

Q1. Where do you usually do your main food/ grocery shopping?

	Base: All respondents		Zone																	
			1		2		3		4		5		6		7		8		9	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1002	100.0%	92	100.0%	108	100.0%	120	100.0%	288	100.0%	124	100.0%	65	100.0%	68	100.0%	103	100.0%	34	100.0%
Tesco - Shripney Road, Bognor Regis	443	44.2%	38	41.3%	75	69.4%	59	49.2%	135	46.9%	57	46.0%	24	36.9%	6	8.8%	37	35.9%	12	35.3%
Morrison's - 30 Bedford Street, Bognor Regis	146	14.6%	17	18.5%	15	13.9%	20	16.7%	64	22.2%	19	15.3%	5	7.7%	3	4.4%	2	1.9%	1	2.9%
Sainsbury's - Westhampnett Rd, Chichester	122	12.2%	14	15.2%	12	11.1%	18	15.0%	21	7.3%	6	4.6%	0	.0%	8	11.8%	31	30.1%	12	35.3%
Tesco, Broad Piece, Littlehampton	93	9.3%	0	.0%	0	.0%	0	.0%	2	.7%	25	20.2%	20	30.8%	38	55.9%	7	6.8%	1	2.9%
Waitrose Via - Ravenna, Chichester	27	2.7%	1	1.1%	0	.0%	5	4.2%	4	1.4%	4	3.2%	3	4.6%	2	2.9%	6	5.8%	2	5.9%
Internet	14	1.4%	0	.0%	1	.9%	2	1.7%	6	2.1%	2	1.6%	1	1.5%	1	1.5%	1	1.0%	0	.0%
Lidl - Peel Centre Shripney, Bognor Regis	13	1.3%	3	3.3%	3	2.8%	1	.8%	2	.7%	1	.8%	3	4.6%	0	.0%	0	.0%	0	.0%
Tesco - 35 South St, Chichester	12	1.2%	5	5.4%	0	.0%	0	.0%	2	.7%	0	.0%	0	.0%	0	.0%	5	4.9%	0	.0%
Tesco Express - 15-17 Station Road, Bognor Regis	12	1.2%	3	3.3%	0	.0%	6	5.0%	2	.7%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
Iceland - 111 Queensway, Bognor Regis	9	.9%	1	1.1%	1	.9%	1	.8%	5	1.7%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
Tesco - Fishbourne Rd East, Chichester	9	.9%	2	2.2%	0	.0%	3	2.5%	1	.3%	1	.8%	0	.0%	0	.0%	0	.0%	2	5.9%
Sainsbury's - 19-27, High St, Littlehampton	8	.8%	0	.0%	0	.0%	0	.0%	1	.3%	1	.8%	2	3.1%	3	4.4%	1	1.0%	0	.0%
Co-Op 68 Rose Green Road, Bognor Regis	7	.7%	3	3.3%	0	.0%	1	.8%	2	.7%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%
Marks & Spencer - 16 East St, Chichester	5	.5%	1	1.1%	0	.0%	0	.0%	2	.7%	0	.0%	0	.0%	0	.0%	1	1.0%	1	2.9%
Tesco Express - 194-196 Pagham Road, Bognor Regis	4	.4%	2	2.2%	0	.0%	0	.0%	1	.3%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%
Tesco - 7-8 East St, Chichester	4	.4%	0	.0%	0	.0%	0	.0%	1	.3%	1	.8%	0	.0%	0	.0%	2	1.9%	0	.0%
Trading Post - 10 Main Road, Barnham	4	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	2.9%	1	2.9%

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Q1. Where do you usually do your main food/ grocery shopping?

	Base: All respondents		Zone																	
			1		2		3		4		5		6		7		8		9	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Somerfield Stores - 97, Wick St, Wick, Littlehampton	2	.2%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%
Co-Op - 53 Hawthorn Road, Bognor Regis	1	.1%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield - 81 High St, Selsey, Chichester	1	.1%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

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Q1. Where do you usually do your main food/ grocery shopping?

		Base: All respondents		Zone																	
		Num %		1		2		3		4		5		6		7		8		9	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Local stores, Bognor Regis	11	1.1%	0	.0%	0	.0%	2	1.7%	4	1.4%	2	1.6%	2	3.1%	1	1.5%	0	.0%	0	.0%
	Tesco, New Road, Worthing	8	.8%	0	.0%	0	.0%	0	.0%	8	2.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Goring Road, Goring on Sea, Worthing	6	.6%	0	.0%	0	.0%	0	.0%	6	2.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, New Road, Rustington, Littlehampton	5	.5%	0	.0%	0	.0%	0	.0%	1	.3%	2	1.6%	0	.0%	1	1.5%	1	1.0%	0	.0%
	Local stores, Barnham, Bognor Regis	3	.3%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	1	1.0%	1	2.9%
	Sainsbury's, Lyons Farm Retail Park, Lyons Way, Worthing	3	.3%	0	.0%	0	.0%	0	.0%	2	.7%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
	Waitrose, High Street, Worthing	3	.3%	0	.0%	0	.0%	0	.0%	3	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, Havant Supercentre, Bedhampton	2	.2%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%
	Co-op, Main Road, Yaptón, Arundel	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.9%	0	.0%	0	.0%
	Marks & Spencer, Holmbush Centre, Upper Shoreham Road, Shore	2	.2%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%
	Tesco, Holmbush Centre, Shoreham by Sea	2	.2%	0	.0%	0	.0%	0	.0%	2	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, Bognor Regis	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, Purbrook Way, Havant	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Felpham Road	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, The Square, Barnham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Don't do main food shopping	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%
	Iceland, Goring Road, Worthing	1	.1%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local Farm Shop, Pagham/Chichester	1	.1%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Chichester	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Local stores, Shoreham by Sea	1	.1%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

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Q1. Where do you usually do your main food/ grocery shopping?

		Base: All respondents		Zone																	
		Num %		1		2		3		4		5		6		7		8		9	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Local stores, Worthing	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%
	Local stores, Yaptón	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%
	Londis, Orchard Parade, Chichester	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Somerfield, Avon Road, Littlehampton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%
	Somerfield, Rustington, Littlehampton	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Somerfield, Shoreham by Sea	1	.1%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Aldwick Road, Bognor Regis	1	.1%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Havant	1	.1%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Station Road, Portslade, Brighton	1	.1%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Various	1	.1%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q2. Why do you choose to use Q1 for your main food and grocery shopping?

		Base: All respondents		Zone																	
		Num %		1		2		3		4		5		6		7		8		9	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents		1002	100.0%	92	100.0%	108	100.0%	120	100.0%	286	100.0%	124	100.0%	65	100.0%	68	100.0%	103	100.0%	34	100.0%
Better value for money		46	4.6%	3	3.3%	3	2.8%	4	3.3%	15	5.2%	5	4.0%	6	9.2%	5	7.4%	4	3.9%	1	2.9%
Convenient for other shops		24	2.4%	1	1.1%	0	.0%	3	2.5%	8	2.8%	4	3.2%	1	1.5%	1	1.5%	2	1.9%	4	11.8%
Convenient to home		525	52.4%	38	41.3%	67	62.0%	55	45.8%	159	55.2%	66	53.2%	35	53.8%	44	64.7%	49	47.6%	12	35.3%

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Q2. Why do you choose to use Q1 for your main food and grocery shopping?

	Base: All respondents		Zone																	
	Num	%	1		2		3		4		5		6		7		8		9	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Convenient to work	26	2.8%	1	1.1%	4	3.7%	5	4.2%	5	1.7%	2	1.6%	0	.0%	4	5.9%	5	4.9%	2	5.9%
Easy to get to	48	4.8%	4	4.3%	7	6.5%	3	2.5%	18	6.3%	7	5.6%	1	1.5%	4	5.9%	3	2.9%	1	2.9%
Friendly staff / service	27	2.7%	4	4.3%	1	.9%	4	3.3%	7	2.4%	3	2.4%	0	.0%	2	2.9%	4	3.9%	2	5.9%
Good bus service	6	.6%	0	.0%	0	.0%	1	.8%	0	.0%	2	1.6%	0	.0%	1	1.5%	1	1.0%	1	2.9%
Good/cheap parking	53	5.3%	4	4.3%	5	4.6%	12	10.0%	14	4.9%	8	6.5%	3	4.6%	3	4.4%	3	2.9%	1	2.9%
Has petrol station	5	.5%	2	2.2%	0	.0%	0	.0%	1	.3%	1	.8%	1	1.5%	0	.0%	0	.0%	0	.0%
Larger store	24	2.4%	4	4.3%	4	3.7%	5	4.2%	4	1.4%	1	.8%	2	3.1%	0	.0%	3	2.9%	1	2.9%
Like it / habit / always use it	84	8.4%	12	13.0%	7	6.5%	14	11.7%	17	5.9%	7	5.6%	4	6.2%	5	7.4%	13	12.6%	5	14.7%
Lower prices	81	8.1%	11	12.0%	12	11.1%	6	5.0%	22	7.6%	7	5.6%	4	6.2%	3	4.4%	13	12.6%	3	8.8%
Preference for retailer	79	7.9%	7	7.6%	8	7.4%	11	9.2%	21	7.3%	8	6.5%	5	7.7%	5	7.4%	8	7.8%	6	17.6%
Quality of goods	111	11.1%	12	13.0%	6	5.6%	13	10.8%	32	11.1%	13	10.5%	7	10.8%	8	11.8%	15	14.6%	5	14.7%
Range of goods available	107	10.7%	10	10.9%	12	11.1%	12	10.0%	32	11.1%	13	10.5%	5	7.7%	3	4.4%	16	15.5%	4	11.8%

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Q2. Why do you choose to use Q1 for your main food and grocery shopping?

	Base: All respondents		Zone																	
	Num	%	1		2		3		4		5		6		7		8		9	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Delivery service	10	1.0%	1	1.1%	1	.9%	2	1.7%	2	.7%	1	.8%	2	3.1%	1	1.5%	0	.0%	0	.0%
Taken by friend/family member	9	.9%	2	2.2%	0	.0%	0	.0%	4	1.4%	2	1.6%	0	.0%	0	.0%	0	.0%	1	2.9%
Work there	9	.9%	0	.0%	1	.9%	0	.0%	6	2.1%	0	.0%	1	1.5%	0	.0%	1	1.0%	0	.0%
Dislike Tesco	5	.5%	1	1.1%	0	.0%	0	.0%	2	.7%	1	.8%	0	.0%	1	1.5%	0	.0%	0	.0%
Free bus service	4	.4%	1	1.1%	0	.0%	2	1.7%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
Loyalty points	4	.4%	0	.0%	0	.0%	1	.8%	0	.0%	2	1.6%	1	1.5%	0	.0%	0	.0%	0	.0%
Dislike supermarkets	3	.3%	1	1.1%	0	.0%	0	.0%	1	.3%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%
Good store layout	3	.3%	0	.0%	0	.0%	1	.6%	1	.3%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
Other	2	.2%	0	.0%	0	.0%	0	.0%	1	.3%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
Compact	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Close to friends/relatives	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Don't do main food shopping	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%
Good disabled access	1	.1%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Good service	1	.1%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Less busy	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
Lack of other supermarkets in the area	1	.1%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Support local trade	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%

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Q3. Apart from Q1 are there any other stores that you regularly use for your main food shopping?

	Base: All respondents		Zone																	
			1		2		3		4		5		6		7		8		9	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1002	100.0%	92	100.0%	106	100.0%	120	100.0%	288	100.0%	124	100.0%	65	100.0%	68	100.0%	103	100.0%	34	100.0%
Alldays - 2 Nyetimber Lane, Bognor Regis	2	.2%	0	.0%	1	.9%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Alldays - 3-6	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Alldays - 4 The	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Alldays - 82 Flansham Lane, Bognor Regis	1	.1%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Budgens - 107	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-Op - 152/156 Hawthorne Lane, Bognor Regis	5	.5%	0	.0%	0	.0%	1	.8%	1	.3%	1	.8%	0	.0%	0	.0%	2	1.9%	0	.0%
Co-Op - 53 Hawthorn Road, Bognor Regis	2	.2%	1	1.1%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-Op 68 Rose Green Road, Bognor Regis	9	.9%	4	4.3%	0	.0%	1	.8%	3	1.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
Iceland - 111 Queensway, Bognor Regis	38	3.8%	1	1.1%	7	6.5%	2	1.7%	15	5.2%	4	3.2%	2	3.1%	4	5.9%	3	2.9%	0	.0%
Lidl - Peel Centre Shripney, Bognor Regis	36	3.6%	3	3.3%	5	4.6%	6	5.0%	14	4.9%	2	1.6%	2	3.1%	1	1.5%	1	1.0%	2	5.9%
Marks & Spencer - 16 East St, Chichester	35	3.5%	3	3.3%	3	2.8%	8	6.7%	8	2.8%	5	4.0%	1	1.5%	1	1.5%	2	1.9%	4	11.8%
Morrison's - 30 Bedford Street, Bognor Regis	149	14.9%	15	16.3%	23	21.3%	25	20.8%	53	18.4%	19	15.3%	6	9.2%	4	5.9%	4	3.9%	0	.0%
One Stop (Tesco) - 4 Elmer Road, Bognor Regis	2	.2%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%
Sainsbury's - 19-27, High St, Littlehampton	19	1.9%	0	.0%	2	1.9%	0	.0%	3	1.0%	3	2.4%	4	6.2%	6	8.8%	1	1.0%	0	.0%
Sainsbury's - Westhampnett Rd, Chichester	106	10.6%	9	9.8%	15	13.9%	14	11.7%	20	6.9%	6	4.8%	8	12.3%	5	7.4%	20	19.4%	9	26.5%
Somerfield - 81 High St, Selsey, Chichester	3	.3%	0	.0%	0	.0%	0	.0%	2	.7%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
Somerfield Stores - 97, Wick St, Wick, Littlehampton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%

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Q3. Apart from Q1 are there any other stores that you regularly use for your main food shopping?

	Base: All respondents		Zone																	
			1		2		3		4		5		6		7		8		9	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Tesco - Shripney Road, Bognor Regis	96	9.6%	11	12.0%	10	9.3%	18	15.0%	32	11.1%	12	9.7%	4	6.2%	0	.0%	8	7.6%	1	2.9%
Tesco - 35 South St, Chichester	5	.5%	2	2.2%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	1.9%	0	.0%
Tesco Express - 15-17 Station Road, Bognor Regis	11	1.1%	0	.0%	0	.0%	1	.8%	6	2.1%	2	1.6%	0	.0%	1	1.5%	1	1.0%	0	.0%
Tesco Express - 194-196 Pagham Road, Bognor Regis	4	.4%	3	3.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%
Tesco, Broad Piece, Littlehampton	20	2.0%	0	.0%	0	.0%	0	.0%	1	.3%	6	4.8%	2	3.1%	9	13.2%	2	1.9%	0	.0%
Tesco - 7-8	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco - Fishbourne Rd East, Chichester	6	.6%	1	1.1%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	3	2.9%	1	2.9%
Trading Post - 10 Main Road, Barnham	5	.5%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	1	1.5%	2	1.9%	1	2.9%
Waitrose Via - Ravenna, Chichester	35	3.5%	2	2.2%	3	2.8%	7	5.8%	9	3.1%	4	3.2%	0	.0%	1	1.5%	7	6.8%	2	5.9%
Internet	3	.3%	0	.0%	1	.9%	0	.0%	1	.3%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
No other	401	40.0%	35	38.0%	37	34.3%	41	34.2%	120	41.7%	50	40.3%	33	50.8%	30	44.1%	44	42.7%	11	32.4%

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Q3. Apart from Q1 are there any other stores that you regularly use for your main food shopping?

		Base: All respondents		Zone																	
		Num %		1		2		3		4		5		6		7		8		9	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Asda, Purbrook Way, Havant	11	1.1%	1	1.1%	5	4.6%	1	.6%	2	.7%	2	1.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Bognor Regis	9	.9%	2	2.2%	1	.9%	3	2.5%	1	.3%	1	.8%	1	1.5%	0	.0%	0	.0%	0	.0%
	Local stores, Felpham	8	.8%	0	.0%	0	.0%	0	.0%	0	.0%	8	6.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Barnham	5	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	.6%	1	1.5%	0	.0%	2	1.9%	1	2.9%
	Sainsbury's, New Road, Rustington, Littlehampton	5	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	4	5.9%	0	.0%	0	.0%
	Iceland, High Street, Bognor Regis	3	.3%	0	.0%	1	.9%	0	.0%	2	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Middleton	3	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	4.6%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Worthing	3	.3%	0	.0%	0	.0%	0	.0%	3	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, The Quadrant, Brighton	2	.2%	0	.0%	0	.0%	0	.0%	2	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Yapton	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.9%	0	.0%	0	.0%
	Farm Shop, Climping	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.9%	0	.0%	0	.0%
	Iceland, South Street, Chichester	2	.2%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Lidl, Portfield Way, Chichester	2	.2%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%
	Local stores, Pagham	2	.2%	2	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Somerfield, Ham Road, Shoreham by Sea	2	.2%	0	.0%	0	.0%	0	.0%	2	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Waitrose, Worthing	2	.2%	0	.0%	0	.0%	0	.0%	1	.3%	1	.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Booker Wholesale, Quarry Lane, Chichester	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Co-op, Arundel	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%
	Co-op, Barnham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Co-op, Worthing	1	.1%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Holland & Barrett, London Road, Bognor Regis	1	.1%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Lidl, Shripney Road, Bognor Regis	1	.1%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

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Q3. Apart from Q1 are there any other stores that you regularly use for your main food shopping?

		Base: All respondents		Zone																	
		Num %		1		2		3		4		5		6		7		8		9	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Local stores, Aldwick	1	.1%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Chichester	1	.1%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Chichester and Arundel	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%
	Local stores, Eastergate	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Local stores, Yapton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%
	Marks & Spencer, Chichester	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	One Stop, Durlston Drive, Bognor Regis	1	.1%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Parsonage Farm Shop, Parsonage Farm, Yapton Road, Barnham, B	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Sainsbury's, Shorham	1	.1%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Somerfield, Rustington, Littlehampton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%
	Tesco, Aldwick Road, Bognor Regis	1	.1%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Littlehampton Road, Worthing	1	.1%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

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Q4. How often do you usually undertake your main food and grocery shopping trip?

	Base: All respondents		Zone																	
			1		2		3		4		5		6		7		8		9	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1002	100.0%	92	100.0%	108	100.0%	120	100.0%	288	100.0%	124	100.0%	65	100.0%	68	100.0%	103	100.0%	34	100.0%
Daily	23	2.3%	1	1.1%	1	.9%	0	.0%	11	3.8%	5	1.4%	2	3.1%	0	.0%	2	1.9%	1	2.9%
More than once a week	165	16.5%	11	12.0%	22	20.4%	13	10.8%	63	21.9%	12	9.7%	8	12.3%	11	16.2%	17	16.5%	8	23.5%
Once a week	654	65.3%	63	68.5%	70	64.8%	85	70.8%	168	58.3%	84	67.7%	41	63.1%	51	75.0%	71	68.9%	21	61.8%
Once a fortnight	95	9.5%	13	14.1%	7	6.5%	12	10.0%	25	8.7%	12	9.7%	8	12.3%	6	8.8%	9	8.7%	3	8.8%
Once every three weeks	13	1.3%	1	1.1%	1	.9%	3	2.5%	2	.7%	4	3.2%	1	1.5%	0	.0%	1	1.0%	0	.0%
Monthly	46	4.6%	3	3.3%	7	6.5%	6	5.0%	16	5.6%	7	5.6%	4	6.2%	0	.0%	2	1.9%	1	2.9%
Less often	6	.6%	0	.0%	0	.0%	1	.8%	3	1.0%	0	.0%	1	1.5%	0	.0%	1	1.0%	0	.0%

Q5. Thinking about your main food and grocery shopping, where does your trip usually start?

	Base: All respondents		Zone																	
			1		2		3		4		5		6		7		8		9	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1002	100.0%	92	100.0%	108	100.0%	120	100.0%	288	100.0%	124	100.0%	65	100.0%	68	100.0%	103	100.0%	34	100.0%
Home	905	90.3%	86	93.5%	97	89.8%	112	93.3%	265	92.0%	114	91.9%	57	87.7%	60	88.2%	87	84.5%	27	79.4%
Work	60	6.0%	5	5.4%	6	5.6%	4	3.3%	11	3.8%	4	3.2%	4	6.2%	7	10.3%	14	13.6%	5	14.7%
Goods delivered	26	2.6%	1	1.1%	3	2.8%	3	2.5%	10	3.5%	2	1.6%	4	6.2%	1	1.5%	1	1.0%	1	2.9%
University/College/School	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
Don't know/Varies	4	.4%	0	.0%	1	.9%	1	.8%	0	.0%	2	1.6%	0	.0%	0	.0%	0	.0%	0	.0%
Friend's/Relative's house	2	.2%	0	.0%	1	.9%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Hospital	1	.1%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other services	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
Other shopping	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
Sports centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%

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Q6. How did you travel to do that main food and grocery shopping?

	Base: All respondents		Zone																	
			1		2		3		4		5		6		7		8		9	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1002	100.0%	92	100.0%	108	100.0%	120	100.0%	288	100.0%	124	100.0%	65	100.0%	68	100.0%	103	100.0%	34	100.0%
Car / van (as Driver)	629	62.8%	60	65.2%	67	62.0%	82	68.3%	145	50.3%	81	65.3%	45	69.2%	47	69.1%	81	78.6%	21	61.8%
Car / van (Passenger)	179	17.9%	19	20.7%	19	17.6%	19	15.8%	52	18.1%	21	16.9%	10	15.4%	13	19.1%	16	17.5%	8	23.5%
Bus	62	6.2%	7	7.6%	13	12.0%	9	7.5%	10	3.5%	9	7.3%	4	6.2%	4	5.9%	2	1.9%	4	11.8%
Walk	75	7.5%	3	3.3%	3	2.8%	3	2.5%	56	19.4%	6	4.8%	1	1.5%	2	2.9%	1	1.0%	0	.0%
Motorcycle / moped	2	.2%	0	.0%	1	.9%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bicycle	16	1.6%	2	2.2%	1	.9%	3	2.5%	8	2.8%	2	1.6%	0	.0%	0	.0%	0	.0%	0	.0%
Taxi	11	1.1%	0	.0%	0	.0%	1	.8%	6	2.1%	2	1.6%	1	1.5%	1	1.5%	0	.0%	0	.0%
Train	1	.1%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Goods delivered	26	2.6%	1	1.1%	3	2.8%	3	2.5%	9	3.1%	3	2.4%	4	6.2%	1	1.5%	1	1.0%	1	2.9%
Other Mobility scooter	1	.1%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

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Q7. Where do your main food and grocery shopping trips usually end?

	Base: All respondents		Zone																	
	Num	%	1		2		3		4		5		6		7		8		9	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1002	100.0%	92	100.0%	108	100.0%	120	100.0%	288	100.0%	124	100.0%	65	100.0%	68	100.0%	103	100.0%	34	100.0%
Home	949	94.7%	90	97.8%	104	96.3%	111	92.5%	267	92.7%	122	98.4%	58	89.2%	63	92.6%	101	98.1%	33	97.1%
Goods delivered	26	2.6%	1	1.1%	3	2.8%	3	2.5%	10	3.5%	2	1.6%	4	6.2%	1	1.5%	1	1.0%	1	2.9%
Work	6	.6%	1	1.1%	0	.0%	1	.8%	2	.7%	0	.0%	0	.0%	1	1.5%	1	1.0%	0	.0%
University/College/School	2	.2%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%
Other shopping	6	.6%	0	.0%	0	.0%	1	.8%	3	1.0%	0	.0%	1	1.5%	1	1.5%	0	.0%	0	.0%
Bognor Regis town centre	4	.4%	0	.0%	0	.0%	1	.8%	2	.7%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%
Friend's/Relative's house	3	.3%	0	.0%	1	.9%	1	.8%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Go for lunch	2	.2%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%
Don't know/Varies	1	.1%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Garden centre	1	.1%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Library	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%
Pub	1	.1%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

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Q8. How much do you usually spend on your main food and grocery shopping?

	Base: All respondents		Zone																	
	Num	%	1		2		3		4		5		6		7		8		9	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1002	100.0%	92	100.0%	108	100.0%	120	100.0%	268	100.0%	124	100.0%	65	100.0%	68	100.0%	103	100.0%	34	100.0%
£10 or less	20	2.0%	2	2.2%	0	.0%	1	.8%	12	4.2%	1	.8%	1	1.5%	2	2.9%	1	1.0%	0	.0%
£11 - £20	54	5.4%	7	7.6%	5	4.6%	7	5.8%	20	6.9%	7	5.6%	1	1.5%	3	4.4%	4	3.9%	0	.0%
£21 - £30	113	11.3%	9	9.8%	11	10.2%	12	10.0%	35	12.2%	20	16.1%	2	3.1%	10	14.7%	11	10.7%	3	8.8%
£31 - £40	125	12.5%	11	12.0%	14	13.0%	15	12.5%	31	10.8%	17	13.7%	10	15.4%	10	14.7%	11	10.7%	6	17.6%
£41 - £50	115	11.5%	11	12.0%	12	11.1%	13	10.8%	37	12.8%	16	12.9%	6	9.2%	7	10.3%	11	10.7%	2	5.9%
£51 - £60	115	11.5%	13	14.1%	17	15.7%	14	11.7%	27	9.4%	13	10.5%	6	9.2%	2	2.9%	17	16.5%	6	17.6%
£61 - £70	85	8.5%	8	8.7%	5	4.6%	12	10.0%	23	8.0%	7	5.6%	9	13.8%	9	13.2%	8	7.8%	4	11.8%
£71 - £80	75	7.5%	9	9.8%	10	9.3%	8	6.7%	19	6.6%	11	8.9%	6	9.2%	0	.0%	7	6.8%	5	14.7%
£81 - £90	38	3.8%	3	3.3%	5	4.6%	5	4.2%	6	2.1%	3	2.4%	3	4.6%	6	8.8%	5	4.9%	2	5.9%
£91 - £100	53	5.3%	3	3.3%	5	4.6%	4	3.3%	14	4.9%	11	8.9%	2	3.1%	8	11.8%	6	5.8%	0	.0%
£101 - £110	22	2.2%	2	2.2%	2	1.9%	2	1.7%	6	2.1%	1	.8%	3	4.6%	4	5.9%	2	1.9%	0	.0%
£111 - £120	27	2.7%	2	2.2%	4	3.7%	4	3.3%	7	2.4%	2	1.6%	3	4.6%	0	.0%	4	3.9%	1	2.9%
£121 - £130	10	1.0%	0	.0%	0	.0%	4	3.3%	4	1.4%	0	.0%	0	.0%	0	.0%	2	1.9%	0	.0%
£131 - £140	3	.3%	0	.0%	0	.0%	1	.8%	0	.0%	1	.8%	1	1.5%	0	.0%	0	.0%	0	.0%
£141 - £150	9	.9%	1	1.1%	2	1.9%	2	1.7%	3	1.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
£151 and over	19	1.9%	3	3.3%	2	1.9%	0	.0%	5	1.7%	2	1.6%	2	3.1%	1	1.5%	4	3.9%	0	.0%
Refused	8	.8%	0	.0%	1	.9%	1	.8%	4	1.4%	0	.0%	0	.0%	2	2.9%	0	.0%	0	.0%
Don't know/Varies	111	11.1%	8	8.7%	13	12.0%	15	12.5%	35	12.2%	11	8.9%	10	15.4%	4	5.9%	10	9.7%	5	14.7%

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Q9. What proportion of your weekly grocery budget is spent on the main food and grocery shop?

	Base: All respondents		Zone																	
	Num	%	1		2		3		4		5		6		7		8		9	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1002	100.0%	92	100.0%	108	100.0%	120	100.0%	288	100.0%	124	100.0%	65	100.0%	68	100.0%	103	100.0%	34	100.0%
Less than 10%	6	.6%	0	.0%	0	.0%	1	.8%	4	1.4%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
10 - 20%	32	3.2%	1	1.1%	4	3.7%	5	4.2%	6	2.1%	4	3.2%	1	1.5%	4	5.9%	6	5.8%	1	2.9%
21 - 30%	44	4.4%	7	7.6%	1	.9%	5	4.2%	13	4.5%	4	3.2%	4	6.2%	7	10.3%	2	1.9%	1	2.9%
31 - 40%	27	2.7%	3	3.3%	5	4.6%	1	.8%	10	3.5%	1	.8%	3	4.6%	2	2.9%	2	1.9%	0	.0%
41 - 50%	56	5.8%	6	6.5%	7	6.5%	5	4.2%	25	8.7%	5	4.0%	4	6.2%	3	4.4%	1	1.0%	2	5.9%
51 - 60%	62	6.2%	9	9.8%	3	2.8%	9	7.5%	14	4.9%	9	7.3%	4	6.2%	6	8.8%	5	4.9%	3	8.8%
61 - 70%	55	5.5%	4	4.3%	6	5.6%	7	5.6%	16	5.6%	3	2.4%	3	4.6%	5	7.4%	6	5.8%	5	14.7%
71 - 80%	192	19.2%	16	17.4%	18	16.7%	26	21.7%	50	17.4%	27	21.8%	12	18.5%	14	20.6%	23	22.3%	6	17.6%
81 - 90%	114	11.4%	7	7.6%	12	11.1%	17	14.2%	33	11.5%	16	12.9%	5	7.7%	7	10.3%	13	12.6%	4	11.8%
91 - 100%	167	16.7%	19	20.7%	19	17.6%	17	14.2%	48	16.7%	26	21.0%	11	16.9%	6	8.8%	18	17.5%	3	8.8%
Refused	8	.8%	0	.0%	1	.9%	0	.0%	5	1.7%	1	.8%	1	1.5%	0	.0%	0	.0%	0	.0%
Don't know/Varies	237	23.7%	20	21.7%	32	29.6%	27	22.5%	64	22.2%	28	22.6%	17	26.2%	14	20.6%	26	25.2%	9	26.5%

Q10. In addition to your main food shopping trip, do you usually do any top-up food/ grocery shopping (i.e. small purchases of top-up shopping goods such as sugar, bread, butter, milk, eggs, etc)?

	Base: All respondents		Zone																	
	Num	%	1		2		3		4		5		6		7		8		9	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1002	100.0%	92	100.0%	108	100.0%	120	100.0%	288	100.0%	124	100.0%	65	100.0%	68	100.0%	103	100.0%	34	100.0%
Yes	630	62.9%	54	58.7%	61	56.5%	74	61.7%	183	63.5%	72	58.1%	45	69.2%	46	70.6%	66	64.1%	27	79.4%
No	372	37.1%	38	41.3%	47	43.5%	46	38.3%	105	36.5%	52	41.9%	20	30.8%	20	29.4%	37	35.9%	7	20.6%

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Q11. Where do you usually do your top-up food/ grocery shopping?

	Base: Those undertaking top-up shopping		Zone																	
	Num	%	1		2		3		4		5		6		7		8		9	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those undertaking top-up shopping	630	100.0%	54	100.0%	61	100.0%	74	100.0%	183	100.0%	72	100.0%	45	100.0%	46	100.0%	66	100.0%	27	100.0%
Morrison's - 30 Bedford Street, Bognor Regis	91	14.4%	6	11.1%	16	26.2%	13	17.6%	42	23.0%	5	6.9%	6	13.3%	2	4.2%	0	.0%	1	3.7%
Tesco - Shripney Road, Bognor Regis	74	11.7%	4	7.4%	12	19.7%	4	5.4%	34	18.6%	7	9.7%	2	4.4%	0	.0%	10	15.2%	1	3.7%
Co-Op 68 Rose Green Road, Bognor Regis	24	3.8%	11	20.4%	0	.0%	11	14.9%	2	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Express - 15-17 Station Road, Bognor Regis	18	2.9%	1	1.9%	2	3.3%	4	5.4%	10	5.5%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
Trading Post - 10 Main Road, Barnham	16	2.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.2%	0	.0%	10	15.2%	5	16.5%
Sainsbury's - Westhamphnett Rd, Chichester	15	2.4%	1	1.9%	2	3.3%	2	2.7%	4	2.2%	0	.0%	0	.0%	3	6.3%	1	1.5%	2	7.4%
Tesco Express - 194-196 Pagham Road, Bognor Regis	15	2.4%	10	18.5%	0	.0%	2	2.7%	2	1.1%	0	.0%	0	.0%	1	2.1%	0	.0%	0	.0%
Co-Op - 53 Hawthorn Road, Bognor Regis	12	1.9%	1	1.9%	0	.0%	2	2.7%	9	4.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Iceland - 111 Queensway, Bognor Regis	12	1.9%	0	.0%	1	1.6%	0	.0%	9	4.9%	1	1.4%	0	.0%	0	.0%	1	1.5%	0	.0%
Tesco, Broad Piece, Littlehampton	12	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	1	2.2%	7	14.6%	3	4.5%	0	.0%
Lidl - Peel Centre Shripney, Bognor Regis	11	1.7%	0	.0%	3	4.9%	2	2.7%	4	2.2%	1	1.4%	0	.0%	1	2.1%	0	.0%	0	.0%
Marks & Spencer - 16 East St, Chichester	10	1.6%	0	.0%	1	1.6%	2	2.7%	2	1.1%	3	4.2%	0	.0%	0	.0%	0	.0%	2	7.4%
Waitrose Via - Ravenna, Chichester	10	1.6%	1	1.9%	0	.0%	3	4.1%	2	1.1%	1	1.4%	0	.0%	0	.0%	2	3.0%	1	3.7%
One Stop (Tesco) - 4 Elmer Road, Bognor Regis	9	1.4%	0	.0%	3	4.9%	0	.0%	2	1.1%	0	.0%	4	8.9%	0	.0%	0	.0%	0	.0%

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Q11. Where do you usually do your top- up food/ grocery shopping?

	Base: Those undertaking top- up shopping		Zone																	
			1		2		3		4		5		6		7		8		9	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Co-Op - 152/156 Hawthorne Lane, Bognor Regis	5	.8%	0	.0%	0	.0%	0	.0%	2	1.1%	0	.0%	0	.0%	1	2.1%	1	1.5%	1	3.7%
Tesco - Fishbourne Rd East, Chichester	5	.8%	0	.0%	1	1.6%	0	.0%	2	1.1%	0	.0%	0	.0%	2	4.2%	0	.0%	0	.0%
Budgens - 107 Felpham Way, Bognor Regis	3	.5%	0	.0%	0	.0%	0	.0%	0	.0%	3	4.2%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's - 19-27, High St, Littlehampton	2	.3%	0	.0%	0	.0%	1	1.4%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco - 35 South St, Chichester	2	.3%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%
Tesco - 7-8 East St, Chichester	2	.3%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	1	2.2%	0	.0%	0	.0%	0	.0%
Internet	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.2%	1	2.1%	0	.0%	0	.0%
Alldays - 3-6 The Square, Barnham	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%
Alldays - 82 Flansham Lane, Bognor Regis	1	.2%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield - 81 High St, Selsey, Chichester	1	.2%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Somerfield Stores - 97, Wick St, Wick, Littlehampton	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.1%	0	.0%	0	.0%

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Q11. Where do you usually do your top- up food/ grocery shopping?

		Base: Those undertaking top-up shopping		Zone																	
				1		2		3		4		5		6		7		8		9	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Local stores, Bognor Regis	70	11.1%	3	5.6%	11	18.0%	16	24.3%	18	9.8%	7	9.7%	10	22.2%	2	4.2%	1	1.5%	0	.0%
	Local stores, Felpham	22	3.5%	0	.0%	0	.0%	0	.0%	0	.0%	22	30.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Barnham	21	3.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	2	4.4%	1	2.1%	16	24.2%	1	3.7%
	Co-op, Yapton, Arundel	14	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	14	29.2%	0	.0%	0	.0%
	Local stores, Middleton on Sea	14	2.2%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.8%	12	26.7%	0	.0%	0	.0%	0	.0%
	Local stores, Chichester	10	1.6%	1	1.9%	2	3.3%	1	1.4%	1	.5%	0	.0%	0	.0%	0	.0%	4	6.1%	1	3.7%
	Local stores, Yapton	10	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	7	14.6%	0	.0%	2	7.4%
	Co-op, The Square, Barnham, Bognor Regis	7	1.1%	1	1.9%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	4	6.1%	1	3.7%
	Co-op, Felpham Way, Bognor Regis	6	1.0%	1	1.9%	0	.0%	0	.0%	0	.0%	4	5.6%	1	2.2%	0	.0%	0	.0%	0	.0%
	Local stores, Eastergate	6	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	6	9.1%	0	.0%
	One Stop, Hawthorn Road, Bognor Regis	6	1.0%	0	.0%	0	.0%	0	.0%	5	2.7%	0	.0%	1	2.2%	0	.0%	0	.0%	0	.0%
	Local stores, Littlehampton	5	.8%	0	.0%	0	.0%	0	.0%	0	.0%	3	4.2%	0	.0%	1	2.1%	0	.0%	1	3.7%
	Local stores, Worthing	5	.8%	0	.0%	0	.0%	0	.0%	5	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco Express, Aldwick Road, Bognor Regis	5	.8%	0	.0%	0	.0%	1	1.4%	3	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.7%
	Co-op, Queen Street, Arundel	4	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	14.8%
	Co-op, Goring	3	.5%	0	.0%	0	.0%	0	.0%	3	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Jordan Butchers, Rose Green Road, Bognor Regis	3	.5%	1	1.9%	0	.0%	1	1.4%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Local shops, Worthing	3	.5%	0	.0%	0	.0%	0	.0%	2	1.1%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	
Local stores, North Bersted	3	.5%	0	.0%	3	4.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Local stores, Pagham	3	.5%	2	3.7%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Local stores, Runcton	3	.5%	0	.0%	0	.0%	0	.0%	2	1.1%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	

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Q11. Where do you usually do your top- up food/ grocery shopping?

		Base: Those undertaking top-up shopping		Zone																	
				1		2		3		4		5		6		7		8		9	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Middleton, Farmshop	3	.5%	1	1.9%	0	.0%	0	.0%	1	.5%	0	.0%	1	2.2%	0	.0%	0	.0%	0	.0%
	Runcton Farm Shop, Lagness Road, Runcton, Chichester	3	.5%	1	1.9%	0	.0%	2	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Various	3	.5%	1	1.9%	0	.0%	0	.0%	2	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Lincoln Avenue, Rosewood	2	.3%	2	3.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Newland Street, Worthing	2	.3%	0	.0%	0	.0%	0	.0%	2	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co op, Pagham	2	.3%	2	3.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Farmshop, Climping, Littlehampton	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	1	2.1%	0	.0%	0	.0%
	Local Farm Shop, Middleton	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	1	2.2%	0	.0%	0	.0%	0	.0%
	Local stores, Shoreham by Sea	2	.3%	0	.0%	0	.0%	0	.0%	2	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Aldwick	2	.3%	0	.0%	0	.0%	2	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Climping	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	1	2.1%	0	.0%	0	.0%
	Local stores, Goring, Bognor Regis	2	.3%	0	.0%	0	.0%	0	.0%	1	.5%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Lagness, Chichester	2	.3%	0	.0%	1	1.6%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Westergate	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.0%	0	.0%
	Somerfield, Ham Road, Shoreham by Sea	2	.3%	0	.0%	0	.0%	0	.0%	2	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, Purbrook Way, Havant	1	.2%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Baird's Farm, Crookthorne Lane, Littlehampton	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.1%	0	.0%	0	.0%
	Co-op, Harbour Road, Bognor Regis	1	.2%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

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Q11. Where do you usually do your top- up food/ grocery shopping?

		Base: Those undertaking top-up shopping		Zone																	
				1		2		3		4		5		6		7		8		9	
				Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Co-op, Nye Wood Lane, Bognor Regis	1	.2%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Ford market	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
	Iceland, South Street, Chichester	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%
	Local stores, Chichester and Arundel	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.7%
	Local stores, Shripney	1	.2%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Woodgate	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%
	Mobile Farmer's Market, Slindon	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.7%
	One Stop, Middleton	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.2%	0	.0%	0	.0%	0	.0%
	One Stop, The Parade, Durlston Drive, Bognor Regis	1	.2%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Parsonage Farm Shop, Parsonage Farm, Yapton Road, Barnham, B	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%
	Premier, Chichester Road, Bognor Regis	1	.2%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Premier, Gordon Avenue, Bognor Regis	1	.2%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Rookery Farm, Felpham	1	.2%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Shell Garage, Chichester Road, Arundel	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.7%
	Summerley Post Office, Bognor Regis	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, New Road, Worthing	1	.2%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Worthing market	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.1%	0	.0%	0	.0%

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Q12. Why do you choose to use Q11 for your top-up food/ grocery shopping?

	Base: Those undertaking top-up shopping	Zone																	
		1		2		3		4		5		6		7		8		9	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those undertaking top-up shopping		630	100.0%	54	100.0%	61	100.0%	74	100.0%	183	100.0%	72	100.0%	45	100.0%	48	100.0%	66	100.0%
Better value for money		25	4.0%	2	3.7%	2	3.3%	1	1.4%	11	6.0%	2	2.8%	1	2.2%	1	2.1%	2	3.0%
Convenient to home		392	62.2%	41	75.9%	33	54.1%	42	56.8%	116	63.4%	51	70.8%	29	64.4%	28	58.3%	41	62.1%
Convenient to work		46	7.3%	1	1.9%	10	16.4%	5	6.8%	11	6.0%	6	8.3%	2	4.4%	3	6.3%	5	7.6%
Easy to get to		39	6.2%	2	3.7%	8	13.1%	2	2.7%	12	6.6%	6	8.3%	3	6.7%	4	8.3%	2	3.0%
Good friendly service / staff		10	1.6%	0	.0%	0	.0%	2	2.7%	2	1.1%	1	1.4%	2	4.4%	2	4.2%	1	1.5%
Good/cheap parking		9	1.4%	1	1.9%	1	1.6%	3	4.1%	2	1.1%	1	1.4%	1	2.2%	0	.0%	0	.0%
Good bus service		2	.3%	0	.0%	0	.0%	2	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Habit / always used it		8	1.3%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	1	2.2%	0	.0%	2	3.0%
Has petrol station		1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lower prices		29	4.6%	1	1.9%	1	1.6%	3	4.1%	9	4.9%	1	1.4%	1	2.2%	2	4.2%	11	16.7%
Other shops / services nearby / convenient		29	4.6%	1	1.9%	5	8.2%	2	2.7%	10	5.5%	1	1.4%	3	6.7%	1	2.1%	4	6.1%
Preference for retailer		29	4.6%	1	1.9%	2	3.3%	3	4.1%	11	6.0%	3	4.2%	3	6.7%	2	4.2%	2	3.0%
Quality of goods		67	10.6%	4	7.4%	5	8.2%	14	18.9%	18	9.8%	7	9.7%	1	2.2%	10	20.8%	4	6.1%
Range of goods available		49	7.8%	6	11.1%	6	9.8%	4	5.4%	14	7.7%	1	1.4%	5	11.1%	3	6.3%	5	7.6%

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Q12. Why do you choose to use Q11 for your top-up food/ grocery shopping?

	Base: Those undertaking top-up shopping	Zone																	
		1		2		3		4		5		6		7		8		9	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Supports local trade		12	1.9%	1	1.9%	0	.0%	2	2.7%	2	1.1%	1	1.4%	1	2.2%	1	2.1%	1	1.5%
Good offers		6	1.0%	0	.0%	2	3.3%	2	2.7%	1	.5%	0	.0%	0	.0%	1	1.5%	0	.0%
Work there		5	.8%	0	.0%	0	.0%	0	.0%	3	1.6%	0	.0%	1	2.2%	0	.0%	1	1.5%
Late opening hours		4	.6%	1	1.9%	0	.0%	2	2.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
On route		3	.5%	0	.0%	0	.0%	1	1.4%	1	.5%	0	.0%	0	.0%	1	1.5%	0	.0%
Other																			
Goods delivered to the door		2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.2%	1	2.1%	0	.0%	0	.0%
No reason		2	.3%	0	.0%	1	1.6%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
Compact		1	.2%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%
Larger Store		1	.2%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
School run		1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%
Quiet store		1	.2%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%

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Q13. How often do you usually make such top-up food/ grocery shopping trips?

	Base: Those undertaking top-up shopping		Zone																	
			1		2		3		4		5		6		7		8		9	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those undertaking top-up shopping	630	100.0%	54	100.0%	61	100.0%	74	100.0%	183	100.0%	72	100.0%	45	100.0%	48	100.0%	66	100.0%	27	100.0%
Daily	35	5.6%	3	5.6%	0	.0%	6	8.1%	14	7.7%	3	4.2%	4	8.9%	1	2.1%	3	4.5%	1	3.7%
More than 5 times a week	5	.8%	2	3.7%	0	.0%	2	2.7%	0	.0%	0	.0%	1	2.2%	0	.0%	0	.0%	0	.0%
4- 5 times a week	31	4.9%	3	5.6%	4	6.6%	2	2.7%	8	4.4%	1	1.4%	4	8.9%	1	2.1%	7	10.6%	1	3.7%
2- 3 times a week	246	39.0%	19	35.2%	21	34.4%	25	33.8%	71	38.8%	27	37.5%	21	46.7%	23	47.9%	27	40.9%	12	44.4%
Once a week	238	37.8%	24	44.4%	30	49.2%	26	35.1%	65	35.5%	32	44.4%	13	28.9%	17	35.4%	21	31.8%	10	37.0%
Less than once a week	75	11.9%	3	5.6%	6	9.8%	13	17.6%	25	13.7%	9	12.5%	2	4.4%	6	12.5%	8	12.1%	3	11.1%

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Q14. Thinking about top-up food/ grocery shopping, where do your trips usually start?

	Base: Those undertaking top-up shopping		Zone																	
			1		2		3		4		5		6		7		8		9	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those undertaking top-up shopping	630	100.0%	54	100.0%	61	100.0%	74	100.0%	183	100.0%	72	100.0%	45	100.0%	48	100.0%	66	100.0%	27	100.0%
Home	535	84.9%	49	90.7%	51	83.6%	63	85.1%	163	89.1%	58	80.6%	39	86.7%	38	79.2%	52	78.8%	22	81.5%
Work	68	10.8%	3	5.6%	8	13.1%	8	10.8%	15	8.2%	9	12.5%	4	8.9%	6	12.5%	10	15.2%	5	18.5%
Goods delivered	5	.8%	1	1.9%	0	.0%	0	.0%	1	.5%	0	.0%	1	2.2%	1	2.1%	1	1.5%	0	.0%
University/College/School	3	.5%	0	.0%	0	.0%	1	1.4%	0	.0%	1	1.4%	0	.0%	0	.0%	1	1.5%	0	.0%
Other shopping	4	.6%	0	.0%	1	1.6%	0	.0%	1	.5%	0	.0%	0	.0%	1	2.1%	1	1.5%	0	.0%
Friend's/Relative's home	3	.5%	0	.0%	0	.0%	1	1.4%	1	.5%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
Bognor town centre	2	.3%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	1	2.2%	0	.0%	0	.0%	0	.0%
Don't know/Varies	2	.3%	0	.0%	0	.0%	0	.0%	2	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Gym	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	4.2%	0	.0%	0	.0%
Other	1	.2%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Day trip	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Garden centre	1	.2%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Golf	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%
Library	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
School run	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
Works there	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%

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Q15. How did you travel to do that top-up food/ grocery shopping?

	Base: Those undertaking top-up shopping		Zone																	
			1		2		3		4		5		6		7		8		9	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those undertaking top-up shopping	630	100.0%	54	100.0%	61	100.0%	74	100.0%	183	100.0%	72	100.0%	45	100.0%	48	100.0%	66	100.0%	27	100.0%
Car / van (as Driver)	277	44.0%	22	40.7%	31	50.8%	34	45.9%	63	34.4%	38	52.8%	16	35.6%	21	43.8%	36	54.5%	16	59.3%
Walk	253	40.2%	23	42.6%	17	27.9%	28	37.8%	93	50.8%	26	36.1%	20	44.4%	23	47.9%	21	31.8%	2	7.4%
Car / van (Passenger)	40	6.3%	5	9.3%	3	4.9%	5	6.8%	10	5.5%	4	5.6%	4	8.9%	1	2.1%	3	4.5%	5	18.5%
Bus	27	4.3%	2	3.7%	6	9.8%	3	4.1%	3	1.6%	2	2.8%	4	8.9%	1	2.1%	2	3.0%	4	14.8%
Bicycle	24	3.8%	1	1.9%	3	4.9%	4	5.4%	11	6.0%	1	1.4%	0	.0%	1	2.1%	3	4.5%	0	.0%
Goods delivered	5	.6%	1	1.9%	0	.0%	0	.0%	1	.5%	0	.0%	1	2.2%	1	2.1%	1	1.5%	0	.0%
Motorcycle / moped	2	.3%	0	.0%	1	1.6%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Taxi	2	.3%	0	.0%	0	.0%	0	.0%	1	.5%	1	1.4%	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%

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Q16. Where do your top-up food/ grocery shopping trips usually end?

	Base: Those undertaking top-up shopping		Zone																	
			1		2		3		4		5		6		7		8		9	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those undertaking top-up shopping	630	100.0%	54	100.0%	61	100.0%	74	100.0%	183	100.0%	72	100.0%	45	100.0%	48	100.0%	66	100.0%	27	100.0%
Home	602	95.6%	52	96.3%	57	93.4%	73	98.6%	176	96.2%	66	91.7%	44	97.8%	44	91.7%	65	98.5%	25	92.6%
Work	13	2.1%	0	.0%	3	4.9%	1	1.4%	1	.5%	4	5.6%	0	.0%	2	4.2%	0	.0%	2	7.4%
Goods delivered	5	.8%	1	1.9%	0	.0%	0	.0%	1	.5%	0	.0%	1	2.2%	1	2.1%	1	1.5%	0	.0%
Meeting friends/relatives	3	.5%	1	1.9%	1	1.6%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Bognor Regis town centre	2	.3%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	1	2.1%	0	.0%	0	.0%
Other	2	.3%	0	.0%	0	.0%	0	.0%	1	.5%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
Leisure activities	2	.3%	0	.0%	0	.0%	0	.0%	1	.5%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
School run	2	.3%	0	.0%	0	.0%	0	.0%	1	.5%	1	1.4%	0	.0%	0	.0%	0	.0%	0	.0%
Don't know/Varies	1	.2%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

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Q17. How much did you spend on your last top-up food/ grocery shopping trip?

	Base: Those undertaking top-up shopping		Zone																	
			1		2		3		4		5		6		7		8		9	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those undertaking top-up shopping	630	100.0%	54	100.0%	61	100.0%	74	100.0%	183	100.0%	72	100.0%	45	100.0%	48	100.0%	66	100.0%	27	100.0%
£10 or less	371	58.9%	34	63.0%	32	52.5%	43	58.1%	113	61.7%	47	65.3%	28	62.2%	26	54.2%	37	56.1%	11	40.7%
£11 - £20	157	24.9%	17	31.5%	17	27.9%	15	20.3%	46	25.1%	12	16.7%	12	26.7%	15	31.3%	17	25.8%	6	22.2%
£21 - £30	41	6.5%	2	3.7%	2	3.3%	4	5.4%	10	5.5%	4	5.6%	1	2.2%	5	10.4%	7	10.6%	6	22.2%
£31 - £40	16	2.5%	0	.0%	3	4.9%	4	5.4%	6	3.3%	3	4.2%	0	.0%	0	.0%	0	.0%	0	.0%
£41 - £50	5	.8%	0	.0%	1	1.6%	1	1.4%	0	.0%	1	1.4%	0	.0%	1	2.1%	0	.0%	1	3.7%
Over £50	3	.5%	0	.0%	0	.0%	1	1.4%	0	.0%	1	1.4%	0	.0%	1	2.1%	0	.0%	0	.0%
Refused	4	.6%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	1	2.2%	0	.0%	2	3.0%	0	.0%
Don't know/Varies	33	5.2%	1	1.9%	6	9.8%	6	8.1%	7	3.8%	4	5.6%	3	6.7%	0	.0%	3	4.5%	3	11.1%

Q18. In which City/ Town Centre do you go most often to buy clothing and footwear?

	Base: All respondents		Zone																	
			1		2		3		4		5		6		7		8		9	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1002	100.0%	92	100.0%	108	100.0%	120	100.0%	288	100.0%	124	100.0%	65	100.0%	68	100.0%	103	100.0%	34	100.0%
Chichester	432	43.1%	44	47.8%	44	40.7%	66	55.0%	83	28.8%	57	46.0%	25	38.5%	33	48.5%	57	55.3%	23	67.6%
Bognor Regis	285	28.4%	26	28.3%	44	40.7%	29	24.2%	99	34.4%	34	27.4%	12	18.5%	12	17.6%	24	23.3%	5	14.7%
Don't buy	70	7.0%	9	9.8%	4	3.7%	5	4.2%	21	7.3%	12	9.7%	9	13.8%	5	7.4%	2	1.9%	3	8.8%
Worthing	66	6.6%	1	1.1%	2	1.9%	5	4.2%	33	11.5%	8	6.5%	7	10.8%	7	10.3%	2	1.9%	1	2.9%
Littlehampton	6	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	5	7.4%	0	.0%	0	.0%
Arundle	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%

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Q18. In which City/ Town Centre do you go most often to buy clothing and footwear?

	Base: All respondents		Zone																	
			1		2		3		4		5		6		7		8		9	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Portsmouth	42	4.2%	3	3.3%	4	3.7%	5	4.2%	16	5.6%	3	2.4%	3	4.6%	2	2.9%	5	4.9%	1	2.9%
Catalogue/Mail Order	41	4.1%	8	8.7%	2	1.9%	8	6.7%	10	3.5%	3	2.4%	3	4.6%	0	.0%	7	6.8%	0	.0%
Brighton	20	2.0%	0	.0%	3	2.6%	0	.0%	14	4.9%	1	.8%	2	3.1%	0	.0%	0	.0%	0	.0%
Internet	7	.7%	0	.0%	1	.9%	0	.0%	3	1.0%	0	.0%	1	1.5%	1	1.5%	1	1.0%	0	.0%
Southampton	6	.6%	0	.0%	1	.9%	1	.8%	2	.7%	1	.8%	0	.0%	0	.0%	1	1.0%	0	.0%
Central London	5	.5%	0	.0%	0	.0%	1	.8%	1	.3%	1	.8%	1	1.5%	0	.0%	1	1.0%	0	.0%
Don't know/Varies	4	.4%	1	1.1%	1	.9%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
Abroad	3	.3%	0	.0%	0	.0%	0	.0%	1	.3%	1	.8%	0	.0%	0	.0%	1	1.0%	0	.0%
Ashford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
Bath	1	.1%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Coventry	1	.1%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%
Crawley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Croydon	1	.1%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Guildford	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%
Hedge End Retail Park, Shoreham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%
Ireland	1	.1%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Kingston	1	.1%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Midhurst	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
Newcastle	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%
Postal order	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
Shoreham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
Sutton	1	.1%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

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Q19. Roughly what proportion of your spending on clothing and footwear do you spend at Q18?

	Base: Those buying clothes/footwear		Zone																	
	Num	%	1		2		3		4		5		6		7		8		9	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those buying clothes/footwear	932	100.0%	83	100.0%	104	100.0%	115	100.0%	267	100.0%	112	100.0%	56	100.0%	63	100.0%	101	100.0%	31	100.0%
Less than 25%	161	17.3%	18	21.7%	18	17.3%	25	21.7%	49	18.4%	8	7.1%	6	10.7%	12	19.0%	21	20.8%	4	12.9%
25% to 49%	68	7.3%	7	8.4%	13	12.5%	4	3.5%	23	8.6%	5	4.5%	3	5.4%	5	7.9%	5	5.0%	3	9.7%
About half	115	12.3%	13	15.7%	12	11.5%	13	11.3%	28	10.5%	18	16.1%	8	14.3%	10	15.9%	9	8.9%	4	12.9%
51% to 75%	118	12.7%	7	8.4%	6	5.8%	17	14.8%	34	12.7%	19	17.0%	8	14.3%	11	17.5%	11	10.9%	5	16.1%
76% to 100%	215	23.1%	15	18.1%	24	23.1%	23	20.0%	64	24.0%	28	25.0%	11	19.6%	14	22.2%	29	28.7%	7	22.6%
Refused	3	.3%	0	.0%	1	1.0%	0	.0%	2	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Don't know/ Varies	252	27.0%	23	27.7%	30	28.8%	33	28.7%	67	25.1%	34	30.4%	20	35.7%	11	17.5%	26	25.7%	8	25.8%

Q20. Which other City/ Town Centre do you visit most often to buy clothing and footwear?

	Base: Those buying clothes/footwear		Zone																	
	Num	%	1		2		3		4		5		6		7		8		9	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those buying clothes/footwear	932	100.0%	83	100.0%	104	100.0%	115	100.0%	267	100.0%	112	100.0%	56	100.0%	63	100.0%	101	100.0%	31	100.0%
No other	269	28.9%	20	24.1%	32	30.8%	39	33.9%	94	35.2%	32	28.6%	11	19.6%	11	17.5%	23	22.8%	7	22.6%
Chichester	205	22.0%	21	25.3%	25	24.0%	24	20.9%	51	19.1%	23	20.5%	17	30.4%	13	20.6%	22	21.8%	9	29.0%
Bognor Regis	132	14.2%	20	24.1%	7	6.7%	19	16.5%	30	11.2%	16	16.1%	5	8.9%	11	17.5%	19	16.8%	3	9.7%
Worthing	115	12.3%	10	12.0%	11	10.6%	11	9.6%	32	12.0%	21	18.8%	13	23.2%	7	11.1%	8	7.9%	2	6.5%
Littlehampton	15	1.6%	0	.0%	0	.0%	0	.0%	2	.7%	2	1.8%	0	.0%	6	9.5%	5	5.0%	0	.0%
Arundle	2	.2%	0	.0%	1	1.0%	0	.0%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

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Q20. Which other City/ Town Centre do you visit most often to buy clothing and footwear?

	Base: Those buying clothes/footwear		Zone																	
	Num	%	1		2		3		4		5		6		7		8		9	
			Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Portsmouth	77	8.3%	8	9.6%	14	13.5%	9	7.8%	21	7.9%	7	6.3%	5	8.9%	3	4.8%	7	6.9%	3	9.7%
Brighton	23	2.5%	2	2.4%	3	2.9%	1	.9%	11	4.1%	1	.9%	1	1.8%	2	3.2%	2	2.0%	0	.0%
Southampton	22	2.4%	1	1.2%	5	4.8%	1	.9%	9	3.4%	1	.9%	0	.0%	0	.0%	4	4.0%	1	3.2%
Central London	14	1.5%	0	.0%	1	1.0%	2	1.7%	4	1.5%	0	.0%	2	3.6%	4	6.3%	1	1.0%	0	.0%
Catalogue/Mail Order	9	1.0%	0	.0%	1	1.0%	2	1.7%	1	.4%	2	1.8%	0	.0%	0	.0%	3	3.0%	0	.0%
Internet	6	.6%	0	.0%	0	.0%	0	.0%	2	.7%	1	.9%	0	.0%	2	3.2%	0	.0%	1	3.2%
Guildford	4	.4%	0	.0%	0	.0%	0	.0%	2	.7%	0	.0%	0	.0%	0	.0%	0	.0%	2	6.3%
Reading	4	.4%	0	.0%	0	.0%	1	.9%	0	.0%	1	.9%	1	1.8%	0	.0%	0	.0%	1	3.2%
Farham	3	.3%	1	1.2%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%
Hedge End, Southampton	3	.3%	0	.0%	1	1.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
Shoreham	3	.3%	0	.0%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%	2	3.2%	0	.0%	0	.0%
Crawley	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	1	1.0%	0	.0%
Horsham	2	.2%	0	.0%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
Kingston	2	.2%	0	.0%	0	.0%	1	.9%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Peterborough	2	.2%	0	.0%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
Southsea	2	.2%	0	.0%	0	.0%	1	.9%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Abroad	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
Birmingham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.2%
Bluewater, Kent	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.2%
Bournemouth	1	.1%	0	.0%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Cornwall	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
Croydon	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Dorking	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
Durham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
Gloucester	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Ireland	1	.1%	0	.0%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

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Q20. Which other City/ Town Centre do you visit most often to buy clothing and footwear?

		Base: Those buying clothes/footwear		Zone																	
				1		2		3		4		5		6		7		8		9	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other	Lowestoft	1	.1%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Maidenhead	1	.1%	0	.0%	0	.0%	0	.0%	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Morden, London	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sheffield	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Shripney Trading Park, Shripney Road, Bognor Regis	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Somerset	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

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Q21. Which of the following non- food items do you purchase?

	Base: All respondents		Zone																	
			1		2		3		4		5		6		7		8		9	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1002	100.0%	92	100.0%	108	100.0%	120	100.0%	288	100.0%	124	100.0%	65	100.0%	68	100.0%	103	100.0%	34	100.0%
Books and stationary	488	48.7%	42	45.7%	45	41.7%	54	45.0%	150	52.1%	52	41.9%	33	50.6%	39	57.4%	51	49.5%	22	64.7%
Health and beauty electrical appliances	194	19.4%	14	15.2%	17	15.7%	26	21.7%	58	20.1%	14	11.3%	12	18.5%	19	27.9%	22	21.4%	12	35.3%
Household appliances, such as fridges, washing machines and kettles (excluding TVs, Hi- Fi's and computers)	293	29.2%	25	27.2%	27	25.0%	25	20.8%	94	32.6%	30	24.2%	20	30.8%	24	35.3%	30	29.1%	18	52.9%
TVs, Hi- Fi's and home computing equipment	249	24.9%	12	13.0%	24	22.2%	30	25.0%	80	27.8%	29	23.4%	14	21.5%	22	32.4%	23	22.3%	15	44.1%
CDs, DVDs and computer games	334	33.3%	27	29.3%	34	31.5%	35	29.2%	106	36.8%	34	27.4%	21	32.3%	26	38.2%	39	37.9%	12	35.3%
Cameras and camera equipment	135	13.5%	7	7.6%	9	8.3%	13	10.8%	48	16.7%	14	11.3%	9	13.8%	10	14.7%	16	15.5%	9	26.5%
Personal care products, such as razors, hairdryers, soap, toothpaste and any other beauty products	697	69.6%	60	65.2%	66	61.1%	87	72.5%	206	71.5%	83	66.9%	41	63.1%	54	79.4%	75	72.8%	25	73.5%
Jewellery, watches, handbags, luggage and clocks	196	19.6%	11	12.0%	21	19.4%	27	22.5%	57	19.8%	23	18.5%	12	18.5%	17	25.0%	18	17.5%	10	29.4%
Medical goods, such as medicines, first aid equipment, glasses and contact lenses	487	48.6%	45	48.9%	47	43.5%	52	43.3%	145	50.3%	64	51.6%	32	49.2%	26	38.2%	50	48.5%	26	76.5%
Mobile phones and phone equipment	169	16.9%	14	15.2%	18	16.7%	22	18.3%	53	18.4%	15	12.1%	10	15.4%	9	13.2%	17	16.5%	11	32.4%
None of the above	109	10.9%	6	6.5%	16	14.8%	16	13.3%	32	11.1%	14	11.3%	8	12.3%	6	8.8%	10	9.7%	1	2.9%

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Q21a. In which City/ Town Centre do you go most often to buy books and stationery?

	Base: Those mentioning books/stationery		Zone																	
			1		2		3		4		5		6		7		8		9	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those mentioning books/stationery	488	100.0%	42	100.0%	45	100.0%	54	100.0%	150	100.0%	52	100.0%	33	100.0%	39	100.0%	51	100.0%	22	100.0%
Bognor Regis	281	57.6%	32	76.2%	31	68.9%	36	66.7%	97	64.7%	31	59.6%	22	66.7%	15	38.5%	13	25.5%	4	18.2%
Chichester	132	27.0%	8	19.0%	11	24.4%	14	25.9%	18	12.0%	14	26.9%	7	21.2%	16	41.0%	30	58.8%	14	63.6%
Worthing	15	3.1%	0	.0%	1	2.2%	0	.0%	12	8.0%	1	1.9%	1	3.0%	0	.0%	0	.0%	0	.0%
Littlehampton	8	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	7	17.9%	0	.0%	0	.0%
Arundle	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.5%
Don't buy	1	.2%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Internet	20	4.1%	0	.0%	0	.0%	1	1.9%	10	6.7%	4	7.7%	0	.0%	1	2.6%	2	3.9%	2	9.1%
Don't know/Varies	5	1.0%	0	.0%	1	2.2%	0	.0%	3	2.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%
Catalogue/Mail Order	4	.8%	0	.0%	1	2.2%	1	1.9%	1	.7%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%
Barnham	3	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.9%	1	4.5%
Brighton	3	.6%	0	.0%	0	.0%	0	.0%	3	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Portsmouth	3	.6%	0	.0%	0	.0%	0	.0%	2	1.3%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%
Havant	2	.4%	0	.0%	0	.0%	1	1.9%	1	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Middleton	2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	6.1%	0	.0%	0	.0%	0	.0%
Shoreham	2	.4%	0	.0%	0	.0%	0	.0%	2	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Southampton	2	.4%	1	2.4%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Chichester	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%
Ford	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.0%	0	.0%	0	.0%	0	.0%
Pagham	1	.2%	1	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Woodgate	1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%

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Q21b. In which City/ Town Centre do you go most often to buy health and beauty electrical appliances?

	Base: Those mentioning health/beauty appliances		Zone																	
			1		2		3		4		5		6		7		8		9	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those mentioning health/beauty appliances	194	100.0%	14	100.0%	17	100.0%	26	100.0%	58	100.0%	14	100.0%	12	100.0%	19	100.0%	22	100.0%	12	100.0%
Bognor Regis	100	51.5%	11	78.6%	14	82.4%	14	53.8%	37	63.8%	6	42.9%	5	41.7%	3	15.8%	8	36.4%	2	16.7%
Chichester	68	35.1%	3	21.4%	3	17.6%	9	34.6%	15	25.9%	5	35.7%	3	25.0%	10	52.6%	13	59.1%	7	56.3%
Littlehampton	6	4.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	16.7%	5	26.3%	0	.0%	1	8.3%
Worthing	1	.5%	0	.0%	0	.0%	0	.0%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Internet	5	2.6%	0	.0%	0	.0%	2	7.7%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	2	16.7%
Portsmouth	2	1.0%	0	.0%	0	.0%	1	3.8%	0	.0%	0	.0%	1	8.3%	0	.0%	0	.0%	0	.0%
Abroad	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	5.3%	0	.0%	0	.0%
Brighton	1	.5%	0	.0%	0	.0%	0	.0%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Felpham	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	7.1%	0	.0%	0	.0%	0	.0%	0	.0%
Hastings	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	7.1%	0	.0%	0	.0%	0	.0%	0	.0%
Havant	1	.5%	0	.0%	0	.0%	0	.0%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Middleton	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	8.3%	0	.0%	0	.0%	0	.0%
Portfield Retail Park, Chichester	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.5%	0	.0%
Shoreham by Sea	1	.5%	0	.0%	0	.0%	0	.0%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Southampton	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	7.1%	0	.0%	0	.0%	0	.0%	0	.0%
Southsea	1	.5%	0	.0%	0	.0%	0	.0%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

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Q21c. In which City/ Town Centre do you go most often to buy household appliances, such as fridges, washing machines and kettles?

	Base: Those mentioning household appliances		Zone																	
			1		2		3		4		5		6		7		8		9	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those mentioning household appliances	293	100.0%	25	100.0%	27	100.0%	25	100.0%	94	100.0%	30	100.0%	20	100.0%	24	100.0%	30	100.0%	16	100.0%
Bognor Regis	148	50.5%	18	72.0%	16	59.3%	15	60.0%	56	59.6%	14	46.7%	8	40.0%	7	29.2%	9	30.0%	5	27.8%
Chichester	80	27.3%	3	12.0%	9	33.3%	7	28.0%	17	18.1%	9	30.0%	4	20.0%	6	25.0%	16	53.3%	9	50.0%
Littlehampton	16	5.5%	1	4.0%	0	.0%	0	.0%	1	1.1%	0	.0%	4	20.0%	8	33.3%	0	.0%	2	11.1%
Worthing	6	2.0%	0	.0%	0	.0%	0	.0%	5	5.3%	0	.0%	1	5.0%	0	.0%	0	.0%	0	.0%
Don't buy	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.2%	0	.0%	0	.0%
Internet	14	4.8%	0	.0%	1	3.7%	1	4.0%	5	5.3%	2	6.7%	1	5.0%	2	8.3%	1	3.3%	1	5.6%
Don't know/Varies	6	2.0%	1	4.0%	0	.0%	1	4.0%	3	3.2%	0	.0%	1	5.0%	0	.0%	0	.0%	0	.0%
Shripney Trade Park, Shripney Road, Bognor Regis	6	2.0%	0	.0%	0	.0%	1	4.0%	3	3.2%	2	6.7%	0	.0%	0	.0%	0	.0%	0	.0%
Catalogue/Mail Order	5	1.7%	1	4.0%	0	.0%	0	.0%	0	.0%	1	3.3%	0	.0%	0	.0%	2	6.7%	1	5.6%
Southampton	3	1.0%	1	4.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	5.0%	0	.0%	1	3.3%	0	.0%
Other																				
Chichester Retail Park, Portfield Way, Chichester	2	.7%	0	.0%	1	3.7%	0	.0%	0	.0%	1	3.3%	0	.0%	0	.0%	0	.0%	0	.0%
Shoreham	2	.7%	0	.0%	0	.0%	0	.0%	2	2.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Hove	1	.3%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Kingston	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.3%	0	.0%	0	.0%	0	.0%	0	.0%
Portfield Retail Park, Chichester	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.3%	0	.0%
Portsmouth	1	.3%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

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Q21d. In which City/ Town Centre do you go most often to buy goods such as TVs, Hi- Fis and home computing equipment?

	Base: Those mentioning TVs/ Hi- Fis/ Computers		Zone																	
			1		2		3		4		5		6		7		8		9	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those mentioning TVs/ Hi- Fis/ Computers	249	100.0%	12	100.0%	24	100.0%	30	100.0%	80	100.0%	29	100.0%	14	100.0%	22	100.0%	23	100.0%	15	100.0%
Bognor Regis	104	41.8%	10	83.3%	11	45.8%	18	60.0%	36	45.0%	13	44.8%	4	26.6%	5	22.7%	5	21.7%	2	13.3%
Chichester	67	26.9%	2	16.7%	6	25.0%	9	30.0%	15	18.8%	7	24.1%	3	21.4%	7	31.8%	11	47.6%	7	46.7%
Littlehampton	15	6.0%	0	.0%	1	4.2%	0	.0%	2	2.5%	2	6.9%	2	14.3%	6	27.3%	1	4.3%	1	6.7%
Worthing	5	2.0%	0	.0%	0	.0%	0	.0%	5	6.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Don't buy	2	.8%	0	.0%	0	.0%	0	.0%	2	2.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Internet	26	10.4%	0	.0%	1	4.2%	3	10.0%	11	13.8%	2	6.9%	1	7.1%	4	18.2%	1	4.3%	3	20.0%
Shripney Trade Park, Shripney Road, Bognor Regis	7	2.8%	0	.0%	2	8.3%	0	.0%	2	2.5%	2	6.9%	0	.0%	0	.0%	1	4.3%	0	.0%
Don't know/Varies	4	1.6%	0	.0%	0	.0%	0	.0%	2	2.5%	1	3.4%	1	7.1%	0	.0%	0	.0%	0	.0%
Southampton	4	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	7.1%	0	.0%	1	4.3%	2	13.3%
Brighton	3	1.2%	0	.0%	0	.0%	0	.0%	2	2.5%	1	3.4%	0	.0%	0	.0%	0	.0%	0	.0%
Portsmouth	3	1.2%	0	.0%	2	8.3%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Catalogue/Mail Order	2	.8%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.4%	0	.0%	0	.0%	1	4.3%	0	.0%
Other																				
Aldwick	1	.4%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Chichester Retail Park, Portfield Way, Chichester	1	.4%	0	.0%	1	4.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Havant	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%
Portfield Retail Park, Chichester	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.3%	0	.0%
Reading	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	7.1%	0	.0%	0	.0%	0	.0%
Shoreham by Sea	1	.4%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Woking	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	7.1%	0	.0%	0	.0%	0	.0%

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Q21e. In which City/ Town Centre do you go most often to buy CDs, DVDs and computer games?

	Base: Those mentioning CDs/ DVDs/ Computer Games	Zone																	
		1		2		3		4		5		6		7		8		9	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those mentioning CDs/ DVDs/ Computer Games		334	100.0%	27	100.0%	34	100.0%	35	100.0%	106	100.0%	34	100.0%	21	100.0%	26	100.0%	39	100.0%
Bognor Regis		161	48.2%	14	51.9%	18	52.9%	17	48.6%	66	62.3%	17	50.0%	9	42.9%	5	19.2%	12	30.6%
Chichester		92	27.5%	7	25.9%	13	38.2%	11	31.4%	15	14.2%	8	23.5%	1	4.8%	10	38.5%	22	56.4%
Littlehampton		11	3.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.9%	3	14.3%	5	19.2%	1	2.6%
Don't buy		6	1.8%	1	3.7%	1	2.9%	0	.0%	2	1.9%	2	5.9%	0	.0%	0	.0%	0	.0%
Worthing		2	.6%	0	.0%	0	.0%	0	.0%	2	1.9%	0	.0%	0	.0%	0	.0%	0	.0%
Arundle		1	.3%	0	.0%	1	2.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Internet		37	11.1%	1	3.7%	1	2.9%	4	11.4%	13	12.3%	5	14.7%	3	14.3%	6	23.1%	2	5.1%
Catalogue/Mail Order		10	3.0%	1	3.7%	0	.0%	2	5.7%	3	2.8%	1	2.9%	1	4.8%	0	.0%	2	5.1%
Don't know/Varies		7	2.1%	2	7.4%	0	.0%	0	.0%	2	1.9%	0	.0%	3	14.3%	0	.0%	0	.0%
Other		2	.6%	0	.0%	0	.0%	0	.0%	2	1.9%	0	.0%	0	.0%	0	.0%	0	.0%
Brighton		2	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Portsmouth		2	.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.8%	0	.0%	0	.0%	1	8.3%
Southampton		2	.6%	0	.0%	0	.0%	1	2.9%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%
Abroad		1	.3%	1	3.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

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Q21f. In which City/ Town Centre do you go most often to buy cameras and camera equipment?

	Base: Those mentioning cameras/ camera equipmt	Zone																	
		1		2		3		4		5		6		7		8		9	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those mentioning cameras/ camera equipmt		135	100.0%	7	100.0%	9	100.0%	13	100.0%	48	100.0%	14	100.0%	9	100.0%	10	100.0%	16	100.0%
Bognor Regis		53	39.3%	4	57.1%	6	66.7%	4	30.8%	20	41.7%	8	57.1%	4	44.4%	1	10.0%	5	31.3%
Chichester		44	32.6%	2	28.6%	1	11.1%	5	36.5%	11	22.9%	4	28.6%	1	11.1%	7	70.0%	8	50.0%
Littlehampton		5	3.7%	0	.0%	0	.0%	0	.0%	2	4.2%	0	.0%	0	.0%	2	20.0%	0	.0%
Worthing		4	3.0%	0	.0%	0	.0%	1	7.7%	3	6.3%	0	.0%	0	.0%	0	.0%	0	.0%
Don't buy		2	1.5%	1	14.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	11.1%	0	.0%	0	.0%
Internet		16	11.9%	0	.0%	2	22.2%	2	15.4%	6	12.5%	1	7.1%	2	22.2%	0	.0%	1	6.3%
Don't know/Varies		3	2.2%	0	.0%	0	.0%	1	7.7%	0	.0%	1	7.1%	1	11.1%	0	.0%	0	.0%
Abroad		2	1.5%	0	.0%	0	.0%	0	.0%	1	2.1%	0	.0%	0	.0%	0	.0%	1	6.3%
Brighton		2	1.5%	0	.0%	0	.0%	0	.0%	2	4.2%	0	.0%	0	.0%	0	.0%	0	.0%
Catalogue/Mail Order		2	1.5%	0	.0%	0	.0%	0	.0%	1	2.1%	0	.0%	0	.0%	0	.0%	1	6.3%
Hove		1	.7%	0	.0%	0	.0%	0	.0%	1	2.1%	0	.0%	0	.0%	0	.0%	0	.0%
Shripney Trade Park, Shripney Road, BOGNOR REGIS (ON MAIN)		1	.7%	0	.0%	0	.0%	0	.0%	1	2.1%	0	.0%	0	.0%	0	.0%	0	.0%

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Q21g. In which City/ Town Centre do you go most often to buy personal care products, such as razors, hairdryers, soap, toothpaste and any other beauty products?

		Base: Those mentioning personal care products		Zone																	
				1		2		3		4		5		6		7		8		9	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Base: Those mentioning personal care products		697	100.0%	60	100.0%	66	100.0%	87	100.0%	206	100.0%	83	100.0%	41	100.0%	54	100.0%	75	100.0%	25	100.0%
Bognor Regis		439	63.0%	44	73.3%	53	80.3%	64	73.6%	157	76.2%	49	59.0%	19	46.3%	15	27.8%	32	42.7%	6	24.0%
Chichester		161	23.1%	13	21.7%	11	16.7%	22	25.3%	18	8.7%	22	26.5%	4	9.8%	17	31.5%	36	48.0%	18	72.0%
Littlehampton		37	5.3%	0	.0%	0	.0%	1	1.1%	2	1.0%	6	7.2%	7	17.1%	19	35.2%	1	1.3%	1	4.0%
Worthing		24	3.4%	0	.0%	0	.0%	0	.0%	19	9.2%	1	1.2%	2	4.9%	1	1.9%	1	1.3%	0	.0%
Arundle		2	.3%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%
Don't know/Varies		6	.9%	0	.0%	0	.0%	0	.0%	3	1.5%	0	.0%	2	4.9%	0	.0%	1	1.3%	0	.0%
Catalogue/Mail Order		5	.7%	1	1.7%	0	.0%	0	.0%	1	.5%	1	1.2%	0	.0%	1	1.9%	1	1.3%	0	.0%
Middleton		4	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	4	9.8%	0	.0%	0	.0%	0	.0%
Shoreham by Sea		4	.6%	0	.0%	0	.0%	0	.0%	4	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Internet		3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.4%	1	2.4%	0	.0%	0	.0%	0	.0%
Pagham		2	.3%	2	3.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Rustington		2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	1	1.3%	0	.0%
Other		1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%
Barnham		1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Boscombe		1	.1%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Central London		1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%	0	.0%	0	.0%
Felpham		1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
Goring		1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Havant		1	.1%	0	.0%	0	.0%	0	.0%	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Midhurst		1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.3%	0	.0%
Reading		1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.4%	0	.0%	0	.0%	0	.0%

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Q21h. In which City/ Town Centre do you go most often to buy items such as jewellery, watches, handbags, luggage and clocks?

	Base: Those mentioning jewellery/ watches/ handbags	Zone																			
		1		2		3		4		5		6		7		8		9			
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%		
Base: Those mentioning jewellery/ watches/ handbags		196	100.0%	11	100.0%	21	100.0%	27	100.0%	57	100.0%	23	100.0%	12	100.0%	17	100.0%	18	100.0%	10	100.0%
Chichester		79	40.3%	3	27.3%	7	33.3%	14	51.9%	12	21.1%	10	43.5%	6	50.0%	12	70.6%	9	50.0%	6	60.0%
Bognor Regis		50	25.5%	3	27.3%	6	28.6%	5	18.5%	25	43.9%	6	26.1%	0	.0%	1	5.9%	3	16.7%	1	10.0%
Worthing		14	7.1%	0	.0%	2	9.5%	2	7.4%	8	14.0%	0	.0%	1	8.3%	0	.0%	0	.0%	1	10.0%
Littlehampton		5	2.6%	0	.0%	0	.0%	0	.0%	0	.0%	2	8.7%	0	.0%	3	17.6%	0	.0%	0	.0%
Don't buy		2	1.0%	1	9.1%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Don't know/Varies		12	6.1%	1	9.1%	1	4.8%	1	3.7%	2	3.5%	3	13.0%	3	25.0%	0	.0%	1	5.6%	0	.0%
Abroad		9	4.6%	1	9.1%	1	4.8%	1	3.7%	2	3.5%	1	4.3%	0	.0%	0	.0%	3	16.7%	0	.0%
Brighton		6	3.1%	0	.0%	2	9.5%	0	.0%	3	5.3%	0	.0%	0	.0%	0	.0%	1	5.6%	0	.0%
Internet		5	2.6%	1	9.1%	2	9.5%	0	.0%	1	1.8%	1	4.3%	0	.0%	0	.0%	0	.0%	0	.0%
Central London		4	2.0%	0	.0%	0	.0%	0	.0%	1	1.8%	0	.0%	2	16.7%	1	5.9%	0	.0%	0	.0%
Other		4	2.0%	0	.0%	0	.0%	3	11.1%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Portsmouth		4	2.0%	0	.0%	0	.0%	3	11.1%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Guildford		2	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	20.0%
Bournemouth		1	.5%	0	.0%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Farham		1	.5%	1	9.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Catalogue/Mail Order		1	.5%	0	.0%	0	.0%	1	3.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Southampton		1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	5.6%	0	.0%

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Q21I. In which City/ Town Centre do you go most often to buy medical goods such as medicines, first aid equipment, glasses and contact lenses?

	Base: Those mentioning medical goods	Zone																	
		1		2		3		4		5		6		7		8		9	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those mentioning medical goods		467	100.0%	45	100.0%	47	100.0%	52	100.0%	145	100.0%	64	100.0%	32	100.0%	26	100.0%	50	100.0%
Bognor Regis		329	67.6%	35	77.8%	40	85.1%	45	86.5%	117	80.7%	44	68.8%	18	56.3%	7	26.9%	16	32.0%
Chichester		80	16.4%	4	8.9%	5	10.6%	5	9.6%	8	5.5%	8	12.5%	3	9.4%	11	42.3%	23	46.0%
Worthing		17	3.5%	0	.0%	0	.0%	0	.0%	16	11.0%	0	.0%	0	.0%	1	3.8%	0	.0%
Littlehampton		6	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	6	23.1%	0	.0%
Arundle		4	.8%	0	.0%	1	2.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	11.5%
Don't buy		1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%
Barnham		13	2.7%	0	.0%	0	.0%	0	.0%	1	.7%	0	.0%	0	.0%	1	3.8%	9	18.0%
Middleton on Sea		10	2.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	10	31.3%	0	.0%	0	.0%
Felpham		7	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	7	10.9%	0	.0%	0	.0%	0	.0%
Internet		3	.6%	1	2.2%	1	2.1%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%
Pagham		3	.6%	3	6.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Shoreham by Sea		3	.6%	0	.0%	0	.0%	0	.0%	3	2.1%	0	.0%	0	.0%	0	.0%	0	.0%
Other		2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	1	2.0%
Catalogue/Mail Order		2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Central London		2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.1%	0	.0%	1	3.8%
Don't know/Varies		2	.4%	2	4.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Selpham		2	.4%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.1%	0	.0%	0	.0%	0	.0%
Aldwick		1	.2%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Eastergate		1	.2%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%
Portsmouth		1	.2%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

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Q21J. In which City/ Town Centre do you go most often to buy mobile phones and phone equipment?

	Base: Those mentioning mobile phones	Zone																	
		1		2		3		4		5		6		7		8		9	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those mentioning mobile phones		169	100.0%	14	100.0%	18	100.0%	22	100.0%	53	100.0%	15	100.0%	10	100.0%	9	100.0%	17	100.0%
Bognor Regis		90	53.3%	8	57.1%	12	66.7%	16	72.7%	32	60.4%	10	66.7%	7	70.0%	3	33.3%	0	.0%
Chichester		43	25.4%	3	21.4%	4	22.2%	3	13.6%	6	11.3%	3	20.0%	1	10.0%	4	44.4%	14	82.4%
Don't buy		5	3.0%	1	7.1%	0	.0%	0	.0%	3	5.7%	0	.0%	0	.0%	1	11.1%	0	.0%
Littlehampton		4	2.4%	0	.0%	0	.0%	0	.0%	2	3.8%	0	.0%	1	10.0%	1	11.1%	0	.0%
Worthing		4	2.4%	0	.0%	0	.0%	0	.0%	2	3.8%	1	6.7%	0	.0%	0	.0%	1	9.1%
Internet		8	4.7%	1	7.1%	0	.0%	2	9.1%	3	5.7%	0	.0%	0	.0%	1	5.9%	1	9.1%
Catalogue/Mail Order		3	1.6%	0	.0%	2	11.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	5.9%	0	.0%
Portsmouth		3	1.8%	0	.0%	0	.0%	0	.0%	2	3.8%	0	.0%	0	.0%	1	5.9%	0	.0%
Brighton		1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	9.1%
Central London		1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	10.0%	0	.0%	0	.0%	0	.0%
Other		1	.6%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%
Don't know/Varies		1	.6%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%
Eastergate		1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	9.1%
Lowestoft		1	.6%	0	.0%	0	.0%	1	4.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Nyetimber		1	.6%	1	7.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Peterborough		1	.6%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%
Tottenham		1	.6%	0	.0%	0	.0%	0	.0%	1	1.9%	0	.0%	0	.0%	0	.0%	0	.0%
Trowbridge		1	.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	6.7%	0	.0%	0	.0%	0	.0%

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Q22a. Employment status

	Base: All respondents		Zone																	
			1		2		3		4		5		6		7		8		9	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1002	100.0%	92	100.0%	108	100.0%	120	100.0%	288	100.0%	124	100.0%	65	100.0%	68	100.0%	103	100.0%	34	100.0%
Retired	550	54.9%	57	62.0%	51	47.2%	83	69.2%	154	53.5%	72	58.1%	39	60.0%	31	45.6%	44	42.7%	19	55.9%
Working full time (30+ hours per week)	201	20.1%	12	13.0%	24	22.2%	16	13.3%	62	21.5%	17	13.7%	15	23.1%	20	29.4%	29	28.2%	6	17.6%
Working part time (less than 30 hours per week)	148	14.8%	12	13.0%	20	16.5%	13	10.8%	42	14.6%	19	15.3%	6	9.2%	12	17.6%	18	17.5%	6	17.6%
A full time housewife/house husband, not working	50	5.0%	6	6.5%	10	9.3%	5	4.2%	10	3.5%	7	5.6%	3	4.6%	1	1.5%	6	5.8%	2	5.9%
Unemployed	25	2.5%	1	1.1%	2	1.9%	1	.8%	10	3.5%	5	4.0%	0	.0%	3	4.4%	2	1.9%	1	2.9%
Refused	19	1.9%	4	4.3%	1	.9%	2	1.7%	4	1.4%	4	3.2%	1	1.5%	1	1.5%	2	1.9%	0	.0%
A full time student, not working	5	.5%	0	.0%	0	.0%	0	.0%	4	1.4%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
Other	3	.3%	0	.0%	0	.0%	0	.0%	2	.7%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%
Semi-retired	3	.3%	0	.0%	0	.0%	0	.0%	2	.7%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%
Maternity leave	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%

Q22c. SEG

	Base: All respondents		Zone																	
			1		2		3		4		5		6		7		8		9	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1002	100.0%	92	100.0%	108	100.0%	120	100.0%	288	100.0%	124	100.0%	65	100.0%	68	100.0%	103	100.0%	34	100.0%
A/B	217	21.7%	17	18.5%	17	15.7%	30	25.0%	57	19.8%	30	24.2%	15	23.1%	14	20.6%	27	26.2%	10	29.4%
C1	320	31.9%	25	27.2%	35	32.4%	43	35.8%	93	32.3%	38	30.6%	19	29.2%	26	38.2%	32	31.1%	9	26.5%
C2	237	23.7%	25	27.2%	23	21.3%	24	20.0%	74	25.7%	27	21.8%	15	23.1%	16	23.5%	29	28.2%	4	11.8%
D/E	171	17.1%	13	14.1%	30	27.8%	14	11.7%	53	18.4%	20	16.1%	11	16.9%	9	13.2%	10	9.7%	11	32.4%
Refused	57	5.7%	12	13.0%	3	2.6%	9	7.5%	11	3.8%	9	7.3%	5	7.7%	3	4.4%	5	4.9%	0	.0%

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Q23. Age group

	Base: All respondents		Zone																	
			1		2		3		4		5		6		7		8		9	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1002	100.0%	92	100.0%	108	100.0%	120	100.0%	288	100.0%	124	100.0%	65	100.0%	68	100.0%	103	100.0%	34	100.0%
18-24 years	18	1.8%	0	.0%	4	3.7%	0	.0%	7	2.4%	2	1.6%	1	1.5%	2	2.9%	2	1.9%	0	.0%
25-34 years	29	2.9%	1	1.1%	4	3.7%	1	.8%	11	3.8%	3	2.4%	2	3.1%	0	.0%	7	6.8%	0	.0%
35-44 years	98	9.8%	7	7.6%	18	16.7%	4	3.3%	31	10.8%	11	8.9%	4	6.2%	8	11.8%	11	10.7%	4	11.8%
45-54 years	133	13.3%	11	12.0%	18	16.7%	14	11.7%	37	12.8%	16	12.9%	6	9.2%	10	14.7%	18	17.5%	3	8.6%
55-64 years	206	20.6%	17	18.5%	17	15.7%	25	20.8%	53	18.4%	24	19.4%	16	24.6%	18	26.5%	25	24.3%	11	32.4%
65+ years	495	49.4%	53	57.6%	47	43.5%	71	59.2%	144	50.0%	64	51.6%	34	52.3%	29	42.6%	38	36.9%	15	44.1%
Refused	23	2.3%	3	3.3%	0	.0%	5	4.2%	5	1.7%	4	3.2%	2	3.1%	1	1.5%	2	1.9%	1	2.9%

Q24. How many people are there in your household who are aged...?

	Base: All respondents		Zone																	
			1		2		3		4		5		6		7		8		9	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1002	100.0%	92	100.0%	108	100.0%	120	100.0%	288	100.0%	124	100.0%	65	100.0%	68	100.0%	103	100.0%	34	100.0%
0	935	93.3%	87	94.6%	101	93.5%	114	95.0%	267	92.7%	117	94.4%	60	92.3%	64	94.1%	93	90.3%	32	94.1%
1	30	3.0%	3	3.3%	4	3.7%	2	1.7%	10	3.5%	1	.6%	1	1.5%	1	1.5%	7	6.8%	1	2.9%
2	8	.8%	0	.0%	3	2.8%	0	.0%	2	.7%	1	.8%	0	.0%	0	.0%	2	1.9%	0	.0%
3	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.5%	0	.0%	0	.0%	0	.0%
Refused	28	2.8%	2	2.2%	0	.0%	4	3.3%	9	3.1%	5	4.0%	3	4.6%	3	4.4%	1	1.0%	1	2.9%

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Q24. How many people are there in your household who are aged...?

		Base: All respondents		Zone																	
		Num	%	1		2		3		4		5		6		7		8		9	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
5 - 15 years	0	850	84.8%	83	90.2%	87	80.6%	107	89.2%	245	85.1%	106	85.5%	55	84.6%	56	82.4%	62	79.6%	29	85.3%
	1	73	7.3%	4	4.3%	14	13.0%	4	3.3%	18	6.3%	8	6.5%	4	6.2%	5	7.4%	14	13.6%	2	5.9%
	2	45	4.5%	3	3.3%	6	5.6%	5	4.2%	14	4.9%	4	3.2%	2	3.1%	4	5.9%	5	4.9%	2	5.9%
	3	6	.6%	0	.0%	1	.9%	0	.0%	2	.7%	1	.8%	1	1.5%	0	.0%	1	1.0%	0	.0%
15 - 24 years	Refused	28	2.8%	2	2.2%	0	.0%	4	3.3%	9	3.1%	5	4.0%	3	4.6%	3	4.4%	1	1.0%	1	2.9%
	0	845	84.3%	87	94.6%	89	82.4%	109	90.6%	236	81.9%	101	81.5%	54	83.1%	59	86.8%	61	78.6%	29	85.3%
	1	78	7.8%	2	2.2%	8	7.4%	4	3.3%	27	9.4%	13	10.5%	6	9.2%	5	7.4%	11	10.7%	2	5.9%
	2	34	3.4%	0	.0%	7	6.5%	3	2.5%	12	4.2%	2	1.6%	1	1.5%	1	1.5%	7	6.8%	1	2.9%
25 - 44 years	3	12	1.2%	1	1.1%	3	2.8%	0	.0%	1	.3%	2	1.6%	1	1.5%	0	.0%	3	2.9%	1	2.9%
	4	3	.3%	0	.0%	0	.0%	0	.0%	2	.7%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
	5	1	.1%	0	.0%	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	6	1	.1%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
45+ years	Refused	28	2.8%	2	2.2%	0	.0%	4	3.3%	9	3.1%	5	4.0%	3	4.6%	3	4.4%	1	1.0%	1	2.9%
	0	778	77.6%	74	80.4%	79	73.1%	107	89.2%	216	75.0%	95	76.6%	52	80.0%	54	79.4%	76	73.6%	25	73.5%
	1	112	11.2%	9	9.8%	18	16.7%	5	4.2%	39	13.5%	12	9.7%	6	9.2%	7	10.3%	13	12.6%	3	8.8%
	2	82	8.2%	7	7.6%	11	10.2%	4	3.3%	24	8.3%	11	8.9%	4	6.2%	3	4.4%	13	12.6%	5	14.7%
45+ years	4	2	.2%	0	.0%	0	.0%	0	.0%	0	.0%	1	.8%	0	.0%	1	1.5%	0	.0%	0	.0%
	Refused	28	2.8%	2	2.2%	0	.0%	4	3.3%	9	3.1%	5	4.0%	3	4.6%	3	4.4%	1	1.0%	1	2.9%
	0	615	61.4%	61	66.3%	63	58.3%	85	70.8%	180	62.5%	78	62.9%	39	60.0%	38	55.9%	52	50.5%	19	55.9%
	1	158	15.6%	12	13.0%	23	21.3%	11	9.2%	47	16.3%	18	14.5%	13	20.0%	11	16.2%	17	16.5%	6	17.6%
45+ years	2	200	20.0%	17	18.5%	22	20.4%	20	16.7%	52	18.1%	23	18.5%	10	15.4%	16	23.5%	32	31.1%	8	23.5%
	3	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Refused	28	2.8%	2	2.2%	0	.0%	4	3.3%	9	3.1%	5	4.0%	3	4.6%	3	4.4%	1	1.0%	1	2.9%

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Q24. How many people are there in your household who are aged...?

		Base: All respondents		Zone																	
		Num	%	1		2		3		4		5		6		7		8		9	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Pensionable age	0	429	42.8%	32	34.8%	54	50.0%	28	23.3%	125	43.4%	50	40.3%	27	41.5%	33	48.5%	63	61.2%	17	50.0%
	1	313	31.2%	29	31.5%	33	30.6%	46	38.3%	92	31.9%	45	36.3%	25	38.5%	16	23.5%	20	19.4%	7	20.6%
	2	231	23.1%	29	31.5%	21	19.4%	42	35.0%	62	21.5%	23	18.5%	10	15.4%	16	23.5%	19	18.4%	9	26.5%
	3	2	.2%	0	.0%	0	.0%	0	.0%	1	.3%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
Refused		27	2.7%	2	2.2%	0	.0%	4	3.3%	8	2.8%	5	4.0%	3	4.6%	3	4.4%	1	1.0%	1	2.9%

Q25. Number of vehicles in household

		Base: All respondents		Zone																	
		Num	%	1		2		3		4		5		6		7		8		9	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents		1002	100.0%	92	100.0%	108	100.0%	120	100.0%	288	100.0%	124	100.0%	65	100.0%	68	100.0%	103	100.0%	34	100.0%
None		176	17.6%	11	12.0%	19	17.6%	18	15.0%	78	27.1%	18	14.5%	10	15.4%	10	14.7%	7	6.8%	5	14.7%
1		464	46.3%	55	59.8%	50	46.3%	64	53.3%	117	40.6%	58	46.8%	33	50.8%	32	47.1%	43	41.7%	12	35.3%
2		264	26.3%	23	25.0%	29	26.9%	33	27.5%	64	22.2%	32	25.8%	18	27.7%	18	26.5%	40	38.8%	7	20.6%
3		51	5.1%	0	.0%	6	5.6%	2	1.7%	22	7.6%	5	4.0%	2	3.1%	5	7.4%	7	6.8%	2	5.9%
4 or more		24	2.4%	0	.0%	2	1.9%	0	.0%	4	1.4%	5	4.0%	0	.0%	1	1.5%	4	3.9%	8	23.5%
Refused		23	2.3%	3	3.3%	2	1.9%	3	2.5%	3	1.0%	6	4.8%	2	3.1%	2	2.9%	2	1.9%	0	.0%

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Q26. Home tenure

	Base: All respondents		Zone																	
			1		2		3		4		5		6		7		8		9	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1002	100.0%	92	100.0%	108	100.0%	120	100.0%	288	100.0%	124	100.0%	65	100.0%	68	100.0%	103	100.0%	34	100.0%
Own your own home	838	83.6%	82	89.1%	87	80.6%	109	90.8%	229	79.5%	110	88.7%	50	76.9%	58	85.3%	87	84.5%	26	76.5%
Rent from Local Authority	54	5.4%	1	1.1%	5	4.6%	1	.8%	21	7.3%	2	1.6%	5	7.7%	4	5.9%	10	9.7%	5	14.7%
Refused	50	5.0%	7	7.6%	6	5.6%	7	5.8%	11	3.8%	6	4.8%	5	7.7%	4	5.9%	3	2.9%	1	2.9%
Rent from a private landlord	25	2.5%	2	2.2%	4	3.7%	0	.0%	11	3.8%	3	2.4%	2	3.1%	1	1.5%	1	1.0%	1	2.9%
Rent from Housing Association	24	2.4%	0	.0%	4	3.7%	3	2.5%	12	4.2%	1	.8%	2	3.1%	0	.0%	1	1.0%	1	2.9%
Own/rent part	5	.5%	0	.0%	1	.9%	0	.0%	2	.7%	0	.0%	1	1.5%	1	1.5%	0	.0%	0	.0%
House comes with the Vicarage	2	.2%	0	.0%	0	.0%	0	.0%	1	.3%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
Other																				
Staying with family	2	.2%	0	.0%	1	.9%	0	.0%	0	.0%	1	.8%	0	.0%	0	.0%	0	.0%	0	.0%
Home reversal plan	1	.1%	0	.0%	0	.0%	0	.0%	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
House comes with the job	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%

Q27. Would you be willing to be recontacted for future quality control purposes?

	Base: All respondents		Zone																	
			1		2		3		4		5		6		7		8		9	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1002	100.0%	92	100.0%	108	100.0%	120	100.0%	288	100.0%	124	100.0%	65	100.0%	68	100.0%	103	100.0%	34	100.0%
Yes	685	68.4%	65	70.7%	76	70.4%	78	65.0%	199	69.1%	85	68.5%	35	53.8%	50	73.5%	72	69.9%	25	73.5%
No	317	31.6%	27	29.3%	32	29.6%	42	35.0%	89	30.9%	39	31.5%	30	46.2%	18	26.5%	31	30.1%	9	26.5%

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Q28. Gender

	Base: All respondents		Zone																	
			1		2		3		4		5		6		7		8		9	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	1002	100.0%	92	100.0%	108	100.0%	120	100.0%	288	100.0%	124	100.0%	65	100.0%	68	100.0%	103	100.0%	34	100.0%
Male	264	26.3%	25	27.2%	22	20.4%	21	17.5%	94	32.6%	34	27.4%	22	33.8%	12	17.6%	25	24.3%	9	26.5%
Female	738	73.7%	67	72.8%	86	79.6%	99	82.5%	194	67.4%	90	72.6%	43	66.2%	56	82.4%	78	75.7%	25	73.5%

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