %	Penetration	Index
All People (Ethnic Group) (GB)						
White	16,186	97.78	52,481,255	91.91	0.031	106
White- British (inc. White Scottish)	15,429	93.21	50,366,497	88.20	0.031	106
White- Irish	173	1.05	691,606	1.21	0.025	86
White- Other White	584	3.53	1,423,152	2.49	0.041	142
Mixed	135	0.82	673,743	1.18	0.020	69
Asian or Asian British	95	0.57	2,328,784	4.08	0.004	14
Asian- Indian	28	0.17	1,051,614	1.84	0.003	9
Asian- Pakistani	7	0.04	746,520	1.31	0.001	3
Asian- Bangladeshi	33	0.20	282,854	0.50	0.012	40

Asian- Other Asian	26	0.16	247,796	0.43	0.011	36
Black or Black British	34	0.21	1,147,400	2.01	0.003	10
Black- Caribbean	8	0.05	565,839	0.99	0.001	5
Black- African	26	0.16	484,578	0.85	0.005	19
Black- Other Black (inc. Black Scottish)	0	0.00	96,983	0.17	0.000	0
Chinese or Other Ethnic Group	103	0.62	472,190	0.83	0.022	75
Other- Chinese	46	0.28	243,243	0.43	0.019	66
Other- Other Ethnic Group	56	0.34	228,947	0.40	0.025	85
All People (Ethnic Group) (GB)	16,553	100.00	57,103,372	100.00	0.029	100

Tenure (HH)

	Target	Target %	Base	Base %	Penetration	Index
All Households (Tenure)						
Owned (HH)	5,257	76.11	16,724,882	68.32	0.031	111
Own- Owns outright (HH)	2,494	36.11	7,078,266	28.91	0.035	125
Own- Owns with a mortgage or loan (HH)	2,707	39.19	9,489,495	38.76	0.029	101
Own- Shared ownership (HH)	56	0.81	157,121	0.64	0.036	126
Social Rented (HH)	950	13.76	4,885,741	19.96	0.019	69
Social- Rented from Council (LA/Scottish Homes) (HH)	720	10.43	3,458,066	14.13	0.021	74
Social- Other social rented (HH)	230	3.33	1,427,675	5.83	0.016	57
Private rented (HH)	587	8.50	2,345,327	9.58	0.025	89
Private- Private landlord or letting agency (HH)	505	7.31	2,053,467	8.39	0.025	87
Private- Employer of a household member (HH)	22	0.32	63,564	0.26	0.035	124
Private- Relative or friend of a household member (HH)	40	0.58	155,578	0.64	0.026	91
Private- Other (HH)	20	0.29	72,718	0.30	0.028	99
Living rent free (HH)	142	2.05	523,836	2.14	0.027	96
All Households (Tenure)	6,907	100.00	24,479,786	100.00	0.028	100

	Target	Target %	Base	Base %	Penetration	Index
Car Ownership						
No car or van	999	14.40	6,717,523	27.44	0.015	52
1 car or van	2,767	39.90	10,715,221	43.77	0.026	91
2 cars or vans	2,454	35.38	5,652,000	23.09	0.043	153
3 cars or vans	526	7.59	1,068,923	4.37	0.049	174
Car Ownership	6,936	100.00	24,479,968	100.00	0.028	100

Summary Demographics - Household and Population Estimates 2011

	Target	Target %	Base	Base %	Penetration	Index
Household and Population Estimates 2011: Totals						
Population estimate 2011	16,475	0.00	62,652,626	0.00	0.026	0
Household estimate 2011	7,316	0.00	26,834,617	0.00	0.027	0

Population estimate 2011

Population Estimates 2011 - Summary

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15						
Males 0-15	1,744	10.59	5,953,231	9.50	0.029	111
Females 0-15	1,678	10.19	5,678,288	9.06	0.030	112
Population estimate 2011	16,475	100.00	62,652,626	100.00	0.026	100
Adults of Working Age						
Males 16-64	4,638	28.15	20,248,434	32.32	0.023	87
Females 16-59	4,489	27.25	18,352,124	29.29	0.025	93
Population estimate 2011	16,475	100.00	62,652,626	100.00	0.026	100
Adults of Retirement Age						
Males 65+	1,446	8.78	4,643,052	7.41	0.031	118

Females 60+	2,480	15.05	7,777,497	12.41	0.032	121
Population estimate 2011	16,475	100.00	62,652,626	100.00	0.026	100
	Target	Target %	Base	Base %	Penetration	Index
Population Estimates 2011 - Gender						
Males	7,828	47.51	30,844,717	49.23	0.025	97
Females	8,647	52.49	31,807,909	50.77	0.027	103
Population estimate 2011	16,475	100.00	62,652,626	100.00	0.026	100
	Target	Target %	Base	Base %	Penetration	Index
Population Estimates 2011 - Age						
Age 0-4	1,067	6.48	3,884,121	6.20	0.028	104
Age 5-14	2,140	12.99	7,014,442	11.20	0.031	116
Age 15-24	1,500	9.11	8,166,538	13.03	0.018	70
Age 25-34	1,418	8.61	8,361,714	13.35	0.017	64
Age 35-44	2,412	14.64	8,666,824	13.83	0.028	106
Age 45-54	2,549	15.47	8,716,459	13.91	0.029	111
Age 55-64	2,015	12.23	7,346,862	11.73	0.027	104
Age 65-74	1,554	9.43	5,507,640	8.79	0.028	107
Age 75-84	1,202	7.30	3,540,225	5.65	0.034	129
Age 85+	618	3.75	1,447,801	2.31	0.043	162
Population estimate 2011	16,475	100.00	62,652,626	100.00	0.026	100

Summary Demographics - Household and Population Projections

	Target	Target %	Base	Base %	Penetration	Index
Household Projections						
Household Projection 2031	9,006	0.00	32,586,420	0.00	0.028	0
Household Projection 2030	8,922	0.00	32,329,038	0.00	0.028	0
Household Projection 2029	8,825	0.00	32,064,932	0.00	0.028	0
Household Projection 2028	8,748	0.00	31,794,722	0.00	0.028	0
Household Projection 2027	8,639	0.00	31,517,265	0.00	0.027	0
Household Projection 2026	8,536	0.00	31,242,912	0.00	0.027	0
Household Projection 2025	8,463	0.00	30,966,638	0.00	0.027	0
Household Projection 2024	8,352	0.00	30,686,988	0.00	0.027	0
Household Projection 2023	8,256	0.00	30,402,465	0.00	0.027	0
Household Projection 2022	8,171	0.00	30,111,894	0.00	0.027	0
Household Projection 2021	8,058	0.00	29,816,634	0.00	0.027	0
Household Projection 2020	7,979	0.00	29,523,497	0.00	0.027	0
Household Projection 2019	7,889	0.00	29,226,784	0.00	0.027	0
Household Projection 2018	7,806	0.00	28,927,593	0.00	0.027	0
Household Projection 2017	7,741	0.00	28,626,093	0.00	0.027	0
Household Projection 2016	7,660	0.00	28,323,140	0.00	0.027	0
Household Projection 2015	7,579	0.00	28,016,290	0.00	0.027	0
Household Projection 2014	7,485	0.00	27,708,499	0.00	0.027	0
Household Projection 2013	7,395	0.00	27,406,865	0.00	0.027	0
Household Projection 2012	7,356	0.00	27,113,196	0.00	0.027	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2012 - Total						
Total Resident Population (2012)	16,549	0.00	63,077,467	0.00	0.026	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2013 - Total						
Total Resident Population (2013)	16,618	0.00	63,502,035	0.00	0.026	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2014 - Total						
Total Resident Population (2014)	16,740	0.00	63,927,447	0.00	0.026	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2015 - Total						
Total Resident Population (2015)	16,894	0.00	64,352,782	0.00	0.026	0

Population Projections 2016

Total Resident Population (2016)

Population Projections 2016 - Summary

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15 (2016)						
Males 0-15 (2016)	1,771	10.38	6,141,810	9.48	0.029	110
Females 0-15 (2016)	1,722	10.10	5,860,017	9.05	0.029	112
Total Resident Population (2016)	17,053	100.00	64,784,216	100.00	0.026	100
	Target	Target %	Base	Base %	Penetration	Index
Adults of Working Age (2016)						
Males 16-64 (2016)	4,650	27.27	20,489,997	31.63	0.023	86
Females 16-59 (2016)	4,621	27.10	18,658,856	28.80	0.025	94
Total Resident Population (2016)	17,053	100.00	64,784,216	100.00	0.026	100
	Target	Target %	Base	Base %	Penetration	Index
Adults of Retirement Age (2016)						
Males 65+ (2016)	1,645	9.65	5,361,520	8.28	0.031	117
Females 60+ (2016)	2,645	15.51	8,272,016	12.77	0.032	121
Total Resident Population (2016)	17,053	100.00	64,784,216	100.00	0.026	100
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2016 - Gender						
Males (2016)	8,066	47.30	31,993,327	49.38	0.025	96
Females (2016)	8,987	52.70	32,790,889	50.62	0.027	104
Total Resident Population (2016)	17,053	100.00	64,784,216	100.00	0.026	100
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2016 - Age						
Age 0-4 (2016)	971	5.69	3,900,653	6.02	0.025	95
Age 5-14 (2016)	2,321	13.61	7,417,404	11.45	0.031	119
Age 15-24 (2016)	1,525	8.94	7,725,786	11.93	0.020	75
Age 25-34 (2016)	1,436	8.42	9,234,224	14.25	0.016	59
Age 35-44 (2016)	2,182	12.79	8,090,991	12.49	0.027	102
Age 45-54 (2016)	2,701	15.84	9,106,861	14.06	0.030	113
Age 55-64 (2016)	2,126	12.46	7,446,293	11.49	0.029	108
Age 65-74 (2016)	1,840	10.79	6,351,316	9.80	0.029	110
Age 75-84 (2016)	1,258	7.38	3,828,483	5.91	0.033	125
Age 85+ (2016)	694	4.07	1,682,205	2.60	0.041	157
Total Resident Population (2016)	17,053	100.00	64,784,216	100.00	0.026	100
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2017 - Total						
Total Resident Population (2017)	17,159	0.00	65,220,008	0.00	0.026	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2018 - Total						
Total Resident Population (2018)	17,272	0.00	65,659,673	0.00	0.026	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2019 - Total						
Total Resident Population (2019)	17,404	0.00	66,100,731	0.00	0.026	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2020 - Total						
Total Resident Population (2020)	17,516	0.00	66,541,784	0.00	0.026	0

Population Projections 2021

Total Resident Population (2021)

Population Projections 2021 - Summary

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15 (2021)						
Males 0-15 (2021)	1,792	10.15	6,393,656	9.55	0.028	106
Females 0-15 (2021)	1,756	9.95	6,105,856	9.12	0.029	109
Total Resident Population (2021)	17,653	100.00	66,980,562	100.00	0.026	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Working Age (2021)						
Males 16-64 (2021)	4,749	26.90	20,857,498	31.14	0.023	86
Females 16-59 (2021)	4,665	26.43	18,731,522	27.97	0.025	95
Total Resident Population (2021)	17,653	100.00	66,980,562	100.00	0.026	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Retirement Age (2021)						
Males 65+ (2021)	1,819	10.30	5,896,596	8.80	0.031	117
Females 60+ (2021)	2,872	16.27	8,995,434	13.43	0.032	121
Total Resident Population (2021)	17,653	100.00	66,980,562	100.00	0.026	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2021 - Gender						
Males (2021)	8,360	47.36	33,147,750	49.49	0.025	96
Females (2021)	9,293	52.64	33,832,812	50.51	0.028	104
Total Resident Population (2021)	17,653	100.00	66,980,562	100.00	0.026	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2021 - Age						
Age 0-4 (2021)	969	5.49	3,993,553	5.96	0.024	92
Age 5-14 (2021)	2,370	13.43	7,819,277	11.67	0.030	115
Age 15-24 (2021)	1,589	9.00	7,478,461	11.17	0.021	81
Age 25-34 (2021)	1,524	8.63	9,386,303	14.01	0.016	62
Age 35-44 (2021)	2,077	11.77	8,565,823	12.79	0.024	92
Age 45-54 (2021)	2,548	14.43	8,512,653	12.71	0.030	114
Age 55-64 (2021)	2,461	13.94	8,311,461	12.41	0.030	112
Age 65-74 (2021)	1,890	10.70	6,558,966	9.79	0.029	109
Age 75-84 (2021)	1,416	8.02	4,358,635	6.51	0.033	123
Age 85+ (2021)	809	4.58	1,995,430	2.98	0.041	154
Total Resident Population (2021)	17,653	100.00	66,980,562	100.00	0.026	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2022 - Total						
Total Resident Population (2022)	17,831	0.00	67,414,957	0.00	0.026	0

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2023 - Total						
Total Resident Population (2023)	17,954	0.00	67,843,637	0.00	0.027	0

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2024 - Total						
Total Resident Population (2024)	18,081	0.00	68,261,843	0.00	0.027	0

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2025 - Total						
Total Resident Population (2025)	18,256	0.00	68,671,897	0.00	0.027	0

Population Projections 2026

Total Resident Population (2026)

Population Projections 2026 - Summary

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15 (2026)						
Males 0-15 (2026)	1,795	9.78	6,489,749	9.40	0.028	104
Females 0-15 (2026)	1,761	9.59	6,199,740	8.98	0.028	107
Total Resident Population (2026)	18,359	100.00	69,072,916	100.00	0.027	100

	Target	Target %	Base	Base %	Penetration	Index
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Adults of Working Age (2026)

Males 16-64 (2026)	4,820	26.25	21,200,605	30.69	0.023	86
Females 16-59 (2026)	4,677	25.47	18,721,730	27.10	0.025	94
Total Resident Population (2026)	18,359	100.00	69,072,916	100.00	0.027	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Retirement Age (2026)						
Males 65+ (2026)	2,047	11.15	6,532,949	9.46	0.031	118
Females 60+ (2026)	3,259	17.75	9,928,143	14.37	0.033	124
Total Resident Population (2026)	18,359	100.00	69,072,916	100.00	0.027	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2026 - Gender						
Males (2026)	8,662	47.18	34,223,303	49.55	0.025	95
Females (2026)	9,697	52.82	34,849,613	50.45	0.028	105
Total Resident Population (2026)	18,359	100.00	69,072,916	100.00	0.027	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2026 - Age						
Age 0-4 (2026)	993	5.41	3,998,379	5.79	0.025	93
Age 5-14 (2026)	2,326	12.67	7,932,264	11.48	0.029	110
Age 15-24 (2026)	1,725	9.39	7,872,081	11.40	0.022	82
Age 25-34 (2026)	1,527	8.32	8,944,603	12.95	0.017	64
Age 35-44 (2026)	2,188	11.92	9,429,151	13.65	0.023	87
Age 45-54 (2026)	2,355	12.83	7,952,771	11.51	0.030	111
Age 55-64 (2026)	2,632	14.34	8,706,889	12.61	0.030	114
Age 65-74 (2026)	1,988	10.83	6,704,310	9.71	0.030	112
Age 75-84 (2026)	1,686	9.18	5,124,774	7.42	0.033	124
Age 85+ (2026)	940	5.12	2,407,694	3.49	0.039	147
Total Resident Population (2026)	18,359	100.00	69,072,916	100.00	0.027	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2027 - Total						
Total Resident Population (2027)	18,491	0.00	69,464,440	0.00	0.027	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2028 - Total						
Total Resident Population (2028)	18,656	0.00	69,846,669	0.00	0.027	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2029 - Total						
Total Resident Population (2029)	18,748	0.00	70,219,611	0.00	0.027	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2030 - Total						
Total Resident Population (2030)	18,854	0.00	70,582,850	0.00	0.027	0

Population Projections 2031**Total Resident Population (2031)**

Population Projections 2031 - Summary

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15 (2031)						
Males 0-15 (2031)	1,817	9.58	6,528,896	9.20	0.028	104
Females 0-15 (2031)	1,765	9.30	6,237,271	8.79	0.028	106
Total Resident Population (2031)	18,974	100.00	70,937,150	100.00	0.027	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Working Age (2031)						
Males 16-64 (2031)	4,794	25.27	21,384,768	30.15	0.022	84
Females 16-59 (2031)	4,661	24.57	18,805,521	26.51	0.025	93
Total Resident Population (2031)	18,974	100.00	70,937,150	100.00	0.027	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Retirement Age (2031)						

Males 65+ (2031)	2,335	12.31	7,252,925	10.22	0.032	120
Females 60+ (2031)	3,602	18.98	10,727,769	15.12	0.034	126
Total Resident Population (2031)	18,974	100.00	70,937,150	100.00	0.027	100
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2031 - Gender						
Males (2031)	8,946	47.15	35,166,589	49.57	0.025	95
Females (2031)	10,028	52.85	35,770,561	50.43	0.028	105
Total Resident Population (2031)	18,974	100.00	70,937,150	100.00	0.027	100
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2031 - Age						
Age 0-4 (2031)	987	5.20	3,968,490	5.59	0.025	93
Age 5-14 (2031)	2,370	12.49	8,036,099	11.33	0.030	110
Age 15-24 (2031)	1,749	9.22	8,259,065	11.64	0.021	79
Age 25-34 (2031)	1,534	8.08	8,705,397	12.27	0.018	66
Age 35-44 (2031)	2,266	11.94	9,599,096	13.53	0.024	88
Age 45-54 (2031)	2,325	12.25	8,409,638	11.86	0.028	103
Age 55-64 (2031)	2,492	13.14	8,163,885	11.51	0.031	114
Age 65-74 (2031)	2,335	12.31	7,515,946	10.60	0.031	116
Age 75-84 (2031)	1,751	9.23	5,329,654	7.51	0.033	123
Age 85+ (2031)	1,164	6.13	2,949,880	4.16	0.040	147
Total Resident Population (2031)	18,974	100.00	70,937,150	100.00	0.027	100
	Target	Target %	Base	Base %	Penetration	Index
Summary Demographics - Revised ONS based Household and Population Estimates 2011						
Revised ONS based Households	7,328	0.00	26,492,524	0.00	0.028	0
Revised ONS based Population	16,611	0.00	63,248,562	0.00	0.026	0
Revised ONS based Adults 15+	13,491	0.00	52,120,262	0.00	0.026	0
Revised ONS based Adults 16+	13,290	0.00	51,366,705	0.00	0.026	0
Revised ONS based Adults 18+	12,907	0.00	49,822,414	0.00	0.026	0
	Target	Target %	Base	Base %	Penetration	Index
Summary Demographics - Revised ONS based Population Projections						
Revised ONS based Population Projection 2012	16,691	0.00	63,764,490	0.00	0.026	0
Revised ONS based Population Projection 2013	16,752	0.00	64,282,904	0.00	0.026	0
Revised ONS based Population Projection 2014	16,870	0.00	64,799,275	0.00	0.026	0
Revised ONS based Population Projection 2015	17,017	0.00	65,307,433	0.00	0.026	0
Revised ONS based Population Projection 2016	17,175	0.00	65,807,800	0.00	0.026	0
Revised ONS based Population Projection 2017	17,277	0.00	66,296,017	0.00	0.026	0
Revised ONS based Population Projection 2018	17,377	0.00	66,777,137	0.00	0.026	0
Revised ONS based Population Projection 2019	17,498	0.00	67,253,646	0.00	0.026	0
Revised ONS based Population Projection 2020	17,587	0.00	67,729,038	0.00	0.026	0
Revised ONS based Population Projection 2021	17,716	0.00	68,197,547	0.00	0.026	0
Revised ONS based Population Projection 2022	17,873	0.00	68,657,541	0.00	0.026	0
Revised ONS based Population Projection 2023	17,978	0.00	69,109,347	0.00	0.026	0
Revised ONS based Population Projection 2024	18,089	0.00	69,555,182	0.00	0.026	0
Revised ONS based Population Projection 2025	18,246	0.00	69,990,294	0.00	0.026	0
Revised ONS based Population Projection 2026	18,336	0.00	70,415,129	0.00	0.026	0
Revised ONS based Population Projection 2027	18,451	0.00	70,828,211	0.00	0.026	0
Revised ONS based Population Projection 2028	18,603	0.00	71,233,508	0.00	0.026	0
Revised ONS based Population Projection 2029	18,674	0.00	71,631,919	0.00	0.026	0
Revised ONS based Population Projection 2030	18,765	0.00	72,022,019	0.00	0.026	0
Revised ONS based Population Projection 2031	18,863	0.00	72,404,873	0.00	0.026	0
	Target	Target %	Base	Base %	Penetration	Index
Summary Demographics - Revised ONS based Households Projections						
Revised ONS based Households Projection 2012	7,371	0.00	26,767,565	0.00	0.028	0
Revised ONS based Households Projection 2013	7,407	0.00	27,042,917	0.00	0.027	0
Revised ONS based Households Projection 2014	7,490	0.00	27,330,412	0.00	0.027	0
Revised ONS based Households Projection 2015	7,579	0.00	27,616,650	0.00	0.027	0
Revised ONS based Households Projection 2016	7,634	0.00	27,903,978	0.00	0.027	0
Revised ONS based Households Projection 2017	7,696	0.00	28,192,298	0.00	0.027	0

Revised ONS based Households Projection 2018	7,756	0.00	28,478,182	0.00	0.027	0
Revised ONS based Households Projection 2019	7,844	0.00	28,760,467	0.00	0.027	0
Revised ONS based Households Projection 2020	7,905	0.00	29,039,826	0.00	0.027	0
Revised ONS based Households Projection 2021	7,981	0.00	29,320,382	0.00	0.027	0
Revised ONS based Households Projection 2022	8,087	0.00	29,600,244	0.00	0.027	0
Revised ONS based Households Projection 2023	8,157	0.00	29,881,099	0.00	0.027	0
Revised ONS based Households Projection 2024	8,269	0.00	30,149,889	0.00	0.027	0
Revised ONS based Households Projection 2025	8,387	0.00	30,418,363	0.00	0.028	0
Revised ONS based Households Projection 2026	8,474	0.00	30,684,966	0.00	0.028	0
Revised ONS based Households Projection 2027	8,560	0.00	30,949,996	0.00	0.028	0
Revised ONS based Households Projection 2028	8,654	0.00	31,213,758	0.00	0.028	0
Revised ONS based Households Projection 2029	8,718	0.00	31,458,233	0.00	0.028	0
Revised ONS based Households Projection 2030	8,802	0.00	31,704,898	0.00	0.028	0
Revised ONS based Households Projection 2031	8,871	0.00	31,949,204	0.00	0.028	0

2012 Experian Ltd

2012 Experian Ltd, Living Costs and Food Survey, National Statistics Â© Crown Copyright 2011 Published with the permission of the Office of Public Sector Information (OPSI).

Waverley Population Data

Target Area(s):	Layers; 4
Base Area(s):	Standard Geography; United Kingdom
Sorted On:	Default (Ascending)
Date:	26/10/2012

Retail Planner

Summary Demographics - Census 2001

	Target	Target %	Base	Base %	Penetration	Index
2001 Census Totals						
Total Resident Population (Age)	14,174	0.00	58,791,867	0.00	0.024	0
Total Private Households (Tenure)	5,782	0.00	24,479,786	0.00	0.024	0

2001 Census Population Summary

Total Resident Population (Age)

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15						
Males 0-15	1,424	53.14	6,075,318	51.22	0.023	104
Females 0-15	1,256	46.86	5,786,527	48.78	0.022	96
Children and infants 0-15	2,681	100.00	11,861,845	100.00	0.023	100
Adults of Working Age						
Males 16-64	4,322	52.01	18,594,055	51.48	0.023	101
Females 16-59	3,988	47.99	17,524,761	48.52	0.023	99
Adults of Working Age	8,310	100.00	36,118,816	100.00	0.023	100
Adults of Retirement Age						
Males 65+	1,147	36.04	3,911,023	36.18	0.029	100
Females 60+	2,036	63.96	6,900,183	63.82	0.030	100
Adults of Retirement Age	3,183	100.00	10,811,206	100.00	0.029	100

2001 Census Detailed Population Counts

Gender

	Target	Target %	Base	Base %	Penetration	Index
Total Resident Population (Gender)						
Males	6,905	48.77	28,579,869	48.61	0.024	100
Females	7,253	51.23	30,209,325	51.39	0.024	100
Total Resident Population (Gender)	14,158	100.00	58,789,194	100.00	0.024	100

Age

	Target	Target %	Base	Base %	Penetration	Index
Total Resident Population (Age)						
Age 0-4	664	4.68	3,487,599	5.93	0.019	79
Age 5-14	1,759	12.41	7,618,128	12.96	0.023	96
Age 15-24	1,664	11.74	7,211,326	12.27	0.023	96
Age 25-34	1,305	9.21	8,360,300	14.22	0.016	65
Age 35-44	1,926	13.59	8,777,638	14.93	0.022	91
Age 45-54	2,218	15.65	7,776,848	13.23	0.029	118
Age 55-64	1,839	12.97	6,219,095	10.58	0.030	123
Age 65-74	1,308	9.23	4,936,784	8.40	0.027	110
Age 75+	1,492	10.52	4,404,149	7.49	0.034	140

Total Resident Population (Age)	14,174	100.00	58,791,867	100.00	0.024	100
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2001 Census - Economic Activity

2001 Census - Economic Activity

All people aged 16 to 74 (Economic Activity)

	Target	Target %	Base	Base %	Penetration	Index
Economically active						
Economically active - Employee	5,207	52.06	22,149,642	52.28	0.024	100
Economically active - Full-time students	222	2.22	1,106,393	2.61	0.020	85
Economically active - Self employed with employees	433	4.33	1,254,024	2.96	0.035	146
Economically active - Self employed without employees	924	9.24	2,198,472	5.19	0.042	178
Economically active - Unemployed	162	1.62	1,458,207	3.44	0.011	47
All people aged 16 to 74 (Economic Activity)	10,002	100.00	42,364,055	100.00	0.024	100
	Target	Target %	Base	Base %	Penetration	Index
Economically inactive						
Economically inactive - Looking after home/family	662	6.62	2,737,615	6.46	0.024	102
Economically inactive - Other	185	1.85	1,363,465	3.22	0.014	57
Economically inactive - Retired	1,465	14.64	5,654,426	13.35	0.026	110
Economically inactive - Student	529	5.29	1,994,208	4.71	0.027	112
Economically inactive - Permanently sick/disabled	213	2.13	2,447,603	5.78	0.009	37
All people aged 16 to 74 (Economic Activity)	10,002	100.00	42,364,055	100.00	0.024	100

2001 Census - Economic Activity by Gender

	Target	Target %	Base	Base %	Penetration	Index
All people aged 16 to 74 (Econ Activity by Gender)						
All males aged 16 to 74	4,910	49.24	20,895,777	49.14	0.024	100
Males Economically active	3,803	38.13	15,363,899	36.13	0.025	106
Males Economically inactive	1,108	11.11	5,531,878	13.01	0.020	85
All females aged 16 to 74	5,061	50.76	21,629,980	50.86	0.023	100
Females Economically active	3,131	31.40	12,820,775	30.15	0.024	104
Females Economically inactive	1,931	19.36	8,809,205	20.72	0.022	93
All people aged 16 to 74 (Econ Activity by Gender)	9,972	100.00	42,525,757	100.00	0.023	100

Approximated Social Grade

	Target	Target %	Base	Base %	Penetration	Index
All people aged 16 and over in HHs (Social Grade)						
AB Higher and intermediate manager/admin/prof	3,393	30.90	9,907,832	21.57	0.034	143
C1 Supervisory, clerical, junior manager/admin/prof	3,792	34.53	13,513,414	29.42	0.028	117
C2 Skilled manual workers	1,288	11.73	6,996,182	15.23	0.018	77
D Semi-skilled and unskilled manual workers	1,220	11.11	7,976,329	17.36	0.015	64
E On state benefit, unemployed, lowest grade workers	1,287	11.72	7,541,557	16.42	0.017	71
All people aged 16 and over in HHs (Social Grade)	10,980	100.00	45,935,314	100.00	0.024	100

Ethnic Group (GB)

	Target	Target %	Base	Base %	Penetration	Index
All People (Ethnic Group) (GB)						
White	13,872	97.82	52,481,255	91.91	0.026	106
White- British (inc. White Scottish)	13,360	94.21	50,366,497	88.20	0.027	107
White- Irish	123	0.86	691,606	1.21	0.018	71
White- Other White	389	2.75	1,423,152	2.49	0.027	110
Mixed	117	0.83	673,743	1.18	0.017	70
Asian or Asian British	55	0.39	2,328,784	4.08	0.002	9
Asian- Indian	34	0.24	1,051,614	1.84	0.003	13
Asian- Pakistani	3	0.02	746,520	1.31	0.000	2
Asian- Bangladeshi	4	0.03	282,854	0.50	0.001	6

Asian- Other Asian	14	0.10	247,796	0.43	0.006	22
Black or Black British	37	0.26	1,147,400	2.01	0.003	13
Black- Caribbean	9	0.06	565,839	0.99	0.002	6
Black- African	25	0.18	484,578	0.85	0.005	21
Black- Other Black (inc. Black Scottish)	3	0.02	96,983	0.17	0.003	12
Chinese or Other Ethnic Group	100	0.70	472,190	0.83	0.021	85
Other- Chinese	43	0.31	243,243	0.43	0.018	72
Other- Other Ethnic Group	57	0.40	228,947	0.40	0.025	99
All People (Ethnic Group) (GB)	14,181	100.00	57,103,372	100.00	0.025	100

Tenure (HH)

	Target	Target %	Base	Base %	Penetration	Index
All Households (Tenure)						
Owned (HH)	4,563	78.91	16,724,882	68.32	0.027	115
Own- Owns outright (HH)	2,250	38.92	7,078,266	28.91	0.032	135
Own- Owns with a mortgage or loan (HH)	2,264	39.15	9,489,495	38.76	0.024	101
Own- Shared ownership (HH)	49	0.84	157,121	0.64	0.031	131
Social Rented (HH)	674	11.65	4,885,741	19.96	0.014	58
Social- Rented from Council (LA/Scottish Homes) (HH)	533	9.21	3,458,066	14.13	0.015	65
Social- Other social rented (HH)	141	2.44	1,427,675	5.83	0.010	42
Private rented (HH)	436	7.54	2,345,327	9.58	0.019	79
Private- Private landlord or letting agency (HH)	335	5.79	2,053,467	8.39	0.016	69
Private- Employer of a household member (HH)	55	0.95	63,564	0.26	0.087	366
Private- Relative or friend of a household member (HH)	27	0.47	155,578	0.64	0.018	74
Private- Other (HH)	19	0.33	72,718	0.30	0.026	111
Living rent free (HH)	159	2.75	523,836	2.14	0.030	129
All Households (Tenure)	5,782	100.00	24,479,786	100.00	0.024	100

	Target	Target %	Base	Base %	Penetration	Index
Car Ownership						
No car or van	792	13.63	6,717,523	27.44	0.012	50
1 car or van	2,151	37.02	10,715,221	43.77	0.020	85
2 cars or vans	2,085	35.89	5,652,000	23.09	0.037	155
3 cars or vans	568	9.78	1,068,923	4.37	0.053	224
Car Ownership	5,810	100.00	24,479,968	100.00	0.024	100

Summary Demographics - Household and Population Estimates 2011

	Target	Target %	Base	Base %	Penetration	Index
Household and Population Estimates 2011: Totals						
Population estimate 2011	14,640	0.00	62,652,626	0.00	0.023	0
Household estimate 2011	6,038	0.00	26,834,617	0.00	0.023	0

Population estimate 2011

Population Estimates 2011 - Summary

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15						
Males 0-15	1,703	11.64	5,953,231	9.50	0.029	122
Females 0-15	1,379	9.42	5,678,288	9.06	0.024	104
Population estimate 2011	14,640	100.00	62,652,626	100.00	0.023	100
Adults of Working Age						
Males 16-64	4,253	29.05	20,248,434	32.32	0.021	90
Females 16-59	3,673	25.09	18,352,124	29.29	0.020	86
Population estimate 2011	14,640	100.00	62,652,626	100.00	0.023	100
Adults of Retirement Age						
Males 65+	1,364	9.32	4,643,052	7.41	0.029	126

Females 60+	2,268	15.49	7,777,497	12.41	0.029	125
Population estimate 2011	14,640	100.00	62,652,626	100.00	0.023	100
	Target	Target %	Base	Base %	Penetration	Index
Population Estimates 2011 - Gender						
Males	7,321	50.00	30,844,717	49.23	0.024	102
Females	7,319	50.00	31,807,909	50.77	0.023	98
Population estimate 2011	14,640	100.00	62,652,626	100.00	0.023	100
	Target	Target %	Base	Base %	Penetration	Index
Population Estimates 2011 - Age						
Age 0-4	800	5.46	3,884,121	6.20	0.021	88
Age 5-14	1,974	13.48	7,014,442	11.20	0.028	120
Age 15-24	1,797	12.27	8,166,538	13.03	0.022	94
Age 25-34	1,009	6.89	8,361,714	13.35	0.012	52
Age 35-44	1,806	12.33	8,666,824	13.83	0.021	89
Age 45-54	2,178	14.88	8,716,459	13.91	0.025	107
Age 55-64	1,979	13.52	7,346,862	11.73	0.027	115
Age 65-74	1,545	10.55	5,507,640	8.79	0.028	120
Age 75-84	1,040	7.10	3,540,225	5.65	0.029	126
Age 85+	513	3.51	1,447,801	2.31	0.035	152
Population estimate 2011	14,640	100.00	62,652,626	100.00	0.023	100

Summary Demographics - Household and Population Projections

	Target	Target %	Base	Base %	Penetration	Index
Household Projections						
Household Projection 2031	6,877	0.00	32,586,420	0.00	0.021	0
Household Projection 2030	6,842	0.00	32,329,038	0.00	0.021	0
Household Projection 2029	6,786	0.00	32,064,932	0.00	0.021	0
Household Projection 2028	6,729	0.00	31,794,722	0.00	0.021	0
Household Projection 2027	6,699	0.00	31,517,265	0.00	0.021	0
Household Projection 2026	6,645	0.00	31,242,912	0.00	0.021	0
Household Projection 2025	6,611	0.00	30,966,638	0.00	0.021	0
Household Projection 2024	6,559	0.00	30,686,988	0.00	0.021	0
Household Projection 2023	6,497	0.00	30,402,465	0.00	0.021	0
Household Projection 2022	6,455	0.00	30,111,894	0.00	0.021	0
Household Projection 2021	6,411	0.00	29,816,634	0.00	0.022	0
Household Projection 2020	6,380	0.00	29,523,497	0.00	0.022	0
Household Projection 2019	6,332	0.00	29,226,784	0.00	0.022	0
Household Projection 2018	6,295	0.00	28,927,593	0.00	0.022	0
Household Projection 2017	6,213	0.00	28,626,093	0.00	0.022	0
Household Projection 2016	6,168	0.00	28,323,140	0.00	0.022	0
Household Projection 2015	6,136	0.00	28,016,290	0.00	0.022	0
Household Projection 2014	6,126	0.00	27,708,499	0.00	0.022	0
Household Projection 2013	6,094	0.00	27,406,865	0.00	0.022	0
Household Projection 2012	6,073	0.00	27,113,196	0.00	0.022	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2012 - Total						
Total Resident Population (2012)	14,694	0.00	63,077,467	0.00	0.023	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2013 - Total						
Total Resident Population (2013)	14,708	0.00	63,502,035	0.00	0.023	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2014 - Total						
Total Resident Population (2014)	14,748	0.00	63,927,447	0.00	0.023	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2015 - Total						
Total Resident Population (2015)	14,747	0.00	64,352,782	0.00	0.023	0

Population Projections 2016

Total Resident Population (2016)

Population Projections 2016 - Summary

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15 (2016)						
Males 0-15 (2016)	1,692	11.46	6,141,810	9.48	0.028	121
Females 0-15 (2016)	1,339	9.07	5,860,017	9.05	0.023	100
Total Resident Population (2016)	14,757	100.00	64,784,216	100.00	0.023	100
	Target	Target %	Base	Base %	Penetration	Index
Adults of Working Age (2016)						
Males 16-64 (2016)	4,109	27.85	20,489,997	31.63	0.020	88
Females 16-59 (2016)	3,689	25.00	18,658,856	28.80	0.020	87
Total Resident Population (2016)	14,757	100.00	64,784,216	100.00	0.023	100
	Target	Target %	Base	Base %	Penetration	Index
Adults of Retirement Age (2016)						
Males 65+ (2016)	1,560	10.57	5,361,520	8.28	0.029	128
Females 60+ (2016)	2,368	16.05	8,272,016	12.77	0.029	126
Total Resident Population (2016)	14,757	100.00	64,784,216	100.00	0.023	100
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2016 - Gender						
Males (2016)	7,361	49.88	31,993,327	49.38	0.023	101
Females (2016)	7,397	50.12	32,790,889	50.62	0.023	99
Total Resident Population (2016)	14,757	100.00	64,784,216	100.00	0.023	100
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2016 - Age						
Age 0-4 (2016)	750	5.08	3,900,653	6.02	0.019	84
Age 5-14 (2016)	2,008	13.60	7,417,404	11.45	0.027	119
Age 15-24 (2016)	1,777	12.04	7,725,786	11.93	0.023	101
Age 25-34 (2016)	1,131	7.67	9,234,224	14.25	0.012	54
Age 35-44 (2016)	1,618	10.96	8,090,991	12.49	0.020	88
Age 45-54 (2016)	2,140	14.50	9,106,861	14.06	0.024	103
Age 55-64 (2016)	1,851	12.54	7,446,293	11.49	0.025	109
Age 65-74 (2016)	1,774	12.02	6,351,316	9.80	0.028	123
Age 75-84 (2016)	1,127	7.64	3,828,483	5.91	0.029	129
Age 85+ (2016)	581	3.94	1,682,205	2.60	0.035	152
Total Resident Population (2016)	14,757	100.00	64,784,216	100.00	0.023	100
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2017 - Total						
Total Resident Population (2017)	14,798	0.00	65,220,008	0.00	0.023	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2018 - Total						
Total Resident Population (2018)	14,903	0.00	65,659,673	0.00	0.023	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2019 - Total						
Total Resident Population (2019)	14,936	0.00	66,100,731	0.00	0.023	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2020 - Total						
Total Resident Population (2020)	14,997	0.00	66,541,784	0.00	0.023	0

Population Projections 2021

Total Resident Population (2021)

Population Projections 2021 - Summary

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15 (2021)						
Males 0-15 (2021)	1,714	11.39	6,393,656	9.55	0.027	119
Females 0-15 (2021)	1,347	8.96	6,105,856	9.12	0.022	98
Total Resident Population (2021)	15,043	100.00	66,980,562	100.00	0.023	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Working Age (2021)						
Males 16-64 (2021)	4,098	27.24	20,857,498	31.14	0.020	87
Females 16-59 (2021)	3,684	24.49	18,731,522	27.97	0.020	88
Total Resident Population (2021)	15,043	100.00	66,980,562	100.00	0.023	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Retirement Age (2021)						
Males 65+ (2021)	1,665	11.07	5,896,596	8.80	0.028	126
Females 60+ (2021)	2,535	16.86	8,995,434	13.43	0.028	126
Total Resident Population (2021)	15,043	100.00	66,980,562	100.00	0.023	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2021 - Gender						
Males (2021)	7,476	49.70	33,147,750	49.49	0.023	100
Females (2021)	7,567	50.30	33,832,812	50.51	0.022	100
Total Resident Population (2021)	15,043	100.00	66,980,562	100.00	0.023	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2021 - Age						
Age 0-4 (2021)	772	5.13	3,993,553	5.96	0.019	86
Age 5-14 (2021)	2,023	13.45	7,819,277	11.67	0.026	115
Age 15-24 (2021)	1,730	11.50	7,478,461	11.17	0.023	103
Age 25-34 (2021)	1,259	8.37	9,386,303	14.01	0.013	60
Age 35-44 (2021)	1,609	10.70	8,565,823	12.79	0.019	84
Age 45-54 (2021)	1,935	12.87	8,512,653	12.71	0.023	101
Age 55-64 (2021)	1,986	13.20	8,311,461	12.41	0.024	106
Age 65-74 (2021)	1,712	11.38	6,558,966	9.79	0.026	116
Age 75-84 (2021)	1,310	8.71	4,358,635	6.51	0.030	134
Age 85+ (2021)	706	4.69	1,995,430	2.98	0.035	158
Total Resident Population (2021)	15,043	100.00	66,980,562	100.00	0.023	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2022 - Total						
Total Resident Population (2022)	15,108	0.00	67,414,957	0.00	0.022	0

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2023 - Total						
Total Resident Population (2023)	15,164	0.00	67,843,637	0.00	0.022	0

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2024 - Total						
Total Resident Population (2024)	15,256	0.00	68,261,843	0.00	0.022	0

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2025 - Total						
Total Resident Population (2025)	15,322	0.00	68,671,897	0.00	0.022	0

Population Projections 2026

Total Resident Population (2026)

Population Projections 2026 - Summary

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15 (2026)						
Males 0-15 (2026)	1,736	11.29	6,489,749	9.40	0.027	120
Females 0-15 (2026)	1,350	8.78	6,199,740	8.98	0.022	98
Total Resident Population (2026)	15,378	100.00	69,072,916	100.00	0.022	100
	Target	Target %	Base	Base %	Penetration	Index

Adults of Working Age (2026)

Males 16-64 (2026)	4,095	26.63	21,200,605	30.69	0.019	87
Females 16-59 (2026)	3,661	23.81	18,721,730	27.10	0.020	88
Total Resident Population (2026)	15,378	100.00	69,072,916	100.00	0.022	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Retirement Age (2026)						
Males 65+ (2026)	1,799	11.70	6,532,949	9.46	0.028	124
Females 60+ (2026)	2,738	17.80	9,928,143	14.37	0.028	124
Total Resident Population (2026)	15,378	100.00	69,072,916	100.00	0.022	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2026 - Gender						
Males (2026)	7,630	49.61	34,223,303	49.55	0.022	100
Females (2026)	7,749	50.39	34,849,613	50.45	0.022	100
Total Resident Population (2026)	15,378	100.00	69,072,916	100.00	0.022	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2026 - Age						
Age 0-4 (2026)	803	5.22	3,998,379	5.79	0.020	90
Age 5-14 (2026)	1,994	12.97	7,932,264	11.48	0.025	113
Age 15-24 (2026)	1,810	11.77	7,872,081	11.40	0.023	103
Age 25-34 (2026)	1,246	8.10	8,944,603	12.95	0.014	63
Age 35-44 (2026)	1,766	11.48	9,429,151	13.65	0.019	84
Age 45-54 (2026)	1,762	11.46	7,952,771	11.51	0.022	100
Age 55-64 (2026)	1,974	12.84	8,706,889	12.61	0.023	102
Age 65-74 (2026)	1,622	10.55	6,704,310	9.71	0.024	109
Age 75-84 (2026)	1,538	10.00	5,124,774	7.42	0.030	135
Age 85+ (2026)	862	5.61	2,407,694	3.49	0.036	161
Total Resident Population (2026)	15,378	100.00	69,072,916	100.00	0.022	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2027 - Total						
Total Resident Population (2027)	15,427	0.00	69,464,440	0.00	0.022	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2028 - Total						
Total Resident Population (2028)	15,483	0.00	69,846,669	0.00	0.022	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2029 - Total						
Total Resident Population (2029)	15,574	0.00	70,219,611	0.00	0.022	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2030 - Total						
Total Resident Population (2030)	15,654	0.00	70,582,850	0.00	0.022	0

Population Projections 2031**Total Resident Population (2031)**

Population Projections 2031 - Summary

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15 (2031)						
Males 0-15 (2031)	1,769	11.27	6,528,896	9.20	0.027	122
Females 0-15 (2031)	1,380	8.79	6,237,271	8.79	0.022	100
Total Resident Population (2031)	15,701	100.00	70,937,150	100.00	0.022	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Working Age (2031)						
Males 16-64 (2031)	4,078	25.97	21,384,768	30.15	0.019	86
Females 16-59 (2031)	3,669	23.37	18,805,521	26.51	0.020	88
Total Resident Population (2031)	15,701	100.00	70,937,150	100.00	0.022	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Retirement Age (2031)						

Males 65+ (2031)	1,912	12.18	7,252,925	10.22	0.026	119
Females 60+ (2031)	2,893	18.43	10,727,769	15.12	0.027	122
Total Resident Population (2031)	15,701	100.00	70,937,150	100.00	0.022	100
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2031 - Gender						
Males (2031)	7,759	49.42	35,166,589	49.57	0.022	100
Females (2031)	7,942	50.58	35,770,561	50.43	0.022	100
Total Resident Population (2031)	15,701	100.00	70,937,150	100.00	0.022	100
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2031 - Age						
Age 0-4 (2031)	811	5.17	3,968,490	5.59	0.020	92
Age 5-14 (2031)	2,054	13.08	8,036,099	11.33	0.026	115
Age 15-24 (2031)	1,824	11.62	8,259,065	11.64	0.022	100
Age 25-34 (2031)	1,211	7.71	8,705,397	12.27	0.014	63
Age 35-44 (2031)	1,889	12.03	9,599,096	13.53	0.020	89
Age 45-54 (2031)	1,778	11.33	8,409,638	11.86	0.021	96
Age 55-64 (2031)	1,822	11.60	8,163,885	11.51	0.022	101
Age 65-74 (2031)	1,744	11.11	7,515,946	10.60	0.023	105
Age 75-84 (2031)	1,496	9.53	5,329,654	7.51	0.028	127
Age 85+ (2031)	1,072	6.82	2,949,880	4.16	0.036	164
Total Resident Population (2031)	15,701	100.00	70,937,150	100.00	0.022	100
	Target	Target %	Base	Base %	Penetration	Index
Summary Demographics - Revised ONS based Household and Population Estimates 2011						
Revised ONS based Households	6,084	0.00	26,492,524	0.00	0.023	0
Revised ONS based Population	14,852	0.00	63,248,562	0.00	0.024	0
Revised ONS based Adults 15+	12,152	0.00	52,120,262	0.00	0.023	0
Revised ONS based Adults 16+	11,854	0.00	51,366,705	0.00	0.023	0
Revised ONS based Adults 18+	11,252	0.00	49,822,414	0.00	0.023	0
	Target	Target %	Base	Base %	Penetration	Index
Summary Demographics - Revised ONS based Population Projections						
Revised ONS based Population Projection 2012	14,910	0.00	63,764,490	0.00	0.023	0
Revised ONS based Population Projection 2013	14,929	0.00	64,282,904	0.00	0.023	0
Revised ONS based Population Projection 2014	14,970	0.00	64,799,275	0.00	0.023	0
Revised ONS based Population Projection 2015	14,969	0.00	65,307,433	0.00	0.023	0
Revised ONS based Population Projection 2016	14,984	0.00	65,807,800	0.00	0.023	0
Revised ONS based Population Projection 2017	15,030	0.00	66,296,017	0.00	0.023	0
Revised ONS based Population Projection 2018	15,133	0.00	66,777,137	0.00	0.023	0
Revised ONS based Population Projection 2019	15,163	0.00	67,253,646	0.00	0.023	0
Revised ONS based Population Projection 2020	15,218	0.00	67,729,038	0.00	0.023	0
Revised ONS based Population Projection 2021	15,261	0.00	68,197,547	0.00	0.022	0
Revised ONS based Population Projection 2022	15,315	0.00	68,657,541	0.00	0.022	0
Revised ONS based Population Projection 2023	15,367	0.00	69,109,347	0.00	0.022	0
Revised ONS based Population Projection 2024	15,453	0.00	69,555,182	0.00	0.022	0
Revised ONS based Population Projection 2025	15,509	0.00	69,990,294	0.00	0.022	0
Revised ONS based Population Projection 2026	15,569	0.00	70,415,129	0.00	0.022	0
Revised ONS based Population Projection 2027	15,607	0.00	70,828,211	0.00	0.022	0
Revised ONS based Population Projection 2028	15,661	0.00	71,233,508	0.00	0.022	0
Revised ONS based Population Projection 2029	15,739	0.00	71,631,919	0.00	0.022	0
Revised ONS based Population Projection 2030	15,812	0.00	72,022,019	0.00	0.022	0
Revised ONS based Population Projection 2031	15,837	0.00	72,404,873	0.00	0.022	0
	Target	Target %	Base	Base %	Penetration	Index
Summary Demographics - Revised ONS based Households Projections						
Revised ONS based Households Projection 2012	6,121	0.00	26,767,565	0.00	0.023	0
Revised ONS based Households Projection 2013	6,141	0.00	27,042,917	0.00	0.023	0
Revised ONS based Households Projection 2014	6,171	0.00	27,330,412	0.00	0.023	0
Revised ONS based Households Projection 2015	6,181	0.00	27,616,650	0.00	0.022	0
Revised ONS based Households Projection 2016	6,183	0.00	27,903,978	0.00	0.022	0
Revised ONS based Households Projection 2017	6,213	0.00	28,192,298	0.00	0.022	0

Revised ONS based Households Projection 2018	6,295	0.00	28,478,182	0.00	0.022	0
Revised ONS based Households Projection 2019	6,332	0.00	28,760,467	0.00	0.022	0
Revised ONS based Households Projection 2020	6,336	0.00	29,039,826	0.00	0.022	0
Revised ONS based Households Projection 2021	6,364	0.00	29,320,382	0.00	0.022	0
Revised ONS based Households Projection 2022	6,399	0.00	29,600,244	0.00	0.022	0
Revised ONS based Households Projection 2023	6,413	0.00	29,881,099	0.00	0.022	0
Revised ONS based Households Projection 2024	6,503	0.00	30,149,889	0.00	0.022	0
Revised ONS based Households Projection 2025	6,565	0.00	30,418,363	0.00	0.022	0
Revised ONS based Households Projection 2026	6,609	0.00	30,684,966	0.00	0.022	0
Revised ONS based Households Projection 2027	6,659	0.00	30,949,996	0.00	0.022	0
Revised ONS based Households Projection 2028	6,685	0.00	31,213,758	0.00	0.021	0
Revised ONS based Households Projection 2029	6,737	0.00	31,458,233	0.00	0.021	0
Revised ONS based Households Projection 2030	6,787	0.00	31,704,898	0.00	0.021	0
Revised ONS based Households Projection 2031	6,813	0.00	31,949,204	0.00	0.021	0

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Waverley Population Data

Target Area(s):

Base Area(s):

Sorted On:

Date:

Layers: 5

Standard Geography: United Kingdom

Default (Ascending)

26/10/2012

Retail Planner

Summary Demographics - Census 2001

	Target	Target %	Base	Base %	Penetration	Index
2001 Census Totals						
Total Resident Population (Age)	181,678	0.00	58,791,867	0.00	0.309	0
Total Private Households (Tenure)	71,597	0.00	24,479,786	0.00	0.293	0

2001 Census Population Summary

Total Resident Population (Age)

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15						
Males 0-15	19,678	51.84	6,075,318	51.22	0.324	101
Females 0-15	18,285	48.16	5,786,527	48.78	0.316	99
Children and infants 0-15	37,963	100.00	11,861,845	100.00	0.320	100
Adults of Working Age						
Males 16-64	61,916	52.89	18,594,055	51.48	0.333	103
Females 16-59	55,156	47.11	17,524,761	48.52	0.315	97
Adults of Working Age	117,073	100.00	36,118,816	100.00	0.324	100
Adults of Retirement Age						
Males 65+	9,464	35.52	3,911,023	36.18	0.242	98
Females 60+	17,178	64.48	6,900,183	63.82	0.249	101
Adults of Retirement Age	26,642	100.00	10,811,206	100.00	0.246	100

2001 Census Detailed Population Counts

Gender

	Target	Target %	Base	Base %	Penetration	Index
Total Resident Population (Gender)						
Males	90,905	50.07	28,579,869	48.61	0.318	103
Females	90,666	49.93	30,209,325	51.39	0.300	97
Total Resident Population (Gender)	181,571	100.00	58,789,194	100.00	0.309	100

Age

	Target	Target %	Base	Base %	Penetration	Index
Total Resident Population (Age)						
Age 0-4	11,916	6.56	3,487,599	5.93	0.342	111
Age 5-14	23,877	13.14	7,618,128	12.96	0.313	101
Age 15-24	21,622	11.90	7,211,326	12.27	0.300	97
Age 25-34	29,585	16.28	8,360,300	14.22	0.354	115
Age 35-44	29,861	16.44	8,777,638	14.93	0.340	110
Age 45-54	24,438	13.45	7,776,848	13.23	0.314	102
Age 55-64	17,735	9.76	6,219,095	10.58	0.285	92
Age 65-74	12,284	6.76	4,936,784	8.40	0.249	81
Age 75+	10,360	5.70	4,404,149	7.49	0.235	76

Total Resident Population (Age)	181,678	100.00	58,791,867	100.00	0.309	100
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2001 Census - Economic Activity

2001 Census - Economic Activity

All people aged 16 to 74 (Economic Activity)

	Target	Target %	Base	Base %	Penetration	Index
Economically active						
Economically active - Employee	84,548	63.42	22,149,642	52.28	0.382	121
Economically active - Full-time students	3,370	2.53	1,106,393	2.61	0.305	97
Economically active - Self employed with employees	3,408	2.56	1,254,024	2.96	0.272	86
Economically active - Self employed without employees	7,874	5.91	2,198,472	5.19	0.358	114
Economically active - Unemployed	2,396	1.80	1,458,207	3.44	0.164	52
All people aged 16 to 74 (Economic Activity)	133,316	100.00	42,364,055	100.00	0.315	100
	Target	Target %	Base	Base %	Penetration	Index
Economically inactive						
Economically inactive - Looking after home/family	8,009	6.01	2,737,615	6.46	0.293	93
Economically inactive - Other	2,575	1.93	1,363,465	3.22	0.189	60
Economically inactive - Retired	14,484	10.86	5,654,426	13.35	0.256	81
Economically inactive - Student	3,464	2.60	1,994,208	4.71	0.174	55
Economically inactive - Permanently sick/disabled	3,189	2.39	2,447,603	5.78	0.130	41
All people aged 16 to 74 (Economic Activity)	133,316	100.00	42,364,055	100.00	0.315	100

2001 Census - Economic Activity by Gender

	Target	Target %	Base	Base %	Penetration	Index
All people aged 16 to 74 (Econ Activity by Gender)						
All males aged 16 to 74	67,716	50.72	20,895,777	49.14	0.324	103
Males Economically active	56,926	42.64	15,363,899	36.13	0.371	118
Males Economically inactive	10,790	8.08	5,531,878	13.01	0.195	62
All females aged 16 to 74	65,801	49.28	21,629,980	50.86	0.304	97
Females Economically active	44,807	33.56	12,820,775	30.15	0.350	111
Females Economically inactive	20,994	15.72	8,809,205	20.72	0.238	76
All people aged 16 to 74 (Econ Activity by Gender)	133,516	100.00	42,525,757	100.00	0.314	100

Approximated Social Grade

	Target	Target %	Base	Base %	Penetration	Index
All people aged 16 and over in HHs (Social Grade)						
AB Higher and intermediate manager/admin/prof	43,586	31.12	9,907,832	21.57	0.440	144
C1 Supervisory, clerical, junior manager/admin/prof	44,583	31.83	13,513,414	29.42	0.330	108
C2 Skilled manual workers	20,510	14.64	6,996,182	15.23	0.293	96
D Semi-skilled and unskilled manual workers	16,931	12.09	7,976,329	17.36	0.212	70
E On state benefit, unemployed, lowest grade workers	14,446	10.31	7,541,557	16.42	0.192	63
All people aged 16 and over in HHs (Social Grade)	140,055	100.00	45,935,314	100.00	0.305	100

Ethnic Group (GB)

	Target	Target %	Base	Base %	Penetration	Index
All People (Ethnic Group) (GB)						
White	174,961	96.40	52,481,255	91.91	0.333	105
White- British (inc. White Scottish)	169,335	93.30	50,366,497	88.20	0.336	106
White- Irish	1,655	0.91	691,606	1.21	0.239	75
White- Other White	3,970	2.19	1,423,152	2.49	0.279	88
Mixed	1,598	0.88	673,743	1.18	0.237	75
Asian or Asian British	2,515	1.39	2,328,784	4.08	0.108	34
Asian- Indian	1,175	0.65	1,051,614	1.84	0.112	35
Asian- Pakistani	559	0.31	746,520	1.31	0.075	24
Asian- Bangladeshi	208	0.11	282,854	0.50	0.073	23

Asian- Other Asian	573	0.32	247,796	0.43	0.231	73
Black or Black British	850	0.47	1,147,400	2.01	0.074	23
Black- Caribbean	472	0.26	565,839	0.99	0.084	26
Black- African	294	0.16	484,578	0.85	0.061	19
Black- Other Black (inc. Black Scottish)	83	0.05	96,983	0.17	0.086	27
Chinese or Other Ethnic Group	1,568	0.86	472,190	0.83	0.332	105
Other- Chinese	915	0.50	243,243	0.43	0.376	118
Other- Other Ethnic Group	653	0.36	228,947	0.40	0.285	90
All People (Ethnic Group) (GB)	181,491	100.00	57,103,372	100.00	0.318	100

Tenure (HH)

	Target	Target %	Base	Base %	Penetration	Index
All Households (Tenure)						
Owned (HH)	55,259	77.18	16,724,882	68.32	0.330	113
Own- Owns outright (HH)	19,823	27.69	7,078,266	28.91	0.280	96
Own- Owns with a mortgage or loan (HH)	34,990	48.87	9,489,495	38.76	0.369	126
Own- Shared ownership (HH)	446	0.62	157,121	0.64	0.284	97
Social Rented (HH)	8,562	11.96	4,885,741	19.96	0.175	60
Social- Rented from Council (LA/Scottish Homes) (HH)	1,064	1.49	3,458,066	14.13	0.031	11
Social- Other social rented (HH)	7,498	10.47	1,427,675	5.83	0.525	180
Private rented (HH)	6,966	9.73	2,345,327	9.58	0.297	102
Private- Private landlord or letting agency (HH)	4,704	6.57	2,053,467	8.39	0.229	78
Private- Employer of a household member (HH)	1,070	1.49	63,564	0.26	1.683	575
Private- Relative or friend of a household member (HH)	318	0.44	155,578	0.64	0.204	70
Private- Other (HH)	875	1.22	72,718	0.30	1.203	411
Living rent free (HH)	866	1.21	523,836	2.14	0.165	57
All Households (Tenure)	71,597	100.00	24,479,786	100.00	0.293	100

	Target	Target %	Base	Base %	Penetration	Index
Car Ownership						
No car or van	9,630	13.45	6,717,523	27.44	0.143	49
1 car or van	28,713	40.11	10,715,221	43.77	0.268	92
2 cars or vans	25,812	36.06	5,652,000	23.09	0.457	156
3 cars or vans	5,585	7.80	1,068,923	4.37	0.523	179
Car Ownership	71,589	100.00	24,479,968	100.00	0.292	100

Summary Demographics - Household and Population Estimates 2011

	Target	Target %	Base	Base %	Penetration	Index
Household and Population Estimates 2011: Totals						
Population estimate 2011	192,807	0.00	62,652,626	0.00	0.308	0
Household estimate 2011	77,465	0.00	26,834,617	0.00	0.289	0

Population estimate 2011

Population Estimates 2011 - Summary

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15						
Males 0-15	19,537	10.13	5,953,231	9.50	0.328	107
Females 0-15	18,270	9.48	5,678,288	9.06	0.322	105
Population estimate 2011	192,807	100.00	62,652,626	100.00	0.308	100
Adults of Working Age						
Males 16-64	63,555	32.96	20,248,434	32.32	0.314	102
Females 16-59	57,617	29.88	18,352,124	29.29	0.314	102
Population estimate 2011	192,807	100.00	62,652,626	100.00	0.308	100
Adults of Retirement Age						
Males 65+	12,476	6.47	4,643,052	7.41	0.269	87

Females 60+	21,352	11.07	7,777,497	12.41	0.275	89
Population estimate 2011	192,807	100.00	62,652,626	100.00	0.308	100
	Target	Target %	Base	Base %	Penetration	Index
Population Estimates 2011 - Gender						
Males	95,568	49.57	30,844,717	49.23	0.310	101
Females	97,238	50.43	31,807,909	50.77	0.306	99
Population estimate 2011	192,807	100.00	62,652,626	100.00	0.308	100
	Target	Target %	Base	Base %	Penetration	Index
Population Estimates 2011 - Age						
Age 0-4	12,739	6.61	3,884,121	6.20	0.328	107
Age 5-14	22,765	11.81	7,014,442	11.20	0.325	105
Age 15-24	23,459	12.17	8,166,538	13.03	0.287	93
Age 25-34	26,806	13.90	8,361,714	13.35	0.321	104
Age 35-44	29,737	15.42	8,666,824	13.83	0.343	111
Age 45-54	27,691	14.36	8,716,459	13.91	0.318	103
Age 55-64	21,251	11.02	7,346,862	11.73	0.289	94
Age 65-74	15,066	7.81	5,507,640	8.79	0.274	89
Age 75-84	9,385	4.87	3,540,225	5.65	0.265	86
Age 85+	3,908	2.03	1,447,801	2.31	0.270	88
Population estimate 2011	192,807	100.00	62,652,626	100.00	0.308	100

Summary Demographics - Household and Population Projections

	Target	Target %	Base	Base %	Penetration	Index
Household Projections						
Household Projection 2031	93,658	0.00	32,586,420	0.00	0.287	0
Household Projection 2030	92,918	0.00	32,329,038	0.00	0.287	0
Household Projection 2029	92,080	0.00	32,064,932	0.00	0.287	0
Household Projection 2028	91,321	0.00	31,794,722	0.00	0.287	0
Household Projection 2027	90,545	0.00	31,517,265	0.00	0.287	0
Household Projection 2026	89,843	0.00	31,242,912	0.00	0.288	0
Household Projection 2025	89,022	0.00	30,966,638	0.00	0.288	0
Household Projection 2024	88,222	0.00	30,686,988	0.00	0.288	0
Household Projection 2023	87,443	0.00	30,402,465	0.00	0.288	0
Household Projection 2022	86,588	0.00	30,111,894	0.00	0.288	0
Household Projection 2021	85,762	0.00	29,816,634	0.00	0.288	0
Household Projection 2020	84,945	0.00	29,523,497	0.00	0.288	0
Household Projection 2019	84,107	0.00	29,226,784	0.00	0.288	0
Household Projection 2018	83,259	0.00	28,927,593	0.00	0.288	0
Household Projection 2017	82,457	0.00	28,626,093	0.00	0.288	0
Household Projection 2016	81,616	0.00	28,323,140	0.00	0.288	0
Household Projection 2015	80,700	0.00	28,016,290	0.00	0.288	0
Household Projection 2014	79,766	0.00	27,708,499	0.00	0.288	0
Household Projection 2013	78,952	0.00	27,406,865	0.00	0.288	0
Household Projection 2012	78,225	0.00	27,113,196	0.00	0.289	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2012 - Total						
Total Resident Population (2012)	194,105	0.00	63,077,467	0.00	0.308	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2013 - Total						
Total Resident Population (2013)	195,447	0.00	63,502,035	0.00	0.308	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2014 - Total						
Total Resident Population (2014)	196,815	0.00	63,927,447	0.00	0.308	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2015 - Total						
Total Resident Population (2015)	198,291	0.00	64,352,782	0.00	0.308	0

Population Projections 2016

Total Resident Population (2016)

Population Projections 2016 - Summary

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15 (2016)						
Males 0-15 (2016)	20,072	10.05	6,141,810	9.48	0.327	106
Females 0-15 (2016)	18,827	9.43	5,860,017	9.05	0.321	104
Total Resident Population (2016)	199,747	100.00	64,784,216	100.00	0.308	100
	Target	Target %	Base	Base %	Penetration	Index
Adults of Working Age (2016)						
Males 16-64 (2016)	63,497	31.79	20,489,997	31.63	0.310	101
Females 16-59 (2016)	59,082	29.58	18,658,856	28.80	0.317	103
Total Resident Population (2016)	199,747	100.00	64,784,216	100.00	0.308	100
	Target	Target %	Base	Base %	Penetration	Index
Adults of Retirement Age (2016)						
Males 65+ (2016)	15,001	7.51	5,361,520	8.28	0.280	91
Females 60+ (2016)	23,268	11.65	8,272,016	12.77	0.281	91
Total Resident Population (2016)	199,747	100.00	64,784,216	100.00	0.308	100
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2016 - Gender						
Males (2016)	98,570	49.35	31,993,327	49.38	0.308	100
Females (2016)	101,177	50.65	32,790,889	50.62	0.309	100
Total Resident Population (2016)	199,747	100.00	64,784,216	100.00	0.308	100
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2016 - Age						
Age 0-4 (2016)	12,461	6.24	3,900,653	6.02	0.320	104
Age 5-14 (2016)	24,231	12.13	7,417,404	11.45	0.327	106
Age 15-24 (2016)	22,655	11.34	7,725,786	11.93	0.293	95
Age 25-34 (2016)	28,083	14.06	9,234,224	14.25	0.304	99
Age 35-44 (2016)	28,236	14.14	8,090,991	12.49	0.349	113
Age 45-54 (2016)	29,285	14.66	9,106,861	14.06	0.322	104
Age 55-64 (2016)	21,496	10.76	7,446,293	11.49	0.289	94
Age 65-74 (2016)	17,773	8.90	6,351,316	9.80	0.280	91
Age 75-84 (2016)	10,642	5.33	3,828,483	5.91	0.278	90
Age 85+ (2016)	4,885	2.45	1,682,205	2.60	0.290	94
Total Resident Population (2016)	199,747	100.00	64,784,216	100.00	0.308	100
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2017 - Total						
Total Resident Population (2017)	201,192	0.00	65,220,008	0.00	0.309	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2018 - Total						
Total Resident Population (2018)	202,567	0.00	65,659,673	0.00	0.309	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2019 - Total						
Total Resident Population (2019)	203,970	0.00	66,100,731	0.00	0.309	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2020 - Total						
Total Resident Population (2020)	205,429	0.00	66,541,784	0.00	0.309	0

Population Projections 2021

Total Resident Population (2021)

Population Projections 2021 - Summary

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15 (2021)						
Males 0-15 (2021)	20,756	10.03	6,393,656	9.55	0.325	105
Females 0-15 (2021)	19,584	9.47	6,105,856	9.12	0.321	104
Total Resident Population (2021)	206,842	100.00	66,980,562	100.00	0.309	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Working Age (2021)						
Males 16-64 (2021)	64,226	31.05	20,857,498	31.14	0.308	100
Females 16-59 (2021)	59,921	28.97	18,731,522	27.97	0.320	104
Total Resident Population (2021)	206,842	100.00	66,980,562	100.00	0.309	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Retirement Age (2021)						
Males 65+ (2021)	16,635	8.04	5,896,596	8.80	0.282	91
Females 60+ (2021)	25,720	12.43	8,995,434	13.43	0.286	93
Total Resident Population (2021)	206,842	100.00	66,980,562	100.00	0.309	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2021 - Gender						
Males (2021)	101,618	49.13	33,147,750	49.49	0.307	99
Females (2021)	105,225	50.87	33,832,812	50.51	0.311	101
Total Resident Population (2021)	206,842	100.00	66,980,562	100.00	0.309	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2021 - Age						
Age 0-4 (2021)	12,780	6.18	3,993,553	5.96	0.320	104
Age 5-14 (2021)	25,317	12.24	7,819,277	11.67	0.324	105
Age 15-24 (2021)	22,313	10.79	7,478,461	11.17	0.298	97
Age 25-34 (2021)	28,577	13.82	9,386,303	14.01	0.305	99
Age 35-44 (2021)	28,331	13.70	8,565,823	12.79	0.331	107
Age 45-54 (2021)	28,061	13.57	8,512,653	12.71	0.330	107
Age 55-64 (2021)	24,689	11.94	8,311,461	12.41	0.297	96
Age 65-74 (2021)	18,239	8.82	6,558,966	9.79	0.278	90
Age 75-84 (2021)	12,434	6.01	4,358,635	6.51	0.285	92
Age 85+ (2021)	6,101	2.95	1,995,430	2.98	0.306	99
Total Resident Population (2021)	206,842	100.00	66,980,562	100.00	0.309	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2022 - Total						
Total Resident Population (2022)	208,309	0.00	67,414,957	0.00	0.309	0

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2023 - Total						
Total Resident Population (2023)	209,796	0.00	67,843,637	0.00	0.309	0

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2024 - Total						
Total Resident Population (2024)	211,128	0.00	68,261,843	0.00	0.309	0

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2025 - Total						
Total Resident Population (2025)	212,493	0.00	68,671,897	0.00	0.309	0

Population Projections 2026

Total Resident Population (2026)

Population Projections 2026 - Summary

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15 (2026)						
Males 0-15 (2026)	21,029	9.83	6,489,749	9.40	0.324	105
Females 0-15 (2026)	19,867	9.29	6,199,740	8.98	0.320	104
Total Resident Population (2026)	213,847	100.00	69,072,916	100.00	0.310	100

	Target	Target %	Base	Base %	Penetration	Index
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Adults of Working Age (2026)

Males 16-64 (2026)	64,958	30.38	21,200,605	30.69	0.306	99
Females 16-59 (2026)	60,170	28.14	18,721,730	27.10	0.321	104
Total Resident Population (2026)	213,847	100.00	69,072,916	100.00	0.310	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Retirement Age (2026)						
Males 65+ (2026)	18,703	8.75	6,532,949	9.46	0.286	92
Females 60+ (2026)	29,118	13.62	9,928,143	14.37	0.293	95
Total Resident Population (2026)	213,847	100.00	69,072,916	100.00	0.310	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2026 - Gender						
Males (2026)	104,691	48.96	34,223,303	49.55	0.306	99
Females (2026)	109,156	51.04	34,849,613	50.45	0.313	101
Total Resident Population (2026)	213,847	100.00	69,072,916	100.00	0.310	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2026 - Age						
Age 0-4 (2026)	12,914	6.04	3,998,379	5.79	0.323	104
Age 5-14 (2026)	25,517	11.93	7,932,264	11.48	0.322	104
Age 15-24 (2026)	23,635	11.05	7,872,081	11.40	0.300	97
Age 25-34 (2026)	27,536	12.88	8,944,603	12.95	0.308	99
Age 35-44 (2026)	30,230	14.14	9,429,151	13.65	0.321	104
Age 45-54 (2026)	26,688	12.48	7,952,771	11.51	0.336	108
Age 55-64 (2026)	26,181	12.24	8,706,889	12.61	0.301	97
Age 65-74 (2026)	18,599	8.70	6,704,310	9.71	0.277	90
Age 75-84 (2026)	14,900	6.97	5,124,774	7.42	0.291	94
Age 85+ (2026)	7,647	3.58	2,407,694	3.49	0.318	103
Total Resident Population (2026)	213,847	100.00	69,072,916	100.00	0.310	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2027 - Total						
Total Resident Population (2027)	215,006	0.00	69,464,440	0.00	0.310	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2028 - Total						
Total Resident Population (2028)	216,252	0.00	69,846,669	0.00	0.310	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2029 - Total						
Total Resident Population (2029)	217,510	0.00	70,219,611	0.00	0.310	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2030 - Total						
Total Resident Population (2030)	218,828	0.00	70,582,850	0.00	0.310	0

Population Projections 2031**Total Resident Population (2031)**

Population Projections 2031 - Summary

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15 (2031)						
Males 0-15 (2031)	21,248	9.66	6,528,896	9.20	0.326	105
Females 0-15 (2031)	20,062	9.12	6,237,271	8.79	0.322	104
Total Resident Population (2031)	220,007	100.00	70,937,150	100.00	0.310	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Working Age (2031)						
Males 16-64 (2031)	65,064	29.57	21,384,768	30.15	0.304	98
Females 16-59 (2031)	60,550	27.52	18,805,521	26.51	0.322	104
Total Resident Population (2031)	220,007	100.00	70,937,150	100.00	0.310	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Retirement Age (2031)						

Males 65+ (2031)	21,019	9.55	7,252,925	10.22	0.290	93
Females 60+ (2031)	32,064	14.57	10,727,769	15.12	0.299	96
Total Resident Population (2031)	220,007	100.00	70,937,150	100.00	0.310	100
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2031 - Gender						
Males (2031)	107,331	48.79	35,166,589	49.57	0.305	98
Females (2031)	112,677	51.22	35,770,561	50.43	0.315	102
Total Resident Population (2031)	220,007	100.00	70,937,150	100.00	0.310	100
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2031 - Age						
Age 0-4 (2031)	12,822	5.83	3,968,490	5.59	0.323	104
Age 5-14 (2031)	26,050	11.84	8,036,099	11.33	0.324	105
Age 15-24 (2031)	24,563	11.16	8,259,065	11.64	0.297	96
Age 25-34 (2031)	27,072	12.31	8,705,397	12.27	0.311	100
Age 35-44 (2031)	30,816	14.01	9,599,096	13.53	0.321	104
Age 45-54 (2031)	27,092	12.31	8,409,638	11.86	0.322	104
Age 55-64 (2031)	25,068	11.39	8,163,885	11.51	0.307	99
Age 65-74 (2031)	21,478	9.76	7,515,946	10.60	0.286	92
Age 75-84 (2031)	15,432	7.01	5,329,654	7.51	0.290	93
Age 85+ (2031)	9,615	4.37	2,949,880	4.16	0.326	105
Total Resident Population (2031)	220,007	100.00	70,937,150	100.00	0.310	100
	Target	Target %	Base	Base %	Penetration	Index
Summary Demographics - Revised ONS based Household and Population Estimates 2011						
Revised ONS based Households	75,992	0.00	26,492,524	0.00	0.287	0
Revised ONS based Population	193,818	0.00	63,248,562	0.00	0.306	0
Revised ONS based Adults 15+	157,343	0.00	52,120,262	0.00	0.302	0
Revised ONS based Adults 16+	155,125	0.00	51,366,705	0.00	0.302	0
Revised ONS based Adults 18+	150,333	0.00	49,822,414	0.00	0.302	0
	Target	Target %	Base	Base %	Penetration	Index
Summary Demographics - Revised ONS based Population Projections						
Revised ONS based Population Projection 2012	194,562	0.00	63,764,490	0.00	0.305	0
Revised ONS based Population Projection 2013	195,474	0.00	64,282,904	0.00	0.304	0
Revised ONS based Population Projection 2014	196,349	0.00	64,799,275	0.00	0.303	0
Revised ONS based Population Projection 2015	197,374	0.00	65,307,433	0.00	0.302	0
Revised ONS based Population Projection 2016	198,285	0.00	65,807,800	0.00	0.301	0
Revised ONS based Population Projection 2017	199,174	0.00	66,296,017	0.00	0.300	0
Revised ONS based Population Projection 2018	199,906	0.00	66,777,137	0.00	0.299	0
Revised ONS based Population Projection 2019	200,761	0.00	67,253,646	0.00	0.299	0
Revised ONS based Population Projection 2020	201,571	0.00	67,729,038	0.00	0.298	0
Revised ONS based Population Projection 2021	202,375	0.00	68,197,547	0.00	0.297	0
Revised ONS based Population Projection 2022	203,247	0.00	68,657,541	0.00	0.296	0
Revised ONS based Population Projection 2023	204,078	0.00	69,109,347	0.00	0.295	0
Revised ONS based Population Projection 2024	204,771	0.00	69,555,182	0.00	0.294	0
Revised ONS based Population Projection 2025	205,557	0.00	69,990,294	0.00	0.294	0
Revised ONS based Population Projection 2026	206,326	0.00	70,415,129	0.00	0.293	0
Revised ONS based Population Projection 2027	206,890	0.00	70,828,211	0.00	0.292	0
Revised ONS based Population Projection 2028	207,759	0.00	71,233,508	0.00	0.292	0
Revised ONS based Population Projection 2029	208,439	0.00	71,631,919	0.00	0.291	0
Revised ONS based Population Projection 2030	209,190	0.00	72,022,019	0.00	0.291	0
Revised ONS based Population Projection 2031	209,928	0.00	72,404,873	0.00	0.290	0
	Target	Target %	Base	Base %	Penetration	Index
Summary Demographics - Revised ONS based Households Projections						
Revised ONS based Households Projection 2012	76,649	0.00	26,767,565	0.00	0.286	0
Revised ONS based Households Projection 2013	77,179	0.00	27,042,917	0.00	0.285	0
Revised ONS based Households Projection 2014	77,964	0.00	27,330,412	0.00	0.285	0
Revised ONS based Households Projection 2015	78,794	0.00	27,616,650	0.00	0.285	0
Revised ONS based Households Projection 2016	79,579	0.00	27,903,978	0.00	0.285	0
Revised ONS based Households Projection 2017	80,324	0.00	28,192,298	0.00	0.285	0

Revised ONS based Households Projection 2018	81,012	0.00	28,478,182	0.00	0.285	0
Revised ONS based Households Projection 2019	81,856	0.00	28,760,467	0.00	0.285	0
Revised ONS based Households Projection 2020	82,541	0.00	29,039,826	0.00	0.284	0
Revised ONS based Households Projection 2021	83,339	0.00	29,320,382	0.00	0.284	0
Revised ONS based Households Projection 2022	84,075	0.00	29,600,244	0.00	0.284	0
Revised ONS based Households Projection 2023	84,891	0.00	29,881,099	0.00	0.284	0
Revised ONS based Households Projection 2024	85,563	0.00	30,149,889	0.00	0.284	0
Revised ONS based Households Projection 2025	86,251	0.00	30,418,363	0.00	0.284	0
Revised ONS based Households Projection 2026	86,977	0.00	30,684,966	0.00	0.284	0
Revised ONS based Households Projection 2027	87,917	0.00	30,949,996	0.00	0.284	0
Revised ONS based Households Projection 2028	88,935	0.00	31,213,758	0.00	0.285	0
Revised ONS based Households Projection 2029	89,365	0.00	31,458,233	0.00	0.284	0
Revised ONS based Households Projection 2030	89,874	0.00	31,704,898	0.00	0.284	0
Revised ONS based Households Projection 2031	90,337	0.00	31,949,204	0.00	0.283	0

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Waverley Population Data

Target Area(s):	Layers; 6
Base Area(s):	Standard Geography; United Kingdom
Sorted On:	Default (Ascending)
Date:	26/10/2012

Retail Planner

Summary Demographics - Census 2001

	Target	Target %	Base	Base %	Penetration	Index
2001 Census Totals						
Total Resident Population (Age)	45,325	0.00	58,791,867	0.00	0.077	0
Total Private Households (Tenure)	17,887	0.00	24,479,786	0.00	0.073	0

2001 Census Population Summary

Total Resident Population (Age)

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15						
Males 0-15	4,766	51.82	6,075,318	51.22	0.079	101
Females 0-15	4,432	48.18	5,786,527	48.78	0.077	99
Children and infants 0-15	9,198	100.00	11,861,845	100.00	0.078	100
Adults of Working Age						
Males 16-64	13,803	51.64	18,594,055	51.48	0.074	100
Females 16-59	12,929	48.36	17,524,761	48.52	0.074	100
Adults of Working Age	26,733	100.00	36,118,816	100.00	0.074	100
Adults of Retirement Age						
Males 65+	3,425	36.46	3,911,023	36.18	0.088	101
Females 60+	5,969	63.54	6,900,183	63.82	0.087	100
Adults of Retirement Age	9,394	100.00	10,811,206	100.00	0.087	100

2001 Census Detailed Population Counts

Gender

	Target	Target %	Base	Base %	Penetration	Index
Total Resident Population (Gender)						
Males	22,024	48.67	28,579,869	48.61	0.077	100
Females	23,229	51.33	30,209,325	51.39	0.077	100
Total Resident Population (Gender)	45,253	100.00	58,789,194	100.00	0.077	100

Age

	Target	Target %	Base	Base %	Penetration	Index
Total Resident Population (Age)						
Age 0-4	2,667	5.88	3,487,599	5.93	0.077	99
Age 5-14	5,957	13.14	7,618,128	12.96	0.078	101
Age 15-24	4,280	9.44	7,211,326	12.27	0.059	77
Age 25-34	4,418	9.75	8,360,300	14.22	0.053	69
Age 35-44	7,106	15.68	8,777,638	14.93	0.081	105
Age 45-54	7,086	15.63	7,776,848	13.23	0.091	118
Age 55-64	5,665	12.50	6,219,095	10.58	0.091	118
Age 65-74	4,090	9.02	4,936,784	8.40	0.083	107
Age 75+	4,055	8.95	4,404,149	7.49	0.092	119

Total Resident Population (Age)	45,325	100.00	58,791,867	100.00	0.077	100
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2001 Census - Economic Activity

2001 Census - Economic Activity

All people aged 16 to 74 (Economic Activity)

	Target	Target %	Base	Base %	Penetration	Index
Economically active						
Economically active - Employee	16,121	50.31	22,149,642	52.28	0.073	96
Economically active - Full-time students	697	2.18	1,106,393	2.61	0.063	83
Economically active - Self employed with employees	1,691	5.28	1,254,024	2.96	0.135	178
Economically active - Self employed without employees	3,057	9.54	2,198,472	5.19	0.139	184
Economically active - Unemployed	476	1.49	1,458,207	3.44	0.033	43
All people aged 16 to 74 (Economic Activity)	32,045	100.00	42,364,055	100.00	0.076	100
	Target	Target %	Base	Base %	Penetration	Index
Economically inactive						
Economically inactive - Looking after home/family	2,648	8.26	2,737,615	6.46	0.097	128
Economically inactive - Other	724	2.26	1,363,465	3.22	0.053	70
Economically inactive - Retired	4,609	14.38	5,654,426	13.35	0.082	108
Economically inactive - Student	1,262	3.94	1,994,208	4.71	0.063	84
Economically inactive - Permanently sick/disabled	759	2.37	2,447,603	5.78	0.031	41
All people aged 16 to 74 (Economic Activity)	32,045	100.00	42,364,055	100.00	0.076	100

2001 Census - Economic Activity by Gender

	Target	Target %	Base	Base %	Penetration	Index
All people aged 16 to 74 (Econ Activity by Gender)						
All males aged 16 to 74	15,789	49.08	20,895,777	49.14	0.076	100
Males Economically active	12,398	38.54	15,363,899	36.13	0.081	107
Males Economically inactive	3,390	10.54	5,531,878	13.01	0.061	81
All females aged 16 to 74	16,380	50.92	21,629,980	50.86	0.076	100
Females Economically active	9,726	30.24	12,820,775	30.15	0.076	100
Females Economically inactive	6,653	20.68	8,809,205	20.72	0.076	100
All people aged 16 to 74 (Econ Activity by Gender)	32,168	100.00	42,525,757	100.00	0.076	100

Approximated Social Grade

	Target	Target %	Base	Base %	Penetration	Index
All people aged 16 and over in HHs (Social Grade)						
AB Higher and intermediate manager/admin/prof	12,812	36.86	9,907,832	21.57	0.129	171
C1 Supervisory, clerical, junior manager/admin/prof	11,518	33.13	13,513,414	29.42	0.085	113
C2 Skilled manual workers	3,541	10.19	6,996,182	15.23	0.051	67
D Semi-skilled and unskilled manual workers	3,041	8.75	7,976,329	17.36	0.038	50
E On state benefit, unemployed, lowest grade workers	3,850	11.08	7,541,557	16.42	0.051	67
All people aged 16 and over in HHs (Social Grade)	34,761	100.00	45,935,314	100.00	0.076	100

Ethnic Group (GB)

	Target	Target %	Base	Base %	Penetration	Index
All People (Ethnic Group) (GB)						
White	44,154	97.47	52,481,255	91.91	0.084	106
White- British (inc. White Scottish)	42,153	93.06	50,366,497	88.20	0.084	106
White- Irish	427	0.94	691,606	1.21	0.062	78
White- Other White	1,574	3.48	1,423,152	2.49	0.111	139
Mixed	336	0.74	673,743	1.18	0.050	63
Asian or Asian British	388	0.86	2,328,784	4.08	0.017	21
Asian- Indian	165	0.37	1,051,614	1.84	0.016	20
Asian- Pakistani	121	0.27	746,520	1.31	0.016	20
Asian- Bangladeshi	25	0.05	282,854	0.50	0.009	11

Asian- Other Asian	77	0.17	247,796	0.43	0.031	39
Black or Black British	144	0.32	1,147,400	2.01	0.013	16
Black- Caribbean	39	0.09	565,839	0.99	0.007	9
Black- African	91	0.20	484,578	0.85	0.019	24
Black- Other Black (inc. Black Scottish)	15	0.03	96,983	0.17	0.016	19
Chinese or Other Ethnic Group	276	0.61	472,190	0.83	0.058	74
Other- Chinese	173	0.38	243,243	0.43	0.071	90
Other- Other Ethnic Group	103	0.23	228,947	0.40	0.045	57
All People (Ethnic Group) (GB)	45,298	100.00	57,103,372	100.00	0.079	100

Tenure (HH)

	Target	Target %	Base	Base %	Penetration	Index
All Households (Tenure)						
Owned (HH)	14,221	79.50	16,724,882	68.32	0.085	116
Own- Owns outright (HH)	6,824	38.15	7,078,266	28.91	0.096	132
Own- Owns with a mortgage or loan (HH)	7,301	40.81	9,489,495	38.76	0.077	105
Own- Shared ownership (HH)	97	0.54	157,121	0.64	0.062	84
Social Rented (HH)	1,776	9.93	4,885,741	19.96	0.036	50
Social- Rented from Council (LA/Scottish Homes) (HH)	1,335	7.46	3,458,066	14.13	0.039	53
Social- Other social rented (HH)	442	2.47	1,427,675	5.83	0.031	42
Private rented (HH)	1,320	7.38	2,345,327	9.58	0.056	77
Private- Private landlord or letting agency (HH)	1,110	6.20	2,053,467	8.39	0.054	74
Private- Employer of a household member (HH)	88	0.49	63,564	0.26	0.139	190
Private- Relative or friend of a household member (HH)	68	0.38	155,578	0.64	0.043	59
Private- Other (HH)	55	0.31	72,718	0.30	0.076	103
Living rent free (HH)	533	2.98	523,836	2.14	0.102	139
All Households (Tenure)	17,887	100.00	24,479,786	100.00	0.073	100

	Target	Target %	Base	Base %	Penetration	Index
Car Ownership						
No car or van	1,658	9.27	6,717,523	27.44	0.025	34
1 car or van	6,138	34.34	10,715,221	43.77	0.057	78
2 cars or vans	7,243	40.53	5,652,000	23.09	0.128	176
3 cars or vans	1,970	11.02	1,068,923	4.37	0.184	252
Car Ownership	17,873	100.00	24,479,968	100.00	0.073	100

Summary Demographics - Household and Population Estimates 2011

	Target	Target %	Base	Base %	Penetration	Index
Household and Population Estimates 2011: Totals						
Population estimate 2011	48,235	0.00	62,652,626	0.00	0.077	0
Household estimate 2011	18,476	0.00	26,834,617	0.00	0.069	0

Population estimate 2011

Population Estimates 2011 - Summary

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15						
Males 0-15	5,391	11.18	5,953,231	9.50	0.091	118
Females 0-15	4,892	10.14	5,678,288	9.06	0.086	112
Population estimate 2011	48,235	100.00	62,652,626	100.00	0.077	100
Adults of Working Age						
Males 16-64	13,870	28.76	20,248,434	32.32	0.069	89
Females 16-59	12,877	26.70	18,352,124	29.29	0.070	91
Population estimate 2011	48,235	100.00	62,652,626	100.00	0.077	100
Adults of Retirement Age						
Males 65+	4,206	8.72	4,643,052	7.41	0.091	118

Females 60+	6,999	14.51	7,777,497	12.41	0.090	117
Population estimate 2011	48,235	100.00	62,652,626	100.00	0.077	100
	Target	Target %	Base	Base %	Penetration	Index
Population Estimates 2011 - Gender						
Males	23,467	48.65	30,844,717	49.23	0.076	99
Females	24,768	51.35	31,807,909	50.77	0.078	101
Population estimate 2011	48,235	100.00	62,652,626	100.00	0.077	100
	Target	Target %	Base	Base %	Penetration	Index
Population Estimates 2011 - Age						
Age 0-4	2,912	6.04	3,884,121	6.20	0.075	97
Age 5-14	6,721	13.93	7,014,442	11.20	0.096	124
Age 15-24	4,711	9.77	8,166,538	13.03	0.058	75
Age 25-34	3,573	7.41	8,361,714	13.35	0.043	56
Age 35-44	6,813	14.12	8,666,824	13.83	0.079	102
Age 45-54	7,570	15.69	8,716,459	13.91	0.087	113
Age 55-64	6,468	13.41	7,346,862	11.73	0.088	114
Age 65-74	4,823	10.00	5,507,640	8.79	0.088	114
Age 75-84	3,092	6.41	3,540,225	5.65	0.087	113
Age 85+	1,550	3.21	1,447,801	2.31	0.107	139
Population estimate 2011	48,235	100.00	62,652,626	100.00	0.077	100

Summary Demographics - Household and Population Projections

	Target	Target %	Base	Base %	Penetration	Index
Household Projections						
Household Projection 2031	21,369	0.00	32,586,420	0.00	0.066	0
Household Projection 2030	21,209	0.00	32,329,038	0.00	0.066	0
Household Projection 2029	21,042	0.00	32,064,932	0.00	0.066	0
Household Projection 2028	20,896	0.00	31,794,722	0.00	0.066	0
Household Projection 2027	20,727	0.00	31,517,265	0.00	0.066	0
Household Projection 2026	20,550	0.00	31,242,912	0.00	0.066	0
Household Projection 2025	20,391	0.00	30,966,638	0.00	0.066	0
Household Projection 2024	20,256	0.00	30,686,988	0.00	0.066	0
Household Projection 2023	20,105	0.00	30,402,465	0.00	0.066	0
Household Projection 2022	19,943	0.00	30,111,894	0.00	0.066	0
Household Projection 2021	19,803	0.00	29,816,634	0.00	0.066	0
Household Projection 2020	19,653	0.00	29,523,497	0.00	0.067	0
Household Projection 2019	19,454	0.00	29,226,784	0.00	0.067	0
Household Projection 2018	19,342	0.00	28,927,593	0.00	0.067	0
Household Projection 2017	19,193	0.00	28,626,093	0.00	0.067	0
Household Projection 2016	19,045	0.00	28,323,140	0.00	0.067	0
Household Projection 2015	18,920	0.00	28,016,290	0.00	0.068	0
Household Projection 2014	18,791	0.00	27,708,499	0.00	0.068	0
Household Projection 2013	18,714	0.00	27,406,865	0.00	0.068	0
Household Projection 2012	18,605	0.00	27,113,196	0.00	0.069	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2012 - Total						
Total Resident Population (2012)	48,437	0.00	63,077,467	0.00	0.077	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2013 - Total						
Total Resident Population (2013)	48,625	0.00	63,502,035	0.00	0.077	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2014 - Total						
Total Resident Population (2014)	48,717	0.00	63,927,447	0.00	0.076	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2015 - Total						
Total Resident Population (2015)	48,953	0.00	64,352,782	0.00	0.076	0

Population Projections 2016

Total Resident Population (2016)

Population Projections 2016 - Summary

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15 (2016)						
Males 0-15 (2016)	5,344	10.88	6,141,810	9.48	0.087	115
Females 0-15 (2016)	4,836	9.85	5,860,017	9.05	0.083	109
Total Resident Population (2016)	49,110	100.00	64,784,216	100.00	0.076	100
	Target	Target %	Base	Base %	Penetration	Index
Adults of Working Age (2016)						
Males 16-64 (2016)	13,545	27.58	20,489,997	31.63	0.066	87
Females 16-59 (2016)	12,944	26.36	18,658,856	28.80	0.069	92
Total Resident Population (2016)	49,110	100.00	64,784,216	100.00	0.076	100
	Target	Target %	Base	Base %	Penetration	Index
Adults of Retirement Age (2016)						
Males 65+ (2016)	4,874	9.92	5,361,520	8.28	0.091	120
Females 60+ (2016)	7,569	15.41	8,272,016	12.77	0.092	121
Total Resident Population (2016)	49,110	100.00	64,784,216	100.00	0.076	100
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2016 - Gender						
Males (2016)	23,762	48.38	31,993,327	49.38	0.074	98
Females (2016)	25,348	51.62	32,790,889	50.62	0.077	102
Total Resident Population (2016)	49,110	100.00	64,784,216	100.00	0.076	100
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2016 - Age						
Age 0-4 (2016)	2,628	5.35	3,900,653	6.02	0.067	89
Age 5-14 (2016)	6,869	13.99	7,417,404	11.45	0.093	122
Age 15-24 (2016)	4,984	10.15	7,725,786	11.93	0.065	85
Age 25-34 (2016)	3,819	7.78	9,234,224	14.25	0.041	55
Age 35-44 (2016)	5,807	11.83	8,090,991	12.49	0.072	95
Age 45-54 (2016)	7,736	15.75	9,106,861	14.06	0.085	112
Age 55-64 (2016)	6,325	12.88	7,446,293	11.49	0.085	112
Age 65-74 (2016)	5,662	11.53	6,351,316	9.80	0.089	118
Age 75-84 (2016)	3,469	7.06	3,828,483	5.91	0.091	120
Age 85+ (2016)	1,811	3.69	1,682,205	2.60	0.108	142
Total Resident Population (2016)	49,110	100.00	64,784,216	100.00	0.076	100
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2017 - Total						
Total Resident Population (2017)	49,305	0.00	65,220,008	0.00	0.076	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2018 - Total						
Total Resident Population (2018)	49,564	0.00	65,659,673	0.00	0.076	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2019 - Total						
Total Resident Population (2019)	49,691	0.00	66,100,731	0.00	0.075	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2020 - Total						
Total Resident Population (2020)	49,984	0.00	66,541,784	0.00	0.075	0

Population Projections 2021

Total Resident Population (2021)

Population Projections 2021 - Summary

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15 (2021)						
Males 0-15 (2021)	5,306	10.57	6,393,656	9.55	0.083	111
Females 0-15 (2021)	4,795	9.56	6,105,856	9.12	0.079	105
Total Resident Population (2021)	50,184	100.00	66,980,562	100.00	0.075	100
	Target	Target %	Base	Base %	Penetration	Index
Adults of Working Age (2021)						
Males 16-64 (2021)	13,557	27.01	20,857,498	31.14	0.065	87
Females 16-59 (2021)	12,861	25.63	18,731,522	27.97	0.069	92
Total Resident Population (2021)	50,184	100.00	66,980,562	100.00	0.075	100
	Target	Target %	Base	Base %	Penetration	Index
Adults of Retirement Age (2021)						
Males 65+ (2021)	5,340	10.64	5,896,596	8.80	0.091	121
Females 60+ (2021)	8,325	16.59	8,995,434	13.43	0.093	124
Total Resident Population (2021)	50,184	100.00	66,980,562	100.00	0.075	100
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2021 - Gender						
Males (2021)	24,202	48.23	33,147,750	49.49	0.073	97
Females (2021)	25,981	51.77	33,832,812	50.51	0.077	102
Total Resident Population (2021)	50,184	100.00	66,980,562	100.00	0.075	100
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2021 - Age						
Age 0-4 (2021)	2,623	5.23	3,993,553	5.96	0.066	88
Age 5-14 (2021)	6,794	13.54	7,819,277	11.67	0.087	116
Age 15-24 (2021)	5,119	10.20	7,478,461	11.17	0.068	91
Age 25-34 (2021)	4,311	8.59	9,386,303	14.01	0.046	61
Age 35-44 (2021)	5,398	10.76	8,565,823	12.79	0.063	84
Age 45-54 (2021)	6,982	13.91	8,512,653	12.71	0.082	109
Age 55-64 (2021)	6,959	13.87	8,311,461	12.41	0.084	112
Age 65-74 (2021)	5,655	11.27	6,558,966	9.79	0.086	115
Age 75-84 (2021)	4,114	8.20	4,358,635	6.51	0.094	126
Age 85+ (2021)	2,229	4.44	1,995,430	2.98	0.112	149
Total Resident Population (2021)	50,184	100.00	66,980,562	100.00	0.075	100
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2022 - Total						
Total Resident Population (2022)	50,365	0.00	67,414,957	0.00	0.075	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2023 - Total						
Total Resident Population (2023)	50,587	0.00	67,843,637	0.00	0.075	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2024 - Total						
Total Resident Population (2024)	50,806	0.00	68,261,843	0.00	0.074	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2025 - Total						
Total Resident Population (2025)	50,990	0.00	68,671,897	0.00	0.074	0

Population Projections 2026

Total Resident Population (2026)

Population Projections 2026 - Summary

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15 (2026)						
Males 0-15 (2026)	5,229	10.22	6,489,749	9.40	0.081	109
Females 0-15 (2026)	4,742	9.27	6,199,740	8.98	0.077	103
Total Resident Population (2026)	51,161	100.00	69,072,916	100.00	0.074	100
	Target	Target %	Base	Base %	Penetration	Index

Adults of Working Age (2026)

Males 16-64 (2026)	13,492	26.37	21,200,605	30.69	0.064	86
Females 16-59 (2026)	12,671	24.77	18,721,730	27.10	0.068	91
Total Resident Population (2026)	51,161	100.00	69,072,916	100.00	0.074	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Retirement Age (2026)						
Males 65+ (2026)	5,840	11.41	6,532,949	9.46	0.089	121
Females 60+ (2026)	9,186	17.96	9,928,143	14.37	0.093	125
Total Resident Population (2026)	51,161	100.00	69,072,916	100.00	0.074	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2026 - Gender						
Males (2026)	24,561	48.01	34,223,303	49.55	0.072	97
Females (2026)	26,600	51.99	34,849,613	50.45	0.076	103
Total Resident Population (2026)	51,161	100.00	69,072,916	100.00	0.074	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2026 - Age						
Age 0-4 (2026)	2,689	5.26	3,998,379	5.79	0.067	91
Age 5-14 (2026)	6,558	12.82	7,932,264	11.48	0.083	112
Age 15-24 (2026)	5,342	10.44	7,872,081	11.40	0.068	92
Age 25-34 (2026)	4,438	8.68	8,944,603	12.95	0.050	67
Age 35-44 (2026)	5,742	11.22	9,429,151	13.65	0.061	82
Age 45-54 (2026)	6,153	12.03	7,952,771	11.51	0.077	104
Age 55-64 (2026)	7,095	13.87	8,706,889	12.61	0.082	110
Age 65-74 (2026)	5,564	10.88	6,704,310	9.71	0.083	112
Age 75-84 (2026)	4,879	9.54	5,124,774	7.42	0.095	129
Age 85+ (2026)	2,700	5.28	2,407,694	3.49	0.112	151
Total Resident Population (2026)	51,161	100.00	69,072,916	100.00	0.074	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2027 - Total						
Total Resident Population (2027)	51,383	0.00	69,464,440	0.00	0.074	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2028 - Total						
Total Resident Population (2028)	51,550	0.00	69,846,669	0.00	0.074	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2029 - Total						
Total Resident Population (2029)	51,786	0.00	70,219,611	0.00	0.074	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2030 - Total						
Total Resident Population (2030)	51,981	0.00	70,582,850	0.00	0.074	0

Population Projections 2031**Total Resident Population (2031)**

Population Projections 2031 - Summary

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15 (2031)						
Males 0-15 (2031)	5,242	10.04	6,528,896	9.20	0.080	109
Females 0-15 (2031)	4,769	9.13	6,237,271	8.79	0.077	104
Total Resident Population (2031)	52,211	100.00	70,937,150	100.00	0.074	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Working Age (2031)						
Males 16-64 (2031)	13,340	25.55	21,384,768	30.15	0.062	85
Females 16-59 (2031)	12,573	24.08	18,805,521	26.51	0.067	91
Total Resident Population (2031)	52,211	100.00	70,937,150	100.00	0.074	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Retirement Age (2031)						

Males 65+ (2031)	6,391	12.24	7,252,925	10.22	0.088	120
Females 60+ (2031)	9,896	18.95	10,727,769	15.12	0.092	125
Total Resident Population (2031)	52,211	100.00	70,937,150	100.00	0.074	100
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2031 - Gender						
Males (2031)	24,973	47.83	35,166,589	49.57	0.071	96
Females (2031)	27,238	52.17	35,770,561	50.43	0.076	103
Total Resident Population (2031)	52,211	100.00	70,937,150	100.00	0.074	100
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2031 - Age						
Age 0-4 (2031)	2,707	5.19	3,968,490	5.59	0.068	93
Age 5-14 (2031)	6,607	12.66	8,036,099	11.33	0.082	112
Age 15-24 (2031)	5,323	10.20	8,259,065	11.64	0.065	88
Age 25-34 (2031)	4,522	8.66	8,705,397	12.27	0.052	71
Age 35-44 (2031)	6,139	11.76	9,599,096	13.53	0.064	87
Age 45-54 (2031)	5,956	11.41	8,409,638	11.86	0.071	96
Age 55-64 (2031)	6,451	12.36	8,163,885	11.51	0.079	107
Age 65-74 (2031)	6,159	11.80	7,515,946	10.60	0.082	111
Age 75-84 (2031)	4,926	9.44	5,329,654	7.51	0.092	126
Age 85+ (2031)	3,420	6.55	2,949,880	4.16	0.116	157
Total Resident Population (2031)	52,211	100.00	70,937,150	100.00	0.074	100
	Target	Target %	Base	Base %	Penetration	Index
Summary Demographics - Revised ONS based Household and Population Estimates 2011						
Revised ONS based Households	18,542	0.00	26,492,524	0.00	0.070	0
Revised ONS based Population	48,788	0.00	63,248,562	0.00	0.077	0
Revised ONS based Adults 15+	39,338	0.00	52,120,262	0.00	0.076	0
Revised ONS based Adults 16+	38,737	0.00	51,366,705	0.00	0.075	0
Revised ONS based Adults 18+	37,354	0.00	49,822,414	0.00	0.075	0
	Target	Target %	Base	Base %	Penetration	Index
Summary Demographics - Revised ONS based Population Projections						
Revised ONS based Population Projection 2012	49,026	0.00	63,764,490	0.00	0.077	0
Revised ONS based Population Projection 2013	49,235	0.00	64,282,904	0.00	0.077	0
Revised ONS based Population Projection 2014	49,355	0.00	64,799,275	0.00	0.076	0
Revised ONS based Population Projection 2015	49,600	0.00	65,307,433	0.00	0.076	0
Revised ONS based Population Projection 2016	49,781	0.00	65,807,800	0.00	0.076	0
Revised ONS based Population Projection 2017	49,988	0.00	66,296,017	0.00	0.075	0
Revised ONS based Population Projection 2018	50,237	0.00	66,777,137	0.00	0.075	0
Revised ONS based Population Projection 2019	50,356	0.00	67,253,646	0.00	0.075	0
Revised ONS based Population Projection 2020	50,611	0.00	67,729,038	0.00	0.075	0
Revised ONS based Population Projection 2021	50,801	0.00	68,197,547	0.00	0.075	0
Revised ONS based Population Projection 2022	50,947	0.00	68,657,541	0.00	0.074	0
Revised ONS based Population Projection 2023	51,129	0.00	69,109,347	0.00	0.074	0
Revised ONS based Population Projection 2024	51,316	0.00	69,555,182	0.00	0.074	0
Revised ONS based Population Projection 2025	51,470	0.00	69,990,294	0.00	0.074	0
Revised ONS based Population Projection 2026	51,639	0.00	70,415,129	0.00	0.073	0
Revised ONS based Population Projection 2027	51,831	0.00	70,828,211	0.00	0.073	0
Revised ONS based Population Projection 2028	51,976	0.00	71,233,508	0.00	0.073	0
Revised ONS based Population Projection 2029	52,158	0.00	71,631,919	0.00	0.073	0
Revised ONS based Population Projection 2030	52,320	0.00	72,022,019	0.00	0.073	0
Revised ONS based Population Projection 2031	52,509	0.00	72,404,873	0.00	0.073	0
	Target	Target %	Base	Base %	Penetration	Index
Summary Demographics - Revised ONS based Households Projections						
Revised ONS based Households Projection 2012	18,673	0.00	26,767,565	0.00	0.070	0
Revised ONS based Households Projection 2013	18,776	0.00	27,042,917	0.00	0.069	0
Revised ONS based Households Projection 2014	18,840	0.00	27,330,412	0.00	0.069	0
Revised ONS based Households Projection 2015	18,955	0.00	27,616,650	0.00	0.069	0
Revised ONS based Households Projection 2016	19,016	0.00	27,903,978	0.00	0.068	0
Revised ONS based Households Projection 2017	19,112	0.00	28,192,298	0.00	0.068	0

Revised ONS based Households Projection 2018	19,253	0.00	28,478,182	0.00	0.068	0
Revised ONS based Households Projection 2019	19,364	0.00	28,760,467	0.00	0.067	0
Revised ONS based Households Projection 2020	19,468	0.00	29,039,826	0.00	0.067	0
Revised ONS based Households Projection 2021	19,620	0.00	29,320,382	0.00	0.067	0
Revised ONS based Households Projection 2022	19,744	0.00	29,600,244	0.00	0.067	0
Revised ONS based Households Projection 2023	19,848	0.00	29,881,099	0.00	0.066	0
Revised ONS based Households Projection 2024	20,055	0.00	30,149,889	0.00	0.067	0
Revised ONS based Households Projection 2025	20,209	0.00	30,418,363	0.00	0.066	0
Revised ONS based Households Projection 2026	20,396	0.00	30,684,966	0.00	0.067	0
Revised ONS based Households Projection 2027	20,571	0.00	30,949,996	0.00	0.067	0
Revised ONS based Households Projection 2028	20,727	0.00	31,213,758	0.00	0.066	0
Revised ONS based Households Projection 2029	20,846	0.00	31,458,233	0.00	0.066	0
Revised ONS based Households Projection 2030	20,980	0.00	31,704,898	0.00	0.066	0
Revised ONS based Households Projection 2031	21,074	0.00	31,949,204	0.00	0.066	0

2012 Experian Ltd

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Waverley Population Data

Target Area(s):	Layers; 7
Base Area(s):	Standard Geography; United Kingdom
Sorted On:	Default (Ascending)
Date:	26/10/2012

Retail Planner

Summary Demographics - Census 2001

	Target	Target %	Base	Base %	Penetration	Index
2001 Census Totals						
Total Resident Population (Age)	91,739	0.00	58,791,867	0.00	0.156	0
Total Private Households (Tenure)	37,413	0.00	24,479,786	0.00	0.153	0

2001 Census Population Summary

Total Resident Population (Age)

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15						
Males 0-15	8,290	51.15	6,075,318	51.22	0.137	100
Females 0-15	7,916	48.85	5,786,527	48.78	0.137	100
Children and infants 0-15	16,206	100.00	11,861,845	100.00	0.137	100
Adults of Working Age						
Males 16-64	30,600	51.78	18,594,055	51.48	0.165	101
Females 16-59	28,496	48.22	17,524,761	48.52	0.163	99
Adults of Working Age	59,096	100.00	36,118,816	100.00	0.164	100
Adults of Retirement Age						
Males 65+	5,872	35.72	3,911,023	36.18	0.150	99
Females 60+	10,566	64.28	6,900,183	63.82	0.153	101
Adults of Retirement Age	16,438	100.00	10,811,206	100.00	0.152	100

2001 Census Detailed Population Counts

Gender

	Target	Target %	Base	Base %	Penetration	Index
Total Resident Population (Gender)						
Males	44,734	48.80	28,579,869	48.61	0.157	100
Females	46,931	51.20	30,209,325	51.39	0.155	100
Total Resident Population (Gender)	91,664	100.00	58,789,194	100.00	0.156	100

Age

	Target	Target %	Base	Base %	Penetration	Index
Total Resident Population (Age)						
Age 0-4	4,735	5.16	3,487,599	5.93	0.136	87
Age 5-14	10,455	11.40	7,618,128	12.96	0.137	88
Age 15-24	13,499	14.71	7,211,326	12.27	0.187	120
Age 25-34	13,588	14.81	8,360,300	14.22	0.163	104
Age 35-44	13,672	14.90	8,777,638	14.93	0.156	100
Age 45-54	12,371	13.49	7,776,848	13.23	0.159	102
Age 55-64	9,144	9.97	6,219,095	10.58	0.147	94
Age 65-74	7,268	7.92	4,936,784	8.40	0.147	94
Age 75+	7,008	7.64	4,404,149	7.49	0.159	102

Total Resident Population (Age)	91,739	100.00	58,791,867	100.00	0.156	100
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2001 Census - Economic Activity

2001 Census - Economic Activity

All people aged 16 to 74 (Economic Activity)

	Target	Target %	Base	Base %	Penetration	Index
Economically active						
Economically active - Employee	37,038	53.99	22,149,642	52.28	0.167	103
Economically active - Full-time students	2,874	4.19	1,106,393	2.61	0.260	160
Economically active - Self employed with employees	2,142	3.12	1,254,024	2.96	0.171	105
Economically active - Self employed without employees	4,711	6.87	2,198,472	5.19	0.214	132
Economically active - Unemployed	1,162	1.69	1,458,207	3.44	0.080	49
All people aged 16 to 74 (Economic Activity)	68,605	100.00	42,364,055	100.00	0.162	100
	Target	Target %	Base	Base %	Penetration	Index
Economically inactive						
Economically inactive - Looking after home/family	4,231	6.17	2,737,615	6.46	0.155	95
Economically inactive - Other	1,451	2.12	1,363,465	3.22	0.107	66
Economically inactive - Retired	8,183	11.93	5,654,426	13.35	0.145	89
Economically inactive - Student	5,286	7.70	1,994,208	4.71	0.265	164
Economically inactive - Permanently sick/disabled	1,527	2.23	2,447,603	5.78	0.062	39
All people aged 16 to 74 (Economic Activity)	68,605	100.00	42,364,055	100.00	0.162	100

2001 Census - Economic Activity by Gender

	Target	Target %	Base	Base %	Penetration	Index
All people aged 16 to 74 (Econ Activity by Gender)						
All males aged 16 to 74	33,956	49.56	20,895,777	49.14	0.163	101
Males Economically active	26,448	38.60	15,363,899	36.13	0.172	107
Males Economically inactive	7,507	10.96	5,531,878	13.01	0.136	84
All females aged 16 to 74	34,565	50.44	21,629,980	50.86	0.160	99
Females Economically active	21,384	31.21	12,820,775	30.15	0.167	104
Females Economically inactive	13,180	19.24	8,809,205	20.72	0.150	93
All people aged 16 to 74 (Econ Activity by Gender)	68,521	100.00	42,525,757	100.00	0.161	100

Approximated Social Grade

	Target	Target %	Base	Base %	Penetration	Index
All people aged 16 and over in HHs (Social Grade)						
AB Higher and intermediate manager/admin/prof	25,252	35.08	9,907,832	21.57	0.255	163
C1 Supervisory, clerical, junior manager/admin/prof	23,193	32.22	13,513,414	29.42	0.172	110
C2 Skilled manual workers	7,239	10.06	6,996,182	15.23	0.104	66
D Semi-skilled and unskilled manual workers	8,030	11.16	7,976,329	17.36	0.101	64
E On state benefit, unemployed, lowest grade workers	8,269	11.49	7,541,557	16.42	0.110	70
All people aged 16 and over in HHs (Social Grade)	71,983	100.00	45,935,314	100.00	0.157	100

Ethnic Group (GB)

	Target	Target %	Base	Base %	Penetration	Index
All People (Ethnic Group) (GB)						
White	87,460	95.40	52,481,255	91.91	0.167	104
White- British (inc. White Scottish)	81,635	89.05	50,366,497	88.20	0.162	101
White- Irish	1,013	1.11	691,606	1.21	0.147	91
White- Other White	4,812	5.25	1,423,152	2.49	0.338	211
Mixed	915	1.00	673,743	1.18	0.136	85
Asian or Asian British	1,520	1.66	2,328,784	4.08	0.065	41
Asian- Indian	785	0.86	1,051,614	1.84	0.075	47
Asian- Pakistani	201	0.22	746,520	1.31	0.027	17
Asian- Bangladeshi	117	0.13	282,854	0.50	0.041	26

Asian- Other Asian	416	0.45	247,796	0.43	0.168	105
Black or Black British	507	0.55	1,147,400	2.01	0.044	28
Black- Caribbean	146	0.16	565,839	0.99	0.026	16
Black- African	325	0.35	484,578	0.85	0.067	42
Black- Other Black (inc. Black Scottish)	37	0.04	96,983	0.17	0.038	24
Chinese or Other Ethnic Group	1,271	1.39	472,190	0.83	0.269	168
Other- Chinese	699	0.76	243,243	0.43	0.287	179
Other- Other Ethnic Group	572	0.62	228,947	0.40	0.250	156
All People (Ethnic Group) (GB)	91,673	100.00	57,103,372	100.00	0.161	100

Tenure (HH)

	Target	Target %	Base	Base %	Penetration	Index
All Households (Tenure)						
Owned (HH)	27,384	73.19	16,724,882	68.32	0.164	107
Own- Owns outright (HH)	12,141	32.45	7,078,266	28.91	0.172	112
Own- Owns with a mortgage or loan (HH)	14,840	39.67	9,489,495	38.76	0.156	102
Own- Shared ownership (HH)	403	1.08	157,121	0.64	0.257	168
Social Rented (HH)	4,884	13.05	4,885,741	19.96	0.100	65
Social- Rented from Council (LA/Scottish Homes) (HH)	4,007	10.71	3,458,066	14.13	0.116	76
Social- Other social rented (HH)	876	2.34	1,427,675	5.83	0.061	40
Private rented (HH)	4,366	11.67	2,345,327	9.58	0.186	122
Private- Private landlord or letting agency (HH)	3,910	10.45	2,053,467	8.39	0.190	125
Private- Employer of a household member (HH)	107	0.29	63,564	0.26	0.169	110
Private- Relative or friend of a household member (HH)	234	0.63	155,578	0.64	0.151	98
Private- Other (HH)	114	0.31	72,718	0.30	0.157	103
Living rent free (HH)	779	2.08	523,836	2.14	0.149	97
All Households (Tenure)	37,413	100.00	24,479,786	100.00	0.153	100

	Target	Target %	Base	Base %	Penetration	Index
Car Ownership						
No car or van	6,125	16.37	6,717,523	27.44	0.091	60
1 car or van	15,516	41.46	10,715,221	43.77	0.145	95
2 cars or vans	11,937	31.90	5,652,000	23.09	0.211	138
3 cars or vans	2,807	7.50	1,068,923	4.37	0.263	172
Car Ownership	37,421	100.00	24,479,968	100.00	0.153	100

Summary Demographics - Household and Population Estimates 2011

	Target	Target %	Base	Base %	Penetration	Index
Household and Population Estimates 2011: Totals						
Population estimate 2011	99,181	0.00	62,652,626	0.00	0.158	0
Household estimate 2011	40,262	0.00	26,834,617	0.00	0.150	0

Population estimate 2011

Population Estimates 2011 - Summary

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15						
Males 0-15	8,544	8.61	5,953,231	9.50	0.144	91
Females 0-15	8,466	8.54	5,678,288	9.06	0.149	94
Population estimate 2011	99,181	100.00	62,652,626	100.00	0.158	100
Adults of Working Age						
Males 16-64	33,632	33.91	20,248,434	32.32	0.166	105
Females 16-59	30,420	30.67	18,352,124	29.29	0.166	105
Population estimate 2011	99,181	100.00	62,652,626	100.00	0.158	100
Adults of Retirement Age						
Males 65+	6,523	6.58	4,643,052	7.41	0.141	89

Females 60+	11,596	11.69	7,777,497	12.41	0.149	94
Population estimate 2011	99,181	100.00	62,652,626	100.00	0.158	100
	Target	Target %	Base	Base %	Penetration	Index
Population Estimates 2011 - Gender						
Males	48,699	49.10	30,844,717	49.23	0.158	100
Females	50,482	50.90	31,807,909	50.77	0.159	100
Population estimate 2011	99,181	100.00	62,652,626	100.00	0.158	100
	Target	Target %	Base	Base %	Penetration	Index
Population Estimates 2011 - Age						
Age 0-4	5,466	5.51	3,884,121	6.20	0.141	89
Age 5-14	10,456	10.54	7,014,442	11.20	0.149	94
Age 15-24	16,979	17.12	8,166,538	13.03	0.208	131
Age 25-34	13,671	13.78	8,361,714	13.35	0.164	103
Age 35-44	13,097	13.20	8,666,824	13.83	0.151	95
Age 45-54	13,403	13.51	8,716,459	13.91	0.154	97
Age 55-64	10,737	10.83	7,346,862	11.73	0.146	92
Age 65-74	7,520	7.58	5,507,640	8.79	0.137	86
Age 75-84	5,369	5.41	3,540,225	5.65	0.152	96
Age 85+	2,484	2.50	1,447,801	2.31	0.172	108
Population estimate 2011	99,181	100.00	62,652,626	100.00	0.158	100

Summary Demographics - Household and Population Projections

	Target	Target %	Base	Base %	Penetration	Index
Household Projections						
Household Projection 2031	48,238	0.00	32,586,420	0.00	0.148	0
Household Projection 2030	47,873	0.00	32,329,038	0.00	0.148	0
Household Projection 2029	47,536	0.00	32,064,932	0.00	0.148	0
Household Projection 2028	47,163	0.00	31,794,722	0.00	0.148	0
Household Projection 2027	46,747	0.00	31,517,265	0.00	0.148	0
Household Projection 2026	46,347	0.00	31,242,912	0.00	0.148	0
Household Projection 2025	45,981	0.00	30,966,638	0.00	0.149	0
Household Projection 2024	45,622	0.00	30,686,988	0.00	0.149	0
Household Projection 2023	45,239	0.00	30,402,465	0.00	0.149	0
Household Projection 2022	44,839	0.00	30,111,894	0.00	0.149	0
Household Projection 2021	44,439	0.00	29,816,634	0.00	0.149	0
Household Projection 2020	44,014	0.00	29,523,497	0.00	0.149	0
Household Projection 2019	43,609	0.00	29,226,784	0.00	0.149	0
Household Projection 2018	43,197	0.00	28,927,593	0.00	0.149	0
Household Projection 2017	42,768	0.00	28,626,093	0.00	0.149	0
Household Projection 2016	42,369	0.00	28,323,140	0.00	0.150	0
Household Projection 2015	41,959	0.00	28,016,290	0.00	0.150	0
Household Projection 2014	41,548	0.00	27,708,499	0.00	0.150	0
Household Projection 2013	41,111	0.00	27,406,865	0.00	0.150	0
Household Projection 2012	40,686	0.00	27,113,196	0.00	0.150	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2012 - Total						
Total Resident Population (2012)	100,024	0.00	63,077,467	0.00	0.159	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2013 - Total						
Total Resident Population (2013)	100,687	0.00	63,502,035	0.00	0.159	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2014 - Total						
Total Resident Population (2014)	101,337	0.00	63,927,447	0.00	0.159	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2015 - Total						
Total Resident Population (2015)	101,877	0.00	64,352,782	0.00	0.158	0

Population Projections 2016

Total Resident Population (2016)

Population Projections 2016 - Summary

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15 (2016)						
Males 0-15 (2016)	8,835	8.62	6,141,810	9.48	0.144	91
Females 0-15 (2016)	8,907	8.69	5,860,017	9.05	0.152	96
Total Resident Population (2016)	102,453	100.00	64,784,216	100.00	0.158	100
	Target	Target %	Base	Base %	Penetration	Index
Adults of Working Age (2016)						
Males 16-64 (2016)	34,018	33.20	20,489,997	31.63	0.166	105
Females 16-59 (2016)	31,302	30.55	18,658,856	28.80	0.168	106
Total Resident Population (2016)	102,453	100.00	64,784,216	100.00	0.158	100
	Target	Target %	Base	Base %	Penetration	Index
Adults of Retirement Age (2016)						
Males 65+ (2016)	7,353	7.18	5,361,520	8.28	0.137	87
Females 60+ (2016)	12,038	11.75	8,272,016	12.77	0.146	92
Total Resident Population (2016)	102,453	100.00	64,784,216	100.00	0.158	100
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2016 - Gender						
Males (2016)	50,206	49.00	31,993,327	49.38	0.157	99
Females (2016)	52,247	51.00	32,790,889	50.62	0.159	101
Total Resident Population (2016)	102,453	100.00	64,784,216	100.00	0.158	100
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2016 - Age						
Age 0-4 (2016)	5,636	5.50	3,900,653	6.02	0.145	91
Age 5-14 (2016)	11,092	10.83	7,417,404	11.45	0.150	95
Age 15-24 (2016)	16,209	15.82	7,725,786	11.93	0.210	133
Age 25-34 (2016)	15,384	15.02	9,234,224	14.25	0.167	105
Age 35-44 (2016)	12,668	12.37	8,090,991	12.49	0.157	99
Age 45-54 (2016)	13,758	13.43	9,106,861	14.06	0.151	96
Age 55-64 (2016)	10,783	10.52	7,446,293	11.49	0.145	92
Age 65-74 (2016)	8,638	8.43	6,351,316	9.80	0.136	86
Age 75-84 (2016)	5,454	5.32	3,828,483	5.91	0.143	90
Age 85+ (2016)	2,830	2.76	1,682,205	2.60	0.168	106
Total Resident Population (2016)	102,453	100.00	64,784,216	100.00	0.158	100
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2017 - Total						
Total Resident Population (2017)	103,031	0.00	65,220,008	0.00	0.158	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2018 - Total						
Total Resident Population (2018)	103,640	0.00	65,659,673	0.00	0.158	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2019 - Total						
Total Resident Population (2019)	104,229	0.00	66,100,731	0.00	0.158	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2020 - Total						
Total Resident Population (2020)	104,824	0.00	66,541,784	0.00	0.158	0

Population Projections 2021

Total Resident Population (2021)

Population Projections 2021 - Summary

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15 (2021)						
Males 0-15 (2021)	9,265	8.79	6,393,656	9.55	0.145	92
Females 0-15 (2021)	9,383	8.90	6,105,856	9.12	0.154	98
Total Resident Population (2021)	105,410	100.00	66,980,562	100.00	0.157	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Working Age (2021)						
Males 16-64 (2021)	34,279	32.52	20,857,498	31.14	0.164	104
Females 16-59 (2021)	31,633	30.01	18,731,522	27.97	0.169	107
Total Resident Population (2021)	105,410	100.00	66,980,562	100.00	0.157	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Retirement Age (2021)						
Males 65+ (2021)	7,913	7.51	5,896,596	8.80	0.134	85
Females 60+ (2021)	12,937	12.27	8,995,434	13.43	0.144	91
Total Resident Population (2021)	105,410	100.00	66,980,562	100.00	0.157	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2021 - Gender						
Males (2021)	51,457	48.82	33,147,750	49.49	0.155	99
Females (2021)	53,954	51.18	33,832,812	50.51	0.160	101
Total Resident Population (2021)	105,410	100.00	66,980,562	100.00	0.157	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2021 - Age						
Age 0-4 (2021)	5,913	5.61	3,993,553	5.96	0.148	94
Age 5-14 (2021)	11,704	11.10	7,819,277	11.67	0.150	95
Age 15-24 (2021)	15,515	14.72	7,478,461	11.17	0.208	132
Age 25-34 (2021)	15,804	14.99	9,386,303	14.01	0.168	107
Age 35-44 (2021)	13,246	12.57	8,565,823	12.79	0.155	98
Age 45-54 (2021)	13,146	12.47	8,512,653	12.71	0.154	98
Age 55-64 (2021)	12,088	11.47	8,311,461	12.41	0.145	92
Age 65-74 (2021)	8,832	8.38	6,558,966	9.79	0.135	86
Age 75-84 (2021)	5,961	5.66	4,358,635	6.51	0.137	87
Age 85+ (2021)	3,201	3.04	1,995,430	2.98	0.160	102
Total Resident Population (2021)	105,410	100.00	66,980,562	100.00	0.157	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2022 - Total						
Total Resident Population (2022)	106,046	0.00	67,414,957	0.00	0.157	0

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2023 - Total						
Total Resident Population (2023)	106,642	0.00	67,843,637	0.00	0.157	0

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2024 - Total						
Total Resident Population (2024)	107,308	0.00	68,261,843	0.00	0.157	0

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2025 - Total						
Total Resident Population (2025)	107,936	0.00	68,671,897	0.00	0.157	0

Population Projections 2026

Total Resident Population (2026)

Population Projections 2026 - Summary

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15 (2026)						
Males 0-15 (2026)	9,555	8.80	6,489,749	9.40	0.147	94
Females 0-15 (2026)	9,688	8.92	6,199,740	8.98	0.156	99
Total Resident Population (2026)	108,625	100.00	69,072,916	100.00	0.157	100
	Target	Target %	Base	Base %	Penetration	Index

Adults of Working Age (2026)

Males 16-64 (2026)	34,667	31.91	21,200,605	30.69	0.164	104
Females 16-59 (2026)	31,887	29.36	18,721,730	27.10	0.170	108
Total Resident Population (2026)	108,625	100.00	69,072,916	100.00	0.157	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Retirement Age (2026)						
Males 65+ (2026)	8,624	7.94	6,532,949	9.46	0.132	84
Females 60+ (2026)	14,203	13.08	9,928,143	14.37	0.143	91
Total Resident Population (2026)	108,625	100.00	69,072,916	100.00	0.157	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2026 - Gender						
Males (2026)	52,847	48.65	34,223,303	49.55	0.154	98
Females (2026)	55,779	51.35	34,849,613	50.45	0.160	102
Total Resident Population (2026)	108,625	100.00	69,072,916	100.00	0.157	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2026 - Age						
Age 0-4 (2026)	6,097	5.61	3,998,379	5.79	0.153	97
Age 5-14 (2026)	11,999	11.05	7,932,264	11.48	0.151	96
Age 15-24 (2026)	16,146	14.86	7,872,081	11.40	0.205	130
Age 25-34 (2026)	14,929	13.74	8,944,603	12.95	0.167	106
Age 35-44 (2026)	14,478	13.33	9,429,151	13.65	0.154	98
Age 45-54 (2026)	12,802	11.79	7,952,771	11.51	0.161	102
Age 55-64 (2026)	12,589	11.59	8,706,889	12.61	0.145	92
Age 65-74 (2026)	8,946	8.24	6,704,310	9.71	0.133	85
Age 75-84 (2026)	6,986	6.43	5,124,774	7.42	0.136	87
Age 85+ (2026)	3,653	3.36	2,407,694	3.49	0.152	96
Total Resident Population (2026)	108,625	100.00	69,072,916	100.00	0.157	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2027 - Total						
Total Resident Population (2027)	109,353	0.00	69,464,440	0.00	0.157	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2028 - Total						
Total Resident Population (2028)	110,036	0.00	69,846,669	0.00	0.158	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2029 - Total						
Total Resident Population (2029)	110,644	0.00	70,219,611	0.00	0.158	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2030 - Total						
Total Resident Population (2030)	111,240	0.00	70,582,850	0.00	0.158	0

Population Projections 2031**Total Resident Population (2031)**

Population Projections 2031 - Summary

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15 (2031)						
Males 0-15 (2031)	9,772	8.74	6,528,896	9.20	0.150	95
Females 0-15 (2031)	9,899	8.85	6,237,271	8.79	0.159	101
Total Resident Population (2031)	111,840	100.00	70,937,150	100.00	0.158	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Working Age (2031)						
Males 16-64 (2031)	34,964	31.26	21,384,768	30.15	0.164	104
Females 16-59 (2031)	32,370	28.94	18,805,521	26.51	0.172	109
Total Resident Population (2031)	111,840	100.00	70,937,150	100.00	0.158	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Retirement Age (2031)						

Males 65+ (2031)	9,539	8.53	7,252,925	10.22	0.132	83
Females 60+ (2031)	15,296	13.68	10,727,769	15.12	0.143	90
Total Resident Population (2031)	111,840	100.00	70,937,150	100.00	0.158	100
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2031 - Gender						
Males (2031)	54,275	48.53	35,166,589	49.57	0.154	98
Females (2031)	57,565	51.47	35,770,561	50.43	0.161	102
Total Resident Population (2031)	111,840	100.00	70,937,150	100.00	0.158	100
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2031 - Age						
Age 0-4 (2031)	6,071	5.43	3,968,490	5.59	0.153	97
Age 5-14 (2031)	12,448	11.13	8,036,099	11.33	0.155	98
Age 15-24 (2031)	16,909	15.12	8,259,065	11.64	0.205	130
Age 25-34 (2031)	14,393	12.87	8,705,397	12.27	0.165	105
Age 35-44 (2031)	14,873	13.30	9,599,096	13.53	0.155	98
Age 45-54 (2031)	13,334	11.92	8,409,638	11.86	0.159	101
Age 55-64 (2031)	12,125	10.84	8,163,885	11.51	0.149	94
Age 65-74 (2031)	10,125	9.05	7,515,946	10.60	0.135	85
Age 75-84 (2031)	7,184	6.42	5,329,654	7.51	0.135	85
Age 85+ (2031)	4,378	3.91	2,949,880	4.16	0.148	94
Total Resident Population (2031)	111,840	100.00	70,937,150	100.00	0.158	100
	Target	Target %	Base	Base %	Penetration	Index
Summary Demographics - Revised ONS based Household and Population Estimates 2011						
Revised ONS based Households	39,446	0.00	26,492,524	0.00	0.149	0
Revised ONS based Population	99,208	0.00	63,248,562	0.00	0.157	0
Revised ONS based Adults 15+	82,833	0.00	52,120,262	0.00	0.159	0
Revised ONS based Adults 16+	81,826	0.00	51,366,705	0.00	0.159	0
Revised ONS based Adults 18+	79,698	0.00	49,822,414	0.00	0.160	0
	Target	Target %	Base	Base %	Penetration	Index
Summary Demographics - Revised ONS based Population Projections						
Revised ONS based Population Projection 2012	100,340	0.00	63,764,490	0.00	0.157	0
Revised ONS based Population Projection 2013	101,280	0.00	64,282,904	0.00	0.158	0
Revised ONS based Population Projection 2014	102,198	0.00	64,799,275	0.00	0.158	0
Revised ONS based Population Projection 2015	102,939	0.00	65,307,433	0.00	0.158	0
Revised ONS based Population Projection 2016	103,674	0.00	65,807,800	0.00	0.158	0
Revised ONS based Population Projection 2017	104,364	0.00	66,296,017	0.00	0.157	0
Revised ONS based Population Projection 2018	105,002	0.00	66,777,137	0.00	0.157	0
Revised ONS based Population Projection 2019	105,705	0.00	67,253,646	0.00	0.157	0
Revised ONS based Population Projection 2020	106,260	0.00	67,729,038	0.00	0.157	0
Revised ONS based Population Projection 2021	106,887	0.00	68,197,547	0.00	0.157	0
Revised ONS based Population Projection 2022	107,534	0.00	68,657,541	0.00	0.157	0
Revised ONS based Population Projection 2023	108,107	0.00	69,109,347	0.00	0.156	0
Revised ONS based Population Projection 2024	108,740	0.00	69,555,182	0.00	0.156	0
Revised ONS based Population Projection 2025	109,326	0.00	69,990,294	0.00	0.156	0
Revised ONS based Population Projection 2026	110,019	0.00	70,415,129	0.00	0.156	0
Revised ONS based Population Projection 2027	110,675	0.00	70,828,211	0.00	0.156	0
Revised ONS based Population Projection 2028	111,302	0.00	71,233,508	0.00	0.156	0
Revised ONS based Population Projection 2029	111,942	0.00	71,631,919	0.00	0.156	0
Revised ONS based Population Projection 2030	112,525	0.00	72,022,019	0.00	0.156	0
Revised ONS based Population Projection 2031	113,148	0.00	72,404,873	0.00	0.156	0
	Target	Target %	Base	Base %	Penetration	Index
Summary Demographics - Revised ONS based Households Projections						
Revised ONS based Households Projection 2012	39,827	0.00	26,767,565	0.00	0.149	0
Revised ONS based Households Projection 2013	40,188	0.00	27,042,917	0.00	0.149	0
Revised ONS based Households Projection 2014	40,578	0.00	27,330,412	0.00	0.149	0
Revised ONS based Households Projection 2015	40,877	0.00	27,616,650	0.00	0.148	0
Revised ONS based Households Projection 2016	41,195	0.00	27,903,978	0.00	0.148	0
Revised ONS based Households Projection 2017	41,510	0.00	28,192,298	0.00	0.147	0

Revised ONS based Households Projection 2018	41,878	0.00	28,478,182	0.00	0.147	0
Revised ONS based Households Projection 2019	42,342	0.00	28,760,467	0.00	0.147	0
Revised ONS based Households Projection 2020	42,813	0.00	29,039,826	0.00	0.147	0
Revised ONS based Households Projection 2021	43,301	0.00	29,320,382	0.00	0.148	0
Revised ONS based Households Projection 2022	43,780	0.00	29,600,244	0.00	0.148	0
Revised ONS based Households Projection 2023	44,246	0.00	29,881,099	0.00	0.148	0
Revised ONS based Households Projection 2024	44,510	0.00	30,149,889	0.00	0.148	0
Revised ONS based Households Projection 2025	44,744	0.00	30,418,363	0.00	0.147	0
Revised ONS based Households Projection 2026	45,011	0.00	30,684,966	0.00	0.147	0
Revised ONS based Households Projection 2027	45,399	0.00	30,949,996	0.00	0.147	0
Revised ONS based Households Projection 2028	45,801	0.00	31,213,758	0.00	0.147	0
Revised ONS based Households Projection 2029	46,094	0.00	31,458,233	0.00	0.147	0
Revised ONS based Households Projection 2030	46,367	0.00	31,704,898	0.00	0.146	0
Revised ONS based Households Projection 2031	46,703	0.00	31,949,204	0.00	0.146	0

2012 Experian Ltd

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Waverley Population Data

Target Area(s):	Layers; 8
Base Area(s):	Standard Geography; United Kingdom
Sorted On:	Default (Ascending)
Date:	26/10/2012

Retail Planner

Summary Demographics - Census 2001

	Target	Target %	Base	Base %	Penetration	Index
2001 Census Totals						
Total Resident Population (Age)	81,928	0.00	58,791,867	0.00	0.139	0
Total Private Households (Tenure)	34,070	0.00	24,479,786	0.00	0.139	0

2001 Census Population Summary

Total Resident Population (Age)

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15						
Males 0-15	8,403	51.00	6,075,318	51.22	0.138	100
Females 0-15	8,074	49.00	5,786,527	48.78	0.140	100
Children and infants 0-15	16,478	100.00	11,861,845	100.00	0.139	100
Adults of Working Age						
Males 16-64	25,735	51.54	18,594,055	51.48	0.138	100
Females 16-59	24,196	48.46	17,524,761	48.52	0.138	100
Adults of Working Age	49,931	100.00	36,118,816	100.00	0.138	100
Adults of Retirement Age						
Males 65+	5,679	36.60	3,911,023	36.18	0.145	101
Females 60+	9,840	63.40	6,900,183	63.82	0.143	99
Adults of Retirement Age	15,519	100.00	10,811,206	100.00	0.144	100

2001 Census Detailed Population Counts

Gender

	Target	Target %	Base	Base %	Penetration	Index
Total Resident Population (Gender)						
Males	39,782	48.53	28,579,869	48.61	0.139	100
Females	42,197	51.47	30,209,325	51.39	0.140	100
Total Resident Population (Gender)	81,980	100.00	58,789,194	100.00	0.139	100

Age

	Target	Target %	Base	Base %	Penetration	Index
Total Resident Population (Age)						
Age 0-4	5,088	6.21	3,487,599	5.93	0.146	105
Age 5-14	10,429	12.73	7,618,128	12.96	0.137	98
Age 15-24	7,842	9.57	7,211,326	12.27	0.109	78
Age 25-34	10,587	12.92	8,360,300	14.22	0.127	91
Age 35-44	13,356	16.30	8,777,638	14.93	0.152	109
Age 45-54	12,069	14.73	7,776,848	13.23	0.155	111
Age 55-64	9,013	11.00	6,219,095	10.58	0.145	104
Age 65-74	6,832	8.34	4,936,784	8.40	0.138	99
Age 75+	6,712	8.19	4,404,149	7.49	0.152	109

Total Resident Population (Age)	81,928	100.00	58,791,867	100.00	0.139	100
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2001 Census - Economic Activity

2001 Census - Economic Activity

All people aged 16 to 74 (Economic Activity)

	Target	Target %	Base	Base %	Penetration	Index
Economically active						
Economically active - Employee	33,667	57.19	22,149,642	52.28	0.152	109
Economically active - Full-time students	1,191	2.02	1,106,393	2.61	0.108	77
Economically active - Self employed with employees	2,213	3.76	1,254,024	2.96	0.177	127
Economically active - Self employed without employees	4,813	8.18	2,198,472	5.19	0.219	158
Economically active - Unemployed	932	1.58	1,458,207	3.44	0.064	46
All people aged 16 to 74 (Economic Activity)	58,864	100.00	42,364,055	100.00	0.139	100
	Target	Target %	Base	Base %	Penetration	Index
Economically inactive						
Economically inactive - Looking after home/family	4,099	6.96	2,737,615	6.46	0.150	108
Economically inactive - Other	1,088	1.85	1,363,465	3.22	0.080	57
Economically inactive - Retired	7,819	13.28	5,654,426	13.35	0.138	100
Economically inactive - Student	1,726	2.93	1,994,208	4.71	0.087	62
Economically inactive - Permanently sick/disabled	1,315	2.23	2,447,603	5.78	0.054	39
All people aged 16 to 74 (Economic Activity)	58,864	100.00	42,364,055	100.00	0.139	100

2001 Census - Economic Activity by Gender

	Target	Target %	Base	Base %	Penetration	Index
All people aged 16 to 74 (Econ Activity by Gender)						
All males aged 16 to 74	28,982	49.21	20,895,777	49.14	0.139	100
Males Economically active	23,535	39.96	15,363,899	36.13	0.153	111
Males Economically inactive	5,447	9.25	5,531,878	13.01	0.099	71
All females aged 16 to 74	29,917	50.79	21,629,980	50.86	0.138	100
Females Economically active	19,358	32.87	12,820,775	30.15	0.151	109
Females Economically inactive	10,560	17.93	8,809,205	20.72	0.120	87
All people aged 16 to 74 (Econ Activity by Gender)	58,899	100.00	42,525,757	100.00	0.139	100

Approximated Social Grade

	Target	Target %	Base	Base %	Penetration	Index
All people aged 16 and over in HHs (Social Grade)						
AB Higher and intermediate manager/admin/prof	20,967	32.65	9,907,832	21.57	0.212	151
C1 Supervisory, clerical, junior manager/admin/prof	21,291	33.15	13,513,414	29.42	0.158	113
C2 Skilled manual workers	7,389	11.51	6,996,182	15.23	0.106	76
D Semi-skilled and unskilled manual workers	6,889	10.73	7,976,329	17.36	0.086	62
E On state benefit, unemployed, lowest grade workers	7,684	11.97	7,541,557	16.42	0.102	73
All people aged 16 and over in HHs (Social Grade)	64,220	100.00	45,935,314	100.00	0.140	100

Ethnic Group (GB)

	Target	Target %	Base	Base %	Penetration	Index
All People (Ethnic Group) (GB)						
White	79,988	97.58	52,481,255	91.91	0.152	106
White- British (inc. White Scottish)	76,844	93.75	50,366,497	88.20	0.153	106
White- Irish	729	0.89	691,606	1.21	0.105	73
White- Other White	2,415	2.95	1,423,152	2.49	0.170	118
Mixed	646	0.79	673,743	1.18	0.096	67
Asian or Asian British	592	0.72	2,328,784	4.08	0.025	18
Asian- Indian	273	0.33	1,051,614	1.84	0.026	18
Asian- Pakistani	64	0.08	746,520	1.31	0.009	6
Asian- Bangladeshi	129	0.16	282,854	0.50	0.046	32

Asian- Other Asian	125	0.15	247,796	0.43	0.051	35
Black or Black British	176	0.21	1,147,400	2.01	0.015	11
Black- Caribbean	56	0.07	565,839	0.99	0.010	7
Black- African	102	0.12	484,578	0.85	0.021	15
Black- Other Black (inc. Black Scottish)	18	0.02	96,983	0.17	0.019	13
Chinese or Other Ethnic Group	567	0.69	472,190	0.83	0.120	84
Other- Chinese	236	0.29	243,243	0.43	0.097	68
Other- Other Ethnic Group	331	0.40	228,947	0.40	0.145	101
All People (Ethnic Group) (GB)	81,968	100.00	57,103,372	100.00	0.144	100

Tenure (HH)

	Target	Target %	Base	Base %	Penetration	Index
All Households (Tenure)						
Owned (HH)	25,813	75.76	16,724,882	68.32	0.154	111
Own- Owns outright (HH)	10,963	32.18	7,078,266	28.91	0.155	111
Own- Owns with a mortgage or loan (HH)	14,663	43.04	9,489,495	38.76	0.155	111
Own- Shared ownership (HH)	187	0.55	157,121	0.64	0.119	86
Social Rented (HH)	4,376	12.85	4,885,741	19.96	0.090	64
Social- Rented from Council (LA/Scottish Homes) (HH)	2,714	7.97	3,458,066	14.13	0.079	56
Social- Other social rented (HH)	1,663	4.88	1,427,675	5.83	0.117	84
Private rented (HH)	2,980	8.75	2,345,327	9.58	0.127	91
Private- Private landlord or letting agency (HH)	2,638	7.74	2,053,467	8.39	0.129	92
Private- Employer of a household member (HH)	101	0.30	63,564	0.26	0.158	114
Private- Relative or friend of a household member (HH)	166	0.49	155,578	0.64	0.107	77
Private- Other (HH)	75	0.22	72,718	0.30	0.104	74
Living rent free (HH)	766	2.25	523,836	2.14	0.146	105
All Households (Tenure)	34,070	100.00	24,479,786	100.00	0.139	100

	Target	Target %	Base	Base %	Penetration	Index
Car Ownership						
No car or van	4,642	13.67	6,717,523	27.44	0.069	50
1 car or van	13,813	40.66	10,715,221	43.77	0.129	93
2 cars or vans	11,782	34.68	5,652,000	23.09	0.209	150
3 cars or vans	2,780	8.18	1,068,923	4.37	0.260	187
Car Ownership	33,971	100.00	24,479,968	100.00	0.139	100

Summary Demographics - Household and Population Estimates 2011

	Target	Target %	Base	Base %	Penetration	Index
Household and Population Estimates 2011: Totals						
Population estimate 2011	85,763	0.00	62,652,626	0.00	0.137	0
Household estimate 2011	36,603	0.00	26,834,617	0.00	0.136	0

Population estimate 2011

Population Estimates 2011 - Summary

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15						
Males 0-15	8,217	9.58	5,953,231	9.50	0.138	101
Females 0-15	8,049	9.39	5,678,288	9.06	0.142	104
Population estimate 2011	85,763	100.00	62,652,626	100.00	0.137	100
Adults of Working Age						
Males 16-64	26,529	30.93	20,248,434	32.32	0.131	96
Females 16-59	24,208	28.23	18,352,124	29.29	0.132	96
Population estimate 2011	85,763	100.00	62,652,626	100.00	0.137	100
Adults of Retirement Age						
Males 65+	6,912	8.06	4,643,052	7.41	0.149	109

Females 60+	11,847	13.81	7,777,497	12.41	0.152	111
Population estimate 2011	85,763	100.00	62,652,626	100.00	0.137	100
	Target	Target %	Base	Base %	Penetration	Index
Population Estimates 2011 - Gender						
Males	41,659	48.57	30,844,717	49.23	0.135	99
Females	44,104	51.43	31,807,909	50.77	0.139	101
Population estimate 2011	85,763	100.00	62,652,626	100.00	0.137	100
	Target	Target %	Base	Base %	Penetration	Index
Population Estimates 2011 - Age						
Age 0-4	4,881	5.69	3,884,121	6.20	0.126	92
Age 5-14	10,236	11.94	7,014,442	11.20	0.146	107
Age 15-24	8,784	10.24	8,166,538	13.03	0.108	79
Age 25-34	8,978	10.47	8,361,714	13.35	0.107	78
Age 35-44	12,342	14.39	8,666,824	13.83	0.142	104
Age 45-54	13,617	15.88	8,716,459	13.91	0.156	114
Age 55-64	11,004	12.83	7,346,862	11.73	0.150	109
Age 65-74	7,934	9.25	5,507,640	8.79	0.144	105
Age 75-84	5,433	6.34	3,540,225	5.65	0.154	112
Age 85+	2,554	2.98	1,447,801	2.31	0.176	129
Population estimate 2011	85,763	100.00	62,652,626	100.00	0.137	100

Summary Demographics - Household and Population Projections

	Target	Target %	Base	Base %	Penetration	Index
Household Projections						
Household Projection 2031	46,438	0.00	32,586,420	0.00	0.143	0
Household Projection 2030	45,970	0.00	32,329,038	0.00	0.142	0
Household Projection 2029	45,494	0.00	32,064,932	0.00	0.142	0
Household Projection 2028	45,011	0.00	31,794,722	0.00	0.142	0
Household Projection 2027	44,505	0.00	31,517,265	0.00	0.141	0
Household Projection 2026	44,038	0.00	31,242,912	0.00	0.141	0
Household Projection 2025	43,512	0.00	30,966,638	0.00	0.141	0
Household Projection 2024	43,019	0.00	30,686,988	0.00	0.140	0
Household Projection 2023	42,524	0.00	30,402,465	0.00	0.140	0
Household Projection 2022	42,028	0.00	30,111,894	0.00	0.140	0
Household Projection 2021	41,509	0.00	29,816,634	0.00	0.139	0
Household Projection 2020	41,010	0.00	29,523,497	0.00	0.139	0
Household Projection 2019	40,449	0.00	29,226,784	0.00	0.138	0
Household Projection 2018	39,938	0.00	28,927,593	0.00	0.138	0
Household Projection 2017	39,454	0.00	28,626,093	0.00	0.138	0
Household Projection 2016	39,006	0.00	28,323,140	0.00	0.138	0
Household Projection 2015	38,456	0.00	28,016,290	0.00	0.137	0
Household Projection 2014	38,008	0.00	27,708,499	0.00	0.137	0
Household Projection 2013	37,483	0.00	27,406,865	0.00	0.137	0
Household Projection 2012	37,025	0.00	27,113,196	0.00	0.137	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2012 - Total						
Total Resident Population (2012)	86,339	0.00	63,077,467	0.00	0.137	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2013 - Total						
Total Resident Population (2013)	86,938	0.00	63,502,035	0.00	0.137	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2014 - Total						
Total Resident Population (2014)	87,619	0.00	63,927,447	0.00	0.137	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2015 - Total						
Total Resident Population (2015)	88,202	0.00	64,352,782	0.00	0.137	0

Population Projections 2016

Total Resident Population (2016)

Population Projections 2016 - Summary

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15 (2016)						
Males 0-15 (2016)	8,207	9.23	6,141,810	9.48	0.134	97
Females 0-15 (2016)	8,134	9.15	5,860,017	9.05	0.139	101
Total Resident Population (2016)	88,893	100.00	64,784,216	100.00	0.137	100
	Target	Target %	Base	Base %	Penetration	Index
Adults of Working Age (2016)						
Males 16-64 (2016)	26,740	30.08	20,489,997	31.63	0.131	95
Females 16-59 (2016)	24,552	27.62	18,658,856	28.80	0.132	96
Total Resident Population (2016)	88,893	100.00	64,784,216	100.00	0.137	100
	Target	Target %	Base	Base %	Penetration	Index
Adults of Retirement Age (2016)						
Males 65+ (2016)	8,224	9.25	5,361,520	8.28	0.153	112
Females 60+ (2016)	13,036	14.67	8,272,016	12.77	0.158	115
Total Resident Population (2016)	88,893	100.00	64,784,216	100.00	0.137	100
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2016 - Gender						
Males (2016)	43,171	48.56	31,993,327	49.38	0.135	98
Females (2016)	45,722	51.44	32,790,889	50.62	0.139	102
Total Resident Population (2016)	88,893	100.00	64,784,216	100.00	0.137	100
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2016 - Age						
Age 0-4 (2016)	4,688	5.27	3,900,653	6.02	0.120	88
Age 5-14 (2016)	10,557	11.88	7,417,404	11.45	0.142	104
Age 15-24 (2016)	8,361	9.41	7,725,786	11.93	0.108	79
Age 25-34 (2016)	9,288	10.45	9,234,224	14.25	0.101	73
Age 35-44 (2016)	11,616	13.07	8,090,991	12.49	0.144	105
Age 45-54 (2016)	14,372	16.17	9,106,861	14.06	0.158	115
Age 55-64 (2016)	11,450	12.88	7,446,293	11.49	0.154	112
Age 65-74 (2016)	9,646	10.85	6,351,316	9.80	0.152	111
Age 75-84 (2016)	5,934	6.68	3,828,483	5.91	0.155	113
Age 85+ (2016)	2,982	3.35	1,682,205	2.60	0.177	129
Total Resident Population (2016)	88,893	100.00	64,784,216	100.00	0.137	100
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2017 - Total						
Total Resident Population (2017)	89,526	0.00	65,220,008	0.00	0.137	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2018 - Total						
Total Resident Population (2018)	90,225	0.00	65,659,673	0.00	0.137	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2019 - Total						
Total Resident Population (2019)	90,950	0.00	66,100,731	0.00	0.138	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2020 - Total						
Total Resident Population (2020)	91,819	0.00	66,541,784	0.00	0.138	0

Population Projections 2021

Total Resident Population (2021)

Population Projections 2021 - Summary

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15 (2021)						
Males 0-15 (2021)	8,467	9.14	6,393,656	9.55	0.132	96
Females 0-15 (2021)	8,366	9.03	6,105,856	9.12	0.137	99
Total Resident Population (2021)	92,637	100.00	66,980,562	100.00	0.138	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Working Age (2021)						
Males 16-64 (2021)	27,206	29.37	20,857,498	31.14	0.130	94
Females 16-59 (2021)	24,880	26.86	18,731,522	27.97	0.133	96
Total Resident Population (2021)	92,637	100.00	66,980,562	100.00	0.138	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Retirement Age (2021)						
Males 65+ (2021)	9,257	9.99	5,896,596	8.80	0.157	114
Females 60+ (2021)	14,460	15.61	8,995,434	13.43	0.161	116
Total Resident Population (2021)	92,637	100.00	66,980,562	100.00	0.138	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2021 - Gender						
Males (2021)	44,931	48.50	33,147,750	49.49	0.136	98
Females (2021)	47,706	51.50	33,832,812	50.51	0.141	102
Total Resident Population (2021)	92,637	100.00	66,980,562	100.00	0.138	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2021 - Age						
Age 0-4 (2021)	4,820	5.20	3,993,553	5.96	0.121	87
Age 5-14 (2021)	10,933	11.80	7,819,277	11.67	0.140	101
Age 15-24 (2021)	8,168	8.82	7,478,461	11.17	0.109	79
Age 25-34 (2021)	9,424	10.17	9,386,303	14.01	0.100	73
Age 35-44 (2021)	11,838	12.78	8,565,823	12.79	0.138	100
Age 45-54 (2021)	13,571	14.65	8,512,653	12.71	0.159	115
Age 55-64 (2021)	13,195	14.24	8,311,461	12.41	0.159	115
Age 65-74 (2021)	10,173	10.98	6,558,966	9.79	0.155	112
Age 75-84 (2021)	6,950	7.50	4,358,635	6.51	0.159	115
Age 85+ (2021)	3,566	3.85	1,995,430	2.98	0.179	129
Total Resident Population (2021)	92,637	100.00	66,980,562	100.00	0.138	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2022 - Total						
Total Resident Population (2022)	93,418	0.00	67,414,957	0.00	0.139	0

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2023 - Total						
Total Resident Population (2023)	94,192	0.00	67,843,637	0.00	0.139	0

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2024 - Total						
Total Resident Population (2024)	94,962	0.00	68,261,843	0.00	0.139	0

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2025 - Total						
Total Resident Population (2025)	95,771	0.00	68,671,897	0.00	0.140	0

Population Projections 2026

Total Resident Population (2026)

Population Projections 2026 - Summary

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15 (2026)						
Males 0-15 (2026)	8,609	8.92	6,489,749	9.40	0.133	95
Females 0-15 (2026)	8,507	8.81	6,199,740	8.98	0.137	98
Total Resident Population (2026)	96,567	100.00	69,072,916	100.00	0.140	100

	Target	Target %	Base	Base %	Penetration	Index
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Adults of Working Age (2026)

Males 16-64 (2026)	27,608	28.59	21,200,605	30.69	0.130	93
Females 16-59 (2026)	24,803	25.68	18,721,730	27.10	0.133	95
Total Resident Population (2026)	96,567	100.00	69,072,916	100.00	0.140	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Retirement Age (2026)						
Males 65+ (2026)	10,629	11.01	6,532,949	9.46	0.163	116
Females 60+ (2026)	16,412	17.00	9,928,143	14.37	0.165	118
Total Resident Population (2026)	96,567	100.00	69,072,916	100.00	0.140	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2026 - Gender						
Males (2026)	46,846	48.51	34,223,303	49.55	0.137	98
Females (2026)	49,721	51.49	34,849,613	50.45	0.143	102
Total Resident Population (2026)	96,567	100.00	69,072,916	100.00	0.140	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2026 - Age						
Age 0-4 (2026)	4,939	5.11	3,998,379	5.79	0.124	88
Age 5-14 (2026)	10,998	11.39	7,932,264	11.48	0.139	99
Age 15-24 (2026)	8,665	8.97	7,872,081	11.40	0.110	79
Age 25-34 (2026)	8,933	9.25	8,944,603	12.95	0.100	71
Age 35-44 (2026)	12,630	13.08	9,429,151	13.65	0.134	96
Age 45-54 (2026)	12,896	13.35	7,952,771	11.51	0.162	116
Age 55-64 (2026)	14,082	14.58	8,706,889	12.61	0.162	116
Age 65-74 (2026)	10,634	11.01	6,704,310	9.71	0.159	113
Age 75-84 (2026)	8,530	8.83	5,124,774	7.42	0.166	119
Age 85+ (2026)	4,260	4.41	2,407,694	3.49	0.177	127
Total Resident Population (2026)	96,567	100.00	69,072,916	100.00	0.140	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2027 - Total						
Total Resident Population (2027)	97,240	0.00	69,464,440	0.00	0.140	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2028 - Total						
Total Resident Population (2028)	97,995	0.00	69,846,669	0.00	0.140	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2029 - Total						
Total Resident Population (2029)	98,710	0.00	70,219,611	0.00	0.141	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2030 - Total						
Total Resident Population (2030)	99,434	0.00	70,582,850	0.00	0.141	0

Population Projections 2031**Total Resident Population (2031)**

Population Projections 2031 - Summary

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15 (2031)						
Males 0-15 (2031)	8,748	8.73	6,528,896	9.20	0.134	95
Females 0-15 (2031)	8,634	8.62	6,237,271	8.79	0.138	98
Total Resident Population (2031)	100,162	100.00	70,937,150	100.00	0.141	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Working Age (2031)						
Males 16-64 (2031)	27,600	27.56	21,384,768	30.15	0.129	91
Females 16-59 (2031)	24,824	24.78	18,805,521	26.51	0.132	93
Total Resident Population (2031)	100,162	100.00	70,937,150	100.00	0.141	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Retirement Age (2031)						

Males 65+ (2031)	12,177	12.16	7,252,925	10.22	0.168	119
Females 60+ (2031)	18,179	18.15	10,727,769	15.12	0.170	120
Total Resident Population (2031)	100,162	100.00	70,937,150	100.00	0.141	100
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2031 - Gender						
Males (2031)	48,526	48.45	35,166,589	49.57	0.138	98
Females (2031)	51,636	51.55	35,770,561	50.43	0.144	102
Total Resident Population (2031)	100,162	100.00	70,937,150	100.00	0.141	100
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2031 - Age						
Age 0-4 (2031)	4,906	4.90	3,968,490	5.59	0.124	88
Age 5-14 (2031)	11,313	11.29	8,036,099	11.33	0.141	100
Age 15-24 (2031)	8,939	8.92	8,259,065	11.64	0.108	77
Age 25-34 (2031)	8,711	8.70	8,705,397	12.27	0.100	71
Age 35-44 (2031)	12,863	12.84	9,599,096	13.53	0.134	95
Age 45-54 (2031)	13,264	13.24	8,409,638	11.86	0.158	112
Age 55-64 (2031)	13,383	13.36	8,163,885	11.51	0.164	116
Age 65-74 (2031)	12,389	12.37	7,515,946	10.60	0.165	117
Age 75-84 (2031)	9,008	8.99	5,329,654	7.51	0.169	120
Age 85+ (2031)	5,386	5.38	2,949,880	4.16	0.183	129
Total Resident Population (2031)	100,162	100.00	70,937,150	100.00	0.141	100
	Target	Target %	Base	Base %	Penetration	Index
Summary Demographics - Revised ONS based Household and Population Estimates 2011						
Revised ONS based Households	36,048	0.00	26,492,524	0.00	0.136	0
Revised ONS based Population	86,195	0.00	63,248,562	0.00	0.136	0
Revised ONS based Adults 15+	71,066	0.00	52,120,262	0.00	0.136	0
Revised ONS based Adults 16+	69,928	0.00	51,366,705	0.00	0.136	0
Revised ONS based Adults 18+	67,696	0.00	49,822,414	0.00	0.136	0
	Target	Target %	Base	Base %	Penetration	Index
Summary Demographics - Revised ONS based Population Projections						
Revised ONS based Population Projection 2012	86,708	0.00	63,764,490	0.00	0.136	0
Revised ONS based Population Projection 2013	87,470	0.00	64,282,904	0.00	0.136	0
Revised ONS based Population Projection 2014	88,172	0.00	64,799,275	0.00	0.136	0
Revised ONS based Population Projection 2015	88,805	0.00	65,307,433	0.00	0.136	0
Revised ONS based Population Projection 2016	89,510	0.00	65,807,800	0.00	0.136	0
Revised ONS based Population Projection 2017	90,187	0.00	66,296,017	0.00	0.136	0
Revised ONS based Population Projection 2018	90,801	0.00	66,777,137	0.00	0.136	0
Revised ONS based Population Projection 2019	91,461	0.00	67,253,646	0.00	0.136	0
Revised ONS based Population Projection 2020	92,315	0.00	67,729,038	0.00	0.136	0
Revised ONS based Population Projection 2021	93,138	0.00	68,197,547	0.00	0.137	0
Revised ONS based Population Projection 2022	93,881	0.00	68,657,541	0.00	0.137	0
Revised ONS based Population Projection 2023	94,597	0.00	69,109,347	0.00	0.137	0
Revised ONS based Population Projection 2024	95,341	0.00	69,555,182	0.00	0.137	0
Revised ONS based Population Projection 2025	96,098	0.00	69,990,294	0.00	0.137	0
Revised ONS based Population Projection 2026	96,855	0.00	70,415,129	0.00	0.138	0
Revised ONS based Population Projection 2027	97,478	0.00	70,828,211	0.00	0.138	0
Revised ONS based Population Projection 2028	98,182	0.00	71,233,508	0.00	0.138	0
Revised ONS based Population Projection 2029	98,794	0.00	71,631,919	0.00	0.138	0
Revised ONS based Population Projection 2030	99,453	0.00	72,022,019	0.00	0.138	0
Revised ONS based Population Projection 2031	100,070	0.00	72,404,873	0.00	0.138	0
	Target	Target %	Base	Base %	Penetration	Index
Summary Demographics - Revised ONS based Households Projections						
Revised ONS based Households Projection 2012	36,503	0.00	26,767,565	0.00	0.136	0
Revised ONS based Households Projection 2013	36,918	0.00	27,042,917	0.00	0.137	0
Revised ONS based Households Projection 2014	37,450	0.00	27,330,412	0.00	0.137	0
Revised ONS based Households Projection 2015	37,903	0.00	27,616,650	0.00	0.137	0
Revised ONS based Households Projection 2016	38,441	0.00	27,903,978	0.00	0.138	0
Revised ONS based Households Projection 2017	38,889	0.00	28,192,298	0.00	0.138	0

Revised ONS based Households Projection 2018	39,374	0.00	28,478,182	0.00	0.138	0
Revised ONS based Households Projection 2019	39,898	0.00	28,760,467	0.00	0.139	0
Revised ONS based Households Projection 2020	40,444	0.00	29,039,826	0.00	0.139	0
Revised ONS based Households Projection 2021	40,939	0.00	29,320,382	0.00	0.140	0
Revised ONS based Households Projection 2022	41,465	0.00	29,600,244	0.00	0.140	0
Revised ONS based Households Projection 2023	41,965	0.00	29,881,099	0.00	0.140	0
Revised ONS based Households Projection 2024	42,372	0.00	30,149,889	0.00	0.141	0
Revised ONS based Households Projection 2025	42,807	0.00	30,418,363	0.00	0.141	0
Revised ONS based Households Projection 2026	43,297	0.00	30,684,966	0.00	0.141	0
Revised ONS based Households Projection 2027	43,716	0.00	30,949,996	0.00	0.141	0
Revised ONS based Households Projection 2028	44,166	0.00	31,213,758	0.00	0.142	0
Revised ONS based Households Projection 2029	44,602	0.00	31,458,233	0.00	0.142	0
Revised ONS based Households Projection 2030	45,030	0.00	31,704,898	0.00	0.142	0
Revised ONS based Households Projection 2031	45,454	0.00	31,949,204	0.00	0.142	0

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Waverley Population Data

Target Area(s):	Layers; 9
Base Area(s):	Standard Geography; United Kingdom
Sorted On:	Default (Ascending)
Date:	26/10/2012

Retail Planner

Summary Demographics - Census 2001

	Target	Target %	Base	Base %	Penetration	Index
2001 Census Totals						
Total Resident Population (Age)	54,395	0.00	58,791,867	0.00	0.093	0
Total Private Households (Tenure)	21,669	0.00	24,479,786	0.00	0.089	0

2001 Census Population Summary

Total Resident Population (Age)

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15						
Males 0-15	6,055	51.23	6,075,318	51.22	0.100	100
Females 0-15	5,766	48.77	5,786,527	48.78	0.100	100
Children and infants 0-15	11,821	100.00	11,861,845	100.00	0.100	100
Adults of Working Age						
Males 16-64	17,044	51.81	18,594,055	51.48	0.092	101
Females 16-59	15,856	48.19	17,524,761	48.52	0.091	99
Adults of Working Age	32,901	100.00	36,118,816	100.00	0.091	100
Adults of Retirement Age						
Males 65+	3,554	36.73	3,911,023	36.18	0.091	102
Females 60+	6,120	63.27	6,900,183	63.82	0.089	99
Adults of Retirement Age	9,674	100.00	10,811,206	100.00	0.090	100

2001 Census Detailed Population Counts

Gender

	Target	Target %	Base	Base %	Penetration	Index
Total Resident Population (Gender)						
Males	26,632	49.09	28,579,869	48.61	0.093	101
Females	27,620	50.91	30,209,325	51.39	0.091	99
Total Resident Population (Gender)	54,252	100.00	58,789,194	100.00	0.092	100

Age

	Target	Target %	Base	Base %	Penetration	Index
Total Resident Population (Age)						
Age 0-4	3,372	6.20	3,487,599	5.93	0.097	105
Age 5-14	7,669	14.10	7,618,128	12.96	0.101	109
Age 15-24	5,550	10.20	7,211,326	12.27	0.077	83
Age 25-34	6,544	12.03	8,360,300	14.22	0.078	85
Age 35-44	8,869	16.31	8,777,638	14.93	0.101	109
Age 45-54	8,026	14.75	7,776,848	13.23	0.103	112
Age 55-64	6,101	11.22	6,219,095	10.58	0.098	106
Age 65-74	4,400	8.09	4,936,784	8.40	0.089	96
Age 75+	3,865	7.11	4,404,149	7.49	0.088	95

Total Resident Population (Age)	54,395	100.00	58,791,867	100.00	0.093	100
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2001 Census - Economic Activity

2001 Census - Economic Activity

All people aged 16 to 74 (Economic Activity)

	Target	Target %	Base	Base %	Penetration	Index
Economically active						
Economically active - Employee	21,490	55.48	22,149,642	52.28	0.097	106
Economically active - Full-time students	857	2.21	1,106,393	2.61	0.078	85
Economically active - Self employed with employees	1,632	4.21	1,254,024	2.96	0.130	142
Economically active - Self employed without employees	3,295	8.51	2,198,472	5.19	0.150	164
Economically active - Unemployed	612	1.58	1,458,207	3.44	0.042	46
All people aged 16 to 74 (Economic Activity)	38,732	100.00	42,364,055	100.00	0.091	100
	Target	Target %	Base	Base %	Penetration	Index
Economically inactive						
Economically inactive - Looking after home/family	2,872	7.42	2,737,615	6.46	0.105	115
Economically inactive - Other	738	1.91	1,363,465	3.22	0.054	59
Economically inactive - Retired	5,094	13.15	5,654,426	13.35	0.090	99
Economically inactive - Student	1,367	3.53	1,994,208	4.71	0.069	75
Economically inactive - Permanently sick/disabled	775	2.00	2,447,603	5.78	0.032	35
All people aged 16 to 74 (Economic Activity)	38,732	100.00	42,364,055	100.00	0.091	100

2001 Census - Economic Activity by Gender

	Target	Target %	Base	Base %	Penetration	Index
All people aged 16 to 74 (Econ Activity by Gender)						
All males aged 16 to 74	19,225	49.57	20,895,777	49.14	0.092	101
Males Economically active	15,423	39.77	15,363,899	36.13	0.100	110
Males Economically inactive	3,802	9.80	5,531,878	13.01	0.069	75
All females aged 16 to 74	19,555	50.43	21,629,980	50.86	0.090	99
Females Economically active	12,555	32.37	12,820,775	30.15	0.098	107
Females Economically inactive	7,001	18.05	8,809,205	20.72	0.080	87
All people aged 16 to 74 (Econ Activity by Gender)	38,781	100.00	42,525,757	100.00	0.091	100

Approximated Social Grade

	Target	Target %	Base	Base %	Penetration	Index
All people aged 16 and over in HHs (Social Grade)						
AB Higher and intermediate manager/admin/prof	13,119	31.53	9,907,832	21.57	0.132	146
C1 Supervisory, clerical, junior manager/admin/prof	13,591	32.66	13,513,414	29.42	0.101	111
C2 Skilled manual workers	5,293	12.72	6,996,182	15.23	0.076	84
D Semi-skilled and unskilled manual workers	4,837	11.63	7,976,329	17.36	0.061	67
E On state benefit, unemployed, lowest grade workers	4,770	11.46	7,541,557	16.42	0.063	70
All people aged 16 and over in HHs (Social Grade)	41,610	100.00	45,935,314	100.00	0.091	100

Ethnic Group (GB)

	Target	Target %	Base	Base %	Penetration	Index
All People (Ethnic Group) (GB)						
White	53,015	97.67	52,481,255	91.91	0.101	106
White- British (inc. White Scottish)	51,364	94.63	50,366,497	88.20	0.102	107
White- Irish	342	0.63	691,606	1.21	0.049	52
White- Other White	1,310	2.41	1,423,152	2.49	0.092	97
Mixed	469	0.86	673,743	1.18	0.070	73
Asian or Asian British	280	0.52	2,328,784	4.08	0.012	13
Asian- Indian	154	0.28	1,051,614	1.84	0.015	15
Asian- Pakistani	27	0.05	746,520	1.31	0.004	4
Asian- Bangladeshi	56	0.10	282,854	0.50	0.020	21

Asian- Other Asian	43	0.08	247,796	0.43	0.017	18
Black or Black British	173	0.32	1,147,400	2.01	0.015	16
Black- Caribbean	54	0.10	565,839	0.99	0.010	10
Black- African	102	0.19	484,578	0.85	0.021	22
Black- Other Black (inc. Black Scottish)	16	0.03	96,983	0.17	0.017	17
Chinese or Other Ethnic Group	341	0.63	472,190	0.83	0.072	76
Other- Chinese	121	0.22	243,243	0.43	0.050	52
Other- Other Ethnic Group	220	0.41	228,947	0.40	0.096	101
All People (Ethnic Group) (GB)	54,278	100.00	57,103,372	100.00	0.095	100

Tenure (HH)

	Target	Target %	Base	Base %	Penetration	Index
All Households (Tenure)						
Owned (HH)	16,419	75.77	16,724,882	68.32	0.098	111
Own- Owns outright (HH)	6,669	30.78	7,078,266	28.91	0.094	106
Own- Owns with a mortgage or loan (HH)	9,622	44.41	9,489,495	38.76	0.101	115
Own- Shared ownership (HH)	127	0.59	157,121	0.64	0.081	91
Social Rented (HH)	2,624	12.11	4,885,741	19.96	0.054	61
Social- Rented from Council (LA/Scottish Homes) (HH)	890	4.11	3,458,066	14.13	0.026	29
Social- Other social rented (HH)	1,734	8.00	1,427,675	5.83	0.121	137
Private rented (HH)	1,973	9.11	2,345,327	9.58	0.084	95
Private- Private landlord or letting agency (HH)	1,671	7.71	2,053,467	8.39	0.081	92
Private- Employer of a household member (HH)	165	0.76	63,564	0.26	0.259	293
Private- Relative or friend of a household member (HH)	97	0.45	155,578	0.64	0.062	70
Private- Other (HH)	41	0.19	72,718	0.30	0.057	64
Living rent free (HH)	719	3.32	523,836	2.14	0.137	155
All Households (Tenure)	21,669	100.00	24,479,786	100.00	0.089	100

	Target	Target %	Base	Base %	Penetration	Index
Car Ownership						
No car or van	2,500	11.54	6,717,523	27.44	0.037	42
1 car or van	8,138	37.55	10,715,221	43.77	0.076	86
2 cars or vans	8,265	38.14	5,652,000	23.09	0.146	165
3 cars or vans	1,999	9.23	1,068,923	4.37	0.187	211
Car Ownership	21,670	100.00	24,479,968	100.00	0.089	100

Summary Demographics - Household and Population Estimates 2011

	Target	Target %	Base	Base %	Penetration	Index
Household and Population Estimates 2011: Totals						
Population estimate 2011	57,958	0.00	62,652,626	0.00	0.093	0
Household estimate 2011	24,399	0.00	26,834,617	0.00	0.091	0

Population estimate 2011

Population Estimates 2011 - Summary

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15						
Males 0-15	5,965	10.29	5,953,231	9.50	0.100	108
Females 0-15	5,740	9.90	5,678,288	9.06	0.101	109
Population estimate 2011	57,958	100.00	62,652,626	100.00	0.093	100
Adults of Working Age						
Males 16-64	17,989	31.04	20,248,434	32.32	0.089	96
Females 16-59	15,970	27.55	18,352,124	29.29	0.087	94
Population estimate 2011	57,958	100.00	62,652,626	100.00	0.093	100
Adults of Retirement Age						
Males 65+	4,617	7.97	4,643,052	7.41	0.099	107

Females 60+	7,677	13.25	7,777,497	12.41	0.099	107
Population estimate 2011	57,958	100.00	62,652,626	100.00	0.093	100
	Target	Target %	Base	Base %	Penetration	Index
Population Estimates 2011 - Gender						
Males	28,571	49.30	30,844,717	49.23	0.093	100
Females	29,388	50.70	31,807,909	50.77	0.092	100
Population estimate 2011	57,958	100.00	62,652,626	100.00	0.093	100
	Target	Target %	Base	Base %	Penetration	Index
Population Estimates 2011 - Age						
Age 0-4	3,254	5.61	3,884,121	6.20	0.084	91
Age 5-14	7,550	13.03	7,014,442	11.20	0.108	116
Age 15-24	6,082	10.49	8,166,538	13.03	0.075	81
Age 25-34	5,518	9.52	8,361,714	13.35	0.066	71
Age 35-44	8,189	14.13	8,666,824	13.83	0.095	102
Age 45-54	9,336	16.11	8,716,459	13.91	0.107	116
Age 55-64	7,770	13.41	7,346,862	11.73	0.106	114
Age 65-74	5,513	9.51	5,507,640	8.79	0.100	108
Age 75-84	3,385	5.84	3,540,225	5.65	0.096	103
Age 85+	1,361	2.35	1,447,801	2.31	0.094	102
Population estimate 2011	57,958	100.00	62,652,626	100.00	0.093	100

Summary Demographics - Household and Population Projections

	Target	Target %	Base	Base %	Penetration	Index
Household Projections						
Household Projection 2031	32,037	0.00	32,586,420	0.00	0.098	0
Household Projection 2030	31,683	0.00	32,329,038	0.00	0.098	0
Household Projection 2029	31,335	0.00	32,064,932	0.00	0.098	0
Household Projection 2028	30,928	0.00	31,794,722	0.00	0.097	0
Household Projection 2027	30,565	0.00	31,517,265	0.00	0.097	0
Household Projection 2026	30,213	0.00	31,242,912	0.00	0.097	0
Household Projection 2025	29,851	0.00	30,966,638	0.00	0.096	0
Household Projection 2024	29,466	0.00	30,686,988	0.00	0.096	0
Household Projection 2023	29,079	0.00	30,402,465	0.00	0.096	0
Household Projection 2022	28,690	0.00	30,111,894	0.00	0.095	0
Household Projection 2021	28,291	0.00	29,816,634	0.00	0.095	0
Household Projection 2020	27,879	0.00	29,523,497	0.00	0.094	0
Household Projection 2019	27,481	0.00	29,226,784	0.00	0.094	0
Household Projection 2018	27,108	0.00	28,927,593	0.00	0.094	0
Household Projection 2017	26,705	0.00	28,626,093	0.00	0.093	0
Household Projection 2016	26,350	0.00	28,323,140	0.00	0.093	0
Household Projection 2015	25,953	0.00	28,016,290	0.00	0.093	0
Household Projection 2014	25,492	0.00	27,708,499	0.00	0.092	0
Household Projection 2013	25,101	0.00	27,406,865	0.00	0.092	0
Household Projection 2012	24,641	0.00	27,113,196	0.00	0.091	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2012 - Total						
Total Resident Population (2012)	58,377	0.00	63,077,467	0.00	0.093	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2013 - Total						
Total Resident Population (2013)	58,966	0.00	63,502,035	0.00	0.093	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2014 - Total						
Total Resident Population (2014)	59,418	0.00	63,927,447	0.00	0.093	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2015 - Total						
Total Resident Population (2015)	60,013	0.00	64,352,782	0.00	0.093	0

Population Projections 2016

Total Resident Population (2016)

Population Projections 2016 - Summary

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15 (2016)						
Males 0-15 (2016)	5,891	9.72	6,141,810	9.48	0.096	103
Females 0-15 (2016)	5,661	9.34	5,860,017	9.05	0.097	103
Total Resident Population (2016)	60,594	100.00	64,784,216	100.00	0.094	100
	Target	Target %	Base	Base %	Penetration	Index
Adults of Working Age (2016)						
Males 16-64 (2016)	18,093	29.86	20,489,997	31.63	0.088	94
Females 16-59 (2016)	16,290	26.88	18,658,856	28.80	0.087	93
Total Resident Population (2016)	60,594	100.00	64,784,216	100.00	0.094	100
	Target	Target %	Base	Base %	Penetration	Index
Adults of Retirement Age (2016)						
Males 65+ (2016)	5,850	9.65	5,361,520	8.28	0.109	117
Females 60+ (2016)	8,809	14.54	8,272,016	12.77	0.107	114
Total Resident Population (2016)	60,594	100.00	64,784,216	100.00	0.094	100
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2016 - Gender						
Males (2016)	29,834	49.24	31,993,327	49.38	0.093	100
Females (2016)	30,760	50.76	32,790,889	50.62	0.094	100
Total Resident Population (2016)	60,594	100.00	64,784,216	100.00	0.094	100
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2016 - Age						
Age 0-4 (2016)	3,035	5.01	3,900,653	6.02	0.078	83
Age 5-14 (2016)	7,578	12.51	7,417,404	11.45	0.102	109
Age 15-24 (2016)	6,163	10.17	7,725,786	11.93	0.080	85
Age 25-34 (2016)	5,784	9.55	9,234,224	14.25	0.063	67
Age 35-44 (2016)	7,324	12.09	8,090,991	12.49	0.091	97
Age 45-54 (2016)	9,850	16.26	9,106,861	14.06	0.108	116
Age 55-64 (2016)	8,133	13.42	7,446,293	11.49	0.109	117
Age 65-74 (2016)	7,060	11.65	6,351,316	9.80	0.111	119
Age 75-84 (2016)	3,954	6.53	3,828,483	5.91	0.103	110
Age 85+ (2016)	1,712	2.83	1,682,205	2.60	0.102	109
Total Resident Population (2016)	60,594	100.00	64,784,216	100.00	0.094	100
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2017 - Total						
Total Resident Population (2017)	61,016	0.00	65,220,008	0.00	0.094	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2018 - Total						
Total Resident Population (2018)	61,546	0.00	65,659,673	0.00	0.094	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2019 - Total						
Total Resident Population (2019)	62,108	0.00	66,100,731	0.00	0.094	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2020 - Total						
Total Resident Population (2020)	62,661	0.00	66,541,784	0.00	0.094	0

Population Projections 2021

Total Resident Population (2021)

Population Projections 2021 - Summary

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15 (2021)						
Males 0-15 (2021)	5,936	9.39	6,393,656	9.55	0.093	98
Females 0-15 (2021)	5,703	9.02	6,105,856	9.12	0.093	99
Total Resident Population (2021)	63,209	100.00	66,980,562	100.00	0.094	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Working Age (2021)						
Males 16-64 (2021)	18,330	29.00	20,857,498	31.14	0.088	93
Females 16-59 (2021)	16,358	25.88	18,731,522	27.97	0.087	93
Total Resident Population (2021)	63,209	100.00	66,980,562	100.00	0.094	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Retirement Age (2021)						
Males 65+ (2021)	6,812	10.78	5,896,596	8.80	0.116	122
Females 60+ (2021)	10,070	15.93	8,995,434	13.43	0.112	119
Total Resident Population (2021)	63,209	100.00	66,980,562	100.00	0.094	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2021 - Gender						
Males (2021)	31,079	49.17	33,147,750	49.49	0.094	99
Females (2021)	32,130	50.83	33,832,812	50.51	0.095	101
Total Resident Population (2021)	63,209	100.00	66,980,562	100.00	0.094	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2021 - Age						
Age 0-4 (2021)	3,103	4.91	3,993,553	5.96	0.078	82
Age 5-14 (2021)	7,638	12.08	7,819,277	11.67	0.098	104
Age 15-24 (2021)	6,069	9.60	7,478,461	11.17	0.081	86
Age 25-34 (2021)	6,008	9.51	9,386,303	14.01	0.064	68
Age 35-44 (2021)	7,292	11.54	8,565,823	12.79	0.085	90
Age 45-54 (2021)	8,997	14.23	8,512,653	12.71	0.106	112
Age 55-64 (2021)	9,424	14.91	8,311,461	12.41	0.113	120
Age 65-74 (2021)	7,603	12.03	6,558,966	9.79	0.116	123
Age 75-84 (2021)	4,915	7.78	4,358,635	6.51	0.113	119
Age 85+ (2021)	2,159	3.42	1,995,430	2.98	0.108	115
Total Resident Population (2021)	63,209	100.00	66,980,562	100.00	0.094	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2022 - Total						
Total Resident Population (2022)	63,824	0.00	67,414,957	0.00	0.095	0

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2023 - Total						
Total Resident Population (2023)	64,375	0.00	67,843,637	0.00	0.095	0

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2024 - Total						
Total Resident Population (2024)	64,956	0.00	68,261,843	0.00	0.095	0

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2025 - Total						
Total Resident Population (2025)	65,458	0.00	68,671,897	0.00	0.095	0

Population Projections 2026

Total Resident Population (2026)

Population Projections 2026 - Summary

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15 (2026)						
Males 0-15 (2026)	5,981	9.07	6,489,749	9.40	0.092	96
Females 0-15 (2026)	5,722	8.67	6,199,740	8.98	0.092	97
Total Resident Population (2026)	65,975	100.00	69,072,916	100.00	0.096	100
	Target	Target %	Base	Base %	Penetration	Index

Adults of Working Age (2026)

Males 16-64 (2026)	18,432	27.94	21,200,605	30.69	0.087	91
Females 16-59 (2026)	16,205	24.56	18,721,730	27.10	0.087	91
Total Resident Population (2026)	65,975	100.00	69,072,916	100.00	0.096	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Retirement Age (2026)						
Males 65+ (2026)	7,926	12.01	6,532,949	9.46	0.121	127
Females 60+ (2026)	11,710	17.75	9,928,143	14.37	0.118	123
Total Resident Population (2026)	65,975	100.00	69,072,916	100.00	0.096	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2026 - Gender						
Males (2026)	32,338	49.02	34,223,303	49.55	0.095	99
Females (2026)	33,637	50.98	34,849,613	50.45	0.097	101
Total Resident Population (2026)	65,975	100.00	69,072,916	100.00	0.096	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2026 - Age						
Age 0-4 (2026)	3,170	4.81	3,998,379	5.79	0.079	83
Age 5-14 (2026)	7,586	11.50	7,932,264	11.48	0.096	100
Age 15-24 (2026)	6,305	9.56	7,872,081	11.40	0.080	84
Age 25-34 (2026)	5,911	8.96	8,944,603	12.95	0.066	69
Age 35-44 (2026)	7,808	11.83	9,429,151	13.65	0.083	87
Age 45-54 (2026)	8,210	12.44	7,952,771	11.51	0.103	108
Age 55-64 (2026)	9,958	15.09	8,706,889	12.61	0.114	120
Age 65-74 (2026)	8,039	12.18	6,704,310	9.71	0.120	126
Age 75-84 (2026)	6,236	9.45	5,124,774	7.42	0.122	127
Age 85+ (2026)	2,752	4.17	2,407,694	3.49	0.114	120
Total Resident Population (2026)	65,975	100.00	69,072,916	100.00	0.096	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2027 - Total						
Total Resident Population (2027)	66,487	0.00	69,464,440	0.00	0.096	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2028 - Total						
Total Resident Population (2028)	66,961	0.00	69,846,669	0.00	0.096	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2029 - Total						
Total Resident Population (2029)	67,530	0.00	70,219,611	0.00	0.096	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2030 - Total						
Total Resident Population (2030)	68,029	0.00	70,582,850	0.00	0.096	0

Population Projections 2031**Total Resident Population (2031)**

Population Projections 2031 - Summary

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15 (2031)						
Males 0-15 (2031)	6,052	8.84	6,528,896	9.20	0.093	96
Females 0-15 (2031)	5,782	8.44	6,237,271	8.79	0.093	96
Total Resident Population (2031)	68,500	100.00	70,937,150	100.00	0.097	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Working Age (2031)						
Males 16-64 (2031)	18,275	26.68	21,384,768	30.15	0.086	89
Females 16-59 (2031)	16,105	23.51	18,805,521	26.51	0.086	89
Total Resident Population (2031)	68,500	100.00	70,937,150	100.00	0.097	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Retirement Age (2031)						

Males 65+ (2031)	9,185	13.41	7,252,925	10.22	0.127	131
Females 60+ (2031)	13,099	19.12	10,727,769	15.12	0.122	126
Total Resident Population (2031)	68,500	100.00	70,937,150	100.00	0.097	100
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2031 - Gender						
Males (2031)	33,513	48.92	35,166,589	49.57	0.095	99
Females (2031)	34,987	51.08	35,770,561	50.43	0.098	101
Total Resident Population (2031)	68,500	100.00	70,937,150	100.00	0.097	100
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2031 - Age						
Age 0-4 (2031)	3,149	4.60	3,968,490	5.59	0.079	82
Age 5-14 (2031)	7,754	11.32	8,036,099	11.33	0.097	100
Age 15-24 (2031)	6,438	9.40	8,259,065	11.64	0.078	81
Age 25-34 (2031)	5,839	8.52	8,705,397	12.27	0.067	69
Age 35-44 (2031)	8,080	11.80	9,599,096	13.53	0.084	87
Age 45-54 (2031)	8,309	12.13	8,409,638	11.86	0.099	102
Age 55-64 (2031)	9,193	13.42	8,163,885	11.51	0.113	117
Age 65-74 (2031)	9,317	13.60	7,515,946	10.60	0.124	128
Age 75-84 (2031)	6,760	9.87	5,329,654	7.51	0.127	131
Age 85+ (2031)	3,660	5.34	2,949,880	4.16	0.124	129
Total Resident Population (2031)	68,500	100.00	70,937,150	100.00	0.097	100
	Target	Target %	Base	Base %	Penetration	Index
Summary Demographics - Revised ONS based Household and Population Estimates 2011						
Revised ONS based Households	23,967	0.00	26,492,524	0.00	0.091	0
Revised ONS based Population	57,861	0.00	63,248,562	0.00	0.092	0
Revised ONS based Adults 15+	47,134	0.00	52,120,262	0.00	0.090	0
Revised ONS based Adults 16+	46,239	0.00	51,366,705	0.00	0.090	0
Revised ONS based Adults 18+	44,583	0.00	49,822,414	0.00	0.090	0
	Target	Target %	Base	Base %	Penetration	Index
Summary Demographics - Revised ONS based Population Projections						
Revised ONS based Population Projection 2012	58,184	0.00	63,764,490	0.00	0.091	0
Revised ONS based Population Projection 2013	58,840	0.00	64,282,904	0.00	0.092	0
Revised ONS based Population Projection 2014	59,289	0.00	64,799,275	0.00	0.092	0
Revised ONS based Population Projection 2015	59,859	0.00	65,307,433	0.00	0.092	0
Revised ONS based Population Projection 2016	60,422	0.00	65,807,800	0.00	0.092	0
Revised ONS based Population Projection 2017	60,820	0.00	66,296,017	0.00	0.092	0
Revised ONS based Population Projection 2018	61,265	0.00	66,777,137	0.00	0.092	0
Revised ONS based Population Projection 2019	61,738	0.00	67,253,646	0.00	0.092	0
Revised ONS based Population Projection 2020	62,252	0.00	67,729,038	0.00	0.092	0
Revised ONS based Population Projection 2021	62,745	0.00	68,197,547	0.00	0.092	0
Revised ONS based Population Projection 2022	63,298	0.00	68,657,541	0.00	0.092	0
Revised ONS based Population Projection 2023	63,757	0.00	69,109,347	0.00	0.092	0
Revised ONS based Population Projection 2024	64,290	0.00	69,555,182	0.00	0.092	0
Revised ONS based Population Projection 2025	64,721	0.00	69,990,294	0.00	0.093	0
Revised ONS based Population Projection 2026	65,179	0.00	70,415,129	0.00	0.093	0
Revised ONS based Population Projection 2027	65,631	0.00	70,828,211	0.00	0.093	0
Revised ONS based Population Projection 2028	66,017	0.00	71,233,508	0.00	0.093	0
Revised ONS based Population Projection 2029	66,500	0.00	71,631,919	0.00	0.093	0
Revised ONS based Population Projection 2030	66,901	0.00	72,022,019	0.00	0.093	0
Revised ONS based Population Projection 2031	67,291	0.00	72,404,873	0.00	0.093	0
	Target	Target %	Base	Base %	Penetration	Index
Summary Demographics - Revised ONS based Households Projections						
Revised ONS based Households Projection 2012	24,181	0.00	26,767,565	0.00	0.090	0
Revised ONS based Households Projection 2013	24,588	0.00	27,042,917	0.00	0.091	0
Revised ONS based Households Projection 2014	24,981	0.00	27,330,412	0.00	0.091	0
Revised ONS based Households Projection 2015	25,435	0.00	27,616,650	0.00	0.092	0
Revised ONS based Households Projection 2016	25,832	0.00	27,903,978	0.00	0.093	0
Revised ONS based Households Projection 2017	26,185	0.00	28,192,298	0.00	0.093	0

Revised ONS based Households Projection 2018	26,592	0.00	28,478,182	0.00	0.093	0
Revised ONS based Households Projection 2019	26,981	0.00	28,760,467	0.00	0.094	0
Revised ONS based Households Projection 2020	27,387	0.00	29,039,826	0.00	0.094	0
Revised ONS based Households Projection 2021	27,810	0.00	29,320,382	0.00	0.095	0
Revised ONS based Households Projection 2022	28,226	0.00	29,600,244	0.00	0.095	0
Revised ONS based Households Projection 2023	28,634	0.00	29,881,099	0.00	0.096	0
Revised ONS based Households Projection 2024	28,985	0.00	30,149,889	0.00	0.096	0
Revised ONS based Households Projection 2025	29,335	0.00	30,418,363	0.00	0.096	0
Revised ONS based Households Projection 2026	29,678	0.00	30,684,966	0.00	0.097	0
Revised ONS based Households Projection 2027	29,915	0.00	30,949,996	0.00	0.097	0
Revised ONS based Households Projection 2028	30,175	0.00	31,213,758	0.00	0.097	0
Revised ONS based Households Projection 2029	30,517	0.00	31,458,233	0.00	0.097	0
Revised ONS based Households Projection 2030	30,817	0.00	31,704,898	0.00	0.097	0
Revised ONS based Households Projection 2031	31,138	0.00	31,949,204	0.00	0.098	0

2012 Experian Ltd

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Waverley Population Data

Target Area(s):	Layers; 10
Base Area(s):	Standard Geography; United Kingdom
Sorted On:	Default (Ascending)
Date:	26/10/2012

Retail Planner

Summary Demographics - Census 2001

	Target	Target %	Base	Base %	Penetration	Index
2001 Census Totals						
Total Resident Population (Age)	58,789	0.00	58,791,867	0.00	0.100	0
Total Private Households (Tenure)	23,592	0.00	24,479,786	0.00	0.096	0

2001 Census Population Summary

Total Resident Population (Age)

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15						
Males 0-15	6,328	51.68	6,075,318	51.22	0.104	101
Females 0-15	5,916	48.32	5,786,527	48.78	0.102	99
Children and infants 0-15	12,244	100.00	11,861,845	100.00	0.103	100
Adults of Working Age						
Males 16-64	18,576	52.60	18,594,055	51.48	0.100	102
Females 16-59	16,737	47.40	17,524,761	48.52	0.096	98
Adults of Working Age	35,313	100.00	36,118,816	100.00	0.098	100
Adults of Retirement Age						
Males 65+	4,057	36.12	3,911,023	36.18	0.104	100
Females 60+	7,175	63.88	6,900,183	63.82	0.104	100
Adults of Retirement Age	11,233	100.00	10,811,206	100.00	0.104	100

2001 Census Detailed Population Counts

Gender

	Target	Target %	Base	Base %	Penetration	Index
Total Resident Population (Gender)						
Males	28,913	49.22	28,579,869	48.61	0.101	101
Females	29,830	50.78	30,209,325	51.39	0.099	99
Total Resident Population (Gender)	58,743	100.00	58,789,194	100.00	0.100	100

Age

	Target	Target %	Base	Base %	Penetration	Index
Total Resident Population (Age)						
Age 0-4	3,526	6.00	3,487,599	5.93	0.101	101
Age 5-14	7,962	13.54	7,618,128	12.96	0.105	105
Age 15-24	6,533	11.11	7,211,326	12.27	0.091	91
Age 25-34	7,019	11.94	8,360,300	14.22	0.084	84
Age 35-44	9,147	15.56	8,777,638	14.93	0.104	104
Age 45-54	8,439	14.35	7,776,848	13.23	0.109	109
Age 55-64	6,418	10.92	6,219,095	10.58	0.103	103
Age 65-74	4,886	8.31	4,936,784	8.40	0.099	99
Age 75+	4,859	8.27	4,404,149	7.49	0.110	110

Total Resident Population (Age)	58,789	100.00	58,791,867	100.00	0.100	100
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2001 Census - Economic Activity

2001 Census - Economic Activity

All people aged 16 to 74 (Economic Activity)

	Target	Target %	Base	Base %	Penetration	Index
Economically active						
Economically active - Employee	23,229	55.68	22,149,642	52.28	0.105	106
Economically active - Full-time students	873	2.09	1,106,393	2.61	0.079	80
Economically active - Self employed with employees	1,611	3.86	1,254,024	2.96	0.129	130
Economically active - Self employed without employees	3,609	8.65	2,198,472	5.19	0.164	167
Economically active - Unemployed	795	1.90	1,458,207	3.44	0.055	55
All people aged 16 to 74 (Economic Activity)	41,720	100.00	42,364,055	100.00	0.099	100
Economically inactive						
Economically inactive - Looking after home/family	3,011	7.22	2,737,615	6.46	0.110	112
Economically inactive - Other	847	2.03	1,363,465	3.22	0.062	63
Economically inactive - Retired	5,444	13.05	5,654,426	13.35	0.096	98
Economically inactive - Student	1,095	2.62	1,994,208	4.71	0.055	56
Economically inactive - Permanently sick/disabled	1,207	2.89	2,447,603	5.78	0.049	50
All people aged 16 to 74 (Economic Activity)	41,720	100.00	42,364,055	100.00	0.099	100

2001 Census - Economic Activity by Gender

	Target	Target %	Base	Base %	Penetration	Index
All people aged 16 to 74 (Econ Activity by Gender)						
All males aged 16 to 74	20,929	50.02	20,895,777	49.14	0.100	102
Males Economically active	17,043	40.73	15,363,899	36.13	0.111	113
Males Economically inactive	3,886	9.29	5,531,878	13.01	0.070	71
All females aged 16 to 74	20,915	49.98	21,629,980	50.86	0.097	98
Females Economically active	13,154	31.44	12,820,775	30.15	0.103	104
Females Economically inactive	7,762	18.55	8,809,205	20.72	0.088	90
All people aged 16 to 74 (Econ Activity by Gender)	41,845	100.00	42,525,757	100.00	0.098	100

Approximated Social Grade

	Target	Target %	Base	Base %	Penetration	Index
All people aged 16 and over in HHs (Social Grade)						
AB Higher and intermediate manager/admin/prof	12,378	27.62	9,907,832	21.57	0.125	128
C1 Supervisory, clerical, junior manager/admin/prof	14,374	32.07	13,513,414	29.42	0.106	109
C2 Skilled manual workers	6,812	15.20	6,996,182	15.23	0.097	100
D Semi-skilled and unskilled manual workers	6,008	13.41	7,976,329	17.36	0.075	77
E On state benefit, unemployed, lowest grade workers	5,249	11.71	7,541,557	16.42	0.070	71
All people aged 16 and over in HHs (Social Grade)	44,821	100.00	45,935,314	100.00	0.098	100

Ethnic Group (GB)

	Target	Target %	Base	Base %	Penetration	Index
All People (Ethnic Group) (GB)						
White	57,699	98.22	52,481,255	91.91	0.110	107
White- British (inc. White Scottish)	56,022	95.36	50,366,497	88.20	0.111	108
White- Irish	373	0.63	691,606	1.21	0.054	52
White- Other White	1,305	2.22	1,423,152	2.49	0.092	89
Mixed	388	0.66	673,743	1.18	0.058	56
Asian or Asian British	225	0.38	2,328,784	4.08	0.010	9
Asian- Indian	106	0.18	1,051,614	1.84	0.010	10
Asian- Pakistani	42	0.07	746,520	1.31	0.006	5
Asian- Bangladeshi	34	0.06	282,854	0.50	0.012	12

Asian- Other Asian	43	0.07	247,796	0.43	0.017	17
Black or Black British	136	0.23	1,147,400	2.01	0.012	11
Black- Caribbean	48	0.08	565,839	0.99	0.009	8
Black- African	82	0.14	484,578	0.85	0.017	16
Black- Other Black (inc. Black Scottish)	6	0.01	96,983	0.17	0.006	6
Chinese or Other Ethnic Group	300	0.51	472,190	0.83	0.064	62
Other- Chinese	183	0.31	243,243	0.43	0.075	73
Other- Other Ethnic Group	118	0.20	228,947	0.40	0.051	50
All People (Ethnic Group) (GB)	58,748	100.00	57,103,372	100.00	0.103	100

Tenure (HH)

	Target	Target %	Base	Base %	Penetration	Index
All Households (Tenure)						
Owned (HH)	17,536	74.33	16,724,882	68.32	0.105	109
Own- Owns outright (HH)	7,732	32.77	7,078,266	28.91	0.109	113
Own- Owns with a mortgage or loan (HH)	9,690	41.07	9,489,495	38.76	0.102	106
Own- Shared ownership (HH)	114	0.48	157,121	0.64	0.073	75
Social Rented (HH)	3,200	13.56	4,885,741	19.96	0.066	68
Social- Rented from Council (LA/Scottish Homes) (HH)	682	2.89	3,458,066	14.13	0.020	20
Social- Other social rented (HH)	2,518	10.67	1,427,675	5.83	0.176	183
Private rented (HH)	2,199	9.32	2,345,327	9.58	0.094	97
Private- Private landlord or letting agency (HH)	1,607	6.81	2,053,467	8.39	0.078	81
Private- Employer of a household member (HH)	272	1.15	63,564	0.26	0.427	444
Private- Relative or friend of a household member (HH)	111	0.47	155,578	0.64	0.071	74
Private- Other (HH)	210	0.89	72,718	0.30	0.289	300
Living rent free (HH)	632	2.68	523,836	2.14	0.121	125
All Households (Tenure)	23,592	100.00	24,479,786	100.00	0.096	100

	Target	Target %	Base	Base %	Penetration	Index
Car Ownership						
No car or van	2,836	12.04	6,717,523	27.44	0.042	44
1 car or van	9,587	40.70	10,715,221	43.77	0.090	93
2 cars or vans	8,379	35.57	5,652,000	23.09	0.148	154
3 cars or vans	1,998	8.48	1,068,923	4.37	0.187	194
Car Ownership	23,554	100.00	24,479,968	100.00	0.096	100

Summary Demographics - Household and Population Estimates 2011

	Target	Target %	Base	Base %	Penetration	Index
Household and Population Estimates 2011: Totals						
Population estimate 2011	59,970	0.00	62,652,626	0.00	0.096	0
Household estimate 2011	25,145	0.00	26,834,617	0.00	0.094	0

Population estimate 2011

Population Estimates 2011 - Summary

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15						
Males 0-15	6,093	10.16	5,953,231	9.50	0.102	107
Females 0-15	5,800	9.67	5,678,288	9.06	0.102	107
Population estimate 2011	59,970	100.00	62,652,626	100.00	0.096	100
Adults of Working Age						
Males 16-64	18,364	30.62	20,248,434	32.32	0.091	95
Females 16-59	16,010	26.70	18,352,124	29.29	0.087	91
Population estimate 2011	59,970	100.00	62,652,626	100.00	0.096	100
Adults of Retirement Age						
Males 65+	5,092	8.49	4,643,052	7.41	0.110	115

Females 60+	8,610	14.36	7,777,497	12.41	0.111	116
Population estimate 2011	59,970	100.00	62,652,626	100.00	0.096	100
	Target	Target %	Base	Base %	Penetration	Index
Population Estimates 2011 - Gender						
Males	29,550	49.27	30,844,717	49.23	0.096	100
Females	30,420	50.73	31,807,909	50.77	0.096	100
Population estimate 2011	59,970	100.00	62,652,626	100.00	0.096	100
	Target	Target %	Base	Base %	Penetration	Index
Population Estimates 2011 - Age						
Age 0-4	3,587	5.98	3,884,121	6.20	0.092	96
Age 5-14	7,544	12.58	7,014,442	11.20	0.108	112
Age 15-24	6,706	11.18	8,166,538	13.03	0.082	86
Age 25-34	5,604	9.35	8,361,714	13.35	0.067	70
Age 35-44	7,827	13.05	8,666,824	13.83	0.090	94
Age 45-54	9,265	15.45	8,716,459	13.91	0.106	111
Age 55-64	7,798	13.00	7,346,862	11.73	0.106	111
Age 65-74	6,024	10.04	5,507,640	8.79	0.109	114
Age 75-84	3,929	6.55	3,540,225	5.65	0.111	116
Age 85+	1,686	2.81	1,447,801	2.31	0.117	122
Population estimate 2011	59,970	100.00	62,652,626	100.00	0.096	100

Summary Demographics - Household and Population Projections

	Target	Target %	Base	Base %	Penetration	Index
Household Projections						
Household Projection 2031	31,459	0.00	32,586,420	0.00	0.097	0
Household Projection 2030	31,141	0.00	32,329,038	0.00	0.096	0
Household Projection 2029	30,818	0.00	32,064,932	0.00	0.096	0
Household Projection 2028	30,475	0.00	31,794,722	0.00	0.096	0
Household Projection 2027	30,152	0.00	31,517,265	0.00	0.096	0
Household Projection 2026	29,842	0.00	31,242,912	0.00	0.096	0
Household Projection 2025	29,535	0.00	30,966,638	0.00	0.095	0
Household Projection 2024	29,219	0.00	30,686,988	0.00	0.095	0
Household Projection 2023	28,881	0.00	30,402,465	0.00	0.095	0
Household Projection 2022	28,517	0.00	30,111,894	0.00	0.095	0
Household Projection 2021	28,196	0.00	29,816,634	0.00	0.095	0
Household Projection 2020	27,877	0.00	29,523,497	0.00	0.094	0
Household Projection 2019	27,508	0.00	29,226,784	0.00	0.094	0
Household Projection 2018	27,174	0.00	28,927,593	0.00	0.094	0
Household Projection 2017	26,916	0.00	28,626,093	0.00	0.094	0
Household Projection 2016	26,592	0.00	28,323,140	0.00	0.094	0
Household Projection 2015	26,327	0.00	28,016,290	0.00	0.094	0
Household Projection 2014	25,945	0.00	27,708,499	0.00	0.094	0
Household Projection 2013	25,667	0.00	27,406,865	0.00	0.094	0
Household Projection 2012	25,405	0.00	27,113,196	0.00	0.094	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2012 - Total						
Total Resident Population (2012)	60,312	0.00	63,077,467	0.00	0.096	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2013 - Total						
Total Resident Population (2013)	60,722	0.00	63,502,035	0.00	0.096	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2014 - Total						
Total Resident Population (2014)	61,112	0.00	63,927,447	0.00	0.096	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2015 - Total						
Total Resident Population (2015)	61,569	0.00	64,352,782	0.00	0.096	0

Population Projections 2016

Total Resident Population (2016)

Population Projections 2016 - Summary

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15 (2016)						
Males 0-15 (2016)	6,039	9.75	6,141,810	9.48	0.098	103
Females 0-15 (2016)	5,767	9.31	5,860,017	9.05	0.098	103
Total Resident Population (2016)	61,929	100.00	64,784,216	100.00	0.096	100
	Target	Target %	Base	Base %	Penetration	Index
Adults of Working Age (2016)						
Males 16-64 (2016)	18,396	29.71	20,489,997	31.63	0.090	94
Females 16-59 (2016)	16,245	26.23	18,658,856	28.80	0.087	91
Total Resident Population (2016)	61,929	100.00	64,784,216	100.00	0.096	100
	Target	Target %	Base	Base %	Penetration	Index
Adults of Retirement Age (2016)						
Males 65+ (2016)	6,023	9.73	5,361,520	8.28	0.112	118
Females 60+ (2016)	9,459	15.27	8,272,016	12.77	0.114	120
Total Resident Population (2016)	61,929	100.00	64,784,216	100.00	0.096	100
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2016 - Gender						
Males (2016)	30,458	49.18	31,993,327	49.38	0.095	100
Females (2016)	31,471	50.82	32,790,889	50.62	0.096	100
Total Resident Population (2016)	61,929	100.00	64,784,216	100.00	0.096	100
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2016 - Age						
Age 0-4 (2016)	3,337	5.39	3,900,653	6.02	0.086	90
Age 5-14 (2016)	7,711	12.45	7,417,404	11.45	0.104	109
Age 15-24 (2016)	6,744	10.89	7,725,786	11.93	0.087	91
Age 25-34 (2016)	5,899	9.53	9,234,224	14.25	0.064	67
Age 35-44 (2016)	7,043	11.37	8,090,991	12.49	0.087	91
Age 45-54 (2016)	9,454	15.27	9,106,861	14.06	0.104	109
Age 55-64 (2016)	8,154	13.17	7,446,293	11.49	0.110	115
Age 65-74 (2016)	7,180	11.59	6,351,316	9.80	0.113	118
Age 75-84 (2016)	4,380	7.07	3,828,483	5.91	0.114	120
Age 85+ (2016)	2,026	3.27	1,682,205	2.60	0.120	126
Total Resident Population (2016)	61,929	100.00	64,784,216	100.00	0.096	100
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2017 - Total						
Total Resident Population (2017)	62,344	0.00	65,220,008	0.00	0.096	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2018 - Total						
Total Resident Population (2018)	62,707	0.00	65,659,673	0.00	0.096	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2019 - Total						
Total Resident Population (2019)	63,171	0.00	66,100,731	0.00	0.096	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2020 - Total						
Total Resident Population (2020)	63,710	0.00	66,541,784	0.00	0.096	0

Population Projections 2021

Total Resident Population (2021)

Population Projections 2021 - Summary

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15 (2021)						
Males 0-15 (2021)	6,119	9.54	6,393,656	9.55	0.096	100
Females 0-15 (2021)	5,840	9.10	6,105,856	9.12	0.096	100
Total Resident Population (2021)	64,162	100.00	66,980,562	100.00	0.096	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Working Age (2021)						
Males 16-64 (2021)	18,570	28.94	20,857,498	31.14	0.089	93
Females 16-59 (2021)	16,191	25.24	18,731,522	27.97	0.086	90
Total Resident Population (2021)	64,162	100.00	66,980,562	100.00	0.096	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Retirement Age (2021)						
Males 65+ (2021)	6,845	10.67	5,896,596	8.80	0.116	121
Females 60+ (2021)	10,597	16.52	8,995,434	13.43	0.118	123
Total Resident Population (2021)	64,162	100.00	66,980,562	100.00	0.096	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2021 - Gender						
Males (2021)	31,534	49.15	33,147,750	49.49	0.095	99
Females (2021)	32,628	50.85	33,832,812	50.51	0.096	101
Total Resident Population (2021)	64,162	100.00	66,980,562	100.00	0.096	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2021 - Age						
Age 0-4 (2021)	3,404	5.31	3,993,553	5.96	0.085	89
Age 5-14 (2021)	7,811	12.17	7,819,277	11.67	0.100	104
Age 15-24 (2021)	6,691	10.43	7,478,461	11.17	0.090	93
Age 25-34 (2021)	6,067	9.46	9,386,303	14.01	0.065	67
Age 35-44 (2021)	7,113	11.09	8,565,823	12.79	0.083	87
Age 45-54 (2021)	8,608	13.42	8,512,653	12.71	0.101	106
Age 55-64 (2021)	9,252	14.42	8,311,461	12.41	0.111	116
Age 65-74 (2021)	7,472	11.65	6,558,966	9.79	0.114	119
Age 75-84 (2021)	5,258	8.19	4,358,635	6.51	0.121	126
Age 85+ (2021)	2,485	3.87	1,995,430	2.98	0.125	130
Total Resident Population (2021)	64,162	100.00	66,980,562	100.00	0.096	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2022 - Total						
Total Resident Population (2022)	64,599	0.00	67,414,957	0.00	0.096	0

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2023 - Total						
Total Resident Population (2023)	65,107	0.00	67,843,637	0.00	0.096	0

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2024 - Total						
Total Resident Population (2024)	65,595	0.00	68,261,843	0.00	0.096	0

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2025 - Total						
Total Resident Population (2025)	66,063	0.00	68,671,897	0.00	0.096	0

Population Projections 2026

Total Resident Population (2026)

Population Projections 2026 - Summary

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15 (2026)						
Males 0-15 (2026)	6,127	9.21	6,489,749	9.40	0.094	98
Females 0-15 (2026)	5,868	8.82	6,199,740	8.98	0.095	98
Total Resident Population (2026)	66,511	100.00	69,072,916	100.00	0.096	100

	Target	Target %	Base	Base %	Penetration	Index
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Adults of Working Age (2026)

Males 16-64 (2026)	18,701	28.12	21,200,605	30.69	0.088	92
Females 16-59 (2026)	16,055	24.14	18,721,730	27.10	0.086	89
Total Resident Population (2026)	66,511	100.00	69,072,916	100.00	0.096	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Retirement Age (2026)						
Males 65+ (2026)	7,781	11.70	6,532,949	9.46	0.119	124
Females 60+ (2026)	11,978	18.01	9,928,143	14.37	0.121	125
Total Resident Population (2026)	66,511	100.00	69,072,916	100.00	0.096	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2026 - Gender						
Males (2026)	32,610	49.03	34,223,303	49.55	0.095	99
Females (2026)	33,902	50.97	34,849,613	50.45	0.097	101
Total Resident Population (2026)	66,511	100.00	69,072,916	100.00	0.096	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2026 - Age						
Age 0-4 (2026)	3,455	5.20	3,998,379	5.79	0.086	90
Age 5-14 (2026)	7,750	11.65	7,932,264	11.48	0.098	101
Age 15-24 (2026)	6,961	10.47	7,872,081	11.40	0.088	92
Age 25-34 (2026)	5,931	8.92	8,944,603	12.95	0.066	69
Age 35-44 (2026)	7,740	11.64	9,429,151	13.65	0.082	85
Age 45-54 (2026)	7,918	11.90	7,952,771	11.51	0.100	103
Age 55-64 (2026)	9,546	14.35	8,706,889	12.61	0.110	114
Age 65-74 (2026)	7,779	11.70	6,704,310	9.71	0.116	120
Age 75-84 (2026)	6,357	9.56	5,124,774	7.42	0.124	129
Age 85+ (2026)	3,074	4.62	2,407,694	3.49	0.128	133
Total Resident Population (2026)	66,511	100.00	69,072,916	100.00	0.096	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2027 - Total						
Total Resident Population (2027)	66,919	0.00	69,464,440	0.00	0.096	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2028 - Total						
Total Resident Population (2028)	67,359	0.00	69,846,669	0.00	0.096	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2029 - Total						
Total Resident Population (2029)	67,829	0.00	70,219,611	0.00	0.097	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2030 - Total						
Total Resident Population (2030)	68,252	0.00	70,582,850	0.00	0.097	0

Population Projections 2031**Total Resident Population (2031)**

Population Projections 2031 - Summary

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15 (2031)						
Males 0-15 (2031)	6,179	8.99	6,528,896	9.20	0.095	98
Females 0-15 (2031)	5,939	8.64	6,237,271	8.79	0.095	98
Total Resident Population (2031)	68,728	100.00	70,937,150	100.00	0.097	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Working Age (2031)						
Males 16-64 (2031)	18,630	27.11	21,384,768	30.15	0.087	90
Females 16-59 (2031)	16,037	23.33	18,805,521	26.51	0.085	88
Total Resident Population (2031)	68,728	100.00	70,937,150	100.00	0.097	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Retirement Age (2031)						

Males 65+ (2031)	8,800	12.80	7,252,925	10.22	0.121	125
Females 60+ (2031)	13,142	19.12	10,727,769	15.12	0.123	126
Total Resident Population (2031)	68,728	100.00	70,937,150	100.00	0.097	100
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2031 - Gender						
Males (2031)	33,609	48.90	35,166,589	49.57	0.096	99
Females (2031)	35,119	51.10	35,770,561	50.43	0.098	101
Total Resident Population (2031)	68,728	100.00	70,937,150	100.00	0.097	100
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2031 - Age						
Age 0-4 (2031)	3,442	5.01	3,968,490	5.59	0.087	90
Age 5-14 (2031)	7,910	11.51	8,036,099	11.33	0.098	102
Age 15-24 (2031)	7,092	10.32	8,259,065	11.64	0.086	89
Age 25-34 (2031)	5,875	8.55	8,705,397	12.27	0.068	70
Age 35-44 (2031)	7,997	11.64	9,599,096	13.53	0.083	86
Age 45-54 (2031)	8,121	11.82	8,409,638	11.86	0.097	100
Age 55-64 (2031)	8,810	12.82	8,163,885	11.51	0.108	111
Age 65-74 (2031)	8,896	12.94	7,515,946	10.60	0.118	122
Age 75-84 (2031)	6,629	9.65	5,329,654	7.51	0.124	128
Age 85+ (2031)	3,957	5.76	2,949,880	4.16	0.134	138
Total Resident Population (2031)	68,728	100.00	70,937,150	100.00	0.097	100
	Target	Target %	Base	Base %	Penetration	Index
Summary Demographics - Revised ONS based Household and Population Estimates 2011						
Revised ONS based Households	25,443	0.00	26,492,524	0.00	0.096	0
Revised ONS based Population	61,015	0.00	63,248,562	0.00	0.097	0
Revised ONS based Adults 15+	50,056	0.00	52,120,262	0.00	0.096	0
Revised ONS based Adults 16+	49,313	0.00	51,366,705	0.00	0.096	0
Revised ONS based Adults 18+	47,873	0.00	49,822,414	0.00	0.096	0
	Target	Target %	Base	Base %	Penetration	Index
Summary Demographics - Revised ONS based Population Projections						
Revised ONS based Population Projection 2012	61,438	0.00	63,764,490	0.00	0.096	0
Revised ONS based Population Projection 2013	61,887	0.00	64,282,904	0.00	0.096	0
Revised ONS based Population Projection 2014	62,338	0.00	64,799,275	0.00	0.096	0
Revised ONS based Population Projection 2015	62,875	0.00	65,307,433	0.00	0.096	0
Revised ONS based Population Projection 2016	63,256	0.00	65,807,800	0.00	0.096	0
Revised ONS based Population Projection 2017	63,689	0.00	66,296,017	0.00	0.096	0
Revised ONS based Population Projection 2018	64,043	0.00	66,777,137	0.00	0.096	0
Revised ONS based Population Projection 2019	64,492	0.00	67,253,646	0.00	0.096	0
Revised ONS based Population Projection 2020	65,000	0.00	67,729,038	0.00	0.096	0
Revised ONS based Population Projection 2021	65,399	0.00	68,197,547	0.00	0.096	0
Revised ONS based Population Projection 2022	65,836	0.00	68,657,541	0.00	0.096	0
Revised ONS based Population Projection 2023	66,256	0.00	69,109,347	0.00	0.096	0
Revised ONS based Population Projection 2024	66,701	0.00	69,555,182	0.00	0.096	0
Revised ONS based Population Projection 2025	67,086	0.00	69,990,294	0.00	0.096	0
Revised ONS based Population Projection 2026	67,511	0.00	70,415,129	0.00	0.096	0
Revised ONS based Population Projection 2027	67,809	0.00	70,828,211	0.00	0.096	0
Revised ONS based Population Projection 2028	68,192	0.00	71,233,508	0.00	0.096	0
Revised ONS based Population Projection 2029	68,608	0.00	71,631,919	0.00	0.096	0
Revised ONS based Population Projection 2030	68,929	0.00	72,022,019	0.00	0.096	0
Revised ONS based Population Projection 2031	69,346	0.00	72,404,873	0.00	0.096	0
	Target	Target %	Base	Base %	Penetration	Index
Summary Demographics - Revised ONS based Households Projections						
Revised ONS based Households Projection 2012	25,721	0.00	26,767,565	0.00	0.096	0
Revised ONS based Households Projection 2013	25,964	0.00	27,042,917	0.00	0.096	0
Revised ONS based Households Projection 2014	26,195	0.00	27,330,412	0.00	0.096	0
Revised ONS based Households Projection 2015	26,546	0.00	27,616,650	0.00	0.096	0
Revised ONS based Households Projection 2016	26,785	0.00	27,903,978	0.00	0.096	0
Revised ONS based Households Projection 2017	27,082	0.00	28,192,298	0.00	0.096	0

Revised ONS based Households Projection 2018	27,313	0.00	28,478,182	0.00	0.096	0
Revised ONS based Households Projection 2019	27,622	0.00	28,760,467	0.00	0.096	0
Revised ONS based Households Projection 2020	27,935	0.00	29,039,826	0.00	0.096	0
Revised ONS based Households Projection 2021	28,239	0.00	29,320,382	0.00	0.096	0
Revised ONS based Households Projection 2022	28,555	0.00	29,600,244	0.00	0.097	0
Revised ONS based Households Projection 2023	28,920	0.00	29,881,099	0.00	0.097	0
Revised ONS based Households Projection 2024	29,286	0.00	30,149,889	0.00	0.097	0
Revised ONS based Households Projection 2025	29,713	0.00	30,418,363	0.00	0.098	0
Revised ONS based Households Projection 2026	30,094	0.00	30,684,966	0.00	0.098	0
Revised ONS based Households Projection 2027	30,392	0.00	30,949,996	0.00	0.098	0
Revised ONS based Households Projection 2028	30,698	0.00	31,213,758	0.00	0.098	0
Revised ONS based Households Projection 2029	30,919	0.00	31,458,233	0.00	0.098	0
Revised ONS based Households Projection 2030	31,100	0.00	31,704,898	0.00	0.098	0
Revised ONS based Households Projection 2031	31,277	0.00	31,949,204	0.00	0.098	0

2012 Experian Ltd

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Waverley Population Data

Target Area(s):	Layers; 11
Base Area(s):	Standard Geography; United Kingdom
Sorted On:	Default (Ascending)
Date:	26/10/2012

Retail Planner

Summary Demographics - Census 2001

	Target	Target %	Base	Base %	Penetration	Index
2001 Census Totals						
Total Resident Population (Age)	33,423	0.00	58,791,867	0.00	0.057	0
Total Private Households (Tenure)	13,317	0.00	24,479,786	0.00	0.054	0

2001 Census Population Summary

Total Resident Population (Age)

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15						
Males 0-15	3,370	51.40	6,075,318	51.22	0.056	100
Females 0-15	3,186	48.60	5,786,527	48.78	0.055	100
Children and infants 0-15	6,556	100.00	11,861,845	100.00	0.055	100
Adults of Working Age						
Males 16-64	10,939	52.78	18,594,055	51.48	0.059	103
Females 16-59	9,787	47.22	17,524,761	48.52	0.056	97
Adults of Working Age	20,726	100.00	36,118,816	100.00	0.057	100
Adults of Retirement Age						
Males 65+	2,245	36.56	3,911,023	36.18	0.057	101
Females 60+	3,896	63.44	6,900,183	63.82	0.057	99
Adults of Retirement Age	6,141	100.00	10,811,206	100.00	0.057	100

2001 Census Detailed Population Counts

Gender

	Target	Target %	Base	Base %	Penetration	Index
Total Resident Population (Gender)						
Males	16,553	49.48	28,579,869	48.61	0.058	102
Females	16,902	50.52	30,209,325	51.39	0.056	98
Total Resident Population (Gender)	33,456	100.00	58,789,194	100.00	0.057	100

Age

	Target	Target %	Base	Base %	Penetration	Index
Total Resident Population (Age)						
Age 0-4	1,871	5.60	3,487,599	5.93	0.054	94
Age 5-14	4,239	12.68	7,618,128	12.96	0.056	98
Age 15-24	3,750	11.22	7,211,326	12.27	0.052	91
Age 25-34	4,073	12.19	8,360,300	14.22	0.049	86
Age 35-44	5,189	15.53	8,777,638	14.93	0.059	104
Age 45-54	5,020	15.02	7,776,848	13.23	0.065	114
Age 55-64	4,056	12.14	6,219,095	10.58	0.065	115
Age 65-74	2,677	8.01	4,936,784	8.40	0.054	95
Age 75+	2,547	7.62	4,404,149	7.49	0.058	102

Total Resident Population (Age)	33,423	100.00	58,791,867	100.00	0.057	100
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2001 Census - Economic Activity

2001 Census - Economic Activity

All people aged 16 to 74 (Economic Activity)

	Target	Target %	Base	Base %	Penetration	Index
Economically active						
Economically active - Employee	13,998	57.55	22,149,642	52.28	0.063	110
Economically active - Full-time students	561	2.31	1,106,393	2.61	0.051	88
Economically active - Self employed with employees	874	3.60	1,254,024	2.96	0.070	121
Economically active - Self employed without employees	1,839	7.56	2,198,472	5.19	0.084	146
Economically active - Unemployed	381	1.57	1,458,207	3.44	0.026	46
All people aged 16 to 74 (Economic Activity)	24,323	100.00	42,364,055	100.00	0.057	100
	Target	Target %	Base	Base %	Penetration	Index
Economically inactive						
Economically inactive - Looking after home/family	1,645	6.76	2,737,615	6.46	0.060	105
Economically inactive - Other	482	1.98	1,363,465	3.22	0.035	62
Economically inactive - Retired	3,167	13.02	5,654,426	13.35	0.056	98
Economically inactive - Student	809	3.32	1,994,208	4.71	0.041	71
Economically inactive - Permanently sick/disabled	567	2.33	2,447,603	5.78	0.023	40
All people aged 16 to 74 (Economic Activity)	24,323	100.00	42,364,055	100.00	0.057	100

2001 Census - Economic Activity by Gender

	Target	Target %	Base	Base %	Penetration	Index
All people aged 16 to 74 (Econ Activity by Gender)						
All males aged 16 to 74	12,232	50.23	20,895,777	49.14	0.059	102
Males Economically active	9,975	40.96	15,363,899	36.13	0.065	113
Males Economically inactive	2,256	9.27	5,531,878	13.01	0.041	71
All females aged 16 to 74	12,121	49.77	21,629,980	50.86	0.056	98
Females Economically active	7,648	31.40	12,820,775	30.15	0.060	104
Females Economically inactive	4,473	18.37	8,809,205	20.72	0.051	89
All people aged 16 to 74 (Econ Activity by Gender)	24,353	100.00	42,525,757	100.00	0.057	100

Approximated Social Grade

	Target	Target %	Base	Base %	Penetration	Index
All people aged 16 and over in HHs (Social Grade)						
AB Higher and intermediate manager/admin/prof	8,045	31.25	9,907,832	21.57	0.081	145
C1 Supervisory, clerical, junior manager/admin/prof	8,140	31.62	13,513,414	29.42	0.060	107
C2 Skilled manual workers	3,655	14.20	6,996,182	15.23	0.052	93
D Semi-skilled and unskilled manual workers	2,999	11.65	7,976,329	17.36	0.038	67
E On state benefit, unemployed, lowest grade workers	2,901	11.27	7,541,557	16.42	0.039	69
All people aged 16 and over in HHs (Social Grade)	25,740	100.00	45,935,314	100.00	0.056	100

Ethnic Group (GB)

	Target	Target %	Base	Base %	Penetration	Index
All People (Ethnic Group) (GB)						
White	32,876	98.40	52,481,255	91.91	0.063	107
White- British (inc. White Scottish)	32,108	96.10	50,366,497	88.20	0.064	109
White- Irish	178	0.53	691,606	1.21	0.026	44
White- Other White	590	1.77	1,423,152	2.49	0.042	71
Mixed	206	0.62	673,743	1.18	0.031	52
Asian or Asian British	129	0.39	2,328,784	4.08	0.006	9
Asian- Indian	64	0.19	1,051,614	1.84	0.006	10
Asian- Pakistani	13	0.04	746,520	1.31	0.002	3
Asian- Bangladeshi	33	0.10	282,854	0.50	0.012	20

Asian- Other Asian	20	0.06	247,796	0.43	0.008	14
Black or Black British	65	0.20	1,147,400	2.01	0.006	10
Black- Caribbean	34	0.10	565,839	0.99	0.006	10
Black- African	28	0.08	484,578	0.85	0.006	10
Black- Other Black (inc. Black Scottish)	3	0.01	96,983	0.17	0.003	6
Chinese or Other Ethnic Group	132	0.40	472,190	0.83	0.028	48
Other- Chinese	69	0.21	243,243	0.43	0.028	48
Other- Other Ethnic Group	63	0.19	228,947	0.40	0.028	47
All People (Ethnic Group) (GB)	33,409	100.00	57,103,372	100.00	0.059	100

Tenure (HH)

	Target	Target %	Base	Base %	Penetration	Index
All Households (Tenure)						
Owned (HH)	9,719	72.98	16,724,882	68.32	0.058	107
Own- Owns outright (HH)	4,369	32.80	7,078,266	28.91	0.062	113
Own- Owns with a mortgage or loan (HH)	5,306	39.85	9,489,495	38.76	0.056	103
Own- Shared ownership (HH)	44	0.33	157,121	0.64	0.028	51
Social Rented (HH)	1,745	13.11	4,885,741	19.96	0.036	66
Social- Rented from Council (LA/Scottish Homes) (HH)	167	1.25	3,458,066	14.13	0.005	9
Social- Other social rented (HH)	1,578	11.85	1,427,675	5.83	0.111	203
Private rented (HH)	1,469	11.03	2,345,327	9.58	0.063	115
Private- Private landlord or letting agency (HH)	990	7.43	2,053,467	8.39	0.048	89
Private- Employer of a household member (HH)	242	1.82	63,564	0.26	0.381	700
Private- Relative or friend of a household member (HH)	63	0.47	155,578	0.64	0.040	74
Private- Other (HH)	175	1.32	72,718	0.30	0.241	443
Living rent free (HH)	390	2.93	523,836	2.14	0.075	137
All Households (Tenure)	13,317	100.00	24,479,786	100.00	0.054	100

	Target	Target %	Base	Base %	Penetration	Index
Car Ownership						
No car or van	1,768	13.29	6,717,523	27.44	0.026	48
1 car or van	5,088	38.25	10,715,221	43.77	0.048	87
2 cars or vans	4,749	35.70	5,652,000	23.09	0.084	155
3 cars or vans	1,231	9.26	1,068,923	4.37	0.115	212
Car Ownership	13,302	100.00	24,479,968	100.00	0.054	100

Summary Demographics - Household and Population Estimates 2011

	Target	Target %	Base	Base %	Penetration	Index
Household and Population Estimates 2011: Totals						
Population estimate 2011	36,372	0.00	62,652,626	0.00	0.058	0
Household estimate 2011	14,606	0.00	26,834,617	0.00	0.054	0

Population estimate 2011

Population Estimates 2011 - Summary

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15						
Males 0-15	3,451	9.49	5,953,231	9.50	0.058	100
Females 0-15	3,320	9.13	5,678,288	9.06	0.059	101
Population estimate 2011	36,372	100.00	62,652,626	100.00	0.058	100
Adults of Working Age						
Males 16-64	11,376	31.28	20,248,434	32.32	0.056	97
Females 16-59	9,948	27.35	18,352,124	29.29	0.054	93
Population estimate 2011	36,372	100.00	62,652,626	100.00	0.058	100
Adults of Retirement Age						
Males 65+	3,147	8.65	4,643,052	7.41	0.068	117

Females 60+	5,131	14.11	7,777,497	12.41	0.066	114
Population estimate 2011	36,372	100.00	62,652,626	100.00	0.058	100
	Target	Target %	Base	Base %	Penetration	Index
Population Estimates 2011 - Gender						
Males	17,974	49.42	30,844,717	49.23	0.058	100
Females	18,398	50.58	31,807,909	50.77	0.058	100
Population estimate 2011	36,372	100.00	62,652,626	100.00	0.058	100
	Target	Target %	Base	Base %	Penetration	Index
Population Estimates 2011 - Age						
Age 0-4	1,952	5.37	3,884,121	6.20	0.050	87
Age 5-14	4,341	11.94	7,014,442	11.20	0.062	107
Age 15-24	4,040	11.11	8,166,538	13.03	0.050	85
Age 25-34	3,533	9.71	8,361,714	13.35	0.042	73
Age 35-44	4,855	13.35	8,666,824	13.83	0.056	97
Age 45-54	5,700	15.67	8,716,459	13.91	0.065	113
Age 55-64	4,997	13.74	7,346,862	11.73	0.068	117
Age 65-74	3,673	10.10	5,507,640	8.79	0.067	115
Age 75-84	2,244	6.17	3,540,225	5.65	0.063	109
Age 85+	1,034	2.84	1,447,801	2.31	0.072	123
Population estimate 2011	36,372	100.00	62,652,626	100.00	0.058	100

Summary Demographics - Household and Population Projections

	Target	Target %	Base	Base %	Penetration	Index
Household Projections						
Household Projection 2031	17,277	0.00	32,586,420	0.00	0.053	0
Household Projection 2030	17,167	0.00	32,329,038	0.00	0.053	0
Household Projection 2029	17,022	0.00	32,064,932	0.00	0.053	0
Household Projection 2028	16,914	0.00	31,794,722	0.00	0.053	0
Household Projection 2027	16,750	0.00	31,517,265	0.00	0.053	0
Household Projection 2026	16,599	0.00	31,242,912	0.00	0.053	0
Household Projection 2025	16,475	0.00	30,966,638	0.00	0.053	0
Household Projection 2024	16,338	0.00	30,686,988	0.00	0.053	0
Household Projection 2023	16,195	0.00	30,402,465	0.00	0.053	0
Household Projection 2022	16,066	0.00	30,111,894	0.00	0.053	0
Household Projection 2021	15,949	0.00	29,816,634	0.00	0.054	0
Household Projection 2020	15,802	0.00	29,523,497	0.00	0.054	0
Household Projection 2019	15,681	0.00	29,226,784	0.00	0.054	0
Household Projection 2018	15,531	0.00	28,927,593	0.00	0.054	0
Household Projection 2017	15,355	0.00	28,626,093	0.00	0.054	0
Household Projection 2016	15,218	0.00	28,323,140	0.00	0.054	0
Household Projection 2015	15,086	0.00	28,016,290	0.00	0.054	0
Household Projection 2014	14,982	0.00	27,708,499	0.00	0.054	0
Household Projection 2013	14,847	0.00	27,406,865	0.00	0.054	0
Household Projection 2012	14,754	0.00	27,113,196	0.00	0.054	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2012 - Total						
Total Resident Population (2012)	36,620	0.00	63,077,467	0.00	0.058	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2013 - Total						
Total Resident Population (2013)	36,729	0.00	63,502,035	0.00	0.058	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2014 - Total						
Total Resident Population (2014)	36,939	0.00	63,927,447	0.00	0.058	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2015 - Total						
Total Resident Population (2015)	37,073	0.00	64,352,782	0.00	0.058	0

Population Projections 2016

Total Resident Population (2016)

Population Projections 2016 - Summary

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15 (2016)						
Males 0-15 (2016)	3,529	9.47	6,141,810	9.48	0.058	100
Females 0-15 (2016)	3,343	8.97	5,860,017	9.05	0.057	99
Total Resident Population (2016)	37,284	100.00	64,784,216	100.00	0.058	100
	Target	Target %	Base	Base %	Penetration	Index
Adults of Working Age (2016)						
Males 16-64 (2016)	11,132	29.86	20,489,997	31.63	0.054	94
Females 16-59 (2016)	9,952	26.69	18,658,856	28.80	0.053	93
Total Resident Population (2016)	37,284	100.00	64,784,216	100.00	0.058	100
	Target	Target %	Base	Base %	Penetration	Index
Adults of Retirement Age (2016)						
Males 65+ (2016)	3,753	10.07	5,361,520	8.28	0.070	122
Females 60+ (2016)	5,575	14.95	8,272,016	12.77	0.067	117
Total Resident Population (2016)	37,284	100.00	64,784,216	100.00	0.058	100
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2016 - Gender						
Males (2016)	18,415	49.39	31,993,327	49.38	0.058	100
Females (2016)	18,869	50.61	32,790,889	50.62	0.058	100
Total Resident Population (2016)	37,284	100.00	64,784,216	100.00	0.058	100
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2016 - Age						
Age 0-4 (2016)	1,958	5.25	3,900,653	6.02	0.050	87
Age 5-14 (2016)	4,464	11.97	7,417,404	11.45	0.060	105
Age 15-24 (2016)	3,829	10.27	7,725,786	11.93	0.050	86
Age 25-34 (2016)	3,817	10.24	9,234,224	14.25	0.041	72
Age 35-44 (2016)	4,385	11.76	8,090,991	12.49	0.054	94
Age 45-54 (2016)	5,668	15.20	9,106,861	14.06	0.062	108
Age 55-64 (2016)	4,993	13.39	7,446,293	11.49	0.067	117
Age 65-74 (2016)	4,406	11.82	6,351,316	9.80	0.069	121
Age 75-84 (2016)	2,541	6.81	3,828,483	5.91	0.066	115
Age 85+ (2016)	1,222	3.28	1,682,205	2.60	0.073	126
Total Resident Population (2016)	37,284	100.00	64,784,216	100.00	0.058	100
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2017 - Total						
Total Resident Population (2017)	37,514	0.00	65,220,008	0.00	0.058	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2018 - Total						
Total Resident Population (2018)	37,786	0.00	65,659,673	0.00	0.058	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2019 - Total						
Total Resident Population (2019)	38,047	0.00	66,100,731	0.00	0.058	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2020 - Total						
Total Resident Population (2020)	38,255	0.00	66,541,784	0.00	0.058	0

Population Projections 2021

Total Resident Population (2021)

Population Projections 2021 - Summary

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15 (2021)						
Males 0-15 (2021)	3,649	9.48	6,393,656	9.55	0.057	99
Females 0-15 (2021)	3,443	8.94	6,105,856	9.12	0.056	98
Total Resident Population (2021)	38,499	100.00	66,980,562	100.00	0.058	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Working Age (2021)						
Males 16-64 (2021)	11,133	28.92	20,857,498	31.14	0.053	93
Females 16-59 (2021)	9,848	25.58	18,731,522	27.97	0.053	91
Total Resident Population (2021)	38,499	100.00	66,980,562	100.00	0.058	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Retirement Age (2021)						
Males 65+ (2021)	4,195	10.90	5,896,596	8.80	0.071	124
Females 60+ (2021)	6,230	16.18	8,995,434	13.43	0.069	120
Total Resident Population (2021)	38,499	100.00	66,980,562	100.00	0.058	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2021 - Gender						
Males (2021)	18,978	49.29	33,147,750	49.49	0.057	100
Females (2021)	19,521	50.71	33,832,812	50.51	0.058	100
Total Resident Population (2021)	38,499	100.00	66,980,562	100.00	0.058	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2021 - Age						
Age 0-4 (2021)	2,046	5.32	3,993,553	5.96	0.051	89
Age 5-14 (2021)	4,596	11.94	7,819,277	11.67	0.059	102
Age 15-24 (2021)	3,747	9.73	7,478,461	11.17	0.050	87
Age 25-34 (2021)	3,891	10.11	9,386,303	14.01	0.042	72
Age 35-44 (2021)	4,458	11.58	8,565,823	12.79	0.052	91
Age 45-54 (2021)	5,163	13.41	8,512,653	12.71	0.061	106
Age 55-64 (2021)	5,504	14.30	8,311,461	12.41	0.066	115
Age 65-74 (2021)	4,497	11.68	6,558,966	9.79	0.069	119
Age 75-84 (2021)	3,116	8.09	4,358,635	6.51	0.072	124
Age 85+ (2021)	1,480	3.84	1,995,430	2.98	0.074	129
Total Resident Population (2021)	38,499	100.00	66,980,562	100.00	0.058	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2022 - Total						
Total Resident Population (2022)	38,718	0.00	67,414,957	0.00	0.057	0

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2023 - Total						
Total Resident Population (2023)	38,974	0.00	67,843,637	0.00	0.057	0

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2024 - Total						
Total Resident Population (2024)	39,181	0.00	68,261,843	0.00	0.057	0

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2025 - Total						
Total Resident Population (2025)	39,413	0.00	68,671,897	0.00	0.057	0

Population Projections 2026

Total Resident Population (2026)

Population Projections 2026 - Summary

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15 (2026)						
Males 0-15 (2026)	3,726	9.40	6,489,749	9.40	0.057	100
Females 0-15 (2026)	3,512	8.86	6,199,740	8.98	0.057	99
Total Resident Population (2026)	39,634	100.00	69,072,916	100.00	0.057	100

	Target	Target %	Base	Base %	Penetration	Index
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Adults of Working Age (2026)

Males 16-64 (2026)	11,113	28.04	21,200,605	30.69	0.052	91
Females 16-59 (2026)	9,674	24.41	18,721,730	27.10	0.052	90
Total Resident Population (2026)	39,634	100.00	69,072,916	100.00	0.057	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Retirement Age (2026)						
Males 65+ (2026)	4,672	11.79	6,532,949	9.46	0.072	125
Females 60+ (2026)	6,936	17.50	9,928,143	14.37	0.070	122
Total Resident Population (2026)	39,634	100.00	69,072,916	100.00	0.057	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2026 - Gender						
Males (2026)	19,511	49.23	34,223,303	49.55	0.057	99
Females (2026)	20,123	50.77	34,849,613	50.45	0.058	101
Total Resident Population (2026)	39,634	100.00	69,072,916	100.00	0.057	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2026 - Age						
Age 0-4 (2026)	2,081	5.25	3,998,379	5.79	0.052	91
Age 5-14 (2026)	4,670	11.78	7,932,264	11.48	0.059	103
Age 15-24 (2026)	3,911	9.87	7,872,081	11.40	0.050	87
Age 25-34 (2026)	3,706	9.35	8,944,603	12.95	0.041	72
Age 35-44 (2026)	4,855	12.25	9,429,151	13.65	0.052	90
Age 45-54 (2026)	4,747	11.98	7,952,771	11.51	0.060	104
Age 55-64 (2026)	5,534	13.96	8,706,889	12.61	0.064	111
Age 65-74 (2026)	4,538	11.45	6,704,310	9.71	0.068	118
Age 75-84 (2026)	3,744	9.45	5,124,774	7.42	0.073	127
Age 85+ (2026)	1,847	4.66	2,407,694	3.49	0.077	134
Total Resident Population (2026)	39,634	100.00	69,072,916	100.00	0.057	100

	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2027 - Total						
Total Resident Population (2027)	39,898	0.00	69,464,440	0.00	0.057	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2028 - Total						
Total Resident Population (2028)	40,131	0.00	69,846,669	0.00	0.058	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2029 - Total						
Total Resident Population (2029)	40,307	0.00	70,219,611	0.00	0.057	0
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2030 - Total						
Total Resident Population (2030)	40,561	0.00	70,582,850	0.00	0.058	0

Population Projections 2031

Total Resident Population (2031)

Population Projections 2031 - Summary

	Target	Target %	Base	Base %	Penetration	Index
Children and infants 0-15 (2031)						
Males 0-15 (2031)	3,785	9.29	6,528,896	9.20	0.058	101
Females 0-15 (2031)	3,564	8.75	6,237,271	8.79	0.057	100
Total Resident Population (2031)	40,736	100.00	70,937,150	100.00	0.057	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Working Age (2031)						
Males 16-64 (2031)	11,081	27.20	21,384,768	30.15	0.052	90
Females 16-59 (2031)	9,628	23.64	18,805,521	26.51	0.051	89
Total Resident Population (2031)	40,736	100.00	70,937,150	100.00	0.057	100

	Target	Target %	Base	Base %	Penetration	Index
Adults of Retirement Age (2031)						

Males 65+ (2031)	5,142	12.62	7,252,925	10.22	0.071	123
Females 60+ (2031)	7,536	18.50	10,727,769	15.12	0.070	122
Total Resident Population (2031)	40,736	100.00	70,937,150	100.00	0.057	100
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2031 - Gender						
Males (2031)	20,008	49.12	35,166,589	49.57	0.057	99
Females (2031)	20,728	50.88	35,770,561	50.43	0.058	101
Total Resident Population (2031)	40,736	100.00	70,937,150	100.00	0.057	100
	Target	Target %	Base	Base %	Penetration	Index
Population Projections 2031 - Age						
Age 0-4 (2031)	2,065	5.07	3,968,490	5.59	0.052	91
Age 5-14 (2031)	4,797	11.78	8,036,099	11.33	0.060	104
Age 15-24 (2031)	4,043	9.93	8,259,065	11.64	0.049	85
Age 25-34 (2031)	3,595	8.82	8,705,397	12.27	0.041	72
Age 35-44 (2031)	5,004	12.28	9,599,096	13.53	0.052	91
Age 45-54 (2031)	4,897	12.02	8,409,638	11.86	0.058	101
Age 55-64 (2031)	5,065	12.43	8,163,885	11.51	0.062	108
Age 65-74 (2031)	5,069	12.44	7,515,946	10.60	0.067	117
Age 75-84 (2031)	3,835	9.41	5,329,654	7.51	0.072	125
Age 85+ (2031)	2,366	5.81	2,949,880	4.16	0.080	140
Total Resident Population (2031)	40,736	100.00	70,937,150	100.00	0.057	100
	Target	Target %	Base	Base %	Penetration	Index
Summary Demographics - Revised ONS based Household and Population Estimates 2011						
Revised ONS based Households	14,741	0.00	26,492,524	0.00	0.056	0
Revised ONS based Population	36,931	0.00	63,248,562	0.00	0.058	0
Revised ONS based Adults 15+	30,768	0.00	52,120,262	0.00	0.059	0
Revised ONS based Adults 16+	30,304	0.00	51,366,705	0.00	0.059	0
Revised ONS based Adults 18+	29,333	0.00	49,822,414	0.00	0.059	0
	Target	Target %	Base	Base %	Penetration	Index
Summary Demographics - Revised ONS based Population Projections						
Revised ONS based Population Projection 2012	37,215	0.00	63,764,490	0.00	0.058	0
Revised ONS based Population Projection 2013	37,345	0.00	64,282,904	0.00	0.058	0
Revised ONS based Population Projection 2014	37,580	0.00	64,799,275	0.00	0.058	0
Revised ONS based Population Projection 2015	37,760	0.00	65,307,433	0.00	0.058	0
Revised ONS based Population Projection 2016	37,977	0.00	65,807,800	0.00	0.058	0
Revised ONS based Population Projection 2017	38,205	0.00	66,296,017	0.00	0.058	0
Revised ONS based Population Projection 2018	38,462	0.00	66,777,137	0.00	0.058	0
Revised ONS based Population Projection 2019	38,708	0.00	67,253,646	0.00	0.058	0
Revised ONS based Population Projection 2020	38,875	0.00	67,729,038	0.00	0.057	0
Revised ONS based Population Projection 2021	39,091	0.00	68,197,547	0.00	0.057	0
Revised ONS based Population Projection 2022	39,294	0.00	68,657,541	0.00	0.057	0
Revised ONS based Population Projection 2023	39,495	0.00	69,109,347	0.00	0.057	0
Revised ONS based Population Projection 2024	39,669	0.00	69,555,182	0.00	0.057	0
Revised ONS based Population Projection 2025	39,844	0.00	69,990,294	0.00	0.057	0
Revised ONS based Population Projection 2026	40,040	0.00	70,415,129	0.00	0.057	0
Revised ONS based Population Projection 2027	40,231	0.00	70,828,211	0.00	0.057	0
Revised ONS based Population Projection 2028	40,431	0.00	71,233,508	0.00	0.057	0
Revised ONS based Population Projection 2029	40,562	0.00	71,631,919	0.00	0.057	0
Revised ONS based Population Projection 2030	40,745	0.00	72,022,019	0.00	0.057	0
Revised ONS based Population Projection 2031	40,887	0.00	72,404,873	0.00	0.057	0
	Target	Target %	Base	Base %	Penetration	Index
Summary Demographics - Revised ONS based Households Projections						
Revised ONS based Households Projection 2012	14,886	0.00	26,767,565	0.00	0.056	0
Revised ONS based Households Projection 2013	14,968	0.00	27,042,917	0.00	0.055	0
Revised ONS based Households Projection 2014	15,079	0.00	27,330,412	0.00	0.055	0
Revised ONS based Households Projection 2015	15,164	0.00	27,616,650	0.00	0.055	0
Revised ONS based Households Projection 2016	15,276	0.00	27,903,978	0.00	0.055	0
Revised ONS based Households Projection 2017	15,403	0.00	28,192,298	0.00	0.055	0

Revised ONS based Households Projection 2018	15,561	0.00	28,478,182	0.00	0.055	0
Revised ONS based Households Projection 2019	15,681	0.00	28,760,467	0.00	0.055	0
Revised ONS based Households Projection 2020	15,775	0.00	29,039,826	0.00	0.054	0
Revised ONS based Households Projection 2021	15,919	0.00	29,320,382	0.00	0.054	0
Revised ONS based Households Projection 2022	16,036	0.00	29,600,244	0.00	0.054	0
Revised ONS based Households Projection 2023	16,162	0.00	29,881,099	0.00	0.054	0
Revised ONS based Households Projection 2024	16,315	0.00	30,149,889	0.00	0.054	0
Revised ONS based Households Projection 2025	16,520	0.00	30,418,363	0.00	0.054	0
Revised ONS based Households Projection 2026	16,675	0.00	30,684,966	0.00	0.054	0
Revised ONS based Households Projection 2027	16,838	0.00	30,949,996	0.00	0.054	0
Revised ONS based Households Projection 2028	17,010	0.00	31,213,758	0.00	0.055	0
Revised ONS based Households Projection 2029	17,044	0.00	31,458,233	0.00	0.054	0
Revised ONS based Households Projection 2030	17,102	0.00	31,704,898	0.00	0.054	0
Revised ONS based Households Projection 2031	17,112	0.00	31,949,204	0.00	0.054	0

2012 Experian Ltd

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Retail Planner Briefing Note 10.1

September 2012



Introduction

Retail Planner is a service for retail planners, property consultants and retailers, providing comprehensive, up-to-date and credible information for retail planning decisions.

This briefing provides and explains trends and forecasts in expenditure on retail goods, leisure services, retail potential and changes in the efficiency of retail floor space.

Retail Planner 2012

The report provides:

- a clear indication of expenditure growth prospects for the main categories of retail spending to 2029¹;
- a robust economic explanation for the forecasts, noting upside and downside risks;
- sales densities broken down by convenience and comparison goods, using both constant floorspace and forecast changes to floorspace;
- an appendix focusing on the effect of non-store trading – notably the internet - on the demand for retail space;
- appendices providing data of spending for major categories at current and fixed prices from 1990 to 2029.

Contacts, data sources, and definitions of concepts appear as appendices.

The key points to emerge from this year's report are:

- little upturn in activity in near term, but a gradual recovery during 2013 with GDP growth at 1%
- long haul ahead to full recovery
- long-term retail spending growth to be less buoyant than pre-2008
- 2013 forecast for retail sales downgraded from the 2011 report
- total medium- and long-term spending forecasts broadly unchanged, but special forms of trading growth to 2029 raised markedly
- risk of a severe recession from eurozone crisis remains a key threat

¹ Forecasts of spending are at the UK level. Variations in regional and local area spending are provided in Experian's *Regional Planning Service*. For further information contact Mark Orlow +44 (0) 7837 340 256 email: mark.orlow@uk.experian.com. See page 8 of this report for an indication of the importance of local variations in planning decisions.

Consumer spending has been hit by a shrinking economy, high inflation and weak earnings growth. The near-term forecast for retail sales has been downgraded, but long-term forecasts are broadly unchanged

Retail Planner

Briefing Note 10.1

September 2012

Contents of this report

Economic background	Page
Recent trends and near-term outlook	2
Medium-term outlook	4
Long-term outlook	5
Alternative long-term scenarios	6
 Retail sales volumes	
Retail spending/leisure spending to 2029	8
 Retail sales density	
Retail sales density - constant floorspace	12
Retail sales density - including changes to floorspace	13
The future for retail sales densities	14
 Appendices	
1. Contacts	
2. Estimating consumer spending on retail goods and leisure	
3. Non-store retail sales – special forms of trading	
4. Data and forecasts for spending volumes and values	
5. Retail spending in 2010 – coarse categories	
6. Classification of retail spending	
7. Note on ONS revisions	

Economic context

Recent trends and near-term outlook

The UK economy continues to struggle, with the level of GDP still some 4% short of the 2008q1 peak. Domestic demand has been weak as real disposable incomes declined; investment suffered from a bleak economic backdrop; and the fiscal squeeze curbed government spending. Hopes of an export-led recovery evaporated as the eurozone crisis hampered sales to the key EU market. The risk highlighted in last year's report of a relapse given weakness in global financial markets, ongoing banking sector concerns and the increasing weakness in the eurozone's growth performance has materialised. The economy suffered a shallow recession in the three quarters from 2011q3.

The UK economy has shrunk over the past year and recovery seems set to remain muted

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Household spending: The weakness of the economy has severely constrained household spending in recent years. In mid-2012 the level in real terms was 6% below its end-2007 peak. Most of this decline occurred during the 2008/09 recession, but the past two years have seen further contraction, largely reflecting a persistent squeeze on incomes. Inflation has run well ahead of earnings growth for most of the period - real household disposable incomes declined by 1.2% in 2011 and a further decline of 1% is estimated for the six months to mid-2012. A weak housing market, little growth in consumer credit, low consumer confidence and an uncertain labour market have reinforced the adverse impact of the squeeze on incomes. The second quarter of 2012 saw a decline in household spending of 0.4% q-on-q. However, the worst is now probably over. As inflation continues to ease steadily household finances are set to improve gradually. We expect consumer spending to revert to growth, albeit modest at 1.1% in 2013.

Expenditure on **retail goods** has remained more resilient than total consumer spending. While household spending in 2012q2 was estimated to be 1.5% lower in real terms than a year earlier, official retail sales data show spending volumes up 1.4% excluding motor fuel. Consumers it seems cut back on big ticket items such as expensive holidays, and on expenditure on recreation and culture, but continued to spend on other items. Non-store retailing, up 12%, boosted the rise in overall sales, but department stores and 'other stores' saw sales volumes rise by 10% and 2.1% respectively. Textiles, clothing & footwear stores saw a 1.6% fall and 'predominantly food stores' were down 1.1% as consumers shopped more carefully, opting for cheaper lines and buying less.

Pressure on retailers from weak sales has resulted in a further rise over the past year in the number of vacant shops. However, the increase from a vacancy rate of 14% in July 2011 to 14.4% in July 2012 according to Experian data was much less sharp than the surge from a vacancy rate of 7% to 12% in the year to mid-2009 when the deep recession took its toll.

Summary of near term-outlook: We expect economic growth to remain muted in the next few quarters. Although 2012q3 is likely to see a boost from the Olympics, subdued disposable incomes will continue to constrain households; government finances remain under pressure; investment remains lacklustre and exports struggle. We expect little GDP growth in the second half of 2012 followed by year-on-year expansion at 1.0% in 2013, underpinned by the modest revival in consumer spending noted above.

Retail sales will continue to out-perform spending, rising by around 1.8% y-on-y in 2013. As inflation abates further pressure on consumers should ease, and with the overall outlook also expected to improve, household spending volumes are likely to post a stronger gain in 2014, with retail sales up 2.3% in the year.

Risks to the forecast remain on the downside. The eurozone sovereign debt crises, stalling US recovery, patchy eurozone growth and renewed banking concerns could escalate. The worst case scenario is a disorderly debt default and/or fragmentation of the eurozone. These events would send a deep shock through Europe's economic and financial system, triggering a major contraction in the eurozone economy and a credit crunch on at least the scale of the previous recession. A major UK recession would probably be unavoidable.

Medium-term outlook

The medium-term outlook is for economic growth to be much less buoyant than during the 12 years prior to the recession of 2008/09. Recent developments have reinforced the view that the UK economy will take years to recover fully from the financial crisis of 2008/09. Some aspects of that crisis such as weakened banks remain starkly evident. We expect annual average GDP growth of 2.3% in the five years 2015-19 with consumer spending growth averaging 2.5% a year. These rates compare with an annual average of near 3% in 1995-2007 for GDP and 3.4% for consumer spending.

The key reasons for this marked deceleration are:

- **Government finances are tight.** Public finances deteriorated sharply during the 2008/09 crisis and massive correction is under way. Fiscal stringency will be a feature of economic policy throughout the medium term and maybe beyond. Public sector cuts involving considerable redundancies have increased the number unemployed. Little if any net job creation will come from the public sector.
- **Weight of household debt:** There will be no boost as in the past decade from consumer credit. The banking sector will be more cautious and households' appetite for credit will be reduced as they seek to pay down debt rather than borrow to spend.
- **Savings are likely to be higher than in the past decade** as job insecurity continues against a backdrop of high unemployment and weak

Consumer spending will recover modestly in 2013, rising by 1.1%. While the pace will pick up in the medium term, growth will remain more muted than pre-2008

growth. The need to provide for pensions will feature more prominently in household finances.

- **Sharp reduction in investment** (down 14% in 2008-12) and cancellation or postponement of plans will inevitably depress medium-term growth potential in many areas of the UK economy.
- **The main engines of growth in the past decade – financial and business services and the housing market - will be less buoyant.** Financial services sector will be more tightly regulated and severely weakened banks will be less expansionary; a more subdued housing market than in the 12 years to 2007 when house price rises averaged 10% a year will curb lending and real estate activity; and the now mature business services sector will not be able to repeat its impressive near 8% annual rate of expansion of 1995-2007.
- **The eurozone crisis** will grind on depressing investment and confidence for a few more years. The risk of a major banking crisis precipitating a major recession cannot yet be ruled out.

Economic growth in the UK in the period 2013 to 2029 will be less robust than in the 15 years to 2007. It is also likely to lag the long-term growth rate seen in the three decades to 2008

Long-term outlook

As some of the constraints depressing the UK's medium-term performance dissipate, the economy is likely to improve on the 2.3% annual average growth rate forecast for 2015-19. However, an ageing population will reinforce the need for ongoing fiscal restraint. In a recent report (July 2012) the Office for Budget Responsibility put the cost of paying for health, pensions and long-term care at an extra £80bn a year in today's money. This requirement implies continuing fiscal restraint, and is likely to preclude the large-scale public sector job creation that boosted economic growth in the first few years of the present century. Environmental factors including much higher energy costs are also likely to constrain growth.

For the decade 2020-29 we forecast annual average growth at 2.5%. But expansion at this pace means that the exceptional performance of 1995-2007 (near 3% growth annually) will not be regained. In conjunction with our medium-term projection for growth at 2.3% a year, the long-term forecast implies an annual average growth rate in the period 2015 to 2029 of 2.4%. This will be slower than the UK's previous long-term trend growth of 2.7% in the three decades to 2008.

Comparison goods will see a much greater impact in terms of annual growth over the forecast period than convenience goods. The rapid expansion of comparison sales from 1970 to 2010 reflected not only steady growth in real incomes, but also several other key factors that will not be repeated on the same scale:

- the boost from globalisation to audio-visual and clothing sales as prices dropped dramatically
- the liberalisation of financial markets which supported a credit-fuelled consumer boom
- the baby-boomer generation with strong demand for comparison goods

Alternative long-term scenarios

A 65% probability is attached to the central scenario projection of annual growth in GDP averaging 2.4% from 2015 to 2029. We present one upside and two downside scenarios, with our projections of annual expansion in retail spending under each scenario. In the two pessimistic scenarios, the main impact is felt in the medium term (to 2019); growth after 2020 shows some recovery from the shock imposed in the next few years in those cases.

Optimistic scenario (10% probability)

UK GDP growth to 2029 matches the previous long-term trend (1981–2007) of 2.7% a year. The fiscal problems which depress consumer spending in the medium term do not disappear in this scenario, but are offset by buoyant exports and fixed investment. This outcome depends crucially on i) a satisfactory resolution of the eurozone crisis and ii) no lasting damage to productivity has resulted from several years of lost investment. The successful rebalancing of the economy towards exports and investment underpins annual average growth of 2.6% in the period 2015-19, and supports growth at near 2.7% a year from 2020-29. Key features of this scenario are:

1. Global trade resumes a vigorous growth path and the UK largely retains its market share
2. Benefits of rising exports feed through to consumer spending
3. Service sector growth approaches the 1995-2007 rate for at least part of the period to 2029

4. Government finances better than expected and no longer constitute a drag on growth after 2017.

Pessimistic scenarios (25% probability)

1. **Eurocrisis scenario (10% probability).** In this scenario, economic progress in the UK in the next few years is derailed as the eurozone crisis worsens. The worst case outcome presented in this scenario is a disorderly debt default and/or fragmentation of the eurozone. These events would send a deep shock through Europe's economic and financial system, triggering a major contraction in the eurozone economy and a credit crunch that would make a major UK recession unavoidable. In addition, government finances remain a severe drag on growth. Deflation resurfaces and takes a firm hold from which it is difficult to escape. GDP growth in the period 2013-19 averages a meagre 1%, followed by 2% a year in 2020 to 2029, giving a long-term average of 1.7%.
2. **Defensive households (15% probability).** Four factors (weak exports, depressed households, persistent government spending restraint and bank weakness) constrain growth in the medium term. GDP growth, already depressed by these factors, is further depressed by an increase in the savings ratio as labour market worries impel households to become increasingly defensive. This would entail even weaker household demand than in the baseline forecast. GDP growth averages 1.5% a year to 2019, followed by growth at 2.4% a year to 2029, an annual average for 2013-29 of little over 2%.

Retail spending per head under alternative scenarios

% per annum	2013-19	2020-29	2013-29
Central case	1.9	2.3	2.1
Optimistic case	2.3	2.5	2.4
Eurozone crisis scenario	0.8	2.0	1.5
Defensive households scenario	1.2	2.1	1.7

Retail spending volumes in the central case

The following table (figure 1a) shows projected growth rates to 2029 for spending **per head** on various categories of retail goods and for leisure spending, using our central forecast.

The table also contains historic growth rates over three time periods: 1971-2011 (the ultra long-term trend); 1981-2011 (the long-term trend) and 1991-2011 (the medium-term trend).

Included in the final row of figure 1a is an estimate of retail spending excluding special forms of trading (SFT)² to provide an idea of growth from purely physical outlets that is the major concern of clients of this service. SFT driven by the increasing use of the internet has grown more rapidly than traditional retail sales in recent years and we expect a continuation of this pattern. The differences between retail sales growth rates with and without non-store sales are quite considerable in the short to medium term.

The surge of e-tailing, boosted by the take-up of new technology, is likely to be followed by a phase when non-store retailing will grow only modestly faster than traditional shopping.

But we do not expect this to occur for several more years. Our specific forecast is for the boost to SFT from the increasing use of the internet to become less substantial after about 2025, when retail sales in total are forecast to expand at 2.9% a year, compared with 3.5% for SFT.

However, the effect of strong growth continuing over the next decade is that over the period 2013-29 we forecast total retail sales per head at 2.1% *per annum*, but excluding SFT growth is much more restrained at 1.5% a year. The difference is less marked, however when adjustment is made for internet trading which relies on floorspace in existing stores, especially for convenience goods. Detailed calculations of this effect are located in Appendix 3.

² SFT are considered in detail in Appendix 3, which contains a section on internet and other non-store sales and our view on their treatment in retail capacity assessments.

Non-store retailing will continue to outpace store-based trading over the forecast period, but the gap will narrow steadily.

Detailed analysis of the central case

Figure 1a: UK retail and leisure spend per head 2012-29

Vol growth per head (%)	2012	2013	2014	2015-19	2020-29	1971-2011	1981-2011	1991-2011
Retail spend	0.9	1.1	1.6	2.1	2.3	5.1	5.6	6.0
Convenience goods	0.1	-0.1	0.0	0.6	0.8	0.3	0.4	0.2
Comparison goods	1.4	1.8	2.4	2.9	2.9	7.8	8.4	8.8
of which bulky	3.5	1.7	2.3	2.9	3.0	10.1	10.6	11.7
non- bulky	0.5	1.8	2.5	2.9	2.8	5.5	6.1	6.3
Leisure	-0.5	0.7	1.6	1.9	1.7	1.8	1.2	0.2
Consumer spending	-1.3	0.4	1.3	1.7	1.7	2.1	2.9	2.2
Retail spend ex SFT*	-0.3	0.0	0.5	1.1	2.0	4.9	5.1	5.0

* See Appendix 3 for calculations that take into account adjustments for internet trading that relies on floorspace in existing stores

NB. Major changes to ONS data have produced substantial revisions from last year's report to the long-term historic growth rates in this table and in Appendix 4. See Appendix 7 for a technical note on this issue.

Figure 1b: UK retail and leisure spend per head 2005-11

Vol growth per head (%)	2005	2006	2007	2008	2009	2010	2011
Retail spend	5.1	5.6	4.3	1.0	-1.4	1.2	-0.7
Convenience goods	1.8	0.1	-0.6	-3.5	-3.9	-0.8	-3.0
Comparison goods	6.0	8.2	6.6	3.0	-0.1	2.4	0.6
of which bulky	10.7	8.7	11.2	5.1	-0.8	1.2	-2.3
non- bulky	3.6	7.7	4.5	1.9	0.2	2.9	2.0
Leisure	-0.2	-1.1	0.0	-2.8	-6.6	3.1	0.7
Consumer spending	3.3	1.6	2.6	-1.3	-2.4	0.9	-1.3
Retail spend ex SFT	4.9	5.4	4.1	0.0	-2.8	0.3	-1.5

Key features of the forecast are:

- **During the period 2013/14**, growth in retail spending will be much slower than in many previous recovery phases given the constraints on economic performance, notably the squeeze on public finances.
- In the **medium term (2015-19)**, growth in retail sales volumes will be weaker than during the past decade and slower than in the long and ultra long term. This reflects the constraints on overall economic growth outlined in the [Economic Context](#) above, and much more modest growth in consumer lending than in recent decades.
- While growth in household spending is forecast to pick up in the **longer term (2020-29)**, it will grow broadly in line with GDP expansion, in contrast to exceeding GDP growth by about 0.3 percentage points in the ultra-long term, (the period 1971-2011). This reflects less expansionary consumer credit, higher energy costs and an ageing population. Slower household spending growth will depress retail sales volume growth.
- These factors outweigh the impact of faster population growth in future than in the period 1971-2011 on **actual** retail sales volume expansion. ONS forecasts show population growth averaging 0.7% a year to 2029 against 0.2% in the past four decades. When taken together to determine retail sales growth **per head**, slower volume expansion and faster population expansion reinforce each other in depressing the growth rate.
- All categories of retail spending, except convenience goods, lag the ultra long-term trend in our forecast to 2029, and the gap is substantially greater than that seen in the past two decades, which encompassed the credit-fuelled booms of the late 1980s and 1995-2007.
- The significant deceleration in growth for **comparison goods** stems from additional factors to those shown above, namely a less pronounced globalisation effect on prices of electronics and clothing; the ageing of the baby-boomer generation; and the absence of a credit-fuelled boom.

Economic constraints, an ageing population and weaker consumer credit outweigh faster population growth in determining total retail sales volume growth.

Summary of long-term growth prospects

In figure 2, the growth projections shown in figure 1a are summarized so that convenient long-term future time periods can be readily compared with the long-term past trends.

Our projections of future spending covering various periods in figure 1a have been merged to provide a long-term forecast covering expected growth from 2013 to 2022, from 2022 to 2029 and from 2013 to 2029.

Figure 2: UK retail spending (including non-store) and leisure spending

Volume growth per head (%) Annual averages	2013-22	2022-29	2013-29	1971-2011	1981-2011	1991-2011
Retail spending	2.0	2.3	2.1	5.1	5.6	6.0
Convenience goods	0.6	0.8	0.7	0.3	0.4	0.2
Comparison goods	2.7	2.9	2.8	7.8	8.4	8.8
of which bulky	2.7	3.0	2.8	10.1	10.6	11.7
non- bulky	2.7	2.8	2.8	5.5	6.1	6.3
Leisure	1.7	1.7	1.7	1.8	1.2	0.2
Consumer spending	1.6	1.7	1.6	2.1	2.9	2.2
Retail spend ex SFT	1.1	2.1	1.5	4.9	5.1	5.0

This table specifically excludes recent trends and individual years. It focuses on long-term trends which are key to development projects. Even so, critical choices have to be made, between on the one hand historic medium, long and ultra-long term trends and on the other the forecasts produced by Experian.

The significant constraints on economic activity and household spending in the medium term and the slower growth in consumer spending from 2019 to 2028, as outlined above, outweigh the effect of faster population growth in our forecast of retail sales. The impact is much more significant for comparison goods than for convenience goods.

The forecast growth rates shown in columns 2, 3 and 4 of figure 2 reflect the shift in economic circumstances outlined earlier in this report. The more difficult environment is likely to persist well into the longer term, highlighting the case for using these figures rather than the long-term, medium-term or ultra long-term trends in projecting retail demand.

Planning decisions for the next two decades should focus on the long term, ignoring the short-term effects of recent events. But it should also be recognized that the future will not necessarily be like the past - if circumstances change the outlook changes.

Retail sales density

The rapid increase in comparison goods sales densities in the first six years of this century was a product of the retail spending boom and growth rates of well over 3% a year are unlikely to be repeated. This is especially true of the period during which retail sales are depressed by the current economic problems.

The following tables provide Experian's forecasts of retail sales density under two broad assumptions: constant floorspace to obtain a pure measure of changing efficiency, and including additions to floorspace³.

1. Constant floorspace from 2012

Figure 3: Retail sales density - constant floorspace

Total retail	2011	2012	2013	2014	2015-19*	2020-29*
Total retail floorspace (millions of sq ft)**	624	628	628	628	628	628
Retail sales £bn (2009 prices)	304.8	309.9	315.6	322.9	351.8	438.1
Sales density £/sq ft	488.4	493.5	502.5	514.1	560.1	697.6
Density growth rate (%)	-0.8	1.0	1.8	2.3	2.9	2.9

*Annual average; **Source: GOAD.

Figure 3a: Retail sales density convenience goods - constant floorspace

Convenience goods	2011	2012	2013	2014	2015-19*	2020-29*
Total floorspace (millions of sq ft)**	149	150	150	150	150	150
Convenience sales £bn (2009 prices)	108.6	109.5	110.2	111.0	115.4	129.3
Sales density £/sq ft	729.2	730.2	734.5	740.0	769.3	862.1
Density growth rate (%)	-3.8	0.1	0.6	0.7	1.4	1.5

*Annual average; **Source: GOAD

³ The apportionment between comparison and convenience was changed in 2011 in recognition of the space in supermarkets devoted to comparison goods. Convenience floorspace estimate was reduced by 14%, and comparison increased accordingly.

Figure 3b: Retail sales density comparison goods - constant floorspace

Comparison goods	2011	2012	2013	2014	2015-19*	2020-29*
Total floorspace (millions of sq ft)**	475	478	478	478	478	478
Comparison sales £bn (2009 prices)	196.1	200.4	205.4	211.9	236.4	308.8
Sales density £/sq ft	412.9	419.2	429.7	443.2	494.5	645.9
Density growth rate (%)	0.8	1.5	2.5	3.1	3.7	3.5

*Annual average ; **Source: GOAD

2. Changing floorspace

Figure 4: Retail sales density- including changes to floorspace*

Total retail	2011	2012	2013	2014	2015-19*	2020-29*
Total retail floorspace (millions of sq ft)**	624	628	636	642	670	748
Retail sales £bn (2009 prices)	304.8	309.9	315.6	322.9	351.8	438.1
Sales density £/sq ft	488.4	493.5	496.2	502.9	525.1	584.4
Density growth rate (%)	-0.8	1.0	0.5	1.4	1.4	1.3

*Annual average; **Source: GOAD

Figure 4a: Retail sales density sales convenience goods - including changes to floorspace

Convenience goods	2011	2012	2013	2014	2015-19*	2020-29*
Total floorspace (millions of sq ft)**	149	150	152	153	159	176
Convenience sales £bn (2009 prices)	108.6	109.5	110.2	111.0	115.4	129.3
Sales density £/sq ft	729.2	730.2	724.8	725.4	725.8	735.4
Density growth rate (%)	-3.8	0.1	-0.7	0.1	0.1	0.2

*Annual average; **Source: GOAD

Estimates of sales density using the more realistic assumption of changing floorspace are shown in figure 4

Figure 4b: Retail sales density- comparison goods including changes to floorspace

Comparison goods	2011	2012	2013	2014	2015-19*	2020-29*
Total floorspace (millions of sq ft)**	475	478	484	489	511	573
Comparison sales £bn (2009 prices)	196.1	200.4	205.4	211.9	236.4	308.8
Sales density £/sq ft	412.9	419.2	424.4	433.3	426.6	537.9
Density growth rate (%)	0.8	1.5	1.2	2.1	2.1	1.8

*Annual average; **Source: GOAD

The future for retail sales densities

The marked decline in convenience goods sales volumes in 2011 is reflected in an equally sharp fall in sales density. Over the next few years, we expect volume increases in convenience sales to be mild, accompanied by additions, albeit modest, to floorspace. Thus scope for density increases is very limited for convenience goods, much more so than for comparison goods. Continuing trends towards more modern, higher density, stores and the demolition of older inefficient space means that the expected comparison rate is likely to be close to 1.9% a year over the next 16 years, but this is about half the rate seen during the boom of the early years of this century.

Appendix 1: contacts

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Appendix 2: estimating consumer spending on retail goods and leisure

Sources

Total household spending on goods and leisure is derived from the ONS' (Office for National Statistics) publication *Consumer Trends* (latest issue June 2012). We use the chained volume measure which shows expenditure at 2008 prices. *Consumer Trends* provides data breaking down total household spending according to the internationally recognised COICOP (Classification of Individual Consumption by Purpose) categories. This is consistent with the definitions used in the ONS' National Accounts (*Blue Book*) and therefore includes spending in the UK by foreign households. Leisure spending is aggregated from COICOP categories as shown below.

The *Consumer Trends* data are based on surveys of consumers. There is a difference which is generally insignificant from the figures reported monthly in the ONS' *Retail Sales Statistical Bulletin* which is based on surveys of shops and businesses.

Aggregations

Retail Planner contains a number of special aggregations of retail goods and services:

1. **Convenience goods** – low-cost, everyday items that consumers are unlikely to travel far to purchase. Defined as food and non-alcoholic drinks, tobacco, alcohol, newspapers and 90% of non-durable household goods.⁴
2. **Comparison goods** – all other retail goods.

Bulky goods – defined as:

- DIY goods
- Furniture and floor coverings.
- Major household appliances whether electric or not.
- Audio-visual equipment
- Remaining 10% of non-durable household goods
- Bicycles.

Non-bulky goods – all other comparison goods

3. **Leisure**
 - Recreational and sporting services (COICOP 9.4.1)
 - Cultural services (COICOP 9.4.2)
 - Games of chance (COICOP 9.4.3)
 - Restaurants, cafes etc (COICOP 11.1.1)
 - Accommodation services (COICOP 11.2)
 - Hairdressing salons & personal grooming (COICOP 12.1.1)

⁴ Non-durable household goods comprise cleaning materials, kitchen disposables, household hardware and appliances, kitchen gloves, cloths etc and pins, needles, tape measures and nuts and bolts. We have assumed, based on Expenditure and Food Survey (EFS) data, that 10% of non-durable household goods are DIY-type goods and, therefore, are properly classified as comparison goods while the remaining 90% have the characteristics of convenience goods.

Appendix 3: non-store retail sales (special forms of trading)

The strong increase in online shopping in the past decade has lifted the share of special forms of trading (SFT) to a level where it now accounts for around a tenth of total retail sales. The Office for National Statistics (ONS) collects data for SFT, comprising sales via the internet, mail order, stalls and markets, door-to-door and telephone sales. On-line sales by supermarkets, department stores and catalogue companies are all included. The ONS figure of internet sales plus their estimate of mail order and market/stalls sales is therefore a comprehensive estimate of SFT in retailing. Services are excluded as businesses are asked to separate out non-goods elements of their sales.

The rising share of internet sales in total retail transactions dominates the picture of SFT. Internet sales' share of total retail sales stood at near 9% in 2012 against 4.7% in June 2008 and just 2.9% as recently as March 2007. The value of internet sales in 2012 is estimated at £29.4bn at current prices, (£26.2bn at 2009 prices). In addition to internet transactions, SFT includes mail order sales, stalls, markets and other non-store sales. Based on ONS data we estimate the value in 2012 of non-internet SFT at £7.7bn (at 2009 prices) giving a total broad definition (internet plus non-internet) of non-store retail of almost £34bn.

The following table shows Experian's estimate of growth since 2006 in all retailing compared with non-store retailing. No official breakdown is available between convenience and comparison goods – the market shares are our own estimates. Forecasts to 2029 reflect our assumptions of retail spending growth and the future expansion of the internet.

Estimated and projected market share of non-store retail sales

Volumes at 2009 prices	All retailing*	Non-store	Growth in retailing %	Growth in non-store %	Non-store retailing market share (%)			Adjusted for SFT sales from stores**		
	£bn	£bn			Total	Comparison	Convenience	Total retail	Comparison	Convenience
2006	282.6	16.5	6.2	14.2	5.8	7.9	2.8	3.9	5.9	0.8
2007	296.7	18.0	5.0	9.1	6.1	8.0	3.0	4.0	6.0	0.9
2008	301.7	21.1	1.7	17.2	7.0	9.0	3.6	4.6	6.8	1.1
2009	299.3	24.9	-0.8	18.0	8.3	10.6	4.5	5.5	7.9	1.3
2010	305.2	27.8	1.9	11.6	9.1	11.5	5.0	6.0	8.6	1.5
2011	304.8	30.0	-0.1	7.9	9.8	11.9	6.1	6.4	8.9	1.8
forecast										
2012	309.9	33.9	1.7	13.0	10.9	13.2	6.8	7.1	9.9	2.0
2013	315.6	37.6	1.8	11.0	11.9	14.3	7.5	7.8	10.7	2.3
2014	322.9	41.6	2.3	10.5	12.9	15.3	8.2	8.4	11.5	2.5
2015	331.8	45.7	2.8	10.0	13.8	16.2	9.0	9.0	12.2	2.7
2016	341.6	50.2	2.9	9.7	14.7	17.2	9.7	9.6	12.9	2.9
2017	351.4	54.9	2.9	9.5	15.6	18.2	10.5	10.2	13.6	3.1
2018	361.7	59.9	2.9	9.0	16.6	19.1	11.3	10.8	14.3	3.4
2019	372.3	64.7	2.9	8.0	17.4	19.9	12.0	11.3	14.9	3.6
2020	383.3	69.2	2.9	7.0	18.1	20.6	12.6	11.8	15.4	3.8
2021	394.6	73.4	3.0	6.0	18.6	21.0	13.2	12.1	15.8	3.9
2022	406.3	77.0	3.0	5.0	19.0	21.3	13.6	12.3	16.0	4.1
2023	418.4	80.1	3.0	4.0	19.1	21.4	13.9	12.5	16.1	4.2
2024	430.7	82.9	2.9	3.5	19.3	21.4	14.2	12.5	16.0	4.3
2025	443.2	85.8	2.9	3.5	19.4	21.4	14.5	12.6	16.0	4.3
2026	456.0	88.8	2.9	3.5	19.5	21.4	14.8	12.7	16.0	4.4
2027	469.0	91.9	2.9	3.5	19.6	21.4	15.1	12.8	16.0	4.5
2028	482.6	95.1	2.9	3.5	19.7	21.4	15.4	12.8	16.1	4.6
2029	496.5	98.5	2.9	3.5	19.8	21.4	15.7	12.9	16.1	4.7

*Ex automotive fuel

** Using the proportions shown on page 19 of *Retail Planner Briefing Note 10 September 2012*

Non-store retailing continues to grow rapidly, despite the tough retail environment. We retain our assumption that non-store retailing will increase at a faster pace than total retail sales well into the medium term. It is estimated that 85% of the UK adult population were internet users at the end of 2011, so growth of the internet user base will be less of a driver

than in the past decade. But growth momentum will be sustained as new technology such as browsing and purchasing through mobile phones and the development of interactive TV shopping boost internet retailing. We now expect that the SFT market share will continue to increase over the forecast period, although the pace of e-commerce growth will moderate markedly after about 2020. Our new forecast has the SFT share of total retail sales reaching 17.4% by 2020 (15.4% in *Retail Planner Briefing Note 9* of September 2011), rising to 20% by the end of the 2020s (15.5% previously).

Special Forms of Trading and the demand for retail floorspace

The calculation of how demand for retail floorspace will be affected by the rapid expansion of SFT remains a key issue. While it is undeniable that the challenge to traditional store-based shopping will continue to grow strongly, two factors temper the threat.

- **Since the non-store retailing figures include supermarkets and other retailers that source internet goods sales from store space, the share of non-store retailing is over-stated from the point of view of those interested in physical retail outlets, particularly for convenience goods.**
- Even if non-store retailing outpaces store-based shopping as assumed over the next 16 years, **store-based shopping** is still expected to continue to expand at an annual average of 1.5% per annum in *per capita* terms to 2029 (see figures 1a and 2 of the main report the relevant portions of which appear below). This means actual growth (before adjusting for population) at an annual average of 2.2%

Vol growth per head (%)	2012	2013	2014	2015-19	2020-29	2013-29
Retail spend	0.9	1.1	1.6	2.1	2.3	2.1
Retail spend ex SFT	-0.3	0.0	0.5	1.1	2.0	1.5

Which growth rates should be used to calculate demand for retail floorspace?

In the long term, the volume growth in total retail sales projected in this report (averaging 2.8% per annum in absolute terms between 2013 and 2019) overstates the required rate of floorspace expansion (ignoring sales density changes) as SFT continues to siphon off spending from store-based trading. As noted above, excluding SFT, retail sales volume growth over the period 2013-29 is forecast at 2.2% a year, again in absolute terms not *per capita*.

However, it would not be appropriate to assume a growth rate in floorspace as low as 2.2% per annum.

1. A key factor is that some stores - notably large convenience shops - sell online but source sales from regular stores rather than warehouses, implying an increase in required store floorspace to cater for rising internet sales. It is difficult to gauge the adjustment needed to take account of this as the development of 'click-and-collect' services increasingly blurs the line between traditional and on-line shopping. Tesco's announced last year that it will expand its 'click-and-collect' service for non-food items to 600 stores and Sainsbury's claims that customers can buy some 15,000 products on its website then pick them up from one of its stores. John Lewis has doubled the size of its 'click-and-collect' operations by adding 60 Waitrose branches.
2. Another significant development is multi-channelling, where internet shopping actually drives demand for traditional outlets. Increasing numbers of retailers are using bricks-and-mortar stores as a showroom for products, a service location and collection/drop-off points for online orders. Two examples of this are Simply Be (an online catalogue owned by home shopping retailer N Brown) which opened its first store in September 2011 and has since added six new stores; and Pixmania, an online camera retailer, which runs small stores in shopping malls.
3. Changes in consumer behaviour are also forcing a reassessment of store portfolios. About a fifth of all internet transactions involve some research in-store before an internet purchase is made according to research by Deloitte. The research also found that online only retailers are benefiting from their customers using other

retailers' stores as showrooms before completing the purchase online. An in-store product and services offer forms part of a co-ordinated multi-channel strategy and will continue to support demand for retail space.

4. An interesting example of the multichannel approach is Debenhams' offer of free wifi throughout its 167 shops allowing customers to access information and special deals as they walk around the store. The move brings online and in-store shopping together and illustrates how a bricks-and-mortar presence still works in the digital age.

The dedicated warehouse approach to servicing internet shoppers curbs demand for traditional retail space. It includes three Asda sites, the last of which was opened in 2010; Ocado which has two distribution hubs, the second of which was opened in 2011; Tesco's four so-called customer-free "dark stores", and Next which has more than two million active internet and Directory catalogue customers. Distribution is handled from 13 key sites. It still appears that most retailers opt to distribute from stores rather than a centralised warehouse. But in a significant new move, Amazon announced in early September 2012 that it intends to open three warehouses for sorting parcels of books, music and gifts, one in Hemel Hempstead near the M1. The location of further openings has not been announced. Demand for retail floorspace would ease if in future supermarkets moved increasingly to a centralised system to reduce pressure on stores.

To aid planners on this issue, we provide the following table showing indicative growth rates for sales on different assumptions for comparison and convenience goods to reflect the proportion of trading using traditional retail space. For comparison goods, we exclude from the deduction from total sales 25% of SFT sales to provide our best estimate of growth of required floorspace (column 4); and for convenience goods 70% of sales are excluded (column 7) to reflect the proportion of convenience sales that is effected through stores. The proportion excluded in this calculation would be even higher were it not for the fact that SFT includes other sales channels such as mail order and market stalls that do not service sales from traditional stores.

Growth in sales volumes (retail spend) per head 2010-29 (% per annum) adjusted for SFT

	Comparison growth rates			Convenience growth rates		
	Total	Exc all SFT	Exc 75% of SFT	Total	Exc all SFT	Exc 30% of SFT
2010	2.4	1.4	1.7	-0.7	-1.3	-0.9
2011	0.5	0.0	0.1	-3.2	-4.2	-3.5
2012	1.5	0.0	0.4	0.1	-0.7	-0.1
2013	1.8	0.5	0.9	-0.1	-0.9	-0.3
2014	2.4	1.2	1.6	0.0	-0.7	-0.2
2015	3.0	1.8	2.2	0.4	-0.4	0.1
2016	3.0	1.9	2.2	0.7	-0.2	0.4
2017	2.9	1.7	2.0	0.7	-0.1	0.5
2018	2.9	1.7	2.1	0.8	-0.1	0.5
2019	2.9	1.9	2.2	0.8	0.0	0.6
2020	2.9	2.0	2.3	0.9	0.1	0.7
2021	2.9	2.3	2.4	1.0	0.3	0.7
2022	2.9	2.5	2.6	1.0	0.4	0.8
2023	2.9	2.8	2.8	1.0	0.6	0.8
2024	2.9	2.9	2.9	0.9	0.6	0.8
2025	3.0	2.8	3.0	0.9	0.5	0.8
2026	2.9	2.8	2.9	0.8	0.4	0.7
2027	2.9	2.8	2.9	0.8	0.4	0.7
2028	2.9	2.8	2.9	0.8	0.5	0.7
2029	2.9	2.7	2.9	0.8	0.5	0.7
Annual averages						
2013-19	2.7	1.5	1.9	0.5	-0.3	0.2
2020-29	2.9	2.7	2.8	0.9	0.5	0.8
2013-29	2.8	2.2	2.4	0.7	0.1	0.5

Appendix 4a: Data & forecasts : spending volumes

	Spending (£bn 2009 prices)				Spending at 2009 prices per head (£)				Growth rates: overall spending (%)				Growth rates: spending per head (%)			
	Consumer spending(1)	Total retail	Convenience	Comparison	Consumer spending(1)	Total retail	Convenience	Comparison	Consumer spending(1)	Total retail	Convenience	Comparison	Consumer spending(1)	Total retail	Convenience	Comparison
1991	493	86	94	32	8584.2	1492.9	1644.9	554.4	0.0	4.6	-0.6	5.2	-0.3	4.2	-0.9	4.9
1992	498	88	95	33	8654.2	1520.7	1648.7	575.6	1.1	2.1	0.5	4.1	0.8	1.9	0.2	3.8
1993	511	91	96	35	8858.8	1572.3	1670.4	605.4	2.6	3.6	1.5	5.4	2.4	3.4	1.3	5.2
1994	526	107	97	44	9083.4	1843.7	1684.1	757.6	2.8	17.6	1.1	25.5	2.5	17.3	0.8	25.2
1995	535	118	97	51	9218.7	2037.4	1671.5	875.1	1.8	10.8	-0.5	15.8	1.5	10.5	-0.7	15.5
1996	554	122	100	53	9523.1	2101.9	1725.9	905.8	3.6	3.4	3.5	3.8	3.3	3.2	3.3	3.5
1997	564	125	103	55	9664.7	2136.7	1767.9	940.5	1.7	1.9	2.7	4.1	1.5	1.7	2.4	3.8
1998	594	142	103	66	10165.7	2432.3	1765.2	1137.0	5.5	14.1	0.1	21.2	5.2	13.8	-0.2	20.9
1999	628	164	107	80	10701.8	2789.2	1820.4	1360.1	5.7	15.1	3.5	20.0	5.3	14.7	3.1	19.6
2000	665	181	109	91	11299.3	3066.7	1856.2	1549.3	5.9	10.3	2.3	14.3	5.6	10.0	2.0	13.9
2001	699	197	108	104	11826.1	3326.8	1824.0	1759.1	5.1	8.9	-1.4	14.0	4.7	8.5	-1.7	13.5
2002	732	217	110	120	12331.7	3661.7	1848.2	2019.6	4.6	10.4	1.7	15.2	4.3	10.1	1.3	14.8
2003	765	236	111	135	12851.1	3964.3	1864.8	2259.3	4.6	8.7	1.3	12.3	4.2	8.3	0.9	11.9
2004	795	251	115	145	13283.3	4201.6	1920.4	2418.2	3.9	6.5	3.5	7.6	3.4	6.0	3.0	7.0
2005	826	266	118	154	13719.2	4417.3	1954.1	2563.2	4.0	5.8	2.4	6.7	3.3	5.1	1.8	6.0
2006	845	283	119	168	13941.8	4664.2	1957.0	2772.8	2.2	6.2	0.7	8.8	1.6	5.6	0.1	8.2
2007	872	297	119	180	14300.4	4865.8	1945.3	2955.8	3.3	5.0	0.1	7.3	2.6	4.3	-0.6	6.6
2008	867	302	115	187	14115.1	4913.3	1876.7	3043.5	-0.6	1.7	-2.9	3.7	-1.3	1.0	-3.5	3.0
2009	851	299	111	188	13770.8	4844.4	1803.5	3040.9	-1.8	-0.8	-3.3	0.6	-2.4	-1.4	-3.9	-0.1
2010	865	305	111	194	13893.6	4901.5	1788.9	3112.6	1.7	1.9	-0.1	3.1	0.9	1.2	-0.8	2.4
2011	859	305	109	196	13710.8	4867.6	1735.1	3132.4	-0.8	-0.1	-2.5	1.2	-1.3	-0.7	-3.0	0.6
2012	854	310	110	200	13534.3	4913.4	1736.4	3177.0	-0.6	1.7	0.8	2.2	-1.3	0.9	0.1	1.4
2013	863	316	110	205	13590.2	4967.6	1734.3	3233.3	1.1	1.8	0.6	2.5	0.4	1.1	-0.1	1.8
2014	881	323	111	212	13767.3	5046.7	1735.0	3311.7	2.0	2.3	0.7	3.1	1.3	1.6	0.0	2.4
2015	902	332	112	220	14000.3	5151.2	1741.3	3409.9	2.4	2.8	1.1	3.7	1.7	2.1	0.4	3.0
2016	924	342	114	228	14240.4	5262.1	1751.7	3510.4	2.5	2.9	1.4	3.7	1.7	2.2	0.6	2.9
2017	947	351	115	236	14488.4	5374.0	1763.6	3610.3	2.5	2.9	1.4	3.6	1.7	2.1	0.7	2.8
2018	971	362	117	245	14742.0	5490.9	1776.4	3714.5	2.5	2.9	1.5	3.6	1.8	2.2	0.7	2.9
2019	995	372	119	254	14999.3	5611.9	1790.4	3821.5	2.5	2.9	1.5	3.6	1.7	2.2	0.8	2.9
2020	1020	383	121	263	15262.7	5736.8	1805.8	3931.0	2.5	2.9	1.6	3.6	1.8	2.2	0.9	2.9
2021	1045	395	123	272	15529.9	5865.8	1822.0	4043.8	2.5	3.0	1.6	3.6	1.8	2.2	0.9	2.9
2022	1070	406	125	282	15801.3	5999.3	1839.3	4160.1	2.4	3.0	1.6	3.6	1.7	2.3	0.9	2.9
2023	1096	418	127	292	16079.2	6136.2	1856.0	4280.2	2.4	3.0	1.6	3.6	1.8	2.3	0.9	2.9
2024	1123	431	128	302	16362.6	6276.6	1872.2	4404.4	2.4	2.9	1.5	3.6	1.8	2.3	0.9	2.9
2025	1149	443	130	313	16648.3	6419.7	1887.9	4531.8	2.4	2.9	1.5	3.5	1.7	2.3	0.8	2.9
2026	1176	456	132	324	16935.9	6565.0	1902.9	4662.1	2.3	2.9	1.4	3.5	1.7	2.3	0.8	2.9
2027	1204	469	134	335	17226.0	6713.1	1917.5	4795.6	2.3	2.9	1.4	3.5	1.7	2.3	0.8	2.9
2028	1231	483	136	347	17523.0	6868.0	1934.2	4933.8	2.3	2.9	1.4	3.5	1.7	2.3	0.9	2.9
2029	1260	497	138	359	17827.8	7027.6	1951.4	5076.2	2.3	2.9	1.4	3.5	1.7	2.3	0.9	2.9

(1) Including spending by foreigners

Source: data - ONS (Consumer Trends 2012q2), forecast - Experian September 2012

Appendix 4b: Spending at current prices and price indices

	Total spending (current prices, £bn)				Growth rates :spending at current prices (%)				Price indices (2009=100)			
	Consumer spending(1)	Total retail	Convenience	Comparison	Consumer spending(1)	Total retail	Convenience	Comparison	Consumer spending(1)	Spending on retail	Spending on convenience	Spending on comparison
1991	366.6	139.0	62.4	76.5	6.1	5.5	5.9	5.2	78.6	162.0	66.1	240.3
1992	385.5	145.1	64.3	80.8	5.2	4.4	3.0	5.5	81.3	165.7	67.8	243.7
1993	408.9	151.8	66.6	85.3	6.1	4.7	3.5	5.6	83.5	167.3	69.1	244.0
1994	428.2	159.3	67.9	91.4	4.7	4.9	2.0	7.2	84.6	149.3	69.7	208.5
1995	452.1	167.3	70.1	97.2	5.6	5.0	3.2	6.4	87.2	141.5	72.3	191.5
1996	486.5	179.7	75.0	104.7	7.6	7.4	7.0	7.7	90.3	147.0	74.7	198.8
1997	515.3	189.7	77.2	112.5	5.9	5.6	2.9	7.5	93.4	152.6	74.9	205.9
1998	546.3	199.8	78.7	121.1	6.0	5.3	1.9	7.6	93.6	140.5	76.2	182.3
1999	577.8	212.5	82.3	130.3	5.8	6.4	4.6	7.6	93.5	129.9	77.0	163.3
2000	609.0	222.6	84.5	138.1	5.4	4.7	2.7	6.0	92.8	123.3	77.3	151.4
2001	635.7	232.0	85.9	146.0	4.4	4.2	1.7	5.8	91.8	118.0	79.7	140.5
2002	664.7	245.4	88.2	157.2	4.6	5.8	2.6	7.6	91.5	113.0	80.4	131.3
2003	699.1	257.6	90.8	166.9	5.2	5.0	3.0	6.2	91.8	109.2	81.7	124.1
2004	735.1	268.0	94.6	173.4	5.2	4.0	4.2	3.9	92.8	106.6	82.3	119.9
2005	772.9	273.7	98.0	175.7	5.1	2.1	3.6	1.3	93.7	102.9	83.3	113.9
2006	806.3	284.8	101.3	183.5	4.3	4.0	3.3	4.4	95.5	100.8	85.4	109.3
2007	849.3	295.5	105.1	190.4	5.3	3.8	3.8	3.8	97.4	99.6	88.6	105.7
2008	862.3	300.2	109.5	190.7	1.5	1.6	4.2	0.2	99.5	99.5	95.1	102.1
2009	850.9	299.3	111.4	187.9	-1.3	-0.3	1.8	-1.5	100.0	100.0	100.0	100.0
2010	895.9	310.3	115.0	195.3	5.3	3.7	3.2	3.9	103.6	101.7	103.3	100.7
2011	929.0	318.6	119.4	199.2	3.7	2.7	3.8	2.0	108.3	104.5	109.9	101.5
2012	951.5	328.9	124.7	204.2	2.4	3.2	4.4	2.5	111.3	106.1	113.8	101.9
2013	980.9	336.3	128.3	208.0	3.1	2.2	2.9	1.9	113.4	106.6	116.4	101.3
2014	1019.0	345.0	131.9	213.1	3.9	2.6	2.8	2.5	115.4	106.9	118.8	100.6
2015	1062.5	355.1	135.6	219.5	4.3	2.9	2.8	3.0	117.4	107.0	120.9	99.9
2016	1107.8	365.4	139.7	225.7	4.3	2.9	3.1	2.8	119.4	107.0	122.9	99.1
2017	1154.3	375.8	144.3	231.5	4.2	2.8	3.3	2.6	121.3	106.9	125.1	98.1
2018	1203.4	387.0	149.3	237.7	4.3	3.0	3.5	2.6	123.3	107.0	127.6	97.1
2019	1253.8	398.2	154.5	243.7	4.2	2.9	3.5	2.5	125.3	106.9	130.1	96.1
2020	1306.7	409.6	160.0	249.7	4.2	2.9	3.5	2.5	127.4	106.9	132.6	95.1
2021	1361.7	421.3	165.6	255.7	4.2	2.8	3.5	2.4	129.5	106.8	135.1	94.0
2022	1418.8	433.2	171.4	261.7	4.2	2.8	3.5	2.4	131.6	106.6	137.6	92.9
2023	1479.0	445.4	177.5	267.9	4.2	2.8	3.5	2.4	133.9	106.5	140.3	91.8
2024	1542.4	458.1	183.7	274.3	4.3	2.8	3.5	2.4	136.2	106.4	143.0	90.8
2025	1608.6	471.0	190.1	280.8	4.3	2.8	3.5	2.4	138.7	106.3	145.9	89.8
2026	1677.1	483.8	196.6	287.3	4.3	2.7	3.4	2.3	141.2	106.1	148.7	88.7
2027	1748.0	496.6	203.0	293.6	4.2	2.7	3.3	2.2	143.8	105.9	151.6	87.6
2028	1821.9	509.8	209.8	300.0	4.2	2.7	3.3	2.2	146.5	105.6	154.4	86.5
2029	1898.7	523.1	216.8	306.3	4.2	2.6	3.3	2.1	149.1	105.4	157.3	85.4

(1) Including spending by foreigners

Source: data - ONS (Consumer Trends 2012q2) , forecast - Experian September 2012

Appendix 5: Estimates of spending on retail goods in 2011 –coarse categories

COICOP	Description	Total spending £m	Non-Retail (%)	Spend by foreigners	UK res. spend in UK	UK spend per head
1	Food and non-alcoholic beverages	86,464		1,068	85,396	1,361
2.2	Tobacco	18,346	0.35	137	11,836	189
2.1	Alcohol (off trade)	15,213		119	15,094	241
9.5.2	Newspapers and periodicals	3,989		41	3,948	63
3.1.1,3.1.2,3.1.3	Clothing materials & garments	45,290		2,976	42,314	674
3.2.1	Shoes and other footwear	7,800		396	7,404	118
4.3.1	Materials for maintenance & repair of the dwelling	5,849		32	5,817	93
5.1.1,5.1.2	Furniture and furnishings; carpets & other floor coverings	14,440		103	14,337	229
5.2	Household textiles	5,610		32	5,578	89
5.3.1	Major household appliances whether electric or not	4,791		70	4,721	75
5.3.2	Small electric household appliances	910		57	853	14
5.5.1,5.5.2	Tools and miscellaneous accessories	3,632		6	3,626	58
5.4	Glassware, tableware and household utensils	4,186		17	4,169	66
5.6.1	Non-durable household goods	3,985		131	3,854	61
6.1.1,6.1.2	Medical goods & other pharmaceutical products	5,274		40	5,234	83
6.1.3	Therapeutic appliances and equipment	2,915		0	2,915	46
7.1.3	Bicycles	1,506		38	1,468	23
9.1.4	Recording media	4,645		20	4,625	74
9.2.2,9.3.1,9.3.2	Games, toys & hobbies; sport & camping equip.; musical inst	19,454		57	19,397	309
6.3.3	Gardens, plants and flowers	3,389		0	3,389	54
6.3.4	Pets and related products	2,949		0	2,949	47
9.5.1,9.5.3,9.5.4	Books & stationary	6,759		20	6,739	107
8.2,9.1.1,9.1.2,9.1.3	Audio-visual, photographic & info processing equip.	15,784		84	15,700	250
12.1.2,12.1.3	Appliances for personal care	16,225		78	16,147	257
12.3.1	Jewellery, clocks and watches	6,471		40	6,431	103
12.3.2	Other personal effects	3,653		6	3,647	58
Total convenience		127,599		1,483	119,743	1,909
Total comparison		181,931		4,086	177,844	2,835
Total retail		309,529		5,569	297,587	4,744
NHS prescription costs		11937		0	11937	190
Other Aggregations:						
Core DIY goods		14713			14651	234
Core DIY goods exc gardening		11324			11262	180
Bulky goods (comparison)		48284			47975	765
UK population (mid-2011):		62.735				

Appendix 6: Classification of retail spending

Convenience	Comparison	Bulky	Non-bulky C
COICOP			
02.2	Tobacco		
02.1.3	Beer		
01.1	Food & non-alcohol		
02.1.2	Wine		
02.1.1	Spirits		
09.5.2	Newspapers & mags		
05.6.1	Household cleaning materials and misc items		
05.5.1	Major tools		
09.1.1/4	Audio-visuals		
04.3.1	Materials for repair & maintenance of homes		
05.5.2	Small tools		
05.1.1;05.1.2	Furniture & floor coverings		
05.3.1	Major appliances		
07.1.3	Bicycles		
03.1.1/3	Clothing		
05.3.2	Small appliances		
09.5.1;09.5.3/4	Books, stationery etc		
05.4	Utensils		
03.2.1	Footwear		
06.1.3	Therapeutics		
12.3.1	Jewellery		
09.1.4	Recording media		
12.1.2/3	Personal care goods		
05.2	Textiles		
06.1	Medical goods		
12.3.2	Other personal effects		
09.3.1/4	Other recreational goods		

More information on the classification of individual consumption by purpose (COICOP) is available if required.

Appendix 7: Note on ONS revisions

We have not changed our view of the long-term prospects for the UK economy, so that the forecasts are very similar to those presented last year (*Retail Planner Briefing Note 10*). However, for the second year in a row, revisions to Official of National Statistics (ONS) national accounts data have produced major changes to the long-run history. This now shows much faster growth in volumes since 1971 than previously estimated for total retail sales and comparison goods (notably bulky items), while convenience goods growth is somewhat slower.

The revisions stem from new ONS estimates of price changes over time as part of the process to obtain volume growth. The chained volume measure (CVM) methodology adjusts all figures in a time series to be consistent with the buying power of money in a given year (the reference year: 2009 in this case). The result is that volumes are non-additive before the reference year and the totals for aggregates like comparison and convenience are not equal to the sum of their associated sub-categories before 2009.

Since the *Retail Planner Briefing Note 10* of was released, two changes in price-base and various methodological improvements have been made by the ONS in the UK National Accounts. These have affected spending values to some extent, but have had a much larger impact on deflators and hence on the volume series included in this report.





Legend

■ Vacant (22)

■ Multiple (81)

100 metres





Weyhill



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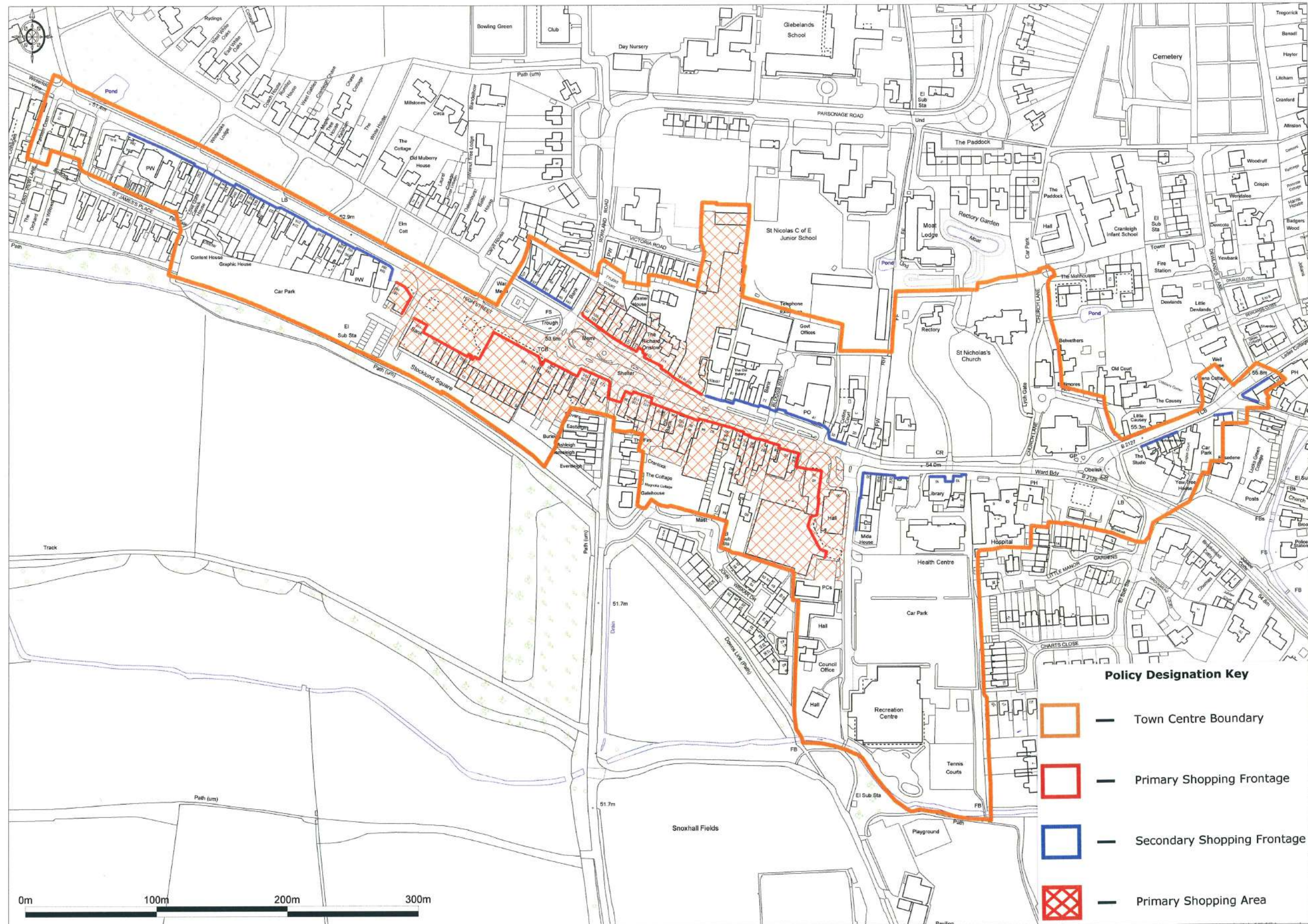
C&P

The plan is based upon the Ordnance Survey Map with the sanction of the controller of HM Stationery Office Crown Copyright Reserved, Licence No. ES75073E0001.
The plan is published for convenience of identification only. Any site boundaries shown are believed to be correct but are not guaranteed.

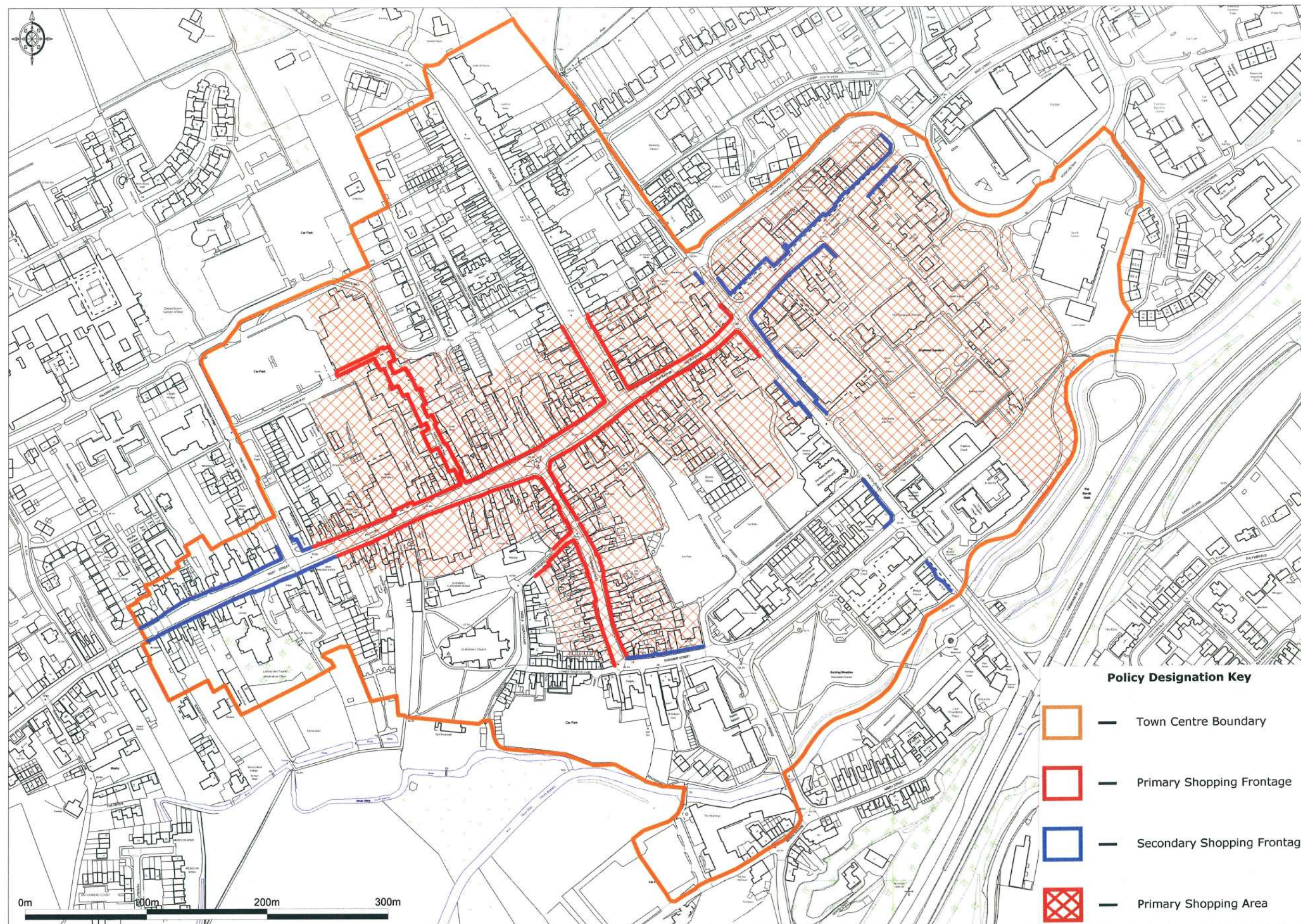


95 metres

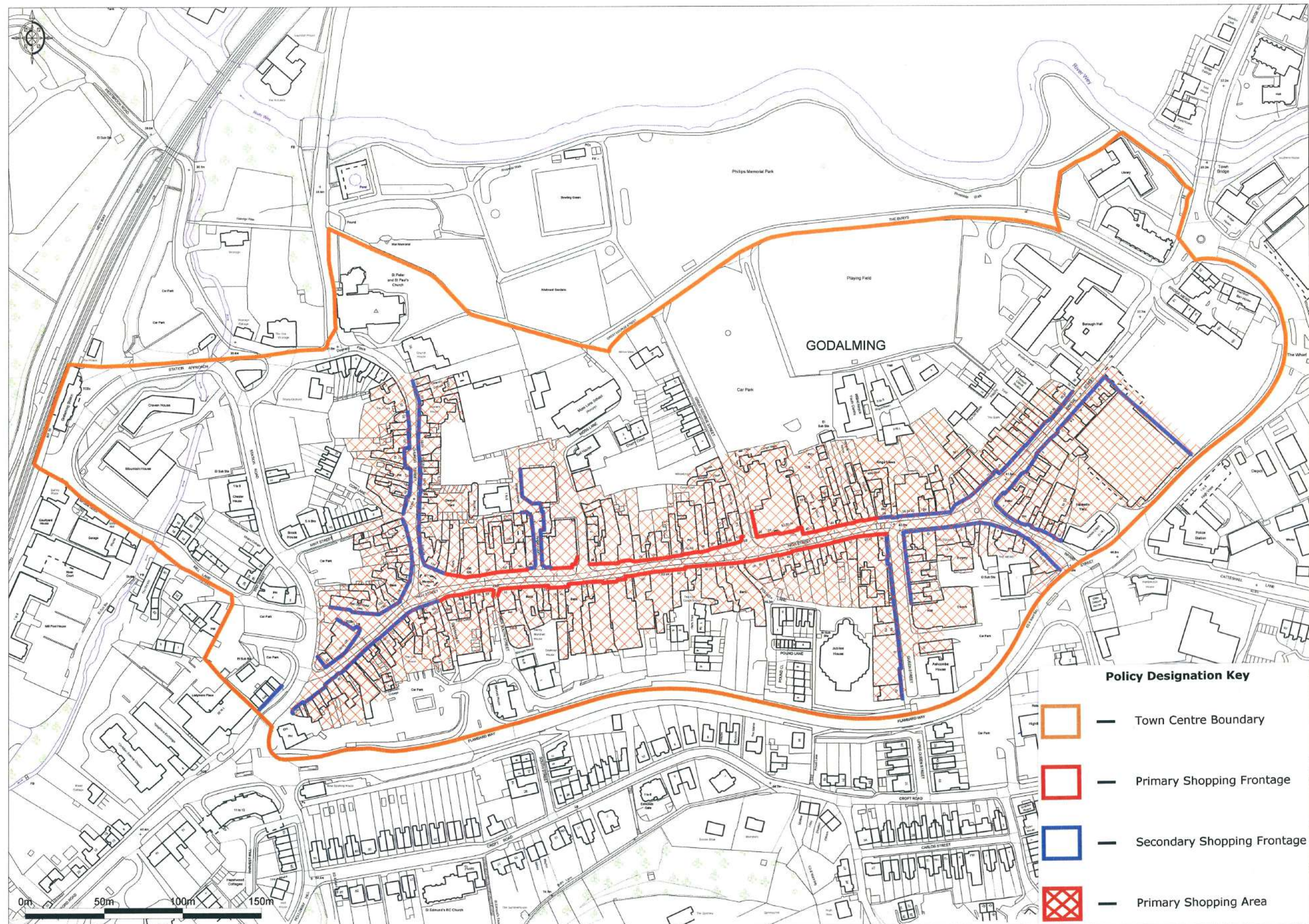
Cranleigh Village Centre - Suggested Policy Designations



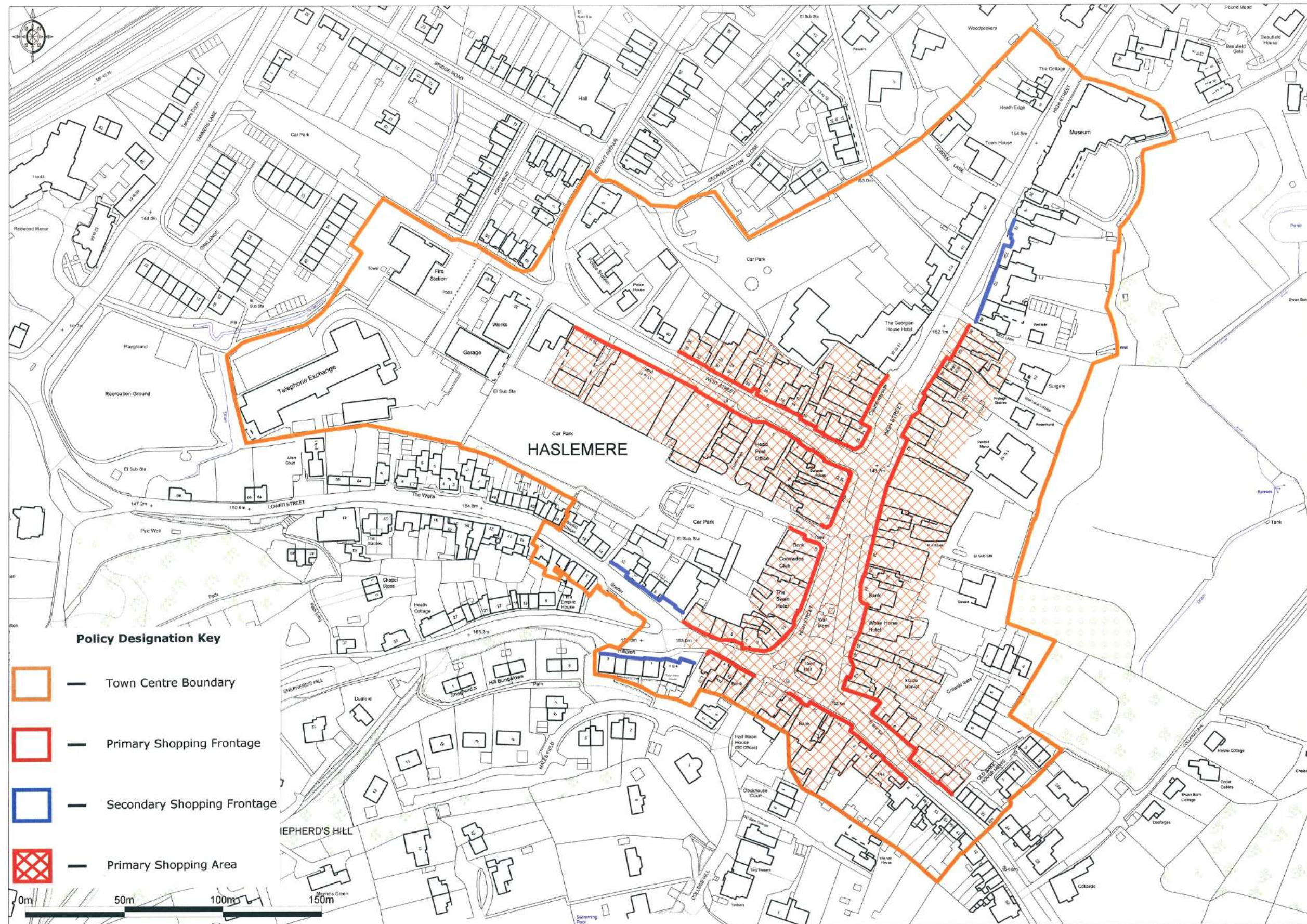
Farnham Town Centre - Suggested Policy Designations



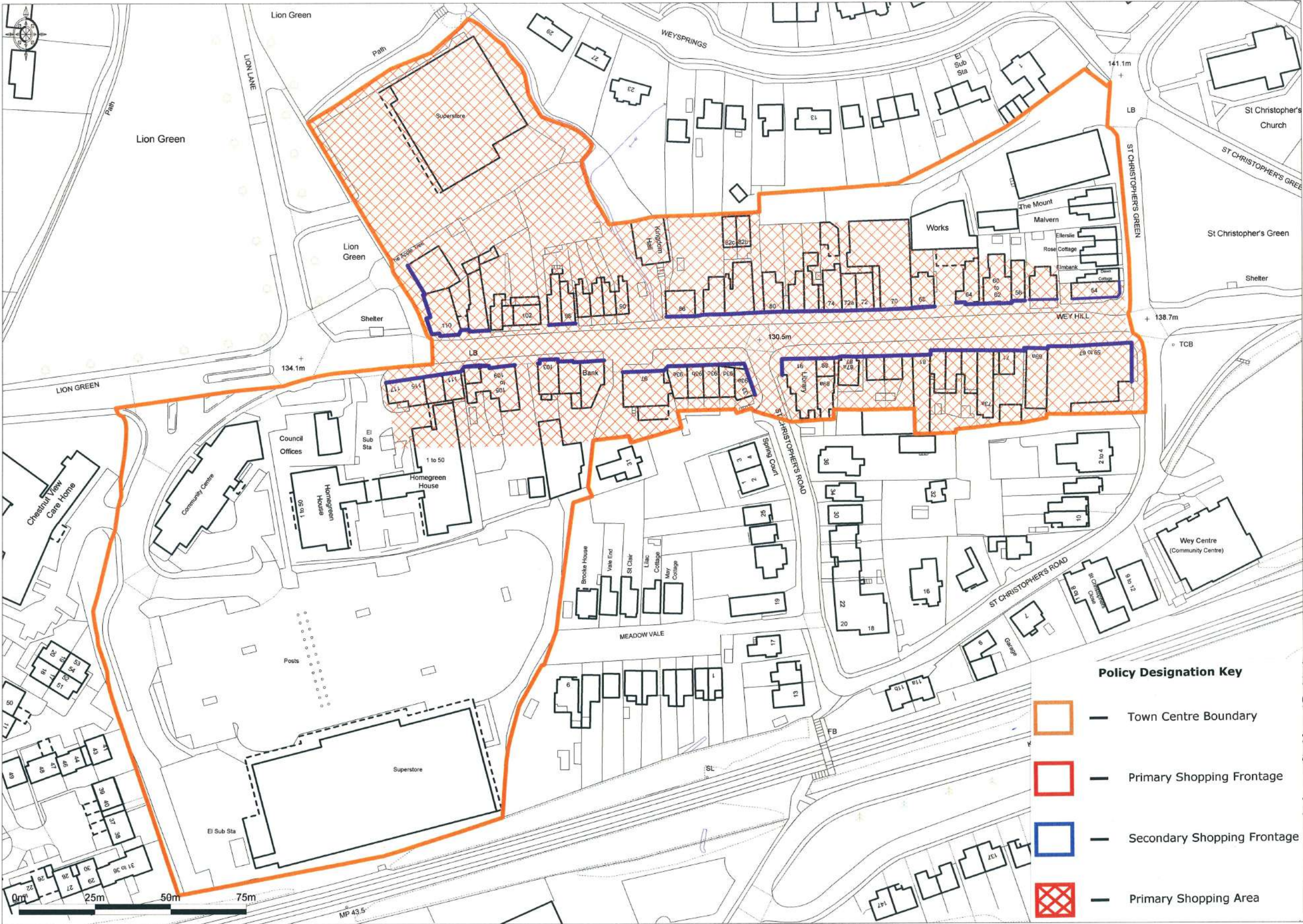
Godalming Town Centre - Suggested Policy Designations



Haslemere Town Centre - Suggested Policy Designation



Wayhill Centre - Suggested Policy Designations



**INTERNET SALES IN THE UK
&
GENERAL IMPACT ON PHYSICAL RETAILING
&
THE RETAIL PROPERTY MARKET**

14th December 2015

PREPARED AT THE OFFICES OF

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CHARTERED SURVEYORS • COMMERCIAL PROPERTY CONSULTANTS • CHARTERED TOWN PLANNERS

1. It should be noted that retailing in the UK is going through a structural change determined by consumer habits with an increasing profile of internet and virtual shopping, click and collect and brick and click purchase options. The result is that many town centres may need to reduce or reorganise and re-designate the amount of physical retail space on offer. Despite this clear trend it will still be appropriate to provide new retail development where it accommodates significant areas of growth or where redevelopment is necessary to overcome obsolescence and failing elements of a local economy. In undertaking such action the range and mix of uses may be quite different to that which may have been appropriate just 10 years ago at the peak of the last cycle boom, such has been the pace of change coupled with the shock of the fall in western economies in September 2008 following 10 years of unchecked growth.
2. Despite clear current economic improvements in the UK, when compared to the reversals in the fortunes of economies in the Middle and Far East and the rest of Europe, market conditions affecting the occupation of retail property remain fragile even though consumer confidence has returned. However the change in consumer shopping habits and the impact of internet shopping has adversely affected footfalls in many centres and encouraged retailers to revise their locational requirements in response. It is estimated that whereas 30 years ago there were over 400 main centres, today multiple retailers recognise about 75 centres which dictate the strength of physical retail locations.
3. Footfall varies from week to week but the general trend of shoppers visiting high streets is in decline. In week 47 November 2015 footfall fell 2.9% measured year on year. The year to date of week 47 shows an overall fall in footfall of -0.1% at a time when the UK economy has been modestly expanding. However some caution needs to be exercised as although the decline trend is clear it varies region to region and shopping malls have by contrast seen an increase in footfall with September increasing by 1.3% month on month.
4. The latest commentary on shopper footfalls from the Association of Town & City Management (ATCM), The British Retail Consortium (BRC) and Springboard is as follows:

4.1 *National High Street Index - October 2015*

Footfall in the UK's high streets declined annually by -0.9% in October, a slight improvement from a drop of -1.3% in September and of -1.6% in October 2014. The improvement over the year stems in part from a better performance on a monthly basis, with footfall dropping by just -1.6% between September and October, compared with -3.6% from August to September. It seems that that the impending – much talked about – Black Friday is likely to have had some positive benefits for our high streets by transforming October into a "look and compare" month; with shoppers using the lead up to the event itself to compare goods and prices whilst holding off actually buying. This is substantiated by the -0.2% drop in sales in October recorded by the BRC compared with the rise of +2.6% recorded in September.

4.2 *Night Time Economy Index - October 2015*

Footfall during night time hours fell in October by -3.9% and by -6.2% over the month from September. This is an improvement from last month in when footfall fell annual by -8% and monthly by -8.8%, but noticeably worse than the result for 24 hours over which footfall declined annually by just -0.9% and monthly by -1.6%.

5. BRC have also reported that UK retailers suffered a drop in sales in November as record take-up of online shopping and a late Black Friday boost failed to make up for slow trade in the rest of the month. Retailers will therefore be hoping Christmas food and gift shopping will turn things around after sales in stores and online were down 0.4% in like-for-like terms in November when compared with a year earlier.
6. BRC also stated that *"For non-food products, one in every five pounds was spent online in November, and at 22.4% the online penetration rate for non-food was the highest since the group started publishing internet sales data in late 2012, up 2.1 percentage points on November 2014. Early indications from the Black Friday shopping weekend, when UK retailers follow the US tradition of flash sales, suggest it was an online event this*

year. The BRC said online sales of non-food products for the month as a whole grew 11.8% on a year earlier”.

7. By contrast Retail Parks have seen an improvement in customer footfall as the latest BRC/Springboard report demonstrates as follows:

7.1 Retail Parks continued their resurgence in October as footfall jumped 2.9% to outperform high streets and shopping centres. Overall footfall dipped 0.2% as high streets reported a 1% drop in shopper numbers while shopping centres suffered a 1.3% decline. Retail Park locations continue to outperform their rivals following September’s high of 4% footfall growth, as shoppers take advantage of the convenient out of town destinations, which often benefit from free parking.

8. Internet sales has made significant inroads in to UK retail sales with customer footfall in town centres and on retail parks falling steadily as referred to above. The office of National Statistics (ONS) in their March 2015 report on retail sales volumes makes the following statement in respect of online sales:

8.1 “The value of sales made online decreased by 0.8% compared with February 2015 and accounted for 11.7% of all retail sales in March 2015. Online sales increased by 10.3% compared with March 2014.”

9. The ONS in their August 2015 Retail Sales Volumes Report promote their main findings as follows:

9.1 Continuing a sustained period of year-on-year growth, the volume of retail sales in August 2015 is estimated to have increased by 3.7% compared with August 2014. This was the 29th consecutive month of year-on-year growth.

9.2 The underlying pattern in the data, as suggested by the 3 month on 3 month movement in the quantity bought, showed growth for the 30th consecutive month, increasing by 0.4%.

9.3 Compared with July 2015, the quantity bought in the retail industry is estimated to have increased by 0.2%.

- 9.4 *Average store prices (including petrol stations) fell by 3.3% in August 2015 compared with August 2014; the 14th consecutive month of year-on-year price falls.*
- 9.5 *The amount spent in the retail industry increased by 0.2% in August 2015 compared with August 2014, but decreased by 0.3% compared with July 2015.*
- 9.6 *The value of online sales increased by 7.4% in August 2015 compared with August 2014, but decreased by 2.7% compared with July 2015.*
- 9.7 *Average weekly spending online in August 2015 was £800.0 million; this was an increase of 7.4% compared with August 2014, the lowest increase in this measure since November 2012.*
- 9.8 *The amount spent online accounted for 12.2% of all retail spending, excluding automotive fuel, compared with 11.5% in August 2014.*
10. The nature of such statistics is difficult to identify precisely. Further the above figures conflict slightly with other research identifying retail sales via the internet controlling some 14% of all retail sales by volume. Regardless of these differences in measurement it is clear is that whatever research house analysis is adopted, internet retail sales by volume in the UK were somewhere between 12% and 14% by the middle of 2015 and continuing to grow.
11. However there is also some evidence that the pace of growth is falling. Equally retailers are investing in online sales as part of a wider sales drive of "Omni Channel" shopping techniques such as click and collect and the internet which arguably boosts the data for online sales even though physical shopping remains an important part of the equation. Further, catalogue shopping, which was expected to be obsolete 10 years ago remains one of the most important growth areas of sales for Next.
12. The simple point is that internet sales have impacted on physical sales although the extent of such impact is debatable. In some cases internet sales has destroyed sectors of the market such as videos, books and music. On the other hand where retailers have been able to adopt "omni shopping" techniques such as "click and collect", sales and profitability have improved.

13. Nearly all retailers have had to adapt to the competition from the internet especially from internet retail specialists such as Amazon. As an example John Lewis (JLP) now considers a smaller store format which is the recognition of changing consumer shopping habits through the internet and the success of the JLP “click and collect initiative”. JLP online takings grew by 19% representing 36% of JLP’s sales over the Christmas 2014 period. Further click and collect sales accounted for 56% of online orders at this time. Interestingly the average additional spends of a JLP click and collect customer collecting from one of its 39 mainline stores was in the region of £150. That is expenditure which JLP would not have benefitted from had the customer not physically visited the department store branch.
14. As at 14th December 2015 it is John Lewis’s expectation that its online sales will overtake store sales within the next 4 years (so by 2019). To accommodate this it is investing £500m into IT systems which is expected to be completed by the end of 2018, adding hundreds of staff to its IT department. The forecast over web sales overtaking store sales is a year ahead of its original prediction. Managing director Andy Street has advised: “This has not blown our assumptions out of the water – but it has moved them forward. It’s very reassuring because it endorses everything we are doing.” John Lewis’ investment will include completing state-of-the-art warehousing and investment into IT that will aid forward planning and greater in depth analysis of shoppers’ buying habits.
15. JLP are not the only brand whose floorspace requirements are changing. In 2014 Argos opened the first of its small-format digital concept stores in Liverpool One and Cheapside, London. The 3,000 sq ft stores are significantly smaller than a typical 15,000 sq ft Argos shop and have been designed in the retailer’s new digital format. The stores will be supplied several times a day from nearby larger stores as part of Argos’ ‘hub and spoke’ strategy. Customers can browse the entire online range and if the product is in stock in the hub store, can order it for same or next day delivery to the smaller spoke store. Argos’s digital stores have replaced laminated catalogues with iPads.
16. The impact of internet shopping is that many mid market town centres have found they have an over provision of retail accommodation and will need to reduce such space by as much as 20% in some cases. On the other hand

this will provide an opportunity to regenerate facilities which are now obsolete and accommodate increasing demand for other uses in town centres such as leisure, restaurants, residential, medical, community and social.

17. Any oversupply of space in the internet age will have a negative effect on rents causing them to fall, not rise, placing greater pressure of an existing investment or proposed development viability. An oversupply of space will also adversely impact on the retailing facilities beyond the centre as the town will have to bear the consequences of the over provision of space as a whole.
18. The ability of physical retailing to respond to both the recession and competition from internet sales has been unfairly penalised by uncaring and naïve Government policy focussed on maintaining the tax take regardless of the cost and its disproportionate impact. This is demonstrated by the decision to delay the business rates revaluation by two years creating unfairness. Many shops in centres outside the south east have suffered falling sales and increasing business rates. Rental values for new leases have fallen by as much as 40%. Compare that with rental values in Oxford Street and Bond Street where rentals have doubled since 2006 in part because the business rates have been subsidised by the regional maintenance of high business rates. A provincial centre prime shop has seen its rates bill rise from just under 30% of total occupational costs to near on 50% in the current market. The internet has preyed on this inherent weakness in physical retail property as there is no trading property taxation and corporation tax and other taxes have been avoided by trading offshore. The ability of the UK physically based retailer to compete effectively under these circumstances has been very testing.
19. The above said there is some indication that the pace of internet sales growth in the UK is beginning to slow. This may be because there will be a natural level at which this sector of the retail market can trade. There is clear indication of some dissatisfaction by customers on delivery timescales and quality of goods received particularly in the food sector. There are also human scale considerations where customers simply wish to have the physical experience from a shopping trip and all such an exercise provides. This also includes leisure and eating out in restaurants which in turn extend

dwell times and increases expenditure in physical shopping alongside, something those virtual sales on the internet cannot replicate or complete with.

20. It is therefore not surprising that the shopping centre development pipeline is therefore a very different animal to what it was and now reflects the net addition of reconfigured and upgraded space as the criteria, rather than simply new space as a total figure. In 2006 the pipeline stood at some 80 million sq ft whereas today it is approximately 5 million sq ft. although this is a recovery from 2011 to 2012 when it was effectively nil sq ft. This fall in the pipeline potential provision is just as well as the retail property sector continues to go through a structural change both in and out of town, with the impact of internet shopping seen as the greatest threat to existing centres having a significant effect on retailer demand and shop unit sizes and configurations/formats. However development is not dead and is increasing as regeneration opportunities arise. The difference is that many of the schemes coming forward today are different to the past reflecting a much wider range and mix of uses and driven by the need to offer something far more innovative than the internet.
21. There is therefore, a caution relating to internet sales as it is our view that internet retailing has its own problems with logistics, returns and other costs making internet sales an expensive business. Returns at about 40% of all goods sold by this media cost internet companies significant cost and restocking headaches. This is reflected by Amazon which as the world's largest internet retailer still struggles to exceed 3% gross profits. This is hardly a sparkling return.
22. The use of Bricks and Clicks as demonstrated by John Lewis and described above, who have been able to significantly increase sales from their main department stores through customers picking up goods ordered online, reflects the more likely line of travel for internet shopping in the future. In addition physical stores need greater support from dining and leisure facilities in an integrated fashion so as to extend dwell times and increase the ability for retailers to capture latent and available expenditure.
23. The internet is far from a panacea for retailing sales but it has its real areas of convenience as the working population works longer hours and is time

poor. The increase in internet retailing will continue but the success will focus on the retailers who offer a comprehensive and integrated service, where property will remain a key element.

24. The improvement of centres as they offer a more balanced town centre facility with business, residential, community retail and leisure will continue to attract human beings. However as ever in a world of change it will be different tomorrow to that which it is today.

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14th December 2015