

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Q01 At which ONE shop or supermarket do you normally do your main food and grocery shopping?																
Aldi, Barnfield Drive, Chichester	3.2%	16	6.3%	3	0.8%	0	1.8%	1	1.0%	2	2.9%	2	1.0%	0	14.1%	8
Asda, Littlehampton Road, Ferring	0.1%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wave Approach, Selsey	0.1%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnham Trading Post, Barnham Road, Barnham	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3
Co-op, Hawthorne Road, Bognor Regis	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Rose Green Road, Bognor Regis	0.5%	3	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Parade, Pagham, Bognor Regis	0.2%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Square, Barnham	0.5%	3	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Iceland, High Street, Bognor Regis	1.2%	6	0.0%	0	0.0%	0	0.9%	1	1.9%	3	1.6%	1	2.4%	1	0.0%	0
Lidl, New Road, Littlehampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Lidl, Peel Centre, Bognor Regis	5.0%	25	3.0%	1	3.3%	2	10.3%	8	2.2%	4	4.2%	3	9.0%	3	8.1%	4
Lidl, Portfield Way, Chichester	0.6%	3	1.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2
M&S Foodhall, Arun Retail Park, Shripney Road, Bognor Regis	0.7%	3	1.0%	0	1.4%	1	0.9%	1	0.6%	1	0.8%	1	0.0%	0	0.0%	0
Morrisons, Bedford Way, Bognor Regis	13.7%	69	6.0%	2	4.0%	2	12.0%	9	23.2%	40	16.4%	11	6.2%	2	2.3%	1
Morrisons, Lymminster Road, Wick, Littlehampton	0.5%	3	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.0%	0	2.8%	2
Sainsbury's Superstore, Rustington Retail Park, New Road, Rustington	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Sainsbury's Superstore, Shripney Road, Bognor Regis	18.7%	94	21.3%	9	36.9%	19	21.4%	17	10.5%	18	20.5%	14	29.1%	10	12.4%	7
Tesco Express, Barnham Road, Barnham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Tesco Express, Chichester Road, Bognor Regis	0.4%	2	1.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Broadpiece, Littlehampton	1.9%	9	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	18.7%	7	3.2%	2
Tesco Superstore, Shripney Road, Bognor Regis	41.1%	206	45.1%	19	44.9%	24	31.2%	24	58.2%	100	36.4%	25	17.9%	6	14.8%	8
Waitrose, Broadmark Lane, Rustington	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.8%	0
Waitrose, Via Ravenna, Chichester	0.8%	4	0.0%	0	0.8%	0	0.9%	1	0.0%	0	1.2%	1	0.0%	0	3.5%	2
Internet / home delivery	4.9%	24	3.6%	1	1.6%	1	8.2%	6	1.8%	3	8.4%	6	7.9%	3	7.5%	4
Aldi, Manor Retail Park, Rustington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	0	0.0%	0
Asda, Larchwood Avenue, Havant	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Booker Wholesale, Spur Road Quarry Lane Industrial Estate, Chichester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Co-op, Main Road, Yapton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Iceland, Barnfield Drive, Chichester	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bognor Regis Town Centre	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Chichester City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Sainsbury's Superstore, Westhampnett Road, Chichester	2.4%	12	4.7%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	14.5%	8
Tesco (Esso) Express, Littlehampton Road, Worthing	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Tesco Extra, Fishbourne Road East, Chichester	0.5%	2	1.6%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Waitrose, Old Mill Square, Old Mill Drive, Storrington	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
(Don't know / varies)	0.3%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		502		41		53		78		172		68		35		54
Sample:		502		71		71		71		74		71		71		73

Q01AWhich internet food retailer do you normally use for your main food and grocery shopping?
Those who do their main food shopping via the Internet at Q01:

Asda	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	1.7%	0	28.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	22.2%	5	28.2%	0	50.0%	0	10.5%	1	33.3%	1	18.9%	1	25.3%	1	26.2%	1
Tesco	62.5%	15	43.5%	1	50.0%	0	89.5%	6	33.3%	1	81.1%	5	62.6%	2	26.2%	1
Waitrose	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abel & Cole	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	0
Hello Fresh	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.5%	1
Iceland	4.4%	1	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.9%	1
Weighted base:		24		1		1		6		3		6		3		4
Sample:		27		3		2		3		3		4		5		7

		Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7							
Q02 Are there any other shops or supermarkets you use regularly for main food and grocery shopping? [MR]																
Aldi, Barnfield Drive, Chichester	2.5%	13	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.7%	1	2.9%	1	17.5%	9
Asda, Littlehampton Road, Ferring	3.0%	15	1.6%	1	1.2%	1	0.0%	0	6.5%	11	2.8%	2	2.4%	1	0.0%	0
Barnham Trading Post, Barnham Road, Barnham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Co-op, Hawthorne Road, Bognor Regis	0.7%	3	0.0%	0	0.0%	0	0.9%	1	1.6%	3	0.0%	0	0.0%	0	0.0%	0
Co-op, Rose Green Road, Bognor Regis	0.3%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Parade, Pagham, Bognor Regis	0.6%	3	6.1%	3	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Square, Barnham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Iceland, High Street, Bognor Regis	2.2%	11	1.0%	0	0.8%	0	2.2%	2	4.9%	8	0.0%	0	1.0%	0	0.0%	0
Lidl, New Road, Littlehampton	1.0%	5	0.0%	0	0.0%	0	0.9%	1	0.6%	1	0.0%	0	8.0%	3	0.8%	0
Lidl, Peel Centre, Bognor Regis	8.7%	44	7.0%	3	8.9%	5	5.2%	4	12.8%	22	8.7%	6	7.3%	3	2.9%	2
Lidl, Portfield Way, Chichester	0.2%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
M&S Foodhall, Arun Retail Park, Shripney Road, Bognor Regis	5.2%	26	2.0%	1	6.1%	3	8.8%	7	1.0%	2	10.6%	7	10.9%	4	4.3%	2
M&S Foodhall, Portfield Retail Park, Portfield Way, Chichester	1.0%	5	0.0%	0	0.8%	0	0.0%	0	1.0%	2	1.6%	1	0.0%	0	3.5%	2
Morrisons, Bedford Way, Bognor Regis	9.6%	48	10.3%	4	4.9%	3	9.5%	7	14.6%	25	6.6%	4	11.1%	4	0.8%	0
Morrisons, Lyminster Road, Wick, Littlehampton	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	2	1.6%	1
Sainsbury's Superstore, Rustington Retail Park, New Road, Rustington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.6%	1
Sainsbury's Superstore, Shripney Road, Bognor Regis	26.3%	132	16.5%	7	26.6%	14	27.9%	22	33.1%	57	27.6%	19	16.2%	6	14.1%	8
Tesco Express, Aldwick Road, Bognor Regis	0.8%	4	0.0%	0	0.0%	0	0.0%	0	2.2%	4	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Chichester Road, Bognor Regis	0.4%	2	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Felpham Way, Bognor Regis	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Tesco Express, Pagham Road, Bognor Regis	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Broadpiece, Littlehampton	1.1%	5	1.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	7.7%	3	0.8%	0
Tesco Superstore, Shripney Road, Bognor Regis	11.2%	56	10.0%	4	13.6%	7	12.2%	10	12.2%	21	4.6%	3	12.1%	4	12.5%	7
Waitrose, Broadmark Lane, Rustington	0.6%	3	1.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	2.9%	1	0.0%	0
Waitrose, Via Ravenna, Chichester	1.6%	8	2.6%	1	0.8%	0	2.6%	2	1.0%	2	3.4%	2	0.0%	0	1.5%	1
Internet / home delivery	2.6%	13	0.0%	0	2.5%	1	0.0%	0	1.6%	3	11.7%	8	2.9%	1	0.0%	0
Aldi, Central Retail Park, Havant	0.1%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Portland Road, Waterloooville	0.1%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Barnfield Drive, Chichester	0.3%	2	0.0%	0	0.8%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.8%	0
Local shops, Bognor Regis Town Centre	0.5%	2	0.0%	0	1.7%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Westhampnett Road, Chichester	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	4
Tesco Extra, Fishbourne Road East, Chichester	1.3%	7	14.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
(Don't know / varies)	2.6%	13	6.7%	3	1.6%	1	5.2%	4	0.0%	0	3.4%	2	2.0%	1	4.1%	2
(Nowhere else)	27.9%	140	26.2%	11	37.9%	20	32.6%	25	22.3%	38	22.7%	15	35.3%	12	32.5%	18
Weighted base:		502		41		53		78		172		68		35		54
Sample:		502		71		71		71		74		71		71		73

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
MeanScore: number of visits per week																
Q03 How often do you do your main food and grocery shopping?																
More than once a week	14.4%	72	5.0%	2	17.3%	9	11.0%	9	15.9%	27	12.5%	9	11.8%	4	22.8%	12
About once a week	68.9%	346	68.2%	28	73.3%	39	72.9%	57	66.8%	115	72.0%	49	67.4%	24	63.3%	34
About once a fortnight	11.8%	59	22.2%	9	6.4%	3	9.5%	7	12.0%	21	10.9%	7	17.9%	6	9.2%	5
About once a month	3.2%	16	3.6%	1	2.9%	2	2.2%	2	3.1%	5	3.3%	2	2.9%	1	4.7%	3
Less often	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.7%	8	1.0%	0	0.0%	0	4.3%	3	2.2%	4	1.2%	1	0.0%	0	0.0%	0
Mean:		1.36		1.02		1.47		1.28		1.41		1.30		1.24		1.61
Weighted base:		502		41		53		78		172		68		35		54
Sample:		502		71		71		71		74		71		71		73
Q04 What is the main reason you chose (STORE MENTIONED AT Q01) for your main food shopping trip (i.e. what do you like about it)?																
Clean store	1.8%	9	0.0%	0	0.8%	0	9.0%	7	0.0%	0	1.7%	1	1.0%	0	0.0%	0
Close to family / friends	0.3%	2	0.0%	0	0.8%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Close to home	27.3%	137	16.1%	7	27.1%	14	13.9%	11	42.3%	73	26.4%	18	14.6%	5	16.8%	9
Close to work	0.3%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Delivery service	4.0%	20	1.0%	0	0.0%	0	7.5%	6	1.8%	3	7.6%	5	6.9%	2	5.3%	3
Easy to get to by car	2.2%	11	1.0%	0	1.2%	1	0.0%	0	0.6%	1	7.9%	5	7.0%	2	1.6%	1
Easy to get to by public transport	0.7%	4	0.0%	0	0.8%	0	0.9%	1	1.0%	2	0.8%	1	1.0%	0	0.0%	0
Easy to get to on foot	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Ethical policy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friendly / helpful staff	0.9%	5	0.0%	0	2.0%	1	0.9%	1	0.6%	1	1.6%	1	0.0%	0	1.2%	1
Good layout / easy to get around	2.1%	10	0.0%	0	1.6%	1	3.5%	3	1.9%	3	2.9%	2	1.0%	0	2.3%	1
Good special offers	1.3%	7	0.0%	0	1.2%	1	0.0%	0	1.2%	2	2.5%	2	0.0%	0	4.1%	2
Habit / always used it / familiarity	4.6%	23	7.1%	3	4.0%	2	3.4%	3	4.8%	8	5.3%	4	4.9%	2	3.6%	2
Has a petrol station	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Has an in-store café	0.3%	1	1.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Large store	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long opening hours	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Low prices / value for money	14.4%	72	22.8%	9	6.6%	3	18.3%	14	13.4%	23	13.7%	9	5.3%	2	19.7%	11
Loyalty scheme / reward points	1.8%	9	1.0%	0	0.8%	0	5.7%	4	0.0%	0	0.0%	0	7.8%	3	2.3%	1
Online shopping is convenient	1.1%	5	0.0%	0	1.6%	1	0.0%	0	0.0%	0	4.2%	3	0.0%	0	3.2%	2
Only one in the area	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking is free	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking prices are low	0.5%	3	1.0%	0	0.0%	0	0.9%	1	0.0%	0	1.2%	1	0.0%	0	1.2%	1
Parking provision is good	2.2%	11	5.0%	2	2.4%	1	2.6%	2	1.3%	2	1.7%	1	4.3%	2	1.6%	1
Pleasant / safe shopping environment	0.9%	4	1.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	3.1%	2
Preference for retailer	1.8%	9	1.0%	0	4.2%	2	1.7%	1	1.3%	2	0.8%	1	1.9%	1	3.1%	2
Quality of food goods available	15.6%	78	13.4%	6	12.5%	7	14.9%	12	20.8%	36	11.1%	8	17.9%	6	8.3%	5
Quality of non-food goods available	0.2%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of food goods available	5.4%	27	14.2%	6	5.8%	3	2.6%	2	2.2%	4	3.8%	3	11.8%	4	10.1%	5
Range of non-food goods available	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scan-as-you-shop facility	1.0%	5	0.0%	0	8.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Self-service checkouts	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Small / quiet store	1.3%	6	0.0%	0	1.2%	1	2.6%	2	0.6%	1	1.2%	1	4.9%	2	0.0%	0
Staff discount / work there	1.8%	9	0.0%	0	2.6%	1	3.7%	3	1.0%	2	2.9%	2	1.9%	1	0.8%	0
Supporting local business	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free coffee	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Has Click & Collect service	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0
Has everything I need	0.7%	4	0.0%	0	0.8%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	4.9%	3
I get a lift to that store	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.0%	0	0.0%	0
Other shops / services nearby	0.7%	4	2.6%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.0%	0	1.5%	1
Shelves always well-stocked	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Wide aisles	0.4%	2	2.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.8%	14	6.1%	3	12.8%	7	1.8%	1	1.0%	2	0.8%	1	1.0%	0	1.3%	1
Weighted base:		502		41		53		78		172		68		35		54
Sample:		502		71		71		71		74		71		71		73

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Q05 What, if anything, do you dislike about (STORE MENTIONED AT Q01)?																
Changing layout too often	0.6%	3	2.0%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.6%	1
Difficult to get to by car	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Difficult to get to by foot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discontinued items	0.4%	2	0.0%	0	0.8%	0	0.9%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Expensive	3.0%	15	3.0%	1	6.9%	4	4.0%	3	2.3%	4	1.4%	1	0.0%	0	4.1%	2
Internet - can't hand-pick items	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - don't always send items ordered	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Lack of special offers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of stock on shelves	1.8%	9	0.0%	0	2.5%	1	3.1%	2	2.6%	5	0.0%	0	1.0%	0	0.8%	0
Lacks character / atmosphere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limited opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monopoly / lack of competition	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No in-store café	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No petrol station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No shops nearby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough tills open / queues at tills	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	0	0.0%	0
Not enough trolleys	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Only one in the area	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking is expensive	0.4%	2	0.0%	0	1.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking spaces are limited	0.3%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Parking spaces for disabled are limited	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking spaces for parent & child are limited	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paying for trolleys	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor access by road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor layout / narrow aisles	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Poor public transport links	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Poor quality food goods	1.3%	6	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	5
Poor quality non-food goods	0.2%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Poor range of food goods	6.4%	32	1.0%	0	1.7%	1	0.0%	0	12.6%	22	11.2%	8	4.9%	2	0.0%	0
Poor range of non-food goods	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.2%	1
Queues at the checkouts / not enough staff	1.5%	8	0.0%	0	1.2%	1	0.0%	0	3.2%	6	0.8%	1	2.9%	1	0.0%	0
Scruffy / rundown / needs renovating	0.8%	4	0.0%	0	0.0%	0	0.9%	1	1.9%	3	0.0%	0	0.0%	0	0.0%	0
Self-service checkouts	1.8%	9	0.0%	0	0.0%	0	9.8%	8	0.0%	0	0.0%	0	4.1%	1	0.0%	0
Short 'use-by' dates on items	1.2%	6	2.0%	1	1.7%	1	0.9%	1	1.9%	3	0.8%	1	0.0%	0	0.0%	0
Too big	0.5%	3	1.0%	0	0.0%	0	1.3%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Too busy / crowded	0.8%	4	0.0%	0	0.0%	0	0.9%	1	1.6%	3	0.8%	1	0.0%	0	0.0%	0
Too far from home	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too small	1.6%	8	7.0%	3	3.0%	2	1.8%	1	1.0%	2	0.0%	0	1.0%	0	0.8%	0
Traffic congestion	0.7%	3	2.1%	1	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unclean / dirty store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undesirable clientele	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.6%	1
Unfriendly / unhelpful staff	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expensive in-store café	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - miss some of the special offers	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Internet - send poor quality fresh produce	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Lack of branded goods	0.6%	3	0.0%	0	1.2%	1	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Lack of packaging on bakery section	0.1%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lift out of order too often	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Narrow aisles	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
No loyalty card scheme	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Obstructive staff shopping for Internet customers	0.3%	2	2.1%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Poor car park layout	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0
Poor quality electric mobility chairs	0.1%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poorly situated	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Seasonal price increases	0.9%	4	0.0%	0	8.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shelves are too high	0.1%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Store is too cold	0.5%	3	2.1%	1	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
They make me spend more than I intend to	0.3%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	69.5%	349	66.4%	27	58.3%	31	67.1%	52	69.2%	119	77.7%	53	75.4%	27	73.0%	40
(Don't know)	0.7%	3	2.6%	1	0.0%	0	0.0%	0	0.6%	1	0.8%	1	0.0%	0	1.3%	1
Weighted base:		502		41		53		78		172		68		35		54
Sample:		502		71		71		71		74		71		71		73

MeanScore: Expenditure (£)

Q06 Approximately how much did you spend on your last visit main food and grocery shopping trip?

£1 - £5	0.2%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
£6 - £10	0.9%	4	0.0%	0	0.0%	0	1.7%	1	0.6%	1	1.7%	1	1.0%	0	0.8%	0
£11 - £15	1.0%	5	0.0%	0	0.8%	0	1.7%	1	0.0%	0	2.4%	2	2.9%	1	0.8%	0
£16 - £20	2.8%	14	3.0%	1	4.6%	2	0.9%	1	3.8%	6	0.8%	1	8.0%	3	0.0%	0
£21 - £25	1.2%	6	0.0%	0	0.8%	0	1.8%	1	1.0%	2	1.7%	1	0.0%	0	2.3%	1
£26 - £30	3.0%	15	3.0%	1	6.6%	4	4.3%	3	1.6%	3	0.8%	1	6.3%	2	2.3%	1
£31 - £35	3.4%	17	2.0%	1	2.4%	1	1.7%	1	2.8%	5	10.4%	7	2.9%	1	1.2%	1
£36 - £40	5.7%	29	5.0%	2	7.4%	4	3.4%	3	5.2%	9	5.7%	4	6.7%	2	9.0%	5
£41 - £45	3.5%	17	1.0%	0	1.6%	1	9.8%	8	1.9%	3	3.4%	2	4.4%	2	2.4%	1
£46 - £50	10.3%	52	12.3%	5	7.7%	4	15.4%	12	10.7%	18	4.0%	3	10.3%	4	10.9%	6
£51 - £55	1.3%	7	1.0%	0	0.8%	0	0.0%	0	1.6%	3	3.0%	2	1.0%	0	1.5%	1
£56 - £60	8.1%	41	5.0%	2	9.0%	5	0.9%	1	10.6%	18	9.0%	6	8.1%	3	10.8%	6
£61 - £65	1.8%	9	4.1%	2	0.8%	0	0.9%	1	1.6%	3	2.0%	1	0.0%	0	3.6%	2
£66 - £70	9.7%	49	2.0%	1	3.3%	2	8.2%	6	14.2%	25	14.2%	10	5.3%	2	6.7%	4
£71 - £75	1.3%	6	0.0%	0	1.6%	1	0.0%	0	2.0%	3	1.6%	1	0.0%	0	2.0%	1
£76 - £80	5.7%	29	10.4%	4	7.5%	4	6.4%	5	4.8%	8	4.8%	3	3.9%	1	4.8%	3
£81 - £85	1.5%	8	3.1%	1	1.2%	1	1.3%	1	1.3%	2	0.0%	0	5.0%	2	1.2%	1
£86 - £90	2.0%	10	3.1%	1	1.7%	1	3.0%	2	0.6%	1	4.2%	3	0.0%	0	3.3%	2
£91 - £95	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	1.0%	0	0.8%	0
£96 - £100	14.7%	74	22.5%	9	8.0%	4	7.8%	6	24.2%	42	7.2%	5	8.2%	3	8.8%	5
£101 - £120	5.2%	26	5.0%	2	9.6%	5	7.6%	6	1.0%	2	5.8%	4	3.9%	1	11.0%	6
£121 - £140	2.0%	10	2.1%	1	3.3%	2	1.7%	1	0.6%	1	3.4%	2	4.0%	1	2.4%	1
£141 - £160	3.8%	19	3.6%	1	4.6%	2	8.5%	7	1.0%	2	4.6%	3	4.4%	2	4.0%	2
£161 - £180	0.4%	2	1.6%	1	1.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
£181 - £200	1.9%	9	1.0%	0	0.0%	0	2.6%	2	2.6%	5	1.2%	1	0.0%	0	2.7%	1
£201 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£250+	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
(Don't know)	6.4%	32	6.1%	3	13.9%	7	6.9%	5	5.6%	10	4.4%	3	8.3%	3	2.7%	1
(Refused)	1.5%	8	3.0%	1	0.8%	0	3.5%	3	0.0%	0	0.0%	0	4.3%	2	3.3%	2
Mean:		75.32		80.68		73.61		77.26		75.91		72.99		65.13		77.45
Weighted base:		502		41		53		78		172		68		35		54
Sample:		502		71		71		71		74		71		71		73

Q07 Thinking about your last main food shopping trip to (STORE MENTIONED AT Q01) where did your trip start from?

Excluding those who said 'Internet / delivered' or '(Don't know)' at Q01:

Home	82.4%	393	94.2%	37	79.8%	41	78.5%	55	82.6%	140	82.3%	51	85.5%	28	79.0%	40
Work	8.9%	42	2.6%	1	15.7%	8	11.9%	8	10.8%	18	4.0%	3	3.2%	1	5.7%	3
University / college / school	1.4%	7	0.0%	0	1.2%	1	0.9%	1	0.0%	0	1.3%	1	0.0%	0	8.8%	4
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Family / friend's house	3.1%	15	0.0%	0	0.8%	0	1.9%	1	6.6%	11	1.8%	1	0.0%	0	1.7%	1
Other shops	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Leisure activity	0.6%	3	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.5%	1	1.0%	0	0.0%	0
Hairdressers	0.1%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amenity tip	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Hospital	0.1%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Financial services (bank, post office etc.)	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Didn't travel / goods delivered)	2.5%	12	1.0%	0	1.7%	1	3.9%	3	0.0%	0	6.9%	4	3.2%	1	4.9%	2
(Don't know / can't remember)	0.6%	3	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.9%	1	6.0%	2	0.0%	0
Weighted base:		476		40		52		70		169		62		32		50
Sample:		473		68		69		66		71		67		66		66

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
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Q08 How did you last travel to (STORE MENTIONED AT Q01)?
Excluding those who said 'Internet / delivered' or '(Don't know)' at Q01:

Car (own / company)	72.7%	346	87.5%	35	88.1%	46	69.8%	49	58.4%	99	77.9%	49	77.9%	25	87.9%	44
Car (as a passenger in friend or relative's car)	9.0%	43	7.3%	3	2.9%	1	7.7%	5	15.4%	26	3.6%	2	10.6%	3	2.5%	1
Bus / coach	5.0%	24	2.1%	1	4.0%	2	16.6%	12	2.6%	4	2.6%	2	7.2%	2	1.7%	1
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	0.4%	2	1.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.8%	0
Walk	7.3%	35	1.0%	0	1.6%	1	2.0%	1	15.5%	26	9.1%	6	0.0%	0	0.8%	0
Bicycle	2.9%	14	0.0%	0	1.7%	1	0.0%	0	7.6%	13	0.0%	0	1.0%	0	0.0%	0
Motorcycle / moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disability vehicle (scooter, wheelchair etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember / varies)	1.0%	5	0.0%	0	0.0%	0	1.5%	1	0.0%	0	3.2%	2	0.0%	0	3.6%	2
(Didn't travel - goods delivered)	1.6%	8	1.0%	0	1.7%	1	2.4%	2	0.0%	0	3.7%	2	3.2%	1	2.7%	1
Weighted base:		476		40		52		70		169		62		32		50
Sample:		473		68		69		66		71		67		66		66

Q09 And where did your shopping trip end?
Excluding those who said 'Internet / delivered' or '(Don't know)' at Q01:

Home	89.3%	425	91.1%	36	88.2%	46	89.9%	63	96.1%	163	85.1%	53	73.2%	24	81.0%	41
Work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
University / college / school	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car wash	0.1%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Church	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doctor's surgery	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Family / friend's house	0.7%	4	2.1%	1	0.0%	0	0.9%	1	0.6%	1	0.9%	1	0.0%	0	0.8%	0
Financial services (bank, post office etc.)	0.3%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Leisure activity	0.9%	4	1.6%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	4.2%	1	1.7%	1
Other shops	4.7%	22	3.1%	1	7.6%	4	1.5%	1	1.9%	3	4.6%	3	13.0%	4	11.6%	6
Restaurant / café	0.9%	4	0.0%	0	0.8%	0	0.0%	0	1.3%	2	0.9%	1	3.7%	1	0.0%	0
Window shopping / browsing	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
(Didn't travel / goods delivered)	2.6%	12	1.0%	0	1.7%	1	3.9%	3	0.0%	0	7.7%	5	3.2%	1	4.9%	2
(Don't know / can't remember)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Weighted base:		476		40		52		70		169		62		32		50
Sample:		473		68		69		66		71		67		66		66

MeanScore: number of minutes

Q10 Approximately how long on average does it take to travel to (STORE MENTIONED AT Q01)?
Excluding those who said 'Internet / delivered' or '(Don't know)' at Q01:

0 - 5 mins	27.4%	131	4.2%	2	39.8%	21	22.6%	16	44.0%	74	11.7%	7	14.5%	5	11.8%	6
6 - 10 mins	41.9%	200	32.6%	13	40.4%	21	52.9%	37	36.1%	61	54.0%	34	39.0%	13	42.0%	21
11 - 15 mins	11.8%	56	44.3%	18	6.9%	4	9.5%	7	2.9%	5	9.8%	6	24.8%	8	18.9%	9
16 - 20 mins	7.9%	38	11.6%	5	2.9%	1	4.8%	3	7.6%	13	4.5%	3	7.2%	2	20.4%	10
21 - 30 mins	4.1%	19	5.2%	2	0.8%	0	6.3%	4	1.9%	3	11.8%	7	3.2%	1	1.7%	1
Over 30 mins	2.2%	11	0.0%	0	8.5%	4	0.0%	0	0.0%	0	5.1%	3	6.5%	2	1.7%	1
(Don't know / varies)	4.6%	22	2.1%	1	0.8%	0	3.9%	3	7.6%	13	3.1%	2	4.8%	2	3.6%	2
Mean:		9.47		12.15		9.74		8.85		6.71		12.36		12.34		11.37
Weighted base:		476		40		52		70		169		62		32		50
Sample:		473		68		69		66		71		67		66		66

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Q11 At which ONE shop or supermarket do you normally do your 'top-up' food and grocery shopping?																
Aldi, Barnfield Drive, Chichester	1.2%	6	1.0%	0	2.0%	1	3.7%	3	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Asda, Littlehampton Road, Ferring	0.1%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnham Trading Post, Barnham Road, Barnham	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	5
Co-op, Hawthorne Road, Bognor Regis	10.5%	53	0.0%	0	2.0%	1	2.6%	2	28.7%	50	0.0%	0	0.0%	0	0.0%	0
Co-op, Nyetimber Lane, Aldwick, Bognor Regis	0.5%	2	1.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Rose Green Road, Bognor Regis	7.7%	39	2.0%	1	2.5%	1	18.2%	14	12.9%	22	0.0%	0	0.0%	0	0.0%	0
Co-op, The Parade, Pagham, Bognor Regis	3.9%	20	43.6%	18	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Square, Barnham	3.5%	17	0.0%	0	5.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.3%	15
Iceland, High Street, Bognor Regis	1.0%	5	0.0%	0	0.0%	0	2.2%	2	1.0%	2	1.7%	1	1.0%	0	0.0%	0
Lidl, New Road, Littlehampton	0.3%	2	0.0%	0	0.0%	0	0.9%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Peel Centre, Bognor Regis	2.5%	12	0.0%	0	7.0%	4	0.9%	1	4.1%	7	0.0%	0	0.0%	0	1.5%	1
M&S Foodhall, Arun Retail Park, Shripney Road, Bognor Regis	2.4%	12	3.1%	1	3.4%	2	5.4%	4	0.0%	0	5.9%	4	2.0%	1	0.0%	0
M&S Foodhall, Portfield Retail Park, Portfield Way, Chichester	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0
Morrisons, Bedford Way, Bognor Regis	6.1%	31	2.0%	1	3.6%	2	3.9%	3	12.8%	22	2.2%	1	3.9%	1	0.0%	0
Morrisons, Lyminster Road, Wick, Littlehampton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	2	0.0%	0
Sainsbury's Superstore, Shripney Road, Bognor Regis	4.3%	22	5.3%	2	3.7%	2	2.6%	2	4.8%	8	3.3%	2	9.5%	3	2.8%	2
Tesco Express, Aldwick Road, Bognor Regis	1.7%	8	0.0%	0	1.2%	1	1.7%	1	3.8%	6	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Barnham Road, Barnham	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	5
Tesco Express, Chichester Road, Bognor Regis	1.2%	6	1.0%	0	10.0%	5	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Tesco Express, Felpham Way, Bognor Regis	4.3%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.8%	17	11.9%	4	0.8%	0
Tesco Express, Pagham Road, Bognor Regis	1.5%	8	14.5%	6	0.0%	0	1.3%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Tesco Express, Station Road, Bognor Regis	0.3%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Tesco Superstore, Broadpiece, Littlehampton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.4%	1	0.0%	0
Tesco Superstore, Shripney Road, Bognor Regis	7.5%	38	3.1%	1	9.5%	5	0.0%	0	12.3%	21	6.5%	4	1.9%	1	9.3%	5
Waitrose, Via Ravenna, Chichester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Internet / home delivery	0.4%	2	0.0%	0	0.0%	0	0.9%	1	0.6%	1	0.0%	0	1.0%	0	0.0%	0
B&M Homestore, Southern Cross Trading Estate, Oldlands Way, Bognor Regis	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Co-op, Main Road, Yapton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Co-op, Malcolm Road, Tangmere	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Home Bargains, Bognor Regis Retail Park, Shripney Road, Bognor Regis	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bognor Regis Town Centre	0.8%	4	0.0%	0	2.0%	1	2.2%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Local shops, Chichester City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Local shops, Eastergate Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Local shops, Elmer Village Centre	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	6	0.0%	0	0.0%	0

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Local shops, Felpham Village Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3	0.0%	0	0.0%	0
Local shops, Selsey Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Westergate Local Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Local shops, Woodgate Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Local shops, Yapton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
One Stop, Durlston Drive, Bognor Regis	0.7%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0
One Stop, Elmer Road, Middleton-on-Sea	1.5%	7	0.0%	0	0.8%	0	0.0%	0	1.0%	2	0.0%	0	15.3%	5	0.0%	0
Premier Stores, Felpham Road, Bognor Regis	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3	0.0%	0	0.0%	0
Runcton Farm Shop, Lagness Road, Chichester	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Westhampnett Road, Chichester	1.0%	5	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	4
Tesco Extra, Fishbourne Road East, Chichester	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.3%	7	0.0%	0	0.8%	0	3.9%	3	1.0%	2	1.6%	1	1.0%	0	0.0%	0
(Don't do top-up shopping)	26.5%	133	19.7%	8	44.4%	23	43.4%	34	13.7%	24	24.1%	16	42.8%	15	23.4%	13
Weighted base:	502			41		53		78		172		68		35		54
Sample:	502			71		71		71		74		71		71		73

MeanScore: number of visits per week

Q12 How often do you do normally do your 'top-up' shopping?
Those who do 'top-up' shopping at Q11:

Daily	12.4%	46	10.0%	3	18.4%	5	1.5%	1	21.2%	32	1.0%	1	3.3%	1	8.8%	4
More than 3 times a week	6.2%	23	12.2%	4	6.6%	2	2.3%	1	4.0%	6	8.0%	4	4.2%	1	11.5%	5
Two or three times a week	33.9%	125	41.6%	14	28.3%	8	47.3%	21	33.5%	50	24.6%	13	37.4%	8	28.6%	12
Once a week	28.1%	104	31.1%	10	36.4%	11	27.5%	12	16.7%	25	43.3%	22	40.6%	8	36.6%	15
Less than once a week	17.5%	65	3.9%	1	8.8%	3	15.3%	7	23.4%	35	22.0%	11	11.1%	2	13.0%	5
(Don't know)	1.9%	7	1.3%	0	1.4%	0	6.0%	3	1.1%	2	1.0%	1	3.3%	1	1.6%	1
Mean:	2.44			2.71		2.78		1.87		2.84		1.65		1.91		2.37
Weighted base:	369			33		29		44		149		52		20		42
Sample:	349			53		42		50		58		50		42		54

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Q13 On your last 'top-up' food and grocery shopping trip did you or anyone else with you also carry out any of the following activities?																
[MR/PR]																
<i>Those who do 'top-up' shopping (excluding those who said 'Internet / delivered' or 'Don't know') at Q11:</i>																
Visit a bank, post office, building society or cash point	15.0%	54	8.8%	3	11.2%	3	22.7%	9	8.5%	12	24.1%	12	24.9%	5	22.0%	9
Get petrol	10.4%	38	12.4%	4	6.1%	2	18.8%	8	11.7%	17	4.6%	2	10.7%	2	6.1%	3
Go shopping for other food items ELSEWHERE (i.e. not in store)	2.8%	10	3.9%	1	4.5%	1	4.9%	2	2.2%	3	1.8%	1	4.4%	1	1.0%	0
Go shopping for non-food items	8.6%	31	11.4%	4	2.9%	1	16.9%	7	9.3%	14	6.2%	3	9.7%	2	2.6%	1
Go window shopping / browsing	2.7%	10	2.5%	1	6.2%	2	0.0%	0	4.4%	6	1.1%	1	0.0%	0	0.0%	0
Go to a hairdresser / dry cleaners or other services	2.5%	9	2.5%	1	0.0%	0	13.5%	5	0.7%	1	2.2%	1	3.4%	1	0.0%	0
Use sports / leisure or entertainment facilities	3.9%	14	3.2%	1	2.2%	1	4.2%	2	1.5%	2	14.6%	7	0.0%	0	2.6%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dog-walking	1.6%	6	1.3%	0	1.4%	0	2.5%	1	1.5%	2	2.7%	1	1.7%	0	0.0%	0
School run	3.3%	12	0.0%	0	0.0%	0	0.0%	0	7.6%	11	1.7%	1	0.0%	0	0.0%	0
Visit café / restaurant / takeaway	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	1.7%	0	2.1%	1
Visit doctor	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Visit family / friends	1.8%	6	0.0%	0	0.0%	0	1.6%	1	1.1%	2	5.6%	3	1.7%	0	2.0%	1
(Nothing - just did "top-up" food shopping)	59.5%	214	65.4%	22	68.5%	20	43.3%	18	62.5%	91	49.7%	25	53.9%	10	68.3%	28
(Don't know)	0.7%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	2	1.1%	1	0.0%	0	1.0%	0
Weighted base:		360		33		29		40		146		51		19		42
Sample:		337		53		41		45		56		48		40		54

MeanScore: %

Q14 Of your overall spending on food per week what percentage would you say you do on your 'top-up' food shop? <i>Those who do 'top-up' shopping at Q11:</i>																
1 - 5%	18.8%	69	38.6%	13	23.2%	7	19.9%	9	11.7%	17	14.6%	8	28.3%	6	24.6%	10
6 - 10%	25.6%	95	8.2%	3	13.1%	4	33.8%	15	33.1%	49	28.3%	15	21.2%	4	12.0%	5
11 - 15%	7.4%	27	7.9%	3	5.8%	2	9.9%	4	7.5%	11	7.7%	4	0.0%	0	8.3%	3
16 - 20%	16.4%	61	14.0%	5	17.9%	5	8.0%	4	23.3%	35	12.8%	7	6.7%	1	10.8%	4
21 - 25%	3.9%	15	1.3%	0	3.6%	1	3.8%	2	3.8%	6	1.6%	1	18.2%	4	3.0%	1
26 - 30%	6.4%	24	3.2%	1	14.3%	4	9.3%	4	1.8%	3	1.6%	1	3.5%	1	24.2%	10
31 - 35%	2.0%	8	0.0%	0	2.2%	1	0.0%	0	0.0%	0	11.0%	6	1.7%	0	2.0%	1
36 - 40%	1.6%	6	1.3%	0	2.2%	1	1.5%	1	0.0%	0	6.5%	3	0.0%	0	1.6%	1
41 - 45%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
46 - 50%	5.6%	20	0.0%	0	6.5%	2	2.3%	1	7.5%	11	8.2%	4	3.3%	1	3.6%	1
51 - 55%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
56 - 60%	1.1%	4	1.3%	0	0.0%	0	3.2%	1	0.7%	1	0.0%	0	5.1%	1	0.0%	0
61 - 65%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
66 - 70%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
71 - 75%	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	1.0%	0
76 - 80%	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
81 - 85%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
86 - 90%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
91 - 95%	0.1%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
96 - 100%	0.3%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	10.2%	38	23.2%	8	11.0%	3	6.0%	3	10.6%	16	6.0%	3	8.5%	2	8.9%	4
Mean:		17.98		13.20		18.51		17.96		17.06		21.21		19.74		19.08
Weighted base:		369		33		29		44		149		52		20		42
Sample:		349		53		42		50		58		50		42		54

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Q15 Now thinking about non-food shopping, where did you last purchase clothes or footwear?																
Barnham Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Bognor Regis Town Centre	24.5%	123	13.1%	5	22.4%	12	21.2%	17	35.7%	62	19.4%	13	17.0%	6	15.3%	8
Brighton City Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.6%	1
Chichester City Centre	24.3%	122	25.4%	10	29.6%	16	25.8%	20	17.8%	31	19.3%	13	29.6%	10	39.3%	21
Havant Town Centre	0.7%	3	0.0%	0	0.0%	0	0.9%	1	1.3%	2	0.0%	0	0.0%	0	0.8%	0
Littlehampton Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Portsmouth City Centre	6.0%	30	3.1%	1	3.8%	2	0.9%	1	10.0%	17	0.0%	0	4.1%	1	13.4%	7
Rustington Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Worthing Town Centre	0.9%	4	0.0%	0	0.0%	0	1.3%	1	1.0%	2	2.4%	2	0.0%	0	0.0%	0
Arun Retail Park, Shripney Road, Bognor Regis (B&Q, Carpetright, Next)	3.2%	16	6.3%	3	12.0%	6	0.0%	0	0.0%	0	3.4%	2	5.4%	2	5.3%	3
Barnfield Retail Park, Barnfield Drive, Chichester (Halfords, Homebase, Wickes)	0.1%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bognor Regis Retail Park, Shripney Road, Bognor Regis (Dreams, Home Bargains, Matalan)	3.9%	20	3.0%	1	3.3%	2	10.6%	8	2.6%	4	2.5%	2	5.7%	2	0.8%	0
Portfield Retail Park, Portfield Way, Chichester (Carpetright, Currys PC World, John Lewis at Home)	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rustington Retail Park New Road, Rustington (Dunelm, Pets at Home, Sainsbury's)	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Abroad	0.8%	4	2.1%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	2	1.0%	0	1.2%	1
Internet / Home delivery	22.7%	114	22.2%	9	19.0%	10	23.6%	18	20.6%	36	36.6%	25	24.1%	8	13.9%	8
Central London	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.0%	0	1.6%	1
Chidham Local Centre	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastbourne Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.8%	0
GO Outdoors, Howard Way, Edinburgh Way, Harlow	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Goring-by-Sea Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Gunwharf Quays, Portsmouth	0.7%	4	3.6%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0	1.5%	1	0.0%	0
Sainsbury's Superstore, Shripney Road, Bognor Regis	2.5%	13	2.0%	1	1.2%	1	3.5%	3	3.0%	5	4.9%	3	0.0%	0	0.0%	0
Sainsbury's Superstore, Westhampnett Road, Chichester	0.7%	3	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Tesco Superstore, Broad Piece, Wick, Littlehampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Tesco Superstore, Shripney Road, Bognor Regis	1.0%	5	0.0%	0	0.0%	0	1.3%	1	2.2%	4	0.0%	0	1.0%	0	0.0%	0
West Quay Shopping Centre, Southampton	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Whiteley Local Centre, Fareham	0.4%	2	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimborne Minster Town Centre, Dorset	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
(Don't know / varies)	2.3%	12	3.6%	1	3.3%	2	2.6%	2	2.5%	4	1.2%	1	1.5%	1	1.2%	1
(Don't regularly buy these goods)	2.8%	14	14.6%	6	0.8%	0	1.7%	1	1.8%	3	1.7%	1	2.9%	1	2.1%	1
Weighted base:		502		41		53		78		172		68		35		54
Sample:		502		71		71		71		74		71		71		73

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Q16 Where did you last purchase household furniture or soft furnishings (indoor and outdoor)?																
Barleys, Middleton Road, Bognor Regis	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Barnham Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Bognor Regis Town Centre	12.3%	62	13.1%	5	9.8%	5	7.0%	5	19.5%	34	8.9%	6	8.8%	3	5.2%	3
Brighton City Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.8%	1	0.0%	0	1.6%	1
Chichester City Centre	10.8%	54	5.0%	2	4.8%	3	15.1%	12	17.4%	30	1.6%	1	3.5%	1	10.0%	5
Horsham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Littlehampton Town Centre	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth City Centre	1.5%	7	1.0%	0	4.1%	2	3.7%	3	0.6%	1	0.0%	0	1.5%	1	0.8%	0
Shoreham Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Worthing Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.8%	0
Arun Retail Park, Bridge Road, Littlehampton (Carphone Warehouse, Currys PC World, Wickes)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Arun Retail Park, Shripney Road, Bognor Regis (B&Q, Carpetright, Next)	1.3%	6	2.0%	1	4.5%	2	0.9%	1	0.0%	0	1.2%	1	4.9%	2	0.0%	0
Barnfield Retail Park, Barnfield Drive, Chichester (Halfords, Homebase, Wickes)	1.3%	6	0.0%	0	2.5%	1	1.8%	1	1.0%	2	0.0%	0	0.0%	0	4.0%	2
Bognor Regis Retail Park, Shripney Road, Bognor Regis (Dreams, Home Bargains, Matalan)	5.2%	26	18.7%	8	5.3%	3	2.2%	2	2.5%	4	1.7%	1	5.9%	2	11.7%	6
Portfield Retail Park, Portfield Way, Chichester (Carpetright, Currys PC World, John Lewis at Home)	8.9%	45	9.6%	4	24.7%	13	8.3%	6	3.6%	6	4.9%	3	15.4%	5	11.8%	6
Rustington Retail Park New Road, Rustington (Dunelm, Pets at Home, Sainsbury's)	1.0%	5	0.0%	0	0.0%	0	0.9%	1	0.6%	1	1.6%	1	2.4%	1	2.4%	1
Southern Cross Trading Estate, Oldlands Way, Bognor Regis (B&M Home Store, Halfords, Screwfix)	0.3%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Abroad	0.3%	1	1.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Internet / Home delivery	14.5%	73	8.2%	3	3.7%	2	16.1%	13	8.6%	15	34.8%	24	19.8%	7	17.8%	10
Asda, Littlehampton Road, Ferring	2.2%	11	0.0%	0	0.0%	0	0.0%	0	6.5%	11	0.0%	0	0.0%	0	0.0%	0
Chidham Local Centre	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Southampton Road, Park Gate, Fareham	0.1%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End Retail Park, Charles Watts Way, Hedge End, Southampton	0.8%	4	0.0%	0	0.0%	0	2.6%	2	1.0%	2	0.0%	0	1.5%	1	0.0%	0
Ikea, Metro Park West, Pinetree Way, Swalwell, Gateshead	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Ikea, West Quay Road, Southampton	3.5%	18	4.3%	2	0.0%	0	1.7%	1	1.3%	2	7.1%	5	4.0%	1	11.4%	6
Kingstanding Retail Park, Kingstanding Way, Tunbridge Wells	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Leicester City Centre	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidenhead Town Centre	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Road, Ilford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Poole Retail Park, Redlands, Poole	0.2%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Shripney Road, Bognor Regis	0.6%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0
Solent Retail Park, Selbourne Road, Havant	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Southampton City Centre	1.2%	6	1.0%	0	3.4%	2	2.6%	2	1.0%	2	0.0%	0	0.0%	0	0.8%	0
Southsea Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Tesco Superstore, Shripney Road, Bognor Regis	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Waterlooville Town Centre	0.2%	1	1.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
West Quay Shopping Centre, Southampton	0.5%	2	0.0%	0	0.0%	0	0.9%	1	1.0%	2	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	11.1%	56	14.0%	6	5.8%	3	8.6%	7	16.0%	28	9.0%	6	5.4%	2	8.1%
(Don't regularly buy these goods)	19.2%	97	18.0%	7	25.8%	14	24.8%	19	16.5%	28	21.9%	15	20.2%	7	10.6%
Weighted base:		502		41		53		78		172		68		35	
Sample:		502		71		71		71		74		71		71	

Q17 Where did you last purchase electronic equipment and appliances (such as TVs, games consoles, DVD players, white goods, kitchen appliances, lamps etc.)?

Bognor Regis Town Centre	11.7%	59	17.2%	7	12.9%	7	6.5%	5	14.6%	25	11.1%	8	9.1%	3	7.5%	4
Brighton City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Chichester City Centre	9.9%	49	2.0%	1	7.2%	4	4.3%	3	18.0%	31	2.4%	2	1.9%	1	15.0%	8
Littlehampton Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.5%	1	0.0%	0
Portsmouth City Centre	0.2%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worthing Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0
Arun Retail Park, Bridge Road, Littlehampton (Carphone Warehouse, Currys PC World, Wickes)	3.0%	15	0.0%	0	0.0%	0	0.0%	0	2.8%	5	5.3%	4	15.7%	6	1.5%	1
Arun Retail Park, Shripney Road, Bognor Regis (B&Q, Carpetright, Next)	3.6%	18	6.4%	3	6.2%	3	1.7%	1	2.9%	5	1.6%	1	10.3%	4	2.4%	1
Barnfield Retail Park, Barnfield Drive, Chichester (Halfords, Homebase, Wickes)	0.8%	4	1.6%	1	0.0%	0	0.9%	1	1.3%	2	0.0%	0	0.0%	0	1.2%	1
Bognor Regis Retail Park, Shripney Road, Bognor Regis (Dreams, Home Bargains, Matalan)	0.9%	4	0.0%	0	1.7%	1	1.3%	1	0.0%	0	0.0%	0	1.9%	1	3.3%	2
Portfield Retail Park, Portfield Way, Chichester (Carpetright, Currys PC World, John Lewis at Home)	21.4%	107	29.7%	12	23.9%	13	26.4%	21	11.7%	20	21.5%	15	13.9%	5	41.0%	22
Rustington Retail Park New Road, Rustington (Dunelm, Pets at Home, Sainsbury's)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Southern Cross Trading Estate, Oldlands Way, Bognor Regis (B&M Home Store, Halfords, Screwfix)	0.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / Home delivery	21.0%	105	16.3%	7	8.2%	4	33.0%	26	17.7%	30	36.0%	25	20.8%	7	11.2%	6
Central London	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Heathrow Airport, Longford	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Bersted Local Centre	0.2%	1	0.0%	0	0.8%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Shripney Road, Bognor Regis	2.5%	12	1.0%	0	9.6%	5	0.0%	0	3.5%	6	0.8%	1	1.0%	0	0.0%	0
Southampton City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Tesco Superstore, Broad Piece, Wick, Littlehampton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Tesco Superstore, Shripney Road, Bognor Regis	0.6%	3	0.0%	0	2.8%	1	0.9%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Walberton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Watford Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
West Quay Shopping Centre, Southampton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.8%	1	0.0%	0	0.0%	0
(Don't know / varies)	4.8%	24	2.0%	1	8.2%	4	4.3%	3	3.5%	6	6.9%	5	1.9%	1	7.6%	4
(Don't regularly buy these goods)	17.3%	87	20.8%	9	15.3%	8	19.8%	15	22.3%	38	8.6%	6	14.7%	5	9.4%	5
Weighted base:		502		41		53		78		172		68		35		54
Sample:		502		71		71		71		74		71		71		73

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Q18 Where did you last purchase hardware goods and DIY items (e.g. timber products, tiles, paint, garden tools etc.)?																
B&Q, Brighton Road, Shoreham-by-Sea	0.3%	1	0.0%	0	1.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barleys, Middleton Road, Bognor Regis	2.7%	13	3.0%	1	0.0%	0	5.7%	4	2.9%	5	0.8%	1	5.0%	2	0.8%	0
Chalcroft Nurseries, Chalcraft Lane, Bognor Regis	0.5%	2	1.0%	0	2.0%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Manor Nursery, Pagham Road, Runcton, Chichester	0.4%	2	2.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rose Green Hardware, Rose Green Road, Bognor Regis	0.2%	1	1.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopwhyke Garden Centre, Tangmere Road, Shopwhyke, Oving, Chichester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Wyevale Garden Centre, Bognor Road, Merston, Chichester	0.3%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Angmering Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Bognor Regis Town Centre	9.0%	45	4.0%	2	7.4%	4	11.1%	9	13.7%	24	5.2%	4	2.4%	1	5.6%	3
Chichester City Centre	2.4%	12	0.0%	0	1.4%	1	1.7%	1	0.6%	1	0.0%	0	1.0%	0	15.7%	9
Arun Retail Park, Bridge Road, Littlehampton (Carphone Warehouse, Currys PC World, Wickes)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	2.4%	1
Arun Retail Park, Shripney Road, Bognor Regis (B&Q, Carpetright, Next)	44.1%	222	46.8%	19	52.4%	28	35.7%	28	41.8%	72	59.6%	41	44.7%	16	33.9%	18
Barnfield Retail Park, Barnfield Drive, Chichester (Halfords, Homebase, Wickes)	3.4%	17	1.6%	1	0.0%	0	3.1%	2	1.0%	2	0.0%	0	12.1%	4	15.2%	8
Bognor Regis Retail Park, Shripney Road, Bognor Regis (Dreams, Home Bargains, Matalan)	6.1%	30	3.1%	1	4.2%	2	2.2%	2	11.4%	20	7.0%	5	2.4%	1	0.0%	0
Portfield Retail Park, Portfield Way, Chichester (Carpetright, Currys PC World, John Lewis at Home)	2.1%	10	2.1%	1	1.6%	1	2.2%	2	2.6%	5	0.0%	0	1.0%	0	4.0%	2
Southern Cross Trading Estate, Oldlands Way, Bognor Regis (B&M Home Store, Halfords, Screwfix)	1.7%	8	3.0%	1	3.3%	2	0.9%	1	0.0%	0	4.6%	3	2.0%	1	1.6%	1
Internet / Home delivery	2.3%	11	2.6%	1	0.8%	0	3.5%	3	0.6%	1	3.4%	2	7.7%	3	2.0%	1
Brick Kiln Nursery & Garden Centre, Bognor Road, Merston, Chichester	0.3%	1	1.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bunnings Warehouse, Discovery Park, Barnfield Drive, Chichester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Middleton-on-Sea Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Rose Green Local Centre	0.6%	3	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Shripney Road, Bognor Regis	0.2%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
(Don't know / varies)	3.5%	18	3.0%	1	2.4%	1	13.2%	10	1.0%	2	0.0%	0	4.4%	2	3.3%	2
(Don't regularly buy these goods)	19.3%	97	25.8%	11	20.1%	11	13.8%	11	24.6%	42	18.2%	12	10.7%	4	11.6%	6
Weighted base:		502		41		53		78		172		68		35		54
Sample:		502		71		71		71		74		71		71		73

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Q19 And where did you last purchase any other non-food items (such as jewellery, toys, sports goods etc)?																
Manor Nursery, Pagham Road, Runcton, Chichester	0.1%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rose Green Hardware, Rose Green Road, Bognor Regis	0.1%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bognor Regis Town Centre	17.1%	86	9.1%	4	18.3%	10	8.8%	7	27.7%	48	13.1%	9	21.2%	7	2.7%	1
Chichester City Centre	9.5%	48	7.1%	3	9.9%	5	7.1%	6	3.5%	6	9.7%	7	14.8%	5	29.7%	16
Littlehampton Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	2.4%	1
Portsmouth City Centre	0.6%	3	1.0%	0	1.4%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Worthing Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.6%	1
Arun Retail Park, Shripney Road, Bognor Regis (B&Q, Carpetright, Next)	1.4%	7	0.0%	0	0.8%	0	2.2%	2	0.0%	0	0.8%	1	0.0%	0	8.1%	4
Bognor Regis Retail Park, Shripney Road, Bognor Regis (Dreams, Home Bargains, Matalan)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.6%	1
Portfield Retail Park, Portfield Way, Chichester (Carpetright, Currys PC World, John Lewis at Home)	0.9%	4	2.1%	1	0.0%	0	4.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southern Cross Trading Estate, Oldlands Way, Bognor Regis (B&M Home Store, Halfords, Screwfix)	0.5%	2	0.0%	0	0.0%	0	0.9%	1	0.6%	1	0.8%	1	0.0%	0	0.0%	0
Abroad	0.5%	3	2.1%	1	0.0%	0	0.9%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Internet / Home delivery	19.8%	99	9.9%	4	13.7%	7	14.7%	12	19.7%	34	43.9%	30	15.7%	6	13.1%	7
Aldershot Town Centre	0.1%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldingbourne Country Centre, Blackmill Lane, Norton, Chichester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Crawley Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.5%	1	0.0%	0
Gunwharf Quays, Portsmouth	0.9%	4	0.0%	0	8.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe Town Centre	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middleton-on-Sea Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Petersfield Town Centre	0.3%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Petworth Town Centre	0.3%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plymouth City Centre	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Shripney Road, Bognor Regis	0.4%	2	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Sainsbury's Superstore, Westhampnett Road, Chichester	0.3%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smyths Toys, Southampton Road, Titchfield, Park Gate, Fareham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Solent Retail Park, Selbourne Road, Havant	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Broad Piece, Wick, Littlehampton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.5%	1	0.0%	0
Tesco Superstore, Shripney Road, Bognor Regis	0.5%	3	0.0%	0	0.0%	0	1.3%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Waterlooville Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	1.0%	0	0.8%	0
West Quay Shopping Centre, Southampton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Whiteley Local Centre, Fareham	0.4%	2	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	5.5%	27	9.4%	4	2.4%	1	8.2%	6	7.3%	13	3.3%	2	0.0%	0	2.0%	1
(Don't regularly buy these goods)	37.9%	190	56.3%	23	40.6%	21	41.9%	33	39.3%	68	21.5%	15	39.0%	14	30.8%	17
Weighted base:		502		41		53		78		172		68		35		54
Sample:		502		71		71		71		74		71		71		73

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Q20 Thinking about your last non food shopping trip, where did your trip start from?																
Home	86.6%	435	94.4%	39	95.2%	50	84.2%	66	88.8%	153	67.3%	46	90.7%	32	90.3%	49
Work	3.0%	15	0.0%	0	0.0%	0	3.7%	3	1.9%	3	10.2%	7	2.4%	1	1.6%	1
University / college / school	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure activity	0.8%	4	0.0%	0	0.0%	0	5.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Returning from holiday	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Visiting family / friends	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1	2.9%	2	0.0%	0	0.0%	0
(Didn't travel / goods delivered)	7.0%	35	4.6%	2	4.0%	2	5.0%	4	6.5%	11	17.6%	12	5.9%	2	3.5%	2
(Don't know / can't remember)	1.7%	8	1.0%	0	0.8%	0	1.8%	1	2.2%	4	0.8%	1	0.0%	0	3.4%	2
Weighted base:		502		41		53		78		172		68		35		54
Sample:		502		71		71		71		74		71		71		73
Q21 Thinking about your last non-food shopping trip, how did you travel there?																
Car (own / company)	66.7%	335	83.4%	34	80.7%	43	58.0%	45	53.8%	93	74.1%	51	71.1%	25	81.7%	44
Car (as a passenger in friend or relative's car)	7.7%	39	5.0%	2	5.6%	3	17.6%	14	5.9%	10	6.5%	4	8.0%	3	4.6%	3
Bus / coach	5.1%	26	7.0%	3	7.9%	4	6.8%	5	3.4%	6	4.4%	3	9.6%	3	1.5%	1
Train	1.7%	8	0.0%	0	0.0%	0	0.0%	0	3.6%	6	0.0%	0	1.5%	1	3.2%	2
Taxi	0.4%	2	1.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Walk	5.8%	29	0.0%	0	0.0%	0	3.7%	3	14.3%	25	0.8%	1	1.0%	0	1.2%	1
Bicycle	2.8%	14	0.0%	0	1.7%	1	0.0%	0	7.4%	13	0.0%	0	1.0%	0	0.0%	0
Motorcycle / moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disability vehicle (scooter, wheelchair etc.)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember / varies)	1.3%	6	0.0%	0	0.8%	0	1.3%	1	2.0%	3	0.0%	0	2.0%	1	1.6%	1
(Didn't travel - goods delivered)	8.2%	41	3.6%	1	3.3%	2	12.6%	10	7.7%	13	14.2%	10	5.9%	2	6.2%	3
Weighted base:		502		41		53		78		172		68		35		54
Sample:		502		71		71		71		74		71		71		73
Q22 And where did your last non-food shopping trip end?																
Home	79.3%	398	80.7%	33	74.9%	40	84.5%	66	83.1%	143	71.0%	48	65.9%	23	82.0%	44
Work	1.1%	6	1.0%	0	0.0%	0	3.7%	3	0.0%	0	3.4%	2	0.0%	0	0.0%	0
University / college / school	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Airport	0.1%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Church	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Leisure activity	2.0%	10	2.0%	1	2.8%	1	2.6%	2	1.0%	2	3.4%	2	4.3%	2	0.0%	0
Other shops	3.2%	16	4.1%	2	0.8%	0	1.7%	1	4.2%	7	0.0%	0	5.9%	2	5.7%	3
Restaurant / café	3.8%	19	4.1%	2	9.5%	5	0.9%	1	2.5%	4	2.2%	1	10.0%	4	4.6%	3
Visiting family / friends	1.7%	9	2.0%	1	5.4%	3	1.7%	1	0.6%	1	3.4%	2	1.0%	0	0.0%	0
(Didn't travel / goods delivered)	6.7%	34	4.6%	2	4.0%	2	5.0%	4	6.5%	11	15.0%	10	7.9%	3	2.7%	1
(Don't know / can't remember)	2.0%	10	0.0%	0	2.6%	1	0.0%	0	2.2%	4	1.6%	1	5.0%	2	4.2%	2
Weighted base:		502		41		53		78		172		68		35		54
Sample:		502		71		71		71		74		71		71		73
MeanScore: number of visits per week																
Q23 How often do you visit Bognor Regis Town Centre for non-food shopping?																
More than once a week	14.7%	74	12.1%	5	8.5%	4	12.0%	9	23.6%	41	11.8%	8	13.0%	5	3.2%	2
About once a week	13.9%	70	16.3%	7	9.2%	5	19.3%	15	13.2%	23	16.6%	11	9.2%	3	10.7%	6
About once a fortnight	20.3%	102	13.1%	5	33.6%	18	12.6%	10	29.6%	51	19.7%	13	8.7%	3	2.7%	1
About once a month	18.1%	91	7.1%	3	11.6%	6	11.7%	9	17.0%	29	39.2%	27	10.8%	4	23.3%	13
Less often	21.2%	106	41.0%	17	17.3%	9	28.8%	22	9.1%	16	10.3%	7	47.0%	17	34.4%	19
(Never visit)	10.7%	54	9.2%	4	18.5%	10	12.9%	10	6.4%	11	2.5%	2	11.4%	4	24.3%	13
(Don't know)	1.1%	6	1.0%	0	1.4%	1	2.6%	2	1.1%	2	0.0%	0	0.0%	0	1.3%	1
Mean:		0.91		0.79		0.66		0.82		1.30		0.86		0.74		0.36
Weighted base:		502		41		53		78		172		68		35		54
Sample:		502		71		71		71		74		71		71		73

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
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GEN Gender of respondent:

Male	33.3%	167	29.8%	12	26.1%	14	34.7%	27	34.5%	60	33.9%	23	26.8%	9	40.3%	22
Female	66.7%	335	70.2%	29	73.9%	39	65.3%	51	65.5%	113	66.1%	45	73.2%	26	59.7%	32
Weighted base:		502		41		53		78		172		68		35		54
Sample:		502		71		71		71		74		71		71		73

AGE Could I ask how old you are please?

18-24 years	9.6%	48	0.0%	0	9.7%	5	9.0%	7	19.4%	33	1.4%	1	0.0%	0	2.7%	1
25-34 years	13.7%	69	10.5%	4	9.7%	5	9.0%	7	20.5%	35	11.1%	8	0.0%	0	17.5%	9
35-44 years	12.7%	64	8.6%	4	17.0%	9	14.6%	11	5.3%	9	23.8%	16	16.3%	6	16.5%	9
45-54 years	16.7%	84	7.8%	3	18.4%	10	15.8%	12	19.0%	33	18.4%	13	17.7%	6	13.1%	7
55-64 years	16.8%	84	18.9%	8	15.0%	8	12.5%	10	15.5%	27	18.3%	12	25.9%	9	19.4%	10
65+ years	30.5%	153	54.2%	22	30.2%	16	39.2%	31	20.3%	35	27.0%	18	40.1%	14	30.8%	17
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		502		41		53		78		172		68		35		54
Sample:		502		71		71		71		74		71		71		73

PC Postcode Sector

PO203	5.6%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	51.5%	28
PO211	3.5%	18	0.0%	0	0.0%	0	0.0%	0	10.3%	18	0.0%	0	0.0%	0	0.0%	0
PO212	17.4%	88	0.0%	0	0.0%	0	14.1%	11	44.4%	77	0.0%	0	0.0%	0	0.0%	0
PO213	8.9%	44	44.0%	18	0.0%	0	33.8%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PO214	11.4%	57	56.0%	23	0.0%	0	44.0%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PO215	15.9%	80	0.0%	0	50.6%	27	8.1%	6	27.1%	47	0.0%	0	0.0%	0	0.0%	0
PO220	5.2%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	48.5%	26
PO226	7.9%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	11	81.9%	29	0.0%	0
PO227	8.6%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	53.7%	37	18.1%	6	0.0%	0
PO228	7.9%	40	0.0%	0	0.0%	0	0.0%	0	10.9%	19	30.7%	21	0.0%	0	0.0%	0
PO229	7.7%	39	0.0%	0	49.4%	26	0.0%	0	7.2%	12	0.0%	0	0.0%	0	0.0%	0
Weighted base:		502		41		53		78		172		68		35		54
Sample:		502		71		71		71		74		71		71		73

QUOTA Zone

Zone 1	8.2%	41	100.0%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	10.5%	53	0.0%	0	100.0%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	15.6%	78	0.0%	0	0.0%	0	100.0%	78	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	34.4%	172	0.0%	0	0.0%	0	0.0%	0	100.0%	172	0.0%	0	0.0%	0	0.0%	0
Zone 5	13.6%	68	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	68	0.0%	0	0.0%	0
Zone 6	7.0%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	35	0.0%	0
Zone 7	10.8%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	54
Weighted base:		502		41		53		78		172		68		35		54
Sample:		502		71		71		71		74		71		71		73