

Land at Norway Lane, Littlehampton

Retail Assessment

In support of:

Part demolition, conversion, refurbishment and re-elevation of Units 5 and 6 and construction of retail (food and non-food), leisure and food & beverage units (Use Class E) and associated works.

On behalf of:

Hallway Properties Limited

May 2025

CONTENTS

| | | |
|----|---|----|
| 1. | INTRODUCTION..... | 1 |
| 2. | APPLICATION SITE AND PROPOSED DEVELOPMENT | 4 |
| 3. | PLANNING POLICY CONTEXT | 10 |
| 4. | RETAIL CONTEXT | 17 |
| 5. | SEQUENTIAL ASSESSMENT | 39 |
| 6. | IMPACT ASSESSMENT | 48 |
| 7. | SUMMARY & CONCLUSIONS | 66 |

APPENDICES

1. SITE LOCATION PLAN
2. PROPOSED SCHEME LAYOUT PLAN
3. RETAIL TENANT SUPPORTING LETTER
4. RETAIL CONTEXT & STUDY AREA PLANS
5. HOUSEHOLD SHOPPING SURVEY RESULTS
6. SEQUENTIAL ASSESSEMENT
7. RETAIL IMPACT ASSESSMENT TABLES

1. INTRODUCTION

1.1. This Retail Statement has been prepared by Freeths LLP on behalf of Hallway Properties Limited (“the Applicant” or “Hallway”) in support of an application for full planning permission to Arun District Council (“ADC”) for the proposed redevelopment of Land at Norway Lane, Littlehampton, West Sussex, BN17 6LS (“the Site”) to provide a retail (food and non-food), leisure and food & beverage scheme (Class E) (“the Proposed Development”).

1.2. The application description of development is as follows:

“Part demolition, conversion, refurbishment and re-elevation of Units 5 and 6 and construction of retail (food and non-food), leisure and food & beverage units (Use Class E), together with associated car parking, access, loading areas, landscaping and associated works.”

1.3. The planning application is intended to deliver a new retail, leisure and food & beverage development to serve the Littlehampton urban area and surrounding settlements. The Proposed Development represents an important opportunity to redevelop a vacant previously developed site in an accessible urban location. The scheme has been formulated to revitalise and energise the Site introducing new retailers and businesses to provide greater choice and convenience for the residents of Littlehampton and the wider area.

1.4. The planning application has been submitted following pre-application discussions with your Council’s officers since October 2023 and more recently community and stakeholder consultation which concluded in March 2025. This includes the scoping and agreement of the retail assessment presented in this Statement. The Proposed Development will deliver a number of important public economic, social and environmental benefits for the town and wider community. These can be summarised as:

- Important inward investment into the Littlehampton economy reversing a failing site, which has no reasonable prospect of being re-used or redeveloped for industrial or office use.
 - Re-use of a vacant, brownfield site in a sustainable location.
 - Provision of an enhanced and inviting commercial environment to reverse decline following vacancy.
 - Introduction of a range of new multiple retailers and operators to Littlehampton. The decision to progress a retail scheme is based on retailers wanting to be both in Littlehampton and this site specifically compared to potential alternatives.
 - Supporting expansion of existing retailers in the town.
 - Improve convenience and accessibility in this part of Littlehampton and the town's offer overall including new fascias to make a key qualitative difference.
 - New non-food retailers to the town to improve local access to key retail sectors and reduce loss of trade to surrounding areas and on-line shopping.
 - Creation of circa 250 retail industry jobs in Littlehampton and spin-off opportunities for the local supply chain.
 - Improved pedestrian accessibility for residents from the south across the A259.
 - New planting and biodiversity net gain through on and off-site measures.
- 1.5. This Statement has been prepared to explain the nature of the Proposed Development and fully demonstrate its acceptability against the retail policy requirements of the Development Plan and other material considerations, mainly the National Planning Policy Framework ("NPPF").
- 1.6. Against this background, this Statement covers the following:

- **Section 2:** A description of the Site subject of the planning application, the surrounding area and Proposed Development including an overview of its retail characteristics.
- **Section 3:** An overview of the relevant planning policy context of the Site and the Proposed Development.
- **Section 4:** An overview of the Site's retail context including existing centres and retail destinations.
- **Section 5:** An assessment of the Proposed Development against the Sequential Test.
- **Section 6:** An assessment of the Proposed Development against the Impact Test.
- **Section 7:** An overall summary and our conclusions on the acceptability on the Proposed Development against the Development Plan and other material considerations.

1.7. This Statement should be read in conjunction with our Planning Statement (May 2025) which provides a complete assessment of the Proposed Development against all aspects of the Development Plan and other material considerations.

2. APPLICATION SITE AND PROPOSED DEVELOPMENT

The Site & Surroundings

Application Site

- 2.1. The Site subject to this planning application comprises Land at Norway Lane, Littlehampton, West Sussex, BN17 6LS, also known as Watersmead Business Park.
- 2.2. The Site currently comprises a vacant office building (Unit 7) (which at the time of writing is under demolition (see Section 2 of the Planning Statement for further details), and two vacant distribution warehouses (Units 5 & 6) with associated car parking, landscaping and access.
- 2.3. The extent of the Site is identified on the Site Location Plan provided as **Appendix 1**. The red line site area extends to 4 hectares. The office building (Unit 7) was previously occupied by The Body Shop as their head office. The distribution warehouses (Units 5 & 6) were most recently occupied by Amazon as distribution warehouses. The Body Shop's office and distribution warehouses were purpose built for them around 30 years ago.
- 2.4. The existing floorspace and date of last occupation of each unit is in Table 1 below:

Table 1: Existing Site Floorspace & Status

| Existing Unit | Date of Last Occupation | Existing Floorspace (GIA) (sqm) |
|---------------------------------|-------------------------|---------------------------------|
| Unit 5 | 06-Sep-24 | 5,920 |
| Unit 6 | 06-Sep-24 | 6,775 |
| Unit 7 | 01-Oct-24 | 6,296 |
| Total | - | 18,991 |
| Total (excluding Unit 7) | | 12,695 |

Source: Hallway

- 2.5. The Site is accessed via a number of existing access points off Norway Lane. Norway Lane is in separate ownership with access rights available to the Applicant.

Surrounding Area

- 2.6. To the north of the Site is a large distribution warehouse (which does not form part of the site and is in separate ownership). To the west, on the opposite side of Norway Lane, are residential dwellings. To the south and east is the A259 (Worthing Road), with residential dwellings beyond. The Site lies in a largely mixed-use commercial and residential location.
- 2.7. Section 2 of the Planning Statement explains the specific planning context of the Site and surrounding area. This also covers the planning history and pre-application engagement.
- 2.8. In retail policy terms, the Site is out-of-centre, as it is located over 300m from a defined centre/Primary Shopping Area. The nearest Centre is Wick Village Centre which is 1.1km to the south-west. Littlehampton Town Centre is 1.6km to the south.

Proposed Development

- 2.9. A full overview of the Proposed Development is provided in Section 3 of the Planning Statement and the submitted Design & Access Statement (RGP Architects, April 2025). The following sub-section outlines the key characteristics for the purposes of this Retail Statement.
- 2.10. The Proposed Site Layout Plan is provided at **Appendix 2**.
- 2.11. The Proposed Development represents a significant opportunity to comprehensively redevelop a long-standing previously developed site via the construction of a scheme that will generate a series of economic benefits and encourage investment and job creation in the Littlehampton area.
- 2.12. The scheme is intended to deliver a new retail, leisure and food & beverage development to serve the Littlehampton urban area and surrounding settlements. The Proposed Development represents an

important opportunity to redevelop a vacant previously developed site in an accessible urban location. The scheme has been formulated to revitalise and energise the Site introducing new retailers and businesses to provide greater choice and convenience for the residents of Littlehampton and the wider area.

- 2.13. The Proposed Development will be brought forward in a single comprehensive phase (should planning permission be granted) and once completed will be known as Watersmead Retail Park.

Retail Units

- 2.14. The proposed development comprises the conversion, refurbishment and re-elevation of Units 5 and 6 and construction of 9 units for retail (food and non-food), leisure and food & beverage uses (Use Classes E(a), E(b) and E(d)), together with associated car parking, access, loading areas and landscaping.
- 2.15. The new buildings will be within Use Class E and will sell a range of food/non-food goods plus food and beverage for consumption on and off the premises and also include a leisure use for a gym.
- 2.16. The unit mix and floorspace is outlined in **Table 2** below.

Table 2: Proposed Development Floorspace

| Unit No. | Proposed Use | Land Use | Proposed Floorspace (Ground Floor) (sqm, GIA) | Mezzanine Allowance (sqm, GIA) | Total Floorspace (sqm, GIA) |
|----------|-------------------------------|----------|---|--------------------------------|-----------------------------|
| A1 | Non-food and food (up to 30%) | E(a) | 1,772 | 200 | 1,922 |
| A2 | Food | E(a) | 2,414 | 492 | 2,906 |
| A3 | Food & Beverage | E(b) | 140 | 0 | 140 |
| A4 | Non-food | E(a) | 929 | 0 | 929 |

| | | | | | |
|--------------|-----------|------|---------------|--------------|---------------|
| A5 | Food | E(a) | 2,066 | 0 | 2,066 |
| A6 | Non-food | E(a) | 1,020 | 1,020 | 2,040 |
| A7 | Non-food | E(a) | 1,027 | 0 | 1,027 |
| A8 | Non-food | E(a) | 508 | 500 | 1,008 |
| A9 | Gym | E(d) | 507 | 0 | 507 |
| Plant | Ancillary | - | 270 | 0 | 270 |
| Total | | - | 10,653 | 2,212 | 12,815 |

Source: RGP Architects

2.17. The anticipated occupier and characteristics of each unit is explained further below.

- Unit A1 (Non-food and Food):** A 1,922 sq.m gross unit extending to 1,772 sq.m at ground and 200 sq.m at mezzanine. This is expected be occupied by a discount general merchandise retailer not represented in the Littlehampton / ADC area. The unit will have an estimated net sales area of 1,378 sq.m net with 70% to be used for comparison goods and 30% for convenience goods.
- Unit A2 (Food):** A 2,906 sq.m gross unit extending to 2,414 sq.m at ground and 492 sq.m at mezzanine. This is expected to be occupied by a food retailer not represented in the Littlehampton / ADC area. The unit will have an estimated net sales area of 1,858 sq.m net to be used for convenience goods. There is only a limited comparison goods offer which will be at an ancillary level.
- Unit A3 (Food & Beverage):** A 140 sq.m gross unit at ground floor only. This is expected to be occupied by a food and beverage operator to complement the retail offer of the Retail Park.
- Unit A4 (Non-food):** A 929 sq.m gross unit at ground floor only. This is expected to be occupied by a non-food retailer which is expected to be in the clothing & footwear sector and not

represented in the Littlehampton / ADC area. The unit will have an estimated net sales area of 743 sq.m net to be used for comparison goods.

- **Unit A5 (Food):** A 2,066 sq.m gross unit at ground floor only. The unit will have an estimated net sales area of 1,476 sq.m net to be used for convenience goods with an allowance of 20% for comparison goods. This is to be occupied by Lidl to fulfil their requirement for a second store to serve Littlehampton. Lidl will retain their existing store in Littlehampton Town Centre.
- **Unit A6 (Non-food):** A 2,040 sq.m gross unit extending to 1,020 sq.m at ground and 1,020 sq.m at mezzanine. This is expected to be occupied by a non-food retailer which is also expected to be in the clothing & footwear sector and not represented in the Littlehampton / ADC area. The unit will have an estimated net sales area of 1,632 sq.m net to be used for comparison goods with a 10% convenience goods allowance.
- **Unit A7 (Non-food):** A 1,027 sq.m gross unit at ground floor only. This is expected to be occupied by a non-food retailer within the health & beauty / variety goods sector. The unit will have an estimated net sales area of 822 sq.m net to be used for comparison goods.
- **Unit A8 (Non-food):** A 1,008 sq.m gross unit extending to 508 sq.m at ground and 500 sq.m at mezzanine. This is expected to be occupied by a non-food retailer which is also expected to be in the clothing & footwear sector and not represented in the Littlehampton / ADC area. The unit will have an estimated net sales area of 806 sq.m net to be used for comparison goods.
- **Unit A9 (Gym):** A 507 sq.m gross unit at ground floor only. This is to be occupied by gym operator.

2.18. Lidl has provided a supporting statement for the Proposed Development which is at **Appendix 3** of this Statement.

- 2.19. There is the potential for the amalgamation of Units A6-A9 to provide a non-food and DIY/Bulky goods scheme with an external garden centre. This scheme layout is presented in Section 2 of the DAS. Whilst planning permission is not sought for this scenario as part of this planning application, the implications of this alternative scenario are considered in this Statement.

3. PLANNING POLICY CONTEXT

Introduction

3.1. This Section of the Statement sets out the retail planning policy framework for the Site and Proposed Development.

The Development Plan

3.2. Section 38 (6) of the Planning and Compulsory Purchase Act 2004 states that all planning applications must be determined in accordance with the Development Plan, unless material considerations indicate otherwise.

3.3. The Development Plan comprises the Arun District Council Local Plan (ADC, 2018) and the Littlehampton Neighbourhood Plan (Littlehampton Town Council ("LTC"), 2014).

3.4. The Local Plan Proposals Map confirms the Site is subject to the following:

- Not subject to any specific allocations or designations.
- Located within the Built-Up Area boundary of Littlehampton.
- North-eastern corner to the immediate east of Unit 6 lies in a Biodiversity Opportunity Area ("BOA").

3.5. The Proposals Map also confirms the surrounding designations:

- To the south east of the Site is the Littlehampton Cemetery which is designated open space.
- The road to the south west is listed under Policy TSP3 (h) as the A259 Fitzalan Link - Body Shop roundabout improvement.

3.6. The adopted policies which are of relevance for determining the acceptability of the Proposed Development in retail policy terms are identified below.

Arun District Council Local Plan (2018)

- 3.7. Chapter 9 of the Local Plan relates to 'Retail and the hierarchy of centres'.
- 3.8. Policy RET SP1: Hierarchy of Town Centres outlines the hierarchy of centres in the ADC area. Bognor Regis and Littlehampton are the two designated Town Centres. Policy RET SP1 identifies the two locations are the main focus for major retail, leisure, commercial, office, tourism, cultural, community and residential development.
- 3.9. The hierarchy then introduces the 'Local Service Centres' of Rustington and Arundel. Both are identified as having roles providing a range of shops and services for the local populations. Paragraph 9.1.5 confirms these are District Centres in NPPF terms.
- 3.10. The hierarchy is completed with two different categories of Villages and Suburban Centres. The first is the 'Six Villages' area which comprises of: Aldingbourne, Westergate, Eastergate, Barnham, Walberton and Yapton. The second is the Village and Suburban Centres which are confirmed at paragraph 9.1.6 as Aldwick, Angmering, East Preston, Bersted (North Bersted - Royal Parade/Chichester Road), Felpham, Ferring, Middleton (specifically Middleton Road/Elmer Road), Rose Green, West Meads and Wick.
- 3.11. The Local Plan includes a number of site allocations which include an element of envisaged retail floorspace. The scale of floorspace is limited compared to the Proposed Development, as follows:
- Littlehampton – West Bank (Policy SD4): At least 1,000 dwellings, to include the provision of a Community Hub to meet identified local need on-site, which includes shops.
 - Ford (Policy SD8): At least 1,500 dwellings, to include the provision a Community hub to meet identified local need which includes new retail, commercial and community facilities.

- Climping (Policy SD10): At least 300 dwellings and a Community hub to meet identified local need which includes new retail, commercial and community facilities.
- 3.12. Policy RET DM1: Retail Development is the main policy dealing with retail development. Part 3 relates to Town Centres uses outside the Town Centres and Local Service Centres and requires compliance with the impact and sequential tests. There is also a wider requirement for accessibility.
- 3.13. The impact assessment threshold is confirmed as being greater than 1,000 sq.m (see paragraph 9.2.1) which is lower than the Proposed Development's size.
- 3.14. Paragraph 9.2.2 of the Local Plan identifies the retail strategy was based on the 2013 Retail Study and 2016 Update. This paragraph also confirms no specific provision is proposed by the Plan for further out-of-centre retail development or found to be necessary. A rigorous approach will be adopted in assessing such proposals in accordance with national policy.
- 3.15. Whilst this policy was devised against the version of the NPPF in force at the time of preparation, it is broadly consistent with the retail policies of the current NPPF.

Littlehampton Neighbourhood Plan (2014)

- 3.16. There is no specific policy relating to the Sequential and Impact tests in the Neighbourhood Plan. Policy 9: Local Centres and the Proposals Map do confirm the following designated Local Centres:
- Wick Street.
 - Horsham Road/Elm Grove Road.
 - Finisterre Way.
 - Norfolk Road/Western Road.
 - Proposed Local Centre approved as part of the North Littlehampton Masterplan.

- 3.17. Our overview of these Centres is provided in Section 4 of this Statement.
- 3.18. Other parts of the Neighbourhood Plan identify sites outside the Town Centre for investment (see Policies 11 and 12). We have reviewed these and other potential sites in our sequential assessment in Section 5 of this Statement.

Local Plan Review

- 3.19. In 2021 and 2022, work was paused on a Local Plan review. On 19th July 2023, ADC agreed to resume work on the Local Plan review. ADC consulted on a Direction of Travel Document (Issues and Options - Regulation 18) between March and May 2024. There are no published timescales for the next stages of the Local Plan review.
- 3.20. The Plan is in the very early stages of preparation and so can be given very little weight at this time.

Guidance & Evidence Base

- 3.21. There is no Supplementary Planning Guidance or Documents of relevance to retail policy. The following Evidence Base and Strategy documents are of relevance to this Assessment.
- 3.22. As identified at paragraph, 3.14, the Local Plan was prepared based on Retail Studies published in 2013 and 2016 by GL Hearn and DPDS Consulting respectively. The 2013 Retail Study was informed by a household survey undertaken in 2012, based on a 1,125 household telephone survey across 15 zones, comprising the study area.
- 3.23. Given the survey is now circa 13 years old, it is considerably out-of-date. The Studies are out-of-date so their content and conclusions are of limited relevance now. There is no current timescale for the preparation of an updated Retail Study. We explain in Section 4 of this Statement how we have updated and/or deviated from the Studies in our own assessment.

- 3.24. LTC has published a 'Town Centre Strategy and Action Plan' for Littlehampton Town Centre covering the period 2022-2030. This was prepared by LTC with key partners including ADC, following public consultation to identify a set of regeneration measures to address the decline and offer of the Town Centre. The Plan has a specific key ambition and vision statement for the Town Centre linked to a set of 'ambition' measures and strategic objectives.
- 3.25. We assess the relationship of the Proposed Development against the measures in the Plan at Section 5 of this Statement given it represents a form of public investment in a centre for the purposes of NPPF paragraph 94 a).

National Planning Policy Framework (December 2024)

- 3.26. The National Planning Policy Framework ("NPPF") was published in December 2024 and subject to a minor revision in February 2025. The NPPF sets out the Government's planning policies for England and how these are expected to be applied.
- 3.27. The NPPF emphasises the role of the Development Plan in decision making (paragraphs 2 and 12) but also states that the NPPF itself is a material consideration in the determination of planning applications. The NPPF is underpinned by a presumption in favour of sustainable development.
- 3.28. Paragraph 10 recognises that at the heart of the NPPF is a presumption in favour of sustainable development and paragraph 11 recognises that for decision-taking this means approving development proposals that accord with an up-to-date development plan without delay.
- 3.29. The Proposed Development represents sustainable development in line with the three dimensions identified by the NPPF (see paragraph 8) on the following basis:
- **Economic:** The new units will make a significant contribution towards local economic growth in Littlehampton. This is through a range of measures including reversing a failing site which is

vacant and has no reasonable prospect of being re-used or redeveloped for industrial or office use. The scheme will introduce a range of new multiple operators to Littlehampton and support expansion of an existing retailer. This will provide improved convenience and accessibility in this part of Littlehampton and the town's offer overall. The scheme is expected to generate 250 retail industry jobs in Littlehampton and spin-off opportunities for the local supply chain.

- **Social:** Once occupied and settled, the new units will create full and part time job opportunities directed towards the local community. The scheme will also enhance the food and non-food retail offer in Littlehampton to the benefit of the local community.
- **Environmental:** The Proposed Development represents the re-use of a vacant, brownfield site in a sustainable location. The Site is accessible by cycling, walking and public transport. This will be enhanced particularly by cycle and on-foot with improved pedestrian accessibility from the south across the A259 via the proposed pedestrian crossing. The environmental qualities of the Site will be enhanced through a range of new and retained landscape features and on/off-site biodiversity net gain measures.

3.30. On this basis, if the Proposed Development can be demonstrated as being in accordance with the Development Plan it should be approved without delay consistent with paragraph 11 of the NPPF. This is addressed in our Planning Statement.

3.31. Of relevance to this Statement, Section 7 (Ensuring the vitality of town centres) sets out the retail planning framework. In relation to this type of scheme and location, paragraph 91 requires a 'sequential test' to planning applications for main town centre uses which are neither in an existing centre nor in accordance with an up-to-date plan. This requires an assessment of town centre then edge-of-centre locations. Paragraph 92 advises that only if suitable sites are not available should out-of-centre sites be considered. For out-of-centre sites, preference should be given to accessible sites well connected to the town centre. Applicants should demonstrate flexibility in format and scale.

- 3.32. Paragraph 94 requires an impact assessment for schemes outside of town centres and not in accordance with an up-to-date Local Plan. Criterion a) and b) confirm how impact should be assessed in terms of investment and town centre vitality and viability respectively.
- 3.33. Paragraph 95 advises that where an application fails to satisfy the sequential test or is likely to have significant adverse impact on one or more of the considerations in paragraph 94, it should be refused.
- 3.34. The sequential and impact assessment against the NPPF tests is outlined in Sections 5 and 6 of this Statement, respectively.

National Planning Practice Guidance

- 3.35. The National Planning Practice Guidance (“PPG”) is a web-based resource which was launched in 2014, and together with the NPPF sets out what the Government expects from Local Planning Authorities. The PPG specifically adds further context and more detailed practical guidance to the NPPF, and it is intended that the two are read together.
- 3.36. The PPG includes a specific section on ‘Town centres and retail’ and guidance on how to undertake sequential and impact assessments. The PPG confirms that the application of the sequential test will need to be proportionate and appropriate for the given proposal and how/if this has been satisfied. It also confirms the guiding principle that impact should be assessed on a like-for-like basis in respect of that particular sector. Retail uses tend to compete with their most comparable competitive facilities. This Statement and the respective assessments have been prepared based on that guidance.

Policy Conclusions

- 3.37. Based on this assessment, we conclude the Development Plan is up-to-date and broadly consistent with the current retail policies of the NPPF. The requirements relating to the sequential and impact tests are justified in Section 5 and 6 respectively of this Statement.

4. RETAIL CONTEXT

Background

4.1. In order to understand the role and impact of the Proposed Development, it is first necessary to review and understand the profile of existing retail provision within the Littlehampton area and immediate surroundings.

Study Area

4.2. The location of the Site and its relationship with existing defined Centres and main food and non-retail provision is presented on the plan contained at **Appendix 4**.

4.3. A Study Area has been devised for the purposes of the Retail Assessment to understand existing patterns of trade in Littlehampton, Rustington and the immediate surrounding area. This is also illustrated on the plan contained at **Appendix 4**. This has been agreed with ADC officers at the pre-application scoping stage.

4.4. The Study Area is based on a 15-minute drive time from the Site which has then been broadly and where possible sub-divided into zones to reflect specific neighbourhoods and settlements in the Littlehampton and surrounding area. The objective was to use the survey zones in the 2013 and 2016 Retail Studies but this was not possible due to a change in post-code boundaries.

4.5. The following survey areas have been identified to inform an analysis of shopping patterns:

- Zone 1: Littlehampton South (including the Site).
- Zone 2: Littlehampton North.
- Zone 3: Climping & Littlehampton Central.
- Zone 4: Rustington & East Preston.
- Zone 5: Angmering.
- Zone 6: Ferring & Goring.
- Zone 7: Findon & Clapham.

- Zone 8: Arundel.
 - Zone 9: Slindon & Yapton.
- 4.6. To provide an up-to-date picture of shopping patterns to inform the Assessment, the Applicant commissioned a new household survey based on the zones. The results are presented at **Appendix 5**.
- 4.7. The Proposed Development is expected to draw trade from existing stores and resident population within and outside the Study Area depending upon geographical proximity and the nature of existing provision. Full details of the anticipated trade characteristics are provided in Section 6 of this Statement.
- 4.8. The main focus of this assessment is to consider the effect of the Proposed Development on Littlehampton Town Centre and other defined centres in the ADC area, principally Rustington Local Service Centres, Arundel Local Service Centre and the lower order Village/Suburban and Local Centres defined in the Development Plan.
- 4.9. This review is based on our visits to the Centres during the preparation of this Assessment, most recently in March 2025. It has also been informed by the household survey results and the identified levels of market share.
- 4.10. The contextual review focuses on Littlehampton Town Centre whilst providing a summary review of other defined centres and provision in order to understand their influence. This review is as follows:
- Littlehampton Town Centre;
 - Rustington Local Service Centre;
 - Arundel Local Service Centre;
 - Defined Village/Suburban and Local Centres; and
 - Out-of-Centre Food & Non-Food Retail Provision.

Littlehampton Town Centre

- 4.11. A comprehensive health check assessment of Littlehampton Town Centre has been undertaken. The following provides an overview of the Centre and a summary of our health check assessment findings.

- 4.12. This survey has been undertaken following a site visit in March 2025 informed by a GOAD survey of the Town Centre undertaken in November 2024.
- 4.13. Littlehampton is defined as a Town Centre in the adopted Development Plan and is at the top of ADC’s retail policy hierarchy along with Bognor Regis.
- 4.14. The Centre is approximately 1.6km to the south of the Site. Based on our March 2025 survey, updating the Experian Goad survey (November 2024), the Centre provides approximately 34,690 sq.m retail/service floorspace in 212 units.
- 4.15. The Town Centre generally comprises the High Street and its adjoining and peripheral streets. The Experian GOAD area covers a much wider area than the Local Plan boundary. For the avoidance of doubt, we have followed the Experian GOAD boundary.
- 4.16. **Table 4.1** below provides an overview of the diversity of uses in the Centre.

Table 4.1: Littlehampton Town Centre Diversity of Uses

| Use | Littlehampton Units (%) | UK Average Units % |
|------------------------------|-------------------------|--------------------|
| Convenience | 13 (6%) | 9% |
| Comparison | 45 (21%) | 26% |
| Retail Service | 45 (21%) | 16% |
| Leisure Service | 46 (22%) | 27% |
| Financial & Business Service | 29 (14%) | 8% |
| Vacant | 27 (13%) | 14 % |
| Miscellaneous | 7 (3%) | - |
| Total | 212 | - |

Source: Experian GOAD (November 2024) and Freeths site visit (March 2025)

- 4.17. Littlehampton Town Centre has 13 convenience goods units, which at 6% is only slightly lower than the national average at 9%. The Centre’s

main convenience offer comprises Sainsbury's (1,420 sq.m net) positioned centrally on the High Street, Lidl positioned to the south on New Road (1,740 sq.m net) and an Iceland (660 sq.m net) fronting Surrey Street. These main destinations are supported by smaller offerings from Greggs, Premier, and a number of independent retailers.

- 4.18. According to the Household Survey (February 2025), the majority of the centre's trade is drawn from the Littlehampton urban area zones (Zones 1-3). As the centre is located in Zone 3 it has the highest market share (36%) from the population within that zone which will be based on proximity, accessibility and convenience. The Sainsbury's and Lidl stores are the most popular locations with market shares of 20% and 15% respectively.
- 4.19. The market share levels of the Town Centre decrease in Zones 1 and 2 to 23% and 13% respectively, due to reduced accessibility and the strength of competition in those zones largely along the A259 corridor. The market share then decreases to much lower levels in the zones outside the main Littlehampton area. This highlights the Centre's localised convenience function in support of mainly Littlehampton residents.
- 4.20. The Centre contains 45 comparison goods units across a floorspace of approximately 8,300 sq.m which at 21% is also slightly lower than the national average of 26%. 16 of these units are represented along the High Street, which is the main focus and the busiest area of the Town Centre, with the rest of the comparison goods located on the peripheral roads adjoining the High Street. The multiple retailer comparison offering is limited to 4 shops including a Peacocks (the only multiple clothing store), Superdrug, The Works and Card Factory.
- 4.21. The comparison goods market share has a similar profile to convenience with 33% of trade generated from Zone 3 reducing to 14% in Zones 1 and 2. The market share again reduces across the Study Area for the same reasons as convenience goods, with the only slight difference being Zone 5 (Angmering) where the Centre is likely to have some broad appeal to those residents. The levels of market share again

indicate a localised function which is reflected in the types of goods and retailers present in the Centre.

- 4.22. As of March 2025, there are 27 vacant units in the Town Centre, which is 13% of units compared to the national average of 14%. Compared with the GOAD survey in November 2024, there has been a decrease in vacancies by 2 units. A number of previous vacant units have been reoccupied, whilst there have been some new vacant units since this time. This demonstrates a relatively robust Town Centre with no significant change in composition.
- 4.23. There are 3 large units of circa 450, 270 and 230 sq.m that are vacant along the High Street, which have not been occupied between November 2024 and March 2025. There is also a concentration of vacancies (circa 6 units) within and immediately surrounding The Arcade, located off the High Street. This is likely due to the Arcade's outdated accommodation, and the cluster of vacancies along Arcade Road. This is identified as a key issue in LTC's Town Centre Strategy and Action Plan.
- 4.24. The continued vacancy of the former Waitrose store to the immediate north of the Town Centre on Anchor Springs is a negative aspect. This site is the subject of a live planning application for a Premier Inn hotel scheme with ancillary restaurant and wider works/improvements (ADC Ref: LU/76/25/PL) which will offer significant scope for enhancement of this site, the town's tourism/accommodation offer and spin-off opportunities for linked trips that local businesses will benefit from.
- 4.25. The Centre benefits from proximity to wider facilities, including the Littlehampton Railway Station which is a 4 minute walk from the High Street, and provides hourly services to Brighton, Chichester and London Victoria. This provides footfall to the Town Centre.
- 4.26. At the time of our site visit, footfall was predominantly observed along the High Street, which is where a high proportion of the national multiple retail units are located. As expected, footfall declined in more peripheral areas along residential streets connecting to the Town Centre (e.g. Beach Road, Clifton Road and East Street).

- 4.27. The Centre generally provides a pleasant and accessible environment and appeared to be relatively well maintained at the time of our survey. It is noted that the Centre has benefited from the recent Littlehampton Town Centre Public Realm improvements project, which took place between 2022 and 2023, and included further pedestrianisation works, widened and repaved footpaths, and enhanced street furniture and CCTV.
- 4.28. Our assessment of the Town Centre has identified that it is on the whole vital and viable, with no areas of fundamental weakness. The Centre's convenience, service and comparison offer is localised but due to its proximity and accessibility to the surrounding population provides it with a degree of strength. Our findings are also relatively comparable to the Health Check in Appendix B of the Town Centre Strategy and Action Plan.
- 4.29. The LTC's Town Centre Strategy and Action Plan is clearly of the utmost importance for the management and future of the Town Centre and represents a clear and proactive approach to preventing decline and encouraging improvements. The objectives and recommendations of the Strategy are clear and offer a framework for improvement. One specific area is an enhancement of leisure services, attractions and hotels plus an evening economy. This can be supported within the Town Centre's vacant units and sites (such as the former Waitrose) and offer scope for improvement and investment and underpin its overall and future health.

Rustington Local Service Centre

- 4.30. Rustington is defined as a Local Service Centre in the adopted Development Plan and is therefore a second-tier Centre in ADC's retail policy hierarchy along with Arundel.
- 4.31. The Centre is approximately 1.9km to the south-east of the Site and is positioned in Zone 4. Based on our survey undertaken in March 2025, updating the Experian GOAD Survey (October 2023), the Centre provides approximately 17,590 sq.m retail/service floorspace in 131 units.

4.32. The Town Centre generally comprises The Street and its adjoining streets. The Street comprises shopping precincts Churchill Parade and Sterling Parade, with Churchill Court also located off The Street. The Experian GOAD area covers a wider area than the Local Plan boundary. For the avoidance of doubt, the additional units which are located outside of the Centre boundary as defined in the development plan are included in the data presented.

4.33. **Table 4.2** provides an overview of the diversity of uses in the Centre:

Table 4.2: Rustington Local Service Centre Diversity of Uses

| Use | Rustington Units (%) | UK Average Units % |
|------------------------------|----------------------|--------------------|
| Convenience | 14 (11%) | 9% |
| Comparison | 40 (30%) | 26% |
| Retail Service | 27 (20%) | 16% |
| Leisure Service | 23 (18%) | 27% |
| Financial & Business Service | 14 (11%) | 8% |
| Vacant | 5 (4%) | 14% |
| Miscellaneous | 8 (6%) | - |
| Total | 131 | - |

Source: Experian GOAD (October 2023) and Freeths site visit (March 2025)

4.34. Rustington Local Service Centre has 14 convenience goods units (11%), which is slightly higher than the national average of 9%. The Centre's main convenience offer comprises Waitrose (1,640 sq.m net), Tesco Express (460 sq.m net), Iceland (400 sq.m net), Greggs, and Holland & Barrett, along with a number of independent convenience stores. All of the convenience units are located along The Street, with the exception of Waitrose which is positioned fronting Broadmark Lane supported by surface level parking. The Waitrose store operates as the food shopping anchor to the Centre.

4.35. According to the Household Survey (February 2025), the majority of the centre's convenience trade is drawn from Zone 4 the Rustington zone with a market share of 25%. The level of trade and market share

reduces outside of the zone which we expect is due to the Centre's position in a largely residential area south of the main A259 corridor. This is also reflected in the market share of the Waitrose store which has a similar profile outside of Zone 4. This is indicative of the Centre's localised convenience function in support of mainly Rustington residents.

- 4.36. The Centre contains 40 comparison goods units which is above the national average levels (26%) and has increased by 4 units since the previous survey in October 2023. Most of these units (29) are represented along The Street, with a particularly strong offering of multiple clothes shops, as well as a wide range of independent retailers including pet shops, card and gift shops, and furniture stores. This is a particular strength of the Centre.
- 4.37. The comparison goods market share has a similar profile to convenience with 23% of trade generated from Zone 4. This reduces in areas outside of Zone 4 albeit there is a notable level of market share in Zones 1 (17%) and 5 (13%). This is likely to be due to the Centre's proximity to those areas and offering a higher order of comparison shopping than is otherwise available in the overall urban area. This is indicative of the Centre's localised comparison offer in support of both the Rustington and Littlehampton areas.
- 4.38. Retail and financial and business services in terms of units are higher than the national average, at 20% and 11%, respectively. Santander is represented within the Centre, while the NatWest which was located on The Street has become vacant since October 2023. There are also a range of financial and legal service providers represented which supports the health and attraction of the Centre.
- 4.39. Furthermore, leisure service in terms of the proportion of units was lower than the national average, however there is a good range of restaurants which are all independent, as well as independent cafes with the exception of national chain Costa. At the time of the survey, there were 18 cafes, restaurants, fast food restaurants, bars and public houses.
- 4.40. In October 2023 there were 9 vacant units within the Centre, which had decreased to just 5 vacant units (4%) in March 2025, which is

significantly lower than the national average. The vacancies are dispersed throughout the Centre with no clusters.

- 4.41. The Centre is considered to be pedestrian friendly and accessible, despite the main retail offer being situated on both sides of the busy road, The Street. This benefits from two pedestrian crossings and numerous cycles stands located throughout. There are also a number of large car parks, located outside of the two main shopping precincts, as well as at Churchill Parade car park and at the Waitrose store. The Centre is served by eight bus stops, which provide routes locally, as well as to Brighton and Portsmouth.
- 4.42. At the time of our visit, the Centre was lively, with the highest footfall observed along The Street, where the shopping precincts and national multiple retailers are located. The Centre felt safe and well-maintained, with no visible problems with anti-social behaviour during the visit.
- 4.43. Overall, the Local Service Centre provides a pleasant environment, providing a significant amount of comparison retail and a wide range of services with a low vacancy rate. It offers a good quality environment, with a range of national chains as well as a high proportion of independent retailers and services. It is clearly healthy, vital and viable with no signs of weakness.

Arundel Local Service Centre

- 4.44. Arundel is a historic market town and is defined as a Local Service Centre in the Development Plan. The Centre is approximately 3.8km to the north-west of the Site and positioned in Zone 8.
- 4.45. Local Plan Policy RET SP1 states that Arundel will maintain its existing role as a service centre providing both a range of shops and services for the local population and fulfilling a specialist role as a tourist and visitor destination. The Centre benefits from Arundel Castle, a significant tourist attraction which is located just outside of the defined urban area boundary.
- 4.46. The Town Centre boundary is defined within the Arun Local Plan Policies Map and generally comprises High Street, along with adjoining

streets Tarrant Street, River Road, and Queen Street. The Centre is historic in character, confirmed by the narrow streets and compact configuration of the Centre. Based on our survey undertaken in March 2025, the Centre comprises 114 units.

- 4.47. **Table 4.3** below provides an overview of the diversity of uses in the Centre:

Table 4.3: Arundel Diversity of Uses

| Use | Arundel Units (%) | UK Average Units % |
|------------------------------|-------------------|--------------------|
| Convenience | 7 (6%) | 9% |
| Comparison | 52 (46%) | 26% |
| Retail Service | 14 (12%) | 15% |
| Leisure Service | 34 (30%) | 26% |
| Financial & Business Service | 2 (2%) | 7% |
| Vacant | 4 (3%) | 14% |
| Miscellaneous | 1 (1%) | - |
| Total | 114 | - |

Source: Freeths site visit (March 2025)

- 4.48. The Centre has 7 convenience goods units (6%), which is slightly lower than the national average of 9%. The Centre's main convenience offer comprises a Morrison's Daily and a Co-op Food store, along with a number of independent convenience stores comprising a deli, a bakery, a butcher, and 2 grocery shops. All of the convenience units are located along the High Street, with the exception of the Co-op.
- 4.49. According to the Household Survey (February 2025), the majority of the centre's convenience trade is drawn from Zone 8 (the Arundel zone) with a market share of 25%. The level of trade and market share reduces to largely nil outside of the zone which we expect is due to the Centre's position and accessibility which only benefits local residents. This is indicative of the Centre's highly localised convenience function for Arundel residents.

- 4.50. The Centre contains 52 comparison goods units (46%) which is significantly above the national average levels of 26%. Most of these units are represented along the High Street and are independent retailers, with a particularly strong offering of antiques shops, art galleries and clothing shops, as well as a wide range of specialist comparison goods retailers. Arundel's wide range of specialist and independent retailers is in line with the Centre's specialist role as a tourist and visitor destination.
- 4.51. The comparison goods market share has a similar profile to convenience with 12% of trade generated from Zone 8 and little to no market share in other zones. This is indicative of the Centre's independent offer which is more likely to have a tourist/visitor appeal from outside of the Study Area.
- 4.52. Retail and leisure services in terms of units are lower than the national averages, making up 12% and 30% of total units, respectively. Despite this, there are still a good range of services within the Centre, which were predominantly made up of independently owned business, with retail services comprising 3 hairdressers, 3 beauty salons, 2 tattoo parlours, a dog grooming service, an optician, a clinic and a counsellor. In terms of leisure services, there is a Pizza Express restaurant as well as 11 independent restaurants, 8 cafes, 7 public houses, 2 takeaway restaurants, a sandwich shop, a bed and breakfast, a hotel and a bar.
- 4.53. Financial and business services were not represented significantly within the Centre, with only 2 units identified comprising 2 estate agents. This is significantly lower than the national average of 14%.
- 4.54. Only 4 vacant units were identified at the time of the survey, comprising just 3% of the total units within the Centre which is significantly lower than the national average. This reflects the strength of the Centre and its tourism/visitor appeal.
- 4.55. The Centre is considered to be pedestrian friendly and accessible. The High Street is not pedestrianised, but on-street parking is controlled with traffic restrictions in place. There is a wide offering of on-street parking, as well as the Crown Yard car park, a small car park outside of Arundel Castle, and 2 larger car parks located outside of, but within close

proximity to, the Centre boundary. The town is also served by a railway station located approximately 1km south east of the town centre, with bus services linking the Centre with the railway station between Arundel, as well as to Rustington, Littlehampton and Worthing.

- 4.56. Our observations of the Centre confirmed the main focus for pedestrian flows were identified along the High Street, although there were good levels of activity throughout the Centre. At the time of our visit, the Centre was very vibrant and lively, with a high environmental quality and a strong sense of place which is reinforced by its historic setting. The local public realm is clean, attractive and safe, with well-maintained buildings and shop frontages.
- 4.57. Overall, Arundel performs a unique and specialist retail function which is closely related to its role as a tourist destination, characterised by a high quality and historic shopping environment and a high quality/independent comparison goods offer. This can be considered to be as a strength and attraction of Arundel, differentiating itself from other Local Centres across the Study Area / ADC area. Arundel is a vital and viable Centre.

Defined Village/Suburban and Local Centres

Wick Street Local Centre

- 4.58. Wick Street is located approximately 1.1km to the south-east of the Site and comprises a total of 34 units. Wick Street is identified in the Littlehampton Neighbourhood Plan as a Local Centre on the Proposals Map. It is positioned in Zone 2.
- 4.59. The Centre is focused around a 1970s style shopping parade, Wick Parade, anchored by a Farmfoods store (approximately 770 sq.m net) and 10 additional units, with a car park located to the front. The remaining units are dispersed across both sides of Wick Street. The household survey identifies the Farmfoods store as the main attraction, albeit its market share is limited to low levels in Zones 1-3 which is likely to be due to the level of competition along the nearby A259 corridor.

- 4.60. There is also a Morrisons supermarket and a business park to the north, which is separated from the Local Centre by the A259/Wick Roundabout and lies outside of the defined Centre (see paragraph 4.82 below).
- 4.61. At the time of our visit in March 2025, convenience provision included 4 convenience units, comprising a Farmfoods supermarket and 3 off license units. The centre has a comparison/service offer comprising 5 independent retailers including a blinds shop, charity shop, florist, a pet shop, a William Hill betting office and a pharmacy. The centre also has a food and beverage offering with 12 units comprising a Domino's pizza takeaway, 5 independent fast food restaurants, 2 cafes, a public house, a social club. There are also numerous services including a post office, 4 hairdressers, a laundrette, a pet grooming service, an electric repair and hire service, and a vehicle repairs service. The Centre also includes a Village Hall. There were only 4 vacant units identified within the Centre which represents 12% of the total and is slightly below the national average.
- 4.62. The Centre was well maintained and had a good level of footfall and activity, with the busiest area of the Centre being Wick Parade, with people making use of the free parking at the car park and the outdoor seating associated with the café.
- 4.63. Overall, the Centre effectively serves its local catchment and plays a key role in meeting the everyday needs of local residents. Given its function, we consider the Centre to be both vital and viable.

Horsham Road / Elmgrove Road Local Centre

- 4.64. Horsham Road / Elmgrove Road is located approximately 1km to the south of the Site and comprises a total of 7 units. Horsham Road / Elmgrove Road is identified in the Littlehampton Neighbourhood Plan as a Local Centre on the Proposals Map. It is positioned in Zone 1.
- 4.65. The Local Centre includes 1 convenience unit in the form of an off license, as well as 4 comparison goods units comprising a car dealership, an appliance shop, a carpet shop, and a window shop plus 2 retail service units including an Esso petrol station and a hair and

beauty salon. There were no financial and business services or leisure service units identified, nor were any vacant units identified, which is unsurprising given the small size of the Centre.

- 4.66. The Centre is in a predominantly residential area. We noted that some of the units at this Centre been refurbished at the ground floor level and occupied for convenience uses and comparison goods retail, with residential units on the upper floors.
- 4.67. While footfall and activity were fairly low in this area, the Centre was relatively pleasant and well-maintained, with no litter observed at the time of our survey. The Centre fulfils its purpose by serving a local catchment, catering to the day-to-day needs of local residents. We therefore consider this Centre to be important for this role and is therefore considered to be vital and viable.

Finisterre Way Local Centre

- 4.68. Finisterre Way is located is located approximately 1.6km to the south-east of the Site and comprises a total of 7 units. Finisterre Way is identified in the Littlehampton Neighbourhood Plan as a Local Centre on the Proposals Map. It is positioned in Zone 4.
- 4.69. The Centre is the smallest of all the Local Centres in the Littlehampton urban area, comprising just 2 units – a Tesco Express and a Boots Pharmacy, which comprise 1 large unit, with a small car park outside which offers free car parking. The household survey identifies that the Tesco has a limited market share but its influence extends across Zones 1-5 reflecting its location and top-up shopping role.
- 4.70. The Centre is located within a residential area with no other convenience, comparison goods or service units located nearby, with the nearest convenience offering being the Londis located on Norfolk Road, circa 610m south west of the Centre. Despite the size of the Centre, it was relatively busy on the day of the survey, with the car park being fully occupied, and with many vehicles parked along Finisterre Way.

- 4.71. The Centre was well-maintained and clean, and provided a pleasant atmosphere. Overall, despite the small size of this Centre, we consider that it plays a vital role in serving a local and residential catchment.

Norfolk Road / Western Road Local Centre

- 4.72. Norfolk Road / Western Road is located approximately 2km to the south-west of the Site and comprises a total of 5 units. Norfolk Road / Western Road is identified in the Littlehampton Neighbourhood Plan as a Local Centre. It lies on the boundary of Zones 1 and 4.
- 4.73. The Local Centre includes 1 Londis convenience unit, as well as 2 leisure services comprising a café and a public house, as well as 1 nursing home. The Londis store was not identified specifically in the Household Survey and is very likely to be used for top-up shopping only.
- 4.74. There was 1 vacant unit identified, adjacent to the Londis store. There were no comparison goods retailers, financial and business or retail service units identified, which is unsurprising given the small size of the Centre. Vehicle parking was mostly on-street, with a large car park at East Beach in the wider area.
- 4.75. The Centre is in a predominantly residential area, located within close proximity to East Beach and several visitor attractions such as a children's playground, a miniature railway, tennis courts and an adventure golf course.
- 4.76. While footfall and activity were fairly low in the area at the time of our survey, the Centre was relatively pleasant and well-maintained, with no litter observed at the time of our survey. Its location suggests that, in addition to serving the day-to-day needs of local residents, it may also experience seasonal fluctuations in footfall from visitors making use of the nearby leisure amenities.
- 4.77. Overall, the Centre effectively service its local catchment and plays an important role in meeting the everyday needs of local residents, as well as for visitors travelling to the East Beach. Given its function, we consider the Centre to be both vital and viable.

Other Defined Centres

4.78. The following Local Centres within the ADC administrative area and defined in the Development Plan are also within the Study Area:

- East Preston (Zone 4).
- Angmering (Zone 5).
- Ferring (Zone 6).
- Walberton (Zone 9).
- Barnham (Zone 9 / boundary of Study Area).
- Yapton (Zone 9).

4.79. Our survey has found the Centres all have a localised convenience shopping role specific to their settlement and zone. There are no major food/non-food attractions in these Centres or settlements. Some Centres do appear on the household survey results but only with limited levels of market share largely specific to their zone location.

4.80. The eastern parts of the Study Area and specifically Zones 6 and 7 lie outside the ADC administrative area and are positioned in Worthing Borough Council and the South Downs National Park area. The household shopping survey has identified the following Centres locations as having an influence on local shopping patterns:

- Goring District Centre (Zone 6).
- Findon Local Centre (Zone 7).
- Durrington Local Centre (Zone 7).

4.81. The influence of these centres is localised to largely within their zones and with a specific convenience and service function only. The convenience and comparison shopping patterns in these zones are influenced more by larger out-of-centre stores and outlying/non Study Area higher order destinations such as Worthing Town Centre.

Out-of-Centre Food & Non-Food Retail Provision

4.82. There are other retail parks and freestanding stores within the Littlehampton/Rustington urban area and Study Area which operate as main food and non-food shopping destinations and are of relevance to the Assessment. The locations are identified on the plan at **Appendix 4** and their offer is summarised below:

Food Stores

- **Morrison's, Hawthorn Road, Wick:** This store extends to 2,323 sq.m net and is located in Zone 2 in an out-of-centre location. It is accessed from the A259 via the Wick Roundabout. The store was purpose built for Morrison's and is supported by a large surface level car park and petrol filling station. The store has some supporting comparison goods and a comprehensive food offering of circa 15%. The store was relatively busy on our visits and has the second highest market share (20%) in Zone 2. The store also attracts some custom from Zones 1, 3 and 8.
- **Tesco Extra, Broad Piece, Wick:** This store extends to 4,058 sq.m net and is located in Zone 3 in an out-of-centre location. It is accessed from the A259 via the Bridge Road roundabout. The store was purpose built for Tesco and is supported by a large surface level car park and petrol filling station. The store has a wide comparison goods range equating to circa 35% of the net sales area. The store is one of two dominant food destinations in the Littlehampton/Rustington urban area drawing trade from Zones 1 (20% market share), 2 (34%), 3 (17%), 8 (15%) and 9 (24%). On our visits, we noted the store is very busy which is reflected in its market shares. The ability to attract this level of trade is likely to be due to its strategic position at the western edge of the urban area and ease of access from the A259.
- **Aldi, Unit 2 Manor Road Retail Park, Rustington:** This store extends to 1,120 sq.m net and is located in Zone 4 in an out-of-centre location. It is accessed from the A259 via a dedicated

access/egress route. The store was purpose built for Aldi and is supported by a surface level car park which it shares with the adjoining Next store. The store is the only discount food destination on the A259 corridor and sells predominately convenience goods. It has a fairly broad appeal with trade drawn from all Zones in the study area apart from 8. The highest share is 14.4% from Zone 5 with all other levels below 10%. This is an indicator of the broad appeal that a discount food store can have when positioned in an accessible position such as the A259. On our visits, we have noted the store is generally busy which may also be assisted by its position next to Next's only store in the ADC area.

- **Sainsbury's, Manor Road Retail Park, Rustington:** This store extends to 7,074 sq.m net and is located in Zone 4 in an out-of-centre location. The store has a wide comparison goods range equating to circa 35% of the net sales area. It is accessed from the A259 via a dedicated access/egress route which it shares with the Retail Park to the immediate west. The store was purpose built for Sainsbury's and constructed as a replacement store following a 2012 planning permission. The store is positioned above the majority of the surface level car park. This store also has a broad appeal with trade drawn from all Zones in the study area and is the most popular food store location in the ADC urban area. It is most popular in Zones 4 and 5 (36% and 40% market share respectively). On our visits, we have noted the store is very busy and popular due to being the most modern and prominent food store along the A259.
- **Asda, Littlehampton Road, Ferring:** This store extends to circa 6,000 sq.m net and is located in Zone 6 in an out-of-centre location. The store has a wide comparison goods range equating to circa 35% of the net sales area. It is also accessed from the A259 via a dedicated access/egress route. The store was purpose built for Asda and is supported by a surface level car park and petrol filling station. This store also has some market share across the study area (apart from Zones 8 and 9) but at levels of between 4-9%. This is likely to be due to the presence of

competing stores further west along the A259 (e.g. Sainsbury's and Aldi). The level of trade this store is likely instead to be generated from the east and the wider Worthing urban area. On our visits, we have noted the store is relatively busy and popular.

4.83. The main non-food destinations in the Study Area are as follows:

- **Manor Road (or Rustington) Retail Park, Rustington:** This out-of-centre Retail Park positioned in Zone 4 contains four non-food units (in addition to the food units identified) including Halfords, Pets at Home, Dunelm and Next. This is the main out-of-centre comparison goods destination in the Rustington area and along the A259 corridor. The household survey indicates it has a broad appeal across the Study Area with comparison goods market share in all zones. This increases to between 5-10% for Zones 1-4 due to proximity.
- **Arun Retail Park, Broad Piece, Wick:** This out-of-centre Retail Park positioned in Zone 3 contains two non-food units occupied by Currys and Wickes. This location benefits from its position on the same access as the Tesco Extra store and is the main out-of-centre location for electrical and home improvement products in the urban area. This is reflected in higher levels of market share (12-27%) in Zones 1-5 and also 9-10% from Zones 8-9.

4.84. The Study Area extends eastwards to the western edge of Worthing. There are food retail locations such as Tesco Extra at West Durrington which attract trade from Zones 6 and 7 due to their location. These stores have a limited to nil trade draw from the Littlehampton/Rustington zones. For comparison goods, the market share profile does alter with Worthing Town Centre being identified by the household survey as a destination for Littlehampton/Rustington urban area residents with a market share of circa 13% (Zones 1 and 2) being the most noteworthy.

4.85. Bognor Regis and Chichester are to the west of the Study Area and important retail destinations. The household survey confirms the food stores in these towns have a fairly limited market share in the Study

Area which is to be expected given the distance. The non-food influence increases with Chichester being a particularly popular location for Zone 3, 8 and 9 residents with a market share ranging from 11-23%. Bognor Regis’s non-food market share and influence is limited to circa 5-6%.

On-line shopping

4.86. This assessment does not specifically model trade from on-line purchases as the expenditure spent on such purchases is deducted from available expenditure due to this being a special form of trading (“SFT”). This is explained further in Section 6 of this Assessment. To indicate the influence of on-line shopping in the Study Area, **Table 4.4** below summarises the market shares for clothing & footwear identified from the household shopping survey in the ADC zones of the Study Area:

Table 4.4: ADC Zones: On-line clothing & footwear market share

| Zone | Clothing & Footwear |
|-------------------------------------|---------------------|
| 1. Littlehampton North | 50% |
| 2. Littlehampton South | 55% |
| 3. Climping & Littlehampton Central | 54% |
| 4. Rustington & East Preston | 36% |
| 5. Angmering | 50% |
| 8. Arundel | 33% |
| 9. Slindon & Yapton | 53% |

Source: Study Area Household Survey (January/February 2025)

4.87. The levels of on-line spending represent a significant and dominant proportion of the overall spending potential of the ADC zones which illustrate the influence of this on consumer patterns.

Major Retail Commitments

4.88. As part of the assessment, we also need to understand and (if necessary) assess major retail commitments that will influence the

Study Area and shopping patterns. Through our pre-application discussions with ADC officers, we have identified the following retail commitments/proposals.

North Littlehampton/Hampton Park

- 4.89. This is an urban extension for residential and a range of commercial, education and community use on the edge of Littlehampton 270m to the north-west of the Site.
- 4.90. The site has Outline Planning Permission (“OPP”) for 1,260 homes, 13,000 sq.m of employment, up to 3,500 sq.m of retail, a hotel and other uses under ADC Planning Permission Ref: LU/47/11 permitted on 23rd January 2013. The site is identified as a Local Centre on the Neighbourhood Plan Proposals Map.
- 4.91. The site is part completed and part under construction with residential dwellings only having been completed to date. The development plots for retail, hotel and employment uses are empty and have not been the subject of Reserved Matters submissions to date. The Local Centre is proposed to be located round an existing roundabout and is now a cleared development plot. This had no visible signs of marketing or construction activity on our site visits.
- 4.92. The OPP Design and Access Statement (see Paragraph 7.2.5) states that the scale of this Centre will be constrained in size in order to complement with existing and proposed provision in Littlehampton Town Centre and at Wick Street Local Centre. The intention is for the scheme not to compete with these locations and widen the range of jobs available, particularly to future residents of Hampton Park.
- 4.93. Whilst the final mix of retail uses is unknown, any convenience provision is likely to be limited to a small top-up shopping facility to serve the needs of the neighbourhood consistent with the description in the OPP Design & Access Statement.
- 4.94. The localised nature of this scheme will not have any perceptible effect on shopping patterns in the area and has a different retail function from

the destined based food and non-food retail profile of the Proposed Development.

Land to the West of New Courtwick Lane, Littlehampton

- 4.95. We are also aware of an emerging proposal for a food store as part of a mixed-use scheme on a site known as Land to the West of New Courtwick Lane, Littlehampton. The proposal has been the subject of an EIA Screening Opinion (ADC Ref: LU/284/24/ESO) dated 22nd November 2024. A planning application was submitted in April 2025 (ADC Ref: LU/72/25/OUT) and is currently under consideration. The scheme includes a Foodstore (1,912 sq.m GIA) and two drive-thru units. We comment further on this proposal in Section 6.
- 4.96. These findings have informed our assessment of impact in Section 6 of this Statement.

5. SEQUENTIAL ASSESSMENT

Policy Background

5.1. In accordance with NPPF paragraphs 92 and 94 and Local Plan Policy RET DM1, this part of the assessment outlines the compliance with the Sequential Test in terms of the ability for the Proposed Development to be located in and on the edge of defined Centres.

Assessment Requirements

5.2. Based on the catchment that the Proposed Development is seeking to serve, it has been agreed with ADC that the sequential assessment should consider the following:

- Littlehampton Town Centre;
- Edge of Littlehampton Town Centre;
- Rustington Local Service Centre;
- Edge of Rustington Local Service Centre;
- Land/sites identified for development of main town centre uses in the Development Plan and in pre-application discussions, namely:
 - Land at North Littlehampton/Hampton Park;
 - The Windmill, Coastguard Road, Littlehampton;
 - Land at Paterson Wilson Road, Littlehampton;
 - Land west of Brook Lane and south of A259, Angmering;
 - Land at Water Lane, Angmering; and
 - Land off Arundel Road, Angmering.

5.3. It is not considered necessary to assess existing Village and Local Centres as they generally do not include larger sites or units which can accommodate the scheme and do not have a main-food and non-food shopping role beyond their immediate neighbourhoods. Notwithstanding this, from our own visits to such Centres we have not identified any sites that can reasonably accommodate the Proposed Development.

- 5.4. Whilst equal to Rustington and within the Study Area, we have also not assessed Arundel Local Service Centre as it is not in geographic location that can serve the Proposed Development's catchment. We have nonetheless visited the Centre and are satisfied there are no suitable and available opportunities.
- 5.5. This Assessment has been undertaken adopting the principles of the clearly established Case Law and Secretary of State Appeal decisions relating to the application of the Sequential Approach. In relation to each individual requirement, the principles can be summarised as follows:

Suitability

- 5.6. The requirement for the sequential test is outlined and explained in the PPG (see paragraphs 91-93) and the PPG. Paragraph 92 states how applicants should demonstrate flexibility on issues such as format and scale, so that opportunities to utilise suitable town centre or edge of sites are fully explored.
- 5.7. The Courts have provided clarification on the application of the sequential test and the need for applicants to demonstrate flexibility i.e. the test in the NPPF and PPG. These judgements provide important legal precedents that apply to the interpretation of the NPPF. The Supreme Court's ruling in the case of Tesco Stores Ltd v Dundee City Council (2012) established that 'suitability' is related to the Applicant's or retail occupier's own requirements. Paragraph 29 of the Judgement (Lord Reed) states that a key question is: "...*whether an alternative site is suitable for the proposed development, not whether the proposed development can be altered or reduced so that it can be made to fit an alternative site*".
- 5.8. This principle has now been established in English law in the Administrative Court judgement in the case of R (on the application of Zurich Assurance Ltd T/A Threadneedle Property Investment v North Lincolnshire Council) [2012].

- 5.9. The Rushden Lakes decision (appeal ref. APP/G2815/V/12/2190175) also clarifies whether there is any longer a requirement to assess the scope for disaggregation. Importantly this was ultimately a Secretary of State decision. When commenting on the disaggregation issue, the Inspector stated: *“There is no longer any such requirement stated in the NPPF...Had the Government intended to retain disaggregation as a requirement it would and should have explicitly stated this in the NPPF. It is too large a point to rest on implication. If it had been intended to carry on with the requirement then all that would have been required is the addition of the word “disaggregation” at the end of NPPF [24].”* (para. 2.68)
- 5.10. This approach was reconfirmed in the October 2019 Court of Appeal decision (Salford Estates (No.2) Ltd v Durham CC & ANR and is reflected in the current NPPF and Development Plan policy both of which make no specific reference to disaggregation.

Availability

- 5.11. In terms of availability, the 2012 version of the NPPF asked whether town centre or edge of centre sites were ‘*available*’. It did not ask whether such sites are likely to become available during the remainder of the plan period, or over a period of some years. The latest version of the NPPF (December 2024) at paragraph 91 however clarifies that: *“...only if suitable sites are not available (or expected to become available within a reasonable period) should out of centre sites be considered.”*
- 5.12. Therefore, a sequential assessment must be based on accommodating a proposal, within a ‘*reasonable period*’.
- 5.13. Against this background, the sequential test seeks to see if the scheme proposed under this planning application, i.e. what is proposed, can be accommodated on a sequentially preferable site. The sequential test includes a requirement to be flexible on issues such as format and scale in the assessment of individual sites but does not require the Applicant to disaggregate the scheme. Suitable and available means suitable and available for the development that is proposed.

Assessment Parameters

5.14. The Proposed Development involves the provision of nine retail units, extending to a total of around 12,500 sq.m GIA, over a site area of around 4 hectares. The following site search parameters are therefore proposed, based on the explained context:

- **Flexibility:** Sites of around 3.4ha that can accommodate around 10,500 sq.m of commercial floorspace to provide up to up to 9 units in a terrace have been considered. This is around 85% of the floorspace and site area proposed which represents a reasonable degree of flexibility for this type of scheme. This is also to meet the applicant's anticipated tenant requirements which in total meet the scheme's size and terraced configuration. Such tenant requirements are also reliant on being in a multi-unit/terraced configuration to benefit from linked/spin-off trips so cannot be separated without undermining the purpose of the Proposed Development.
- **Availability:** Based on construction commencing in early-2026, with occupation by early-2027, depending on the outcome of the planning process. Development sites that cannot be delivered within a reasonable timeframe, have been discounted as unavailable.

Assessment Findings

5.15. Our detailed findings for specific sites are outlined in the detailed proformas presented in **Appendix 6**. The findings are summarised below.

Littlehampton Town Centre

5.16. From our survey of the Town Centre we only identified vacant units and the former Waitrose site as potential sequentially preferable sites.

Vacant Units

- 5.17. There are circa 27 vacant shop units in and on the edge of the Town Centre. Some are available as they are being marketed. Some are unavailable as the intentions of the owner are not being demonstrated via marketing and / or a planning application for example. The largest three vacant units are 230 sq.m (61-63 High Street), 270 sq.m (80-82 High Street) and 450 sq.m (57 High Street). There are no units that are larger than the smallest retail units in the Proposed Development (i.e. Units 8 and 9 being 507 sq.m).
- 5.18. The units are larger than the food & beverage unit (Unit A3). This unit cannot be disaggregated from the Proposed Development and positioned in one of these vacant units as it has been designed to fulfil the amenity role in support of the wider scheme. The vacant sites are therefore not sequentially preferable.

Former Waitrose store, Avon Road

- 5.19. This site lies in a Town Centre location being partly designated as Secondary Retail Frontage. The site extends to 0.6ha and has been vacant since 2015 following the closure of the Waitrose store.
- 5.20. The site is not being actively marketed and had a planning permission (ADC Ref: LU/214/20/PL) for a mixed-use residential/commercial scheme which expired in March 2024. The site is the subject of an active development scheme for the construction of a new 130 bedroom Premier Inn hotel and restaurant. This included a public consultation in February with a planning application submitted on 24th April 2025 (ADC Ref: LU/76/25/PL) for the Premier Inn development and associated works. The target determination date for this application is 29 July 2025.
- 5.21. The site is therefore not available for the Proposed Development. The site is also too small at 0.6ha both in its existing form or if redeveloped in its entirety to accommodate the Proposed Development. It is therefore also not suitable or viable for the Proposed Development.

Littlehampton Town Centre: Summary Conclusion

- 5.22. On this basis, there are no sequentially preferable opportunities in and on the edge of Littlehampton Town Centre.

Rustington Local Service Centre

- 5.23. From our survey of the Town Centre we have not identified any development plots in and on the edge of the centre.

- 5.24. There are circa 5 vacant shop units in and on the edge of the Town Centre. Some are available as they are being marketed. Some are unavailable as the intentions of the owner are not being demonstrated via marketing and / or a planning application for example. The largest vacant units are 240 sq.m (154 The Street) and 160 sq.m (2-4 Sea Lane). There are no units that are larger than the smallest retail units in the Proposed Development (i.e. Units 8 and 9 being 507 sq.m).

- 5.25. The units are larger than the food & beverage unit (Unit A3). This unit cannot be disaggregated from the Proposed Development and positioned in one of these vacant units as it has been designed to fulfil the amenity role in support of the wider scheme. The vacant sites are therefore not sequentially preferable.

Rustington Local Service Centre: Summary Conclusion

- 5.26. On this basis, there are no sequentially preferable opportunities in and on the edge of Rustington Local Service Centre. There are also no suitable out-of-centre sites which are well connected to the Centre compared with the Application Site.

Other Identified Sites

North Littlehampton / Hampton Park Masterplan Local Centre

- 5.27. This site lies to the north-west of the Application Site. This is an urban extension area for 1,260 homes, 13,000 sq.m of employment, up to

3,500 sq.m of retail, a hotel and other uses being implemented under Planning Permission Ref: LU/47/11 permitted on 23rd January 2013. The scheme is designated as a Local Centre in the Neighbourhood Plan.

- 5.28. The site is available with the permitted retail area (which extends to 0.73 ha) being undeveloped and actively marketed. This is smaller than the Application Site. No Reserved Matters application has been made or permitted for the retail component of the scheme.
- 5.29. Due to its size and configuration, the site is too small for the Proposed Development. The permitted retail floorspace is also lower than the Proposed Development. On this basis, it is not sequentially preferable.

The Windmill, Coastguard Road, Littlehampton

- 5.30. This site lies approximately 520m to the south-east of Littlehampton Town Centre. It is out-of-centre but arguably in a more accessible location to the Town Centre than the Application Site.
- 5.31. The site extends to approximately 910 sq.m and in active use by a recently refurbished cinema. It is allocated in the Neighbourhood Plan for refurbishment or redevelopment for leisure purposes only.
- 5.32. Due to its size and use, the site is unavailable and unsuitable for the Proposed Development. On this basis, it is not sequentially preferable.

Land at Paterson Wilson Road, Littlehampton

- 5.33. This site lies approximately 240m to the north-east of Littlehampton Town Centre. It is out-of-centre due to the separation from the Primary Shopping Area but is arguably in a more accessible location to the Town Centre than the Application Site. It extends to 0.81 hectares.
- 5.34. The site is part allocated for housing and E(g)(i) / (ii) uses in the Neighbourhood Plan. Planning permission was granted in June 2024 for the demolition of the existing Ambulance building and construction of 9no. flats with associated development including parking,

landscaping and bin/bicycle storage at the former Ambulance Station and associated car park.

- 5.35. Part of the site is occupied by a Police Station and is unavailable. The former Ambulance Station is available. This part of the site is only 0.14 hectares and is too small for the Proposed Development. It is therefore unsuitable for the Proposed Development. On this basis, it is not sequentially preferable.

Land west of Brook Lane and South of A259, Angmering

- 5.36. This site lies approximately 2.2km to the north-east of Littlehampton Town Centre and 1.5km to the north-west of Rustington Local Service Centre, in an out-of-centre location. It is positioned to the east of the Application Site.
- 5.37. This largely greenfield site is the subject of a current planning application for a circa 9,300 employment park (Use Classes E(g)(iii) and B8) submitted on 14th February 2023 (Arun Ref: AS/39/23/PL). There is no target date for a decision. The site is therefore not available.
- 5.38. Whilst it is closer to existing retail uses along the A259 corridor than the Site, it is no more accessible than the Site to defined centres. It is therefore not sequentially preferable and can be discounted accordingly.

Land North of Water Lane, Angmering

- 5.39. This site lies approximately 4.5km to the north-east of Littlehampton Town Centre and 3.1km to the north-east of Rustington Local Service Centre, in an out-of-centre location. It is positioned to the east of the Application Site.
- 5.40. This is an urban extension area for 525 homes and 3 hectares of employment land being implemented under Planning Permission ADC Ref: A/40/18/OUT permitted in May 2022 with Reserved Matters approved in August 2022.

- 5.41. This site lies further away from defined Centres than the Site and is in a less accessible location. It is therefore not sequentially preferable and can be discounted accordingly.

Land at Arundel Road, Angmering

- 5.42. This site lies approximately 5km to the north-east of Littlehampton Town Centre and 3.1km to the north-east of Rustington Local Service Centre. in an out-of-centre location. It is positioned to the east of the Application Site.
- 5.43. This is an urban extension area for 160 homes and employment floorspace permitted under ADC Ref: A/122/19OUT in March 2020. There have been no Reserved Matters approvals to date.
- 5.44. This site lies further away from defined Centres than the Site and is in a less accessible location. It is therefore not sequentially preferable and can be discounted accordingly.

Other Identified Sites: Summary Conclusion

- 5.45. On this basis, there are no available or suitable accessible out-of-centre locations that are well connected to Centres which could be considered sequentially preferable opportunities.

Conclusions

- 5.46. From our assessment, we have not been able to identify any appropriate sequentially preferable opportunities within or on the edge of Littlehampton Town Centre, Rustington Local Service Centre or any other locations. There are also no accessible out-of-centre locations that are well connected to the Town Centre, which could be considered sequentially preferable.
- 5.47. On this basis, we can conclude that the Proposed Development complies with the requirements of the sequential test and is in accordance with NPPF paragraphs 92 and 94 and Local Plan Policy RET DM1.

6. IMPACT ASSESSMENT

Introduction

- 6.1. This section sets out our assessment of the Proposed Development against the NPPF impact tests and as required by Local Plan Policy RET DM1. This is informed by a quantitative assessment of the Proposed Development's turnover and impact set out at **Appendix 7**.

Role and Function of the Proposed Development

- 6.2. Before assessing the impact of the Proposed Development, it is important to first understand the anticipated role, function and characteristics of the scheme within the Study Area.
- 6.3. The proposed Use Class E retail units are intended to provide Littlehampton's residents and the surrounding area with a new convenience and comparison goods retail offer to provide additional choice for residents, competition to existing stores and clawback a proportion of the non-food expenditure that is not spent stores in the Littlehampton/Rustington urban area. The characteristics can be best summarised via the individual convenience and comparison goods functions.

Convenience Goods stores

- 6.4. There are two proposed specialist convenience goods stores (Units A2 and A5) and a discount/general merchandise retailer with an element of convenience goods (Unit A1). Their differing characteristics are summarised below.
- 6.5. The proposed Lidl store will supplement the retailer's existing Town Centre to provide a second store in a part of the settlement (the A259 corridor) where it is not currently represented. The unit will provide the local community with the retailer's latest trading format which in this location can compete more effectively with the larger/better positioned out-of-centre stores that currently occupy the A259 corridor. Lidl's town centre store will remain open as the retailer is pursuing a two store

strategy in catchment sizes similar to the Littlehampton urban area. This is to retain access for existing customers in greater proximity to the Town Centre store and enhance their attraction to potential new customers. The store will have a comparison goods element which is expected to be up to 20% of the sales area.

- 6.6. The proposed Unit A2 store is to be occupied by a food retailer that is currently not represented with a main food store in the Littlehampton/Rustington area. This will provide choice and competition for those residents who are currently using existing main-food stores in the Littlehampton/Rustington area. This store will sell convenience goods with any comparison offer limited to ancillary levels.
- 6.7. Both stores will provide main and top-up shopping opportunities for customers and visitors to the completed scheme. The top-up convenience function is expected to replicate that of existing larger stores along the A259 corridor. It is not expected to compete to any material extent with existing local convenience stores and parades which serve their own immediate local resident catchments.
- 6.8. The convenience goods offer of the discount/general merchandise retailer is limited to dried and vacuum pack goods which differs and is complementary to the wider offer of the scheme. This is expected to compete with similar offerings in out-of-centre food stores along the A259 corridor.
- 6.9. The majority of the Proposed Development's convenience turnover is generated by Units A2 and A5. The proposed stores' natural competitors are other main food stores which sell convenience goods for largely main-food purposes. In this location it will be those currently present along the A259 corridor, i.e. Tesco, Morrison's, Sainsbury's, Aldi and Asda.

Comparison Goods stores

- 6.10. The comparison goods offer of the Proposed Development is intended to be broad to provide new modern accommodation for retailers that are not present in the Littlehampton/Rustington area and can meet the requirements of the local community.

- 6.11. Unit A1 is expected to be occupied by a discount general merchandise retailer not represented in the Littlehampton / Arun DC area. Their offer is aimed primarily at the discount homewares, leisure and gardening sectors with some bulky and seasonal goods. This store also convenience goods offer (as explained at paragraph 6.8). This is expected to compete with similar offerings in out-of-centre food stores along the A259 corridor.
- 6.12. Units A4 and A6-A8 have been designed to provide accommodation for national multiple retailers within the general merchandising, variety and clothing & footwear sectors. The retailers cannot be named at this stage as their commitment is subject to the outcome of the planning process. The majority of retailer requirements are from operators that are not currently represented in the ADC area.
- 6.13. Section 2 of the DAS presents an alternative layout scenario for the Proposed Development where Units A7-A9 are amalgamated to provide a larger single unit (Unit A7) and associated external garden centre that it suited to the DIY / bulky goods sector. This would be a retailer that is not present in the Littlehampton/Rustington area. Whilst this planning application does not seek planning permission for that specific layout, we have undertaken an assessment of DIY/bulky goods impact to support the principle of such a scheme should it progress as an alternative in the future. The assessment is outlined at paragraphs 6.50-6.51.
- 6.14. The Proposed Development is expected to draw 70% of its trade from the Littlehampton/Rustington urban area zones (Zones 1-4). It also reasonable to expect some trade from zones 5-9 as the household survey demonstrates how the A259 corridor retailers benefit from the route's accessibility and ease of access. This also includes trade from surrounding settlements such as Arundel, Angmering and Yapton whose residents undertake shopping trips in the Littlehampton/Rustington urban area due to ease of access and the retailers present.

- 6.15. There will also be some trade drawn from outside of the Study Area due to the location of the Site and the combined attraction of the committed and anticipated retailers.
- 6.16. The Study Area trade draw of the scheme is outlined in **Table 6.1** below.

Table 6.1 – Scheme Study Area Trade Draw

| Zone | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Total |
|-------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|--------------|
| % | 20 | 20 | 10 | 20 | 7.5 | 7.5 | 5 | 5 | 5 | 100 |

Methodology

- 6.17. The impact assessment presented at **Appendix 7** follows a standard methodology with diversions based on the estimated turnover of the Proposed Development from the Study Area, the location and size of competing facilities and the potential for overlap for those goods to be sold.
- 6.18. The assessment has been undertaken on a goods-based approach reflecting the convenience and comparison goods to be sold from the Proposed Development. This is based on the following step-by-step method:
- (i) **Study Area:** Based on the Study Area from which the Proposed Development is likely to draw the majority of its trade. This is as per the description at **Table 6.1** and the Study Area presented on the plan at **Appendix 4**.
 - (ii) **Population & Expenditure:** An estimate of the population and available expenditure within the Study Area at 2025 (“the base year”) and 2028 (“the design year”). This reflects the estimated project timeline of the scheme being open for trading in early 2027 and 2028 being when it will have achieved a full year of trading.

All monetary figures are expressed in a 2023 price base. The population and expenditure data used in the assessment is specific to the Study Area and its individual zones. This data has been

provided by Experian and grown in line with their recommended projections for population and expenditure. The latter is based on guidance in the Experian Retail Planner Briefing Note 22 (March 2025). Both per capita figures have had deductions to take account of expenditure spending on SFT such as internet and catalogue sales.

(iii) Existing Patterns of Trade: An estimate of the turnover of existing retail floorspace at the base and design years. This is based on the market shares provided in the household survey data (see **Appendix 5**). This is presented in **Tables 4 and 8, Appendix 7**. This has allowed us to gain an understanding of the influence of existing provision within and outside the Study Area.

Existing Patterns of Trade

6.19. The assessment has been undertaken in two stages:

- (i) **Convenience Goods:** To assess the impact of the proposed convenience goods floorspace within the Proposed Development; and
- (ii) **Comparison Goods:** To assess the impact of the proposed comparison goods floorspace within the Proposed Development. This considers the two potential scheme layout scenarios explained earlier.

Convenience Goods

6.20. The first step in assessing the estimated trading effects of the proposed convenience goods floorspace is to establish the current 'actual' trading patterns of convenience shopping facilities within the Study Area. This is achieved by first calculating the anticipated levels of population and expenditure within the Study Area at the base year of 2025 and the design year of 2028. This is based on the data inputs set out above and is shown in **Table 1, Appendix 7**.

- 6.21. The second stage of the process is to establish the current convenience trading patterns within the Study Area at the base and design years. It also allows an understanding of the influence of stores located outside of the Study Area on existing shopping patterns. This is provided by the household survey results to inform market share levels (see **Table 4, Appendix 7**). In this regard, the results of the household survey have been used to systematically build up the turnovers of the stores/centres derived from the Study Area and to establish that the level of expenditure that is currently drawn to those facilities from within the Study Area. The results of the analysis for the base year of 2025 are shown in **Table 5, Appendix 7**.
- 6.22. The turnover of Centres and stores within the Study Area at the design year is then estimated. Turnovers for the design year of 2028 are provided at **Table 6, Appendix 7**.
- 6.23. The results of this exercise indicate the most popular Study Area store positioned in the ADC area is Sainsbury's in Rustington. This is expected to draw a convenience goods turnover of £54.51m in 2028 from the Study Area excluding inflow.
- 6.24. The Tesco Extra store in Wick is the next most popular store in the ADC part of the Study Area, with a convenience goods turnover of £39.81m of turnover from Study Area, also excluding inflow.
- 6.25. All of the A259 corridor stores are the most popular ADC locations in the Study Area to varying degrees. The stores in Littlehampton Town Centre and Rustington Local Service Centre have a lesser function and influence across the Study Area. In turn their convenience goods turnovers are less, proportionate to their position. Local stores in the Study Area draw varying amounts of trade, generally serving their respective local zones and, in the main, performing a top-up function.
- 6.26. It also worth noting the influence of the Tesco Extra store in West Durrington, Worthing. This is the closest out-of-centre store to the ADC part of the Study Area and has a particular influence on Zones 5 and 6 which straddle the boundary with ADC and the adjoining authority area. To the west, stores in the Bognor Regis and Chichester areas only have an influence for Arundel and Slindon/Yapton zone residents.

Comparison Goods

- 6.27. For comparison goods, we have undertaken a similar approach as convenience goods, using the household survey to build up shopping patterns and turnover based on the individual goods categories. The respective market shares of existing Centres and stores at the base year of 2025 is set out in **Table 8, Appendix 7**.
- 6.28. Applying these market shares to the available comparison good expenditure allows us to estimate the comparison goods turnover of each Centre / store drawn from the Study Area in 2025 (see **Table 9, Appendix 7**).
- 6.29. **Table 10, Appendix 7** projects these forward to the design year of 2028, using the same methodology as for convenience goods.
- 6.30. This table shows that the most popular comparison goods locations in the ADC part of the Study Area are the Manor/Rustington and Arun Retail Parks which have a total turnover of circa £76m. Littlehampton Town Centre has an estimated turnover of circa £27m. Rustington Local Service Centre has a higher turnover of circa £38m reflecting its broader appeal than the Town Centre.
- 6.31. The comparison goods facilities retain circa £121m of retail expenditure within the Littlehampton/Rustington zones which represents 65% retention and thus evidence of leakage to other locations such as Worthing and Chichester. For the reasons explained at paragraph 4.86, this does not allow for the level of expenditure spent on-line which represents circa 50% of available spending in the Littlehampton/Rustington zones.

Convenience Goods Trade Diversion

- 6.32. For convenience goods, the next step in the assessment is to calculate the level of diversion from existing convenience goods facilities to the Proposed Development in 2028.

- 6.33. **Table 3, Appendix 7** identifies that we have calculated that the Proposed Development will have a total convenience goods turnover of £32.36m of which £30.74m (95%) will be drawn from within the Study Area.
- 6.34. The level of trade diversion is calculated on the basis of conventional retail impact methodology assumptions. In respect, it should be recognised that the PPG (see ID: 015 Reference ID: 2b-015-20190722) sets out that assessments should be undertaken on a 'like-for-like' basis. The diversions are based on the distance from competing facilities, the size and anticipated function of the Proposed Development, ease of access, existing known shopping patterns, retail fascia and the overlap in goods sold. The patterns of diversion are informed by the flows derived from the household survey.
- 6.35. There are no major retail commitments in the form of planning permissions to assess on a cumulative basis. Although it is not a commitment, we have for completeness, undertaken a cumulative impact analysis including the New Courtwick Lane Foodstore planning application identified in Section 4.
- 6.36. The levels of trade diversion to the proposed convenience goods floorspace in 2028 are presented in **Table 7, Appendix 7**. The main diversions from Study Area stores and the impact can be summarised as follows:
- Tesco Extra, Wick (£7.6m diversion / 17% impact);
 - Sainsbury's, Rustington (£6.8m diversion / 11% impact);
 - Morrisons, Wick (£3.3m diversion / 22% impact);
 - Asda, Ferring (£3.1m diversion / 9% impact); and
 - Aldi, Rustington (£3.0m diversion / 12% impact).
- 6.37. This level of diversion has been identified based on the following principles:
- The proposed stores will largely compete with other stores on the A259 corridor based on location, attraction and competition.

- There will be some diversion from Littlehampton Town Centre (£2.4m / 8%), primarily from the Lidl store (£1.3m / 9%) as its customers choose the new scheme. This is otherwise lower than the A259 stores due to their closer proximity and comparable offer.
- There will also be some diversion from Rustington Local Service Centre (£1.2m / 5%), primarily from the Waitrose store (£0.8m / 4%) due to its overlapping offer. The diversion is lower due to the position away from the A259 and the overall strength of this centre's offering.

Comparison Goods Trade Diversion

Non-Food Led Scheme

- 6.38. The comparison goods impact assessment uses a similar approach to that for convenience goods, with trade diversions based on the likely role and function of the comparison goods component of the scheme (i.e. clothing & footwear led with some general merchandise and variety goods), distance from competing facilities, ease of access, existing known shopping patterns, retail fascia and the overlap in goods sold.
- 6.39. There are no comparison goods commitments identified, so trade diversions and impacts set out below relate solely to the Proposed Development in line with the convenience goods assessment.
- 6.40. A proportion of the comparison goods turnover of the Proposed Development is likely to be derived from competing food stores within the Study Area and specifically the A259 corridor which has a comparable comparison goods component (i.e. Tesco Extra, Wick (£1.0m and Sainsbury's, Rustington (£0.97m). The Manor/Rustington and Arun Retail Parks will also be a source of trade diversion (£6.7m) depending on the final types of goods sold from the units.
- 6.41. As Littlehampton Town Centre does not have a notable clothing and footwear offer, the level of competition and diversion is likely to be low as a proportion of the overall scheme diversion. This is estimated to be

£1.4m (5% impact). The limited level of diversion that is caused us due to the variety and general merchandise goods anticipated to sold by the potential retailers.

- 6.42. There will be some degree of competition and diversion from Rustington Local Service Centre as that location has an increased clothing and footwear offer than Littlehampton Town Centre. The diversion is estimated as £2.9m (7% impact).
- 6.43. The greater levels of diversion will be from locations such as Chichester (£4.1m) and Worthing (£5.4m) which have a comparison goods offer and function which is used by Study Area residents. The Proposed Development is intended to reverse some of the spending in those locations due to the greater level of accessibility from the Proposed Development.
- 6.44. Against this background, our trade diversion estimates are illustrated in **Table 11, Appendix 7**.
- 6.45. This level of diversion is expected to be a worst-case scenario as this impact assessment does not model trade diverted from on-line spending that will not be spent in-person at the Proposed Development. As this assessment is concerned with the level of trade that is spent in-person in stores rather than SFT, we have not modelled in on-line / SFT as a form of diversion in the impact tables.
- 6.46. On the basis that circa 50% of the Littlehampton/Rustington urban area residents undertake their clothing & footwear shopping online, it is reasonable to conclude that circa 50% of the Proposed Development's comparison goods turnover (equating to circa £15m) could be diverted from on-line. This is a particular benefit of the scheme as the provision of new units to accommodate multiple retailers in an accessible location has the potential persuade the local community to reduce the level of spending on-line to more traditional in-person purchases.

Food & Beverage & Gym units

- 6.47. In addition to the convenience and comparison goods floorspace assessed above, the Proposed Development includes a single food &

beverage unit and a single gym unit. It is not possible to undertake a quantitative impact assessment for these components of the Proposed Development as there is no known or established methodology for doing so. We have therefore focused on qualitative matters.

- 6.48. The food & beverage unit is intended to support the overall scheme by providing an incidental supporting amenity for shoppers, visitors and staff in the Proposed Development. This will serve a different function from any comparable offerings in defined Centres. The scale of the unit is also limited to the extent it will not compete with any other Centres. The commercial gym provision in the Littlehampton Town Centre is very limited so there is no anticipated membership diversion. There is no commercial gym provision in Rustington Local Service Centre.
- 6.49. Based on the anticipated role and function of the two units, we conclude they will not materially draw trade and footfall from existing food & beverage and gym provision within Littlehampton and other defined Centres to a level that could be classed as 'significant adverse' in the context of the function of each Centre as a whole.

DIY / Bulky Goods Scheme Scenario

- 6.50. The alternative DIY / Bulky Goods scheme scenario alters the trade diversion findings due to the different types of goods sold with less clothing & footwear. The results are presented in **Table 11A, Appendix 7** with the main diversions from the Study Area summarised below.
- 6.51. The greatest impacts are on the Arun Retail Park which fulfils the main DIY / bulky goods destination for Littlehampton/Rustington urban area residents. There is also a degree of diversion from facilities further afield (such as Chichester and Worthing) with the scheme having the potential to provide choice in a more accessible position. The levels of diversion from Littlehampton Town Centre are slightly lower (£1.3m / 4%) than the broader comparison goods category. The same finding can be applied to Rustington Local Service Centre (£1.9m / 5%).
- 6.52. From this assessment, we can also conclude that the alternative DIY / Bulky Goods scheme will not materially draw trade from Littlehampton

and other defined Centres to a level that could be classed as 'significant adverse' on the Centre as a whole.

Cumulative Impact

6.53. **Tables 13A and 13B, Appendix 7** present the cumulative impact of the Proposed Development with the New Courtwick Lane scheme. This is based on the combined convenience and comparison goods turnovers of both schemes. The New Courtwick Lane scheme diversion has been sourced from the Retail Impact Assessment (Quod, March 2025) submitted as part of that planning application.

6.54. This assessment identifies that the combined impact on Littlehampton Town Centre increases to £5.66m (9.5% impact). The impact on Rustington Local Service Centre increases to £4.36m (6.4% impact). This is likely to be a worst case estimate as the two schemes (if both granted planning permission) will also compete with each other due to their proximity and overlapping offer. This will reduce any trade diversion from both Centres.

Policy Assessment

6.55. We set out below our assessment of the Proposed Development against the two strands of the impact test set out in NPPF paragraph 94 part a) and Local Plan Policy RET DM1.

Impact of Investment on Centres

6.56. The main focus of investment in the Study Area is Littlehampton Town Centre from where policy directs all new retail and other Town Centre uses in the first instance followed by the Local Service Centres (i.e. Rustington and Arundel) and the planned Local Centre at North Littlehampton/Hampton Park.

6.57. The main investment programme in Littlehampton Town Centre is the Town Centre Strategy. This cannot be impacted upon by the Proposed Development for the following reasons:

- The investment programmes are not reliant on protecting and delivering new retail floorspace of the type under the Proposed Development.
 - The programmes are focused on public realm and building improvements which are designed to enhance the environment and attractiveness of the Town Centre plus encourage its diversification beyond retail.
 - There is no specific proposal or programme planned for that part of the Town Centre where the existing Lidl store operates. The limited diversion from that store will therefore not affect any investment.
- 6.58. In terms of physical schemes as major investment, the main form of planned/proposed investment is the proposed Premier Inn scheme on the former Waitrose site. This is an entirely different form of scheme than the Proposed Development which has no overlapping and competing characteristics as two different land uses. Accordingly, there will be no impact on this proposed investment.
- 6.59. There are no specific forms of investment proposed in Rustington Local Service Centre. Accordingly, there is no basis for the Proposed Development to impact on the Centre in these terms. This also applies to Arundel Local Service Centre.
- 6.60. There is a planned form of investment in the North Littlehampton / Hampton Park urban extension with a Local Centre permitted as part of that wider scheme. This scheme does have permitted retail floorspace in the form of smaller units which have been approved to support this new neighbourhood with immediately accessible goods and services.
- 6.61. The size and scale of the centre is designed to be local and focused on top-up goods and services which is reflected in the Neighbourhood Plan Policy 9 and the permitted scheme DAS. This scheme also has largely smaller units than the Proposed Development. This has a different role and function from the Proposed Development which serves a wider Study Area focused role consistent with other retail facilities along the

A259 corridor. There is no overlap between the two schemes which could cause the Local Centre scheme to not proceed as they will operate in support of different forms of shopping and require different retailers to occupy the permitted / proposed floorspace.

- 6.62. It is noticeable that the permitted scheme already appears to be encountering some delay as the permitted plots remain vacant compared with the residential plots that have been constructed and are occupied. There have also been no Reserved Matters applications made for any commercial element of the scheme since the original Outline permission was granted. This delay cannot be caused by the Proposed Development as it has only been introduced fully into the public domain following the commencement of public consultation in February 2025. Any delay or impact on investment cannot therefore be attributed to the Proposed Development.
- 6.63. We expect the status of the scheme is linked to the delivery of the residential units and the wider permitted commercial plots in this scheme. Until there has been further progress which can increase the number of residents and workers in this area then potential retail occupiers are likely to be cautious in investing and operating from the Centre. The attraction of the permitted scheme is likely to improve once the A284 Lyminster Bypass road with the A27 has been constructed and is operational. We understand this is expected this year ('early 2025' according to West Sussex County Council). This will have the effect of improving the prominence/frontage of the overall permitted masterplan and in turn its ability to attract investment. This will be combined with an increase in the population of the immediate areas as the balance of the masterplan is completed and occupied.
- 6.64. Against this background, the Proposed Development will have no significant adverse impact on existing, committed and planned public / private investment in defined Centres in the Littlehampton/Rustington area. Compliance with NPPF paragraph 94 part a) and Local Plan Policy RET DM1 can therefore be achieved.

Impact on Vitality and Viability including Consumer Choice and Trade

Littlehampton Town Centre

- 6.65. Our survey and assessment of Littlehampton Town Centre has identified that it is vital and viable. Whilst the Centre has experienced decline, it does have notable strengths and key characteristics which underpin its overall health. This includes its lower than national average vacancy rate; the focused improvement programme outlined in the Town Centre Strategy; and emerging proposed investment which will diversify and strengthen the Centre's offer (i.e. the Premier Inn scheme).
- 6.66. The Centre does have an important convenience goods role underpinned by the retail offerings of Sainsbury's and Lidl but this is primarily for the immediate surrounding resident population in Zone 3. The offer and influence outside this Zone become secondary to the dominant food stores along the A259 corridor. The comparison function is further limited but has an important local service function.
- 6.67. Our quantitative assessment has identified that the Proposed Development will draw a mix of trade from the dominant food store and non-food destinations along the A259 corridor. There will be some diversion from the Town Centre which will in the main be from the Lidl store as a proportion of customers migrate to the scheme. The continued presence of that store in the Town Centre will protect from any further diversion as it will continue as an important destination. The level of diversion from the Sainsbury's and Iceland stores are likely to be much less than the Lidl store. Iceland fulfils a specialist function which is not reflected in the tenant line up of the scheme. The Proposed Development is more likely to compete with the Sainsbury's store in Rustington as a direct and nearby competitor. The Town Centre store will continue to have an important role in serving residents of the area.
- 6.68. The comparison diversion will be limited to general merchandise and variety goods. This offer is present in the Town Centre and the A259 stores. Given the locational characteristics, the diversion from the Proposed Development is far more likely to be from A259 stores than the Town Centre.

- 6.69. The total level of trade diversion from both convenience and comparison goods is presented in **Table 12A, Appendix 7**. This identifies a total diversion of £3.84m and an impact of 6.5%. This level of trade diversion and impact is not considered to be 'significant adverse' in magnitude or effect. The offer, function and attraction of the Centre will remain unchanged as it will continue to operate its focused role in support of local residents which has evolved and matured over time to allow it to operate alongside the dominant offerings of the A259 corridor. The reasons why customers visit the store and support its overall health and function will also remain unchanged.
- 6.70. Our conclusions are unchanged based on the level of cumulative diversion presented in **Table 13A, Appendix 7**.

Rustington Local Service Centre

- 6.71. It has been demonstrated that this Centre is more popular in the Study Area than Littlehampton Town Centre despite its position in the Local Plan retail hierarchy and definition. This is largely due to the wider comparison goods offer of the Centre, its more modern shopping environment and the convenience goods function, which is underpinned by the main anchor store, Waitrose. It therefore serves an essential role in support the wider residential community. The wider attraction of the Centre in the Study Area is, like the Town Centre, influenced by its location and the dominant main-food and non-food stores along the A259 corridor.
- 6.72. Due to the overlap in comparison goods function, there will be some trade diversion. There will also be some limited convenience goods diversion due to the overlap in offer. The level of diversion will be effectively capped by the Proposed Development competing with the A259 corridor stores.
- 6.73. The total level of trade diversion from both convenience and comparison goods is presented in **Table 12, Appendix 7**. This identifies a total diversion of £4.05m and an impact of 5.9%. This level of trade diversion and impact is not considered to be 'significant adverse' in magnitude or effect.

- 6.74. The offer, function and attraction of the Centre will remain unchanged as its service function and overall environment will ensure that it continues to attract regular trade and footfall. Residents will also continue to visit the Centre due to its immediate accessibility from the surrounding residential area and to seek greater choice and provision for all types of goods that may not be available in the Proposed Development.
- 6.75. Our conclusions are unchanged based on the level of cumulative diversion presented in **Table 13A, Appendix 7**.

Other Centres

- 6.76. As demonstrated in this assessment and the tables presented in **Appendix 7**, there are no material diversions from other defined Centres. Smaller Local and Neighbourhood Centres will therefore not be affected by the Proposed Development. This is also unchanged based on the cumulative diversion.

Proposed Controls

- 6.77. In order to control the effects of the Proposed Development and prevent significant adverse impacts from occurring in line with NPPF paragraph 92 b) and Local Plan Policy RET DM1, we recommend conditions are imposed as follows:
- Control the sale of goods to the specific units identified.
 - Restrict the amount of convenience and comparison goods to the levels identified.
 - Restrict future sub-division and mezzanine floorspace installation beyond the configurations presented in this application.
- 6.78. Against this background, we conclude there is no evidence the Proposed Development will have a significant adverse impact on the vitality and viability of defined Centres including Littlehampton Town Centre. Accordingly, the Proposed Development complies with NPPF paragraph 92 part b) and Local Plan Policy RET DM1.

Conclusions

6.79. We have formed the following conclusions from this Assessment:

- The Proposed Development will have no significant adverse impact on existing, committed and planned public / private investment in Littlehampton Town Centre and other defined Centres in the Littlehampton/Rustington area. Compliance with NPPF paragraph 94 part a) and Local Plan Policy RET DM1 can therefore be achieved.
- There is no evidence that the Proposed Development will have a significant adverse impact on the vitality and viability of Littlehampton Town Centre and other policy protected locations in the Littlehampton/Rustington area. Accordingly, compliance with the NPPF paragraph 94 part b) and Local Plan Policy RET DM1 can be achieved.

6.80. On this basis, we can conclude that the Proposed Development is acceptable in retail policy terms against the NPPF and Development Plan.

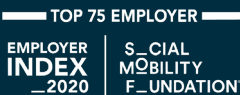
7. SUMMARY & CONCLUSIONS

- 7.1. This Retail Statement has been prepared by Freeths LLP to assess the retail policy issues arising from the proposed redevelopment of Land at Norway Lane, Littlehampton to provide a retail (food and non-food), leisure and food & beverage scheme (Class E).
- 7.2. This Statement has demonstrated that the planning application is intended to deliver a new retail, leisure and food & beverage development to serve the Littlehampton urban area and surrounding settlements. The Proposed Development represents an important opportunity to redevelop a vacant previously developed site in an accessible urban location. The scheme has been formulated to revitalise and energise the Site introducing new retailers and businesses to provide greater choice and convenience for the residents of Littlehampton and the wider area.
- 7.3. This Statement has also demonstrated that the Proposed Development will deliver a number of important public economic, social and environmental benefits for the town and wider community. It also represents sustainable development for the purposes of NPPF paragraph 8.
- 7.4. Compliance with the NPPF and Development Plan is also reached for the following reasons:
- **Sequential Test:** We have not been able to identify any appropriate sequentially preferable opportunities within or on the edge of Littlehampton Town Centre, Rustington Local Service Centre or any other locations. There are also no accessible out-of-centre locations that are well connected, which could be considered sequentially preferable. The Proposed Development complies with the requirements of the sequential test and is in accordance with NPPF paragraphs 92 and 94 and Local Plan Policy RET DM1.

- **Impact upon Town Centre Investment:** The Proposed Development will have no significant adverse impact on existing, committed and planned public / private investment in Littlehampton Town Centre and other defined Centres in the Littlehampton/Rustington area. Compliance with NPPF paragraph 94 part a) and Local Plan Policy RET DM1 can therefore be achieved.
- **Impact upon Town Centre Health:** There is no evidence that the Proposed Development will have a significant adverse impact on the vitality and viability of Littlehampton Town Centre and other policy protected locations in the Littlehampton/Rustington area. Accordingly, compliance with the NPPF paragraph 94 part b) and Local Plan Policy RET DM1 can be achieved.

7.5. On this basis, due to the demonstrated compliance with the retail policies of the Development Plan and NPPF, there is sufficient justification to grant Planning Permission for the Proposed Development on these grounds. The overall assessment of Development Plan compliance is provided in our accompanying Planning Statement.

Awards and accreditations



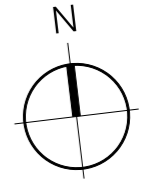
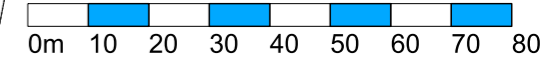
FREETHS

THIS DRAWING IS PROTECTED BY COPYRIGHT AND MUST NOT BE COPIED OR REPRODUCED WITHOUT THE WRITTEN CONSENT OF R G PARTNERSHIP LIMITED. NO DIMENSIONS ARE TO BE SCALED FROM THIS DRAWING. ALL DIMENSIONS AND SIZES TO BE CHECKED ON SITE. NORTH POINTS SHOWN ARE INDICATIVE. ©

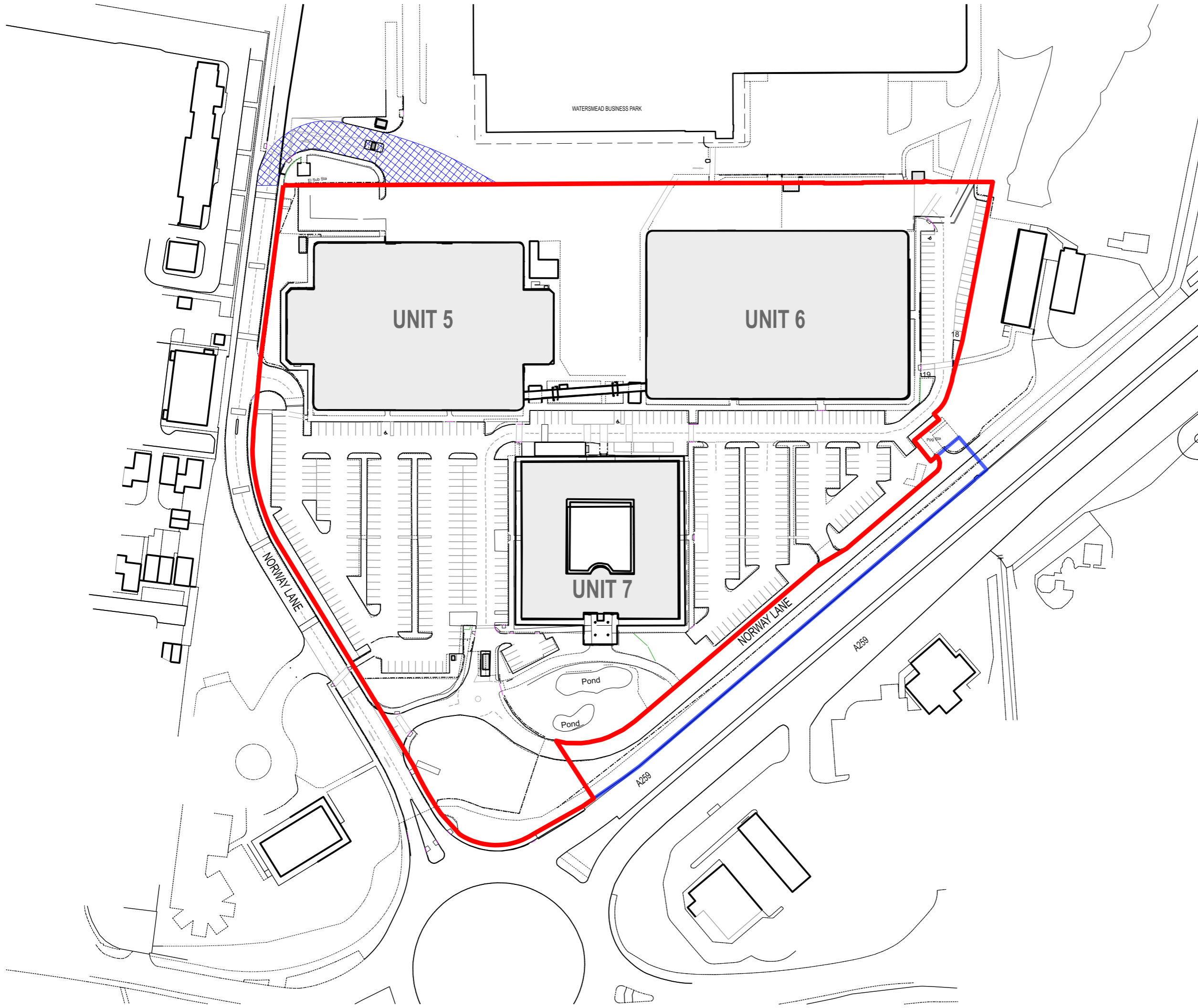
SITE SPECIFIC HAZARDS

IN ACCORDANCE WITH THE REQUIREMENTS OF THE CDM REGULATIONS 2015 THE FOLLOWING SIGNIFICANT RESIDUAL HAZARDS HAVE NOT BEEN DESIGNED OUT OF THIS PROJECT AND MUST BE TAKEN INTO CONSIDERATION BY CONTRACTORS PLANNING TO UNDERTAKE THE WORKS SHOWN ON THIS DRAWING:

SCALE 1:1250



- OWNERSHIP BOUNDARY
- PLANNING BOUNDARY (4.0 HECTARES)
- BLUE HATCHING DENOTES SHARED ACCESS



| | | | |
|------|----------|----------------|-------|
| A | 27/03/25 | PLANNING ISSUE | AM |
| REV. | DATE | NOTES | INIT. |

CLIENT / PROJECT
HALLWAY PROPERTIES LIMITED
LAND AT NORWAY LANE
LITTLEHAMPTON

DRAWING TITLE
SITE LOCATION PLAN

STATUS
PLANNING

| | | |
|----------|-------|------------|
| DATE | DRAWN | SCALE @ A3 |
| 13/02/25 | EDD | 1:1250 |

| | | | | |
|----------------|--------------|---------------|---------------|-----------------|
| PROJECT NUMBER | UNIT / BLOCK | CI / SFB CODE | TYPE & NUMBER | REVISION LETTER |
|----------------|--------------|---------------|---------------|-----------------|

DRAWING NO.
11631 **PL101 A**

| | | | | | |
|---------------------|---|----------|---|---------------|---|
| Site Location Plans | L | GA Plans | P | Elevations | E |
| Sections | S | Details | D | Prefix Colour | C |

THE RATCLIFFE GROVES PARTNERSHIP
MANCHESTER
 105 MANCHESTER ROAD
 BURY LANCASHIRE BL9 0TD
 T. 0161 797 6000 E. manchester@rgp.uk.com
 www.rgp.uk.com

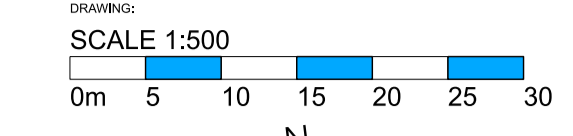
LONDON
 19 BEDFORD ROW
 LONDON WC1R 4EB
 T. 020 7600 6666 E. london@rgp.uk.com



LITTLEHAMPTON, WATERSMEAD BUSINESS PARK 1525623 P:\000\11000\11600-11699\11631-11631-Sheets\6-PLANNING-10011631-PL101.dgn emanuela.dfmuccd

THIS DRAWING IS PROTECTED BY COPYRIGHT AND MUST NOT BE COPIED OR REPRODUCED WITHOUT THE WRITTEN CONSENT OF R.G. PARTNERSHIP LIMITED. NO DIMENSIONS ARE TO BE SCALED FROM THIS DRAWING. ALL DIMENSIONS AND LEVELS TO BE CHECKED ON SITE. NORTH POINTS SHOWN ARE INDICATIVE. ©

SITE SPECIFIC HAZARDS
 IN ACCORDANCE WITH THE REQUIREMENTS OF THE CONTEMPORARY 2015 THE FOLLOWING SIGNIFICANT RESIDUAL HAZARDS HAVE NOT BEEN DESIGNATED OUT OF THIS PROJECT AND MUST BE TAKEN INTO CONSIDERATION BY CONTRACTORS PLANNING TO UNDERTAKE THE WORKS SHOWN ON THIS DRAWING.



- LEGEND:**
- OWNERSHIP BOUNDARY
 - PLANNING BOUNDARY (4.0 HECTARES)
 - CAT U TREES. REFER TO FPCR ENVIRONMENT AND DESIGN LTD TREE SURVEY PLAN
 - CAT B TREES. REFER TO FPCR ENVIRONMENT AND DESIGN LTD TREE SURVEY PLAN
 - CAT C TREES. REFER TO FPCR ENVIRONMENT AND DESIGN LTD TREE SURVEY PLAN
 - - - DASHED RED LINE DENOTES EXTENTS OF FORMER BUILDINGS
 - DENOTES BUILDING
 - DENOTES LANDSCAPING
 - DENOTES PAVING
 - DENOTES ASPHALT ROAD
 - DENOTES FOOTPATH IN RESIN BOUND GRAVEL
 - DENOTES FOOTPATH IN TARMAC
 - DENOTES HISTORICAL TRAIL AROUND THE SITE REFER TO DRAWING '1631-H-HISTORY-TRAIL' FOR FURTHER INFORMATION
 - DENOTES ACTIVE EV BAYS
 - ★ DENOTES PASSIVE EV BAYS FOR FUTURE CONNECTIONS
 - DENOTES PERMEABLE SURFACE FOR WHOLE PARKING BAY AREA
 - BENCHES
 - WASTE BINS

NOTES:
 THIS DRAWING SHOULD BE READ IN CONJUNCTION WITH ALL CONSULTANTS AND SPECIALIST DRAWINGS, AND SPECIFICATIONS.

OWNERSHIP BOUNDARY BASED UPON HM LAND REGISTRY TITLE PLAN PROVIDED BY THE CLIENT.

THIS DRAWING IS BASED ON:
 1) TOPOGRAPHICAL SURVEY INFORMATION PROVIDED BY: CMS LTD DRAWING REF: 'CMS-205-07' DATE: JUNE 2024.
 2) OS INFORMATION

3) TREE SURVEY BY: FPCR ENVIRONMENT AND DESIGN LTD DRAWING REF: '1284-T-01-A' DATE: JUNE 2024.

4) FLOOR PLANS SURVEY BY: CMS LTD DRAWING REF: 'CMS-205-01-02,03,04' DATE: JUNE 2024.

PROPOSED LEVELS AND FINISHED FLOOR LEVELS TO BE AGREED WITH DRAINAGE AND STRUCTURAL ENGINEER.

DIMENSIONS GIVEN ON THIS DRAWING ARE APPROXIMATE ONLY AND MUST BE CHECKED ON SITE FOR ALL PURPOSES.

REFER TO LANDSCAPE ARCHITECTS PROPOSALS.
 REFER TO HIGHWAYS ENGINEERS PROPOSALS.

SCHEDULE OF ACCOMMODATION:

| | |
|---------------|--------------------------------------|
| UNIT A1: | 1,722 SQ.M. (18,538 SQ.FT.) |
| UNIT A2: | 2,414 SQ.M. (25,986 SQ.FT.) |
| UNIT A3: | 140 SQ.M. (1,500 SQ.FT.) |
| UNIT A4: | 829 SQ.M. (8,930 SQ.FT.) |
| UNIT A5: | 2,066 SQ.M. (22,240 SQ.FT.) |
| UNIT A6: | 1,020 SQ.M. (10,979 SQ.FT.) |
| UNIT A7: | 1,027 SQ.M. (11,057 SQ.FT.) |
| UNIT A8: | 508 SQ.M. (5,468 SQ.FT.) |
| UNIT A9: | 507 SQ.M. (5,457 SQ.FT.) |
| TOTAL: | 10,333 SQ.M. (111,222 SQ.FT.) |

CAR PARKING SCHEDULE

| | |
|------------------------|-----|
| STANDARD BAYS: | 331 |
| ACCESSIBLE BAYS: | 12 |
| PARENT AND CHILD BAYS: | 28 |
| ELECTRIC VEHICLE BAYS: | 20 |

STAFF PARKING: 9
TOTAL BAYS: 420

MOTORCYCLE PARKING: 12
CYCLE PARKING: 70 SPACES

| | | | |
|------|----------|--|--------|
| E | 16.04.25 | UNIT A9 TROLLEY BAY, PARKING NO. & LEGEND UPDATE | EDD |
| D | 14.04.25 | GENERAL AMENDMENTS | EDD |
| C | 04.04.25 | SITE PLAN UPDATED | EDD |
| B | 26.03.25 | SITE PLAN UPDATED | EDD/AM |
| A | 20.03.25 | SITE PLAN UPDATED | EDD |
| REV. | DATE | NOTES | INT. |

CLIENT / PROJECT
HALLWAY PROPERTIES LIMITED
LAND AT NORWAY LANE
LITTLEHAMPTON
 DRAWING TITLE
PROPOSED SITE PLAN

STATUS: PLANNING

| | | | | | |
|----------------|----------|-------------------|-------|-----------------|--------|
| DATE | 28/02/25 | DRAWN | EDD | SCALE @ A1 | 1:500 |
| PROJECT NUMBER | 11631 | UNIT / FLOOR CODE | PL108 | TYPE & NUMBER | E |
| DRAWING NO. | 11631 | UNIT / FLOOR CODE | PL108 | REVISION NUMBER | LETTER |

THE RATCLIFFE GROVES PARTNERSHIP
 MANCHESTER
 101 MANCHESTER ROAD
 BURY LANCASHIRE, BL9 6TD
 T: 0161 797 4000 E: manchester@rgp.co.uk
 www.rgp.co.uk

LONDON
 19 BEDFORD ROAD
 LONDON, WC1R 4EJ
 T: 020 7600 6666 E: london@rgp.co.uk

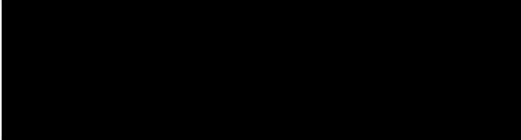


ALL DIMENSIONS AND LEVELS TO BE CHECKED ON SITE. NORTH POINTS SHOWN ARE INDICATIVE. © R.G. PARTNERSHIP LIMITED. THIS DRAWING IS PROTECTED BY COPYRIGHT AND MUST NOT BE COPIED OR REPRODUCED WITHOUT THE WRITTEN CONSENT OF R.G. PARTNERSHIP LIMITED. NO DIMENSIONS ARE TO BE SCALED FROM THIS DRAWING. ALL DIMENSIONS AND LEVELS TO BE CHECKED ON SITE. NORTH POINTS SHOWN ARE INDICATIVE. ©



Mark Harris,
Freeths,
1 Vine Street,
London,
W1J 0AH

Lidl Great Britain Limited
Southampton Property Office
Lidl Regional Distribution Centre
Foxes park Brownhill Way
Nursling, Southampton SO16 0AW
20th June 2024



16th May 2025

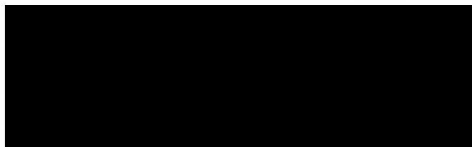
Dear Mark,

Since Lidl opened our store on New Road in Littlehampton Town Centre in 2010, we have seen a lot of support and demand from the local community. As such Lidl believes that there is sufficient demand from the local area to provide an additional Lidl store as part of the retail park scheme on Norway Lane. Lidl are a deep discount supermarket and strongly feels that a second store in the Littlehampton area would provide convenient access to quality products at the lowest possible prices for currently underserved parts of the catchment.

The Lidl strategy would be to retain our New Road store and occupy space on the proposed retail park as a second store in the town to protect the vitality of Littlehampton town centre as well as being in a very accessible location in the north of the town.

Lidl very much supports the planning application as proposed by Hallway Properties Ltd and hopes the Arun District Council would look favourably on a proposed development which will offer substantial investment into the local community, job creation and a sense of place to a site which would be considerably improved by the proposals.

Yours sincerely,
For and on behalf of Lidl Great Britain Limited,



Ollie Roberts MRICS
Senior Acquisitions Consultant



Legend

- 10 minutes
- 15 minutes
- ✕ The Application Site

Zone

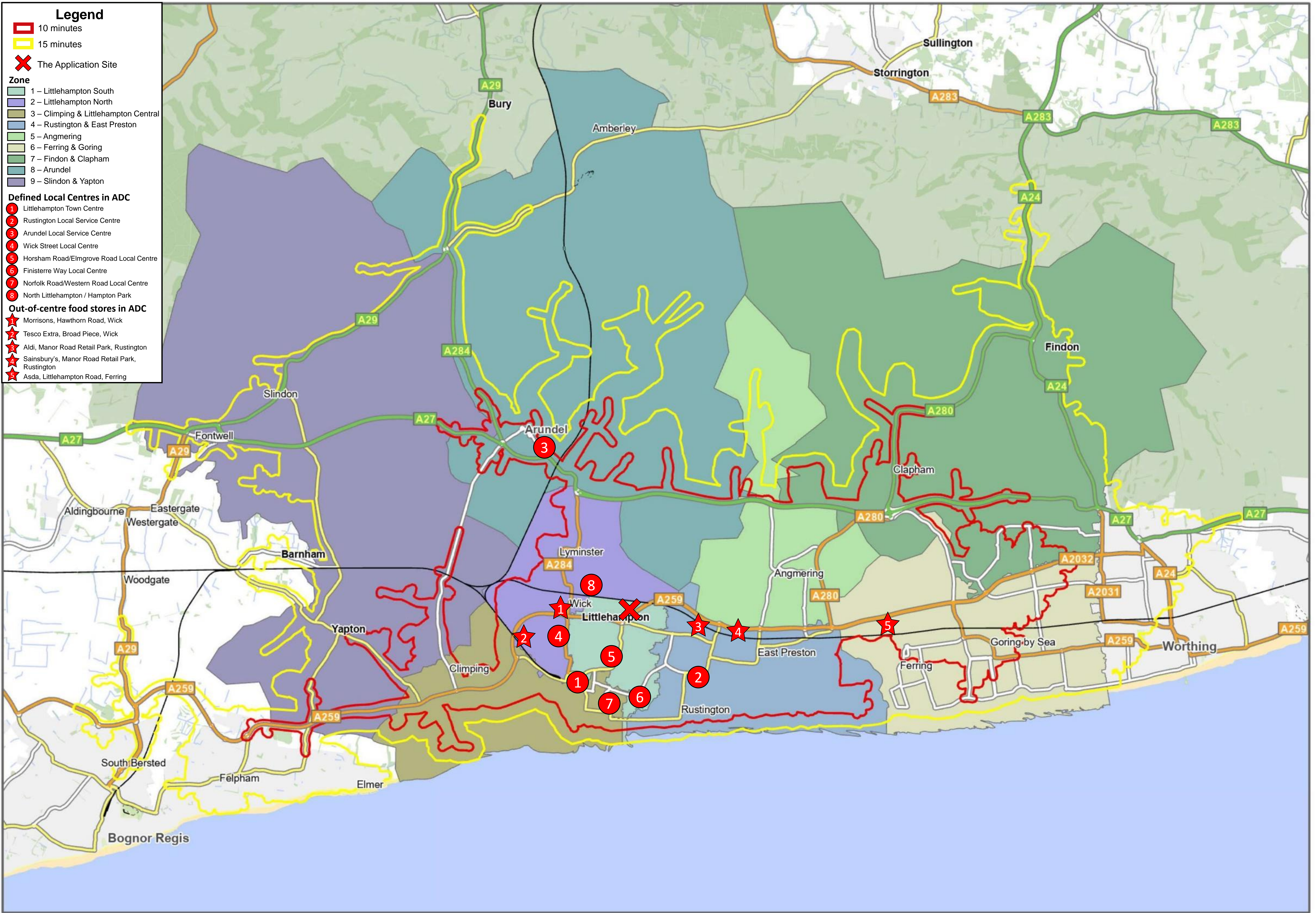
- 1 – Littlehampton South
- 2 – Littlehampton North
- 3 – Climping & Littlehampton Central
- 4 – Rustington & East Preston
- 5 – Angmering
- 6 – Ferring & Goring
- 7 – Findon & Clapham
- 8 – Arundel
- 9 – Slindon & Yapton

Defined Local Centres in ADC

- 1 Littlehampton Town Centre
- 2 Rustington Local Service Centre
- 3 Arundel Local Service Centre
- 4 Wick Street Local Centre
- 5 Horsham Road/Elmgrove Road Local Centre
- 6 Finisterre Way Local Centre
- 7 Norfolk Road/Western Road Local Centre
- 8 North Littlehampton / Hampton Park

Out-of-centre food stores in ADC

- ★ Morrisons, Hawthorn Road, Wick
- ★ Tesco Extra, Broad Piece, Wick
- ★ Aldi, Manor Road Retail Park, Rustington
- ★ Sainsbury's, Manor Road Retail Park, Rustington
- ★ Asda, Littlehampton Road, Ferring





NEMS market research
22 Manor Way
Belasis Hall Technology Park
Billingham



**Littlehampton Household Survey
for
Freeths**

February 2025

Job Ref: 010A25

This market research and the design of material used to obtain this survey information have been originated by and belong to NEMS market research and may not be used or reproduced in whole or part without the company's written consent, or that of the Client.

Table of Contents

Introduction:

| | |
|----------------------------------|---|
| Research Background & Objectives | 3 |
| Research Methodology | 3 |
| Sampling | 3 |
| Weightings | 6 |
| Statistical Accuracy | 7 |
| Data Tables | 8 |

Appendices:

| | |
|----------------------|--------|
| Data Tabulations - | |
| By Zone | 10-80 |
| By Zone (Weighted) | 82-153 |
| Sample Questionnaire | |

Introduction

1.1 Research Background & Objectives

To conduct a survey amongst residents in the Littlehampton area to assess shopping habits for main and top-up food and grocery shopping, non-food shopping patterns, leisure activities and the incidence of online shopping.

1.2 Research Methodology

A total of 829 interviews were conducted between Monday 3rd February and Tuesday 4th March 2025. Interviews were conducted using NEMS in-house CATI (Computer Assisted Telephone Interviewing) Unit to ensure the sample is as representative as possible. Respondents were contacted during the day and in the evening. All respondents were the main shopper in the household, determined using a preliminary filter question.

1.3 Sampling

1.3.1 Survey Area

The survey area was segmented into 9 zones as follows:

| Zone | Postcode Sectors | Number of Interviews |
|--------------|--|----------------------|
| 1 | BN17 6 | 112 |
| 2 | BN17 7 | 86 |
| 3 | BN17 5 | 101 |
| 4 | BN16 1, BN16 2, BN16 3 | 120 |
| 5 | BN16 4 | 71 |
| 6 | BN11 5, BN12 4, BN12 5, BN12 6, BN13 1, BN99 3, BN99 6 | 103 |
| 7 | BN13 2, BN13 3, BN14 0 | 101 |
| 8 | BN18 9 | 62 |
| 9 | BN18 0 | 73 |
| Total | | 829 |

1.3.2 Telephone Numbers

The landline numbers are generated through a process known as Random Digit Dialling (RDD), whereby we start with known 'seed' numbers and then generate all possible number combinations around these. Known business numbers are removed and the remaining numbers are randomly sorted to give each number the same and equal chance of being selected.

The benefit of using RDD numbers (as opposed to those generated from pre-existing lists such as telephone directories and Electoral Register entries) is that ex-directory numbers are also included in the survey sample. In practice, this means that the sample provided is in no way preselected, and that consumers who had opted-out of providing their telephone contact details to directory operators had the opportunity to take part in the research, thereby removing potential bias in the sample.

Mobile numbers were also included in the survey sample to further increase the inclusivity of the survey, given the increase in the number of mobile-only households amongst certain demographic groups (especially younger people and lower income households). These numbers are generated from a variety of commercial sources, where permission has been given to use such contact information for research and marketing purposes.

We don't screen against the TPS (Telephone Preference Service) database, again because the demographic profile of TPS registered numbers is slightly different to the rest of the population. In addition, there is no legal requirement to screen against TPS registered numbers; market research is not classified as unsolicited sales and marketing.

1.3.3 Time of Interviewing

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

1.3.4 Sample Profile

It should be noted that as per the survey's requirements, the profile of respondents is that of the main shopper / person responsible for most of the food shopping in the household. As such it will always differ from the demographic profile of all adults within the survey area. With any survey among the main shopper / person responsible for most of the food shopping in the household the profile is typically biased more towards females and older people. The age of the main shopper / person responsible for most of the food shopping in the household is becoming older due to the financial constraints on young people setting up home.

A number of measures are put in place to ensure the sample is representative of the profile of the person responsible for most of the food / shopping in the household.

First of all, interviewing is normally spread over a relatively long period of time, certainly longer than the theoretical minimum time it would take. This allows us time to call back people who weren't in when we made the first phone call. If we only interview people who are at home the first time we call, we over-represent people who stay at home the most; these people tend to be older / less economically active.

We also control the age profile of respondents; this is a two-stage process. First of all, we look at the age profile of the survey area according to the latest Census figures. Using a by-product from additional data we collect from a weekly telephone survey of a representative sample of all adults across the country we know the age profile of the main shopper in any given area. This information is from data based on in excess of 100,000 interviews and is regularly updated and is therefore probably the most accurate and up to date information of its kind.

Stratified random sampling helps ensure that the sample is as representative as possible. While the system dials the next randomly selected number for interviewers, all calls are made by interviewers; no automated call handling systems are used.

1.3.5 Monitoring of Calls

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

1.4 Weightings

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

| Age | Main Shopper Profile (%) | Interviews Achieved | Age Weightings |
|--------------|--------------------------|---------------------|----------------|
| 18-34 | 20.2% | 55 | 2.3645 |
| 35-44 | 14.5% | 42 | 2.9663 |
| 45-54 | 17.4% | 49 | 2.9195 |
| 55-64 | 18.9% | 72 | 2.1481 |
| 65+ | 29.0% | 611 | 0.4527 |
| Total | | 829 | |

Further weightings were then applied to the zone data, to adjust zone samples to be representative by population. Details of those weightings are given in the table below:

| Zone | Population * | Interviews Achieved | Interviews Achieved (Weighted by Age) | Zone Weightings |
|--------------|----------------|---------------------|---------------------------------------|-----------------|
| 1 | 14,270 | 112 | 83 | 0.7595 |
| 2 | 12,099 | 86 | 70 | 0.7835 |
| 3 | 6,792 | 101 | 39 | 0.1989 |
| 4 | 22,089 | 120 | 128 | 1.4811 |
| 5 | 7,769 | 71 | 45 | 0.7463 |
| 6 | 37,975 | 103 | 221 | 2.4631 |
| 7 | 27,325 | 101 | 159 | 1.7839 |
| 8 | 4,829 | 62 | 28 | 0.7049 |
| 9 | 9,430 | 73 | 55 | 0.8359 |
| Total | 142,578 | 829 | 829 | |

* Source: 2021 Census

1.5 Statistical Accuracy

As with any data collection where a sample is being drawn to represent a population, there is potentially a difference between the response from the sample and the true situation in the population as a whole. Many steps have been taken to help minimise this difference (e.g. random sample selection, questionnaire construction etc) but there is always potentially a difference between the sample and population – this is known as the standard error.

The standard error can be estimated using statistical calculations based on the sample size, the population size and the level of response measured (as you would expect you can potentially get a larger error in a 50% response than say a 10% response simply because of the magnitude of the numbers).

To help understand the significance of this error, it is normally expressed as a confidence interval for the results. Clearly to have 100% accuracy of the results would require you to sample the entire population. The usual confidence interval used is 95% - this means that you can be confident that in 19 out of 20 instances the actual population behaviour will be within the confidence interval range.

For example, if 50% of a sample of 829 answers “Yes” to a question, we can be 95% sure that between 46.6% and 53.4% of the population holds the same opinion (i.e. +/- 3.4%). The following is a guide showing confidence intervals attached to various sample sizes from the study:

| %ge Response | 95% confidence interval |
|---------------------|--------------------------------|
| 10% | ±2.0% |
| 20% | ±2.7% |
| 30% | ±3.1% |
| 40% | ±3.3% |
| 50% | ±3.4% |

1.6 Data Tables

Tables are presented in question order with the question number analysed shown at the top of the table. Those questions where the respondent is prompted with a list of possible answers are indicated in the question text with a suffix of [PR].

The sample size for each question and corresponding column criteria is shown at the base of each table. A description of the criteria determining to whom the question applies is shown in italics directly below the question text; if there is no such text evident then the question base is the full study sample. If the tabulated data is weighted (indicated in the header of the tabulations), in addition to the sample base, the weighted base is also shown at the bottom of each table.

Unless indicated otherwise in the footer of the tabulations, all percentages are calculated down the column. Arithmetic rounding to whole numbers may mean that columns of percentages do not sum to exactly 100%. Zero per cent denotes a percentage of less than 0.05%.

Percentages are calculated on the number of respondents and not the number of responses. This means that where more than one answer can be given to a question the sum of percentages may exceed 100%. All such multi-response questions are indicated in the tabulated by a suffix of [MR] on the question text.

Where appropriate to the question, means are shown at the bottom of response tables. These are calculated in one of two ways: if the data is captured to a coded response a weighted mean is calculated and the code weightings are shown as a prefix above the question text; if actual specific values were captured from respondents these individual numbers are used to calculate the mean.

Appendix 1:

Data Tabulations

By Zone

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|---|------|---|------|---|------|---|------|---|
| Q01 Excluding Christmas shopping, where do you do most of your household's main food and grocery shopping? | | | | | | | | | | | | | | | | | | | | |
| Aldi, Barnfield Drive, Chichester, PO19 7AG | 0.6% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 5.5% | 4 |
| Aldi, Carlton Terrace, Portslade, BN41 1XF | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Manor Retail Park, Rustington, BN16 3FH | 5.3% | 44 | 6.3% | 7 | 4.7% | 4 | 9.9% | 10 | 7.5% | 9 | 12.7% | 9 | 1.9% | 2 | 2.0% | 2 | 0.0% | 0 | 1.4% | 1 |
| Aldi, Saltbox Road, Bognor Regis, PO22 9FP | 0.8% | 7 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.2% | 2 | 5.5% | 4 |
| Asda Superstore, Carden Avenue, Hollingbury, Brighton, BN1 8AS | 0.1% | 1 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda Superstore, Littlehampton Road, Ferring, BN12 6PN | 4.6% | 38 | 6.3% | 7 | 3.5% | 3 | 3.0% | 3 | 5.8% | 7 | 7.0% | 5 | 7.8% | 8 | 5.0% | 5 | 0.0% | 0 | 0.0% | 0 |
| Barnham Trading Post, Barnham Road, Barnham, PO22 0ES | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.1% | 3 |
| Co-op, Cricketers Parade, Broadwater, Worthing, BN14 9DB | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Main Road, Yapton, BN18 0EY | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.1% | 3 |
| Co-op, New Broadway, Tarring Road, Worthing, BN11 4HS | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 |
| Co-op, Queen Street, Arundel, BN18 9JG | 0.6% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 8.1% | 5 | 0.0% | 0 |
| Co-op, Station Parade, East Preston, Littlehampton, BN16 3AE | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Farmfoods, Wick Street, Wick, Littlehampton, BN17 7JN | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Churchill Parade, Rustington, BN16 3DE | 0.6% | 5 | 0.9% | 1 | 0.0% | 0 | 1.0% | 1 | 2.5% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Surrey Street, Littlehampton, BN17 5AZ | 0.7% | 6 | 3.6% | 4 | 0.0% | 0 | 1.0% | 1 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Wallace Parade, Goring Road, Worthing, BN12 4AL | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.9% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Larkins Groceries & Provisions, Tarrant Street, Arundel, BN18 9DG | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 |
| Lidl, Downlands Retail Park, Lyons Way, Worthing, | 0.5% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.9% | 3 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|----|------|---|------|---|------|---|------|---|
| BN14 9FB | | | | | | | | | | | | | | | | | | | | |
| Lidl, New Road, Littlehampton, BN17 5AX | 4.9% | 41 | 12.5% | 14 | 5.8% | 5 | 13.9% | 14 | 2.5% | 3 | 1.4% | 1 | 1.0% | 1 | 0.0% | 0 | 1.6% | 1 | 2.7% | 2 |
| Lidl, North Street, Worthing, BN11 1DU | 0.5% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.9% | 4 | 0.0% | 0 | 0.0% | 0 |
| Marks and Spencer (M&S), East Street, Chichester, PO19 1HS | 0.1% | 1 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks and Spencer (M&S), Montague Street, Worthing, BN11 3BW | 0.8% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 2.9% | 3 | 3.0% | 3 | 0.0% | 0 | 0.0% | 0 |
| Marks and Spencer BP Garage (M&S), Findon Road, Worthing, BN14 0EP | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Marks and Spencer Foodhall (M&S), Portfield Retail Park, Chichester, PO19 7YH | 0.5% | 4 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 1.6% | 1 | 1.4% | 1 |
| Morrisons Supermarket, Bedford Street, Bognor Regis, PO21 1QP | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Morrisons Supermarket, Hawthorn Road, Wick, Littlehampton, BN17 7LA | 4.2% | 35 | 9.8% | 11 | 11.6% | 10 | 6.9% | 7 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 8.1% | 5 | 1.4% | 1 |
| One Stop, North Lane, East Preston, Littlehampton, BN16 1HB | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Local, Goring Road, Goring-by-Sea, BN12 4NX | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.9% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Local, Littlehampton Road, Worthing, BN13 1QH | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Downland Business Park, Lyons Farm, Worthing, BN14 9LA | 1.2% | 10 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.9% | 3 | 5.9% | 6 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, High Street, Littlehampton, BN17 5EG | 2.9% | 24 | 1.8% | 2 | 8.1% | 7 | 12.9% | 13 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Sainsbury's Superstore, Rustington Retail Park, New Road, Littlehampton, BN16 3RT | 16.2% | 134 | 13.4% | 15 | 8.1% | 7 | 10.9% | 11 | 38.3% | 46 | 47.9% | 34 | 8.7% | 9 | 5.0% | 5 | 9.7% | 6 | 1.4% | 1 |
| Sainsbury's Superstore, Shripney Road, Bognor | 0.8% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 8.2% | 6 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|----|-------|----|-------|----|-------|----|-------|----|
| Regis, PO22 9FB | | | | | | | | | | | | | | | | | | | | |
| Sainsbury's Superstore, Westhampnett Road, Chichester, PO19 7YR | 1.9% | 16 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 9.7% | 6 | 13.7% | 10 |
| Tesco Express (Esso Garage), Littlehampton Road, Durrington, Worthing, BN13 1QY | 0.1% | 1 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Findon Road, Findon Valley, Worthing, BN14 0EL | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Finisterre Way, Littlehampton, BN17 6RA | 0.5% | 4 | 1.8% | 2 | 2.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Goring Road, Worthing, BN12 4AJ | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Goring Way, Goring-by-Sea, Worthing, BN12 4TY | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Sterling Parade, The Street, Rustington, BN16 3DR | 0.5% | 4 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 2.5% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Fishbourne Road East, Chichester, PO19 3JT | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.7% | 2 |
| Tesco Extra, Fullbeck Way, West Durrington, Worthing, BN13 3FG | 11.5% | 95 | 1.8% | 2 | 0.0% | 0 | 1.0% | 1 | 0.8% | 1 | 0.0% | 0 | 38.8% | 40 | 50.5% | 51 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Broad Piece, Wick, Littlehampton, BN17 5RA | 14.1% | 117 | 24.1% | 27 | 31.4% | 27 | 23.8% | 24 | 10.0% | 12 | 2.8% | 2 | 0.0% | 0 | 0.0% | 0 | 17.7% | 11 | 19.2% | 14 |
| Tesco Superstore, Shripney Road, Bognor Regis, PO22 9ND | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.1% | 3 |
| Waitrose, Broadmark Lane, Rustington, BN16 2NE | 4.5% | 37 | 3.6% | 4 | 0.0% | 0 | 2.0% | 2 | 15.8% | 19 | 8.5% | 6 | 1.0% | 1 | 1.0% | 1 | 4.8% | 3 | 1.4% | 1 |
| Waitrose, High Street, Worthing, BN11 1LL | 1.1% | 9 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 3.9% | 4 | 4.0% | 4 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Via Ravenna, Chichester, PO19 1RD | 0.2% | 2 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Internet / delivery | 14.1% | 117 | 10.7% | 12 | 19.8% | 17 | 7.9% | 8 | 11.7% | 14 | 14.1% | 10 | 14.6% | 15 | 15.8% | 16 | 19.4% | 12 | 17.8% | 13 |
| Asda Superstore, Brighton Marina, Brighton, BN2 5UT | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Westhampnett Road, Chichester, PO19 6EX | 0.4% | 3 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 1.4% | 1 |
| Morrisons, Newland Street, | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.9% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|------|---|------|---|------|---|------|---|------|---|
| Worthing, BN11 1JU Roundstone Farm Shop and Garden Centre, Littlehampton Road, Angmering, Worthing, BN12 6PW | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsburys Superstore, Stane Street, Codmore Hill, Pulborough, RH20 1BQ | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.8% | 3 | 0.0% | 0 |
| Tesco Express, Rectory Road, Worthing, BN14 7PE | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, London Road, Pulborough, RH20 1AS | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 |
| Waitrose, Old Mill Square, Storrington, RH20 4NQ | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 |
| Base: | 829 | 112 | 86 | 101 | 120 | 71 | 103 | 101 | 62 | 73 | | | | | | | | | | |

Q02 Excluding Christmas shopping, which internet food retailer do you normally use for your main food and grocery shopping?

Those who said 'Internet / delivery' at Q01

| | | | | | | | | | | | | | | | | | | | | |
|-----------------------|-------|----|-------|---|-------|----|-------|----|-------|----|-------|---|-------|---|-------|---|-------|---|-------|---|
| Amazon | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda | 3.4% | 4 | 0.0% | 0 | 5.9% | 1 | 12.5% | 1 | 0.0% | 0 | 0.0% | 0 | 6.7% | 1 | 0.0% | 0 | 8.3% | 1 | 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 | 0.0% | 0 | 0.0% | 0 |
| Iceland | 3.4% | 4 | 8.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 13.3% | 2 | 6.3% | 1 | 0.0% | 0 | 0.0% | 0 |
| Marks & Spencer | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons | 6.0% | 7 | 0.0% | 0 | 17.6% | 3 | 0.0% | 0 | 0.0% | 0 | 10.0% | 1 | 0.0% | 0 | 6.3% | 1 | 8.3% | 1 | 7.7% | 1 |
| Ocado | 10.3% | 12 | 0.0% | 0 | 11.8% | 2 | 12.5% | 1 | 0.0% | 0 | 0.0% | 0 | 6.7% | 1 | 12.5% | 2 | 25.0% | 3 | 23.1% | 3 |
| Sainsbury's | 44.4% | 52 | 58.3% | 7 | 29.4% | 5 | 37.5% | 3 | 78.6% | 11 | 70.0% | 7 | 33.3% | 5 | 37.5% | 6 | 41.7% | 5 | 23.1% | 3 |
| Tesco | 23.9% | 28 | 33.3% | 4 | 35.3% | 6 | 37.5% | 3 | 14.3% | 2 | 10.0% | 1 | 20.0% | 3 | 37.5% | 6 | 8.3% | 1 | 15.4% | 2 |
| Waitrose | 6.0% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 7.1% | 1 | 10.0% | 1 | 13.3% | 2 | 0.0% | 0 | 8.3% | 1 | 15.4% | 2 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Abel & Cole | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 7.7% | 1 |
| Wiltshire Farm Foods | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / varies) | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 7.7% | 1 |
| Base: | 117 | 12 | 17 | 8 | 14 | 10 | 15 | 16 | 12 | 13 | | | | | | | | | | |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|------|---|------|---|------|---|------|---|------|---|
| Q03 Excluding Christmas shopping, where else do you regularly buy your main food and grocery shopping from? | | | | | | | | | | | | | | | | | | | | |
| Aldi, Barnfield Drive, Chichester, PO19 7AG | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 1.4% | 1 |
| Aldi, Manor Retail Park, Rustington, BN16 3FH | 2.9% | 24 | 4.5% | 5 | 1.2% | 1 | 7.9% | 8 | 2.5% | 3 | 4.2% | 3 | 0.0% | 0 | 2.0% | 2 | 3.2% | 2 | 0.0% | 0 |
| Aldi, Saltbox Road, Bognor Regis, PO22 9FP | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.7% | 2 |
| Asda Superstore, Littlehampton Road, Ferring, BN12 6PN | 2.9% | 24 | 3.6% | 4 | 1.2% | 1 | 3.0% | 3 | 1.7% | 2 | 5.6% | 4 | 6.8% | 7 | 3.0% | 3 | 0.0% | 0 | 0.0% | 0 |
| Barnham Trading Post, Barnham Road, Barnham, PO22 0ES | 0.6% | 5 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.5% | 4 |
| Barry Wadsworth Greengrocer, The Street, Rustington, Littlehampton, BN16 3DP | 0.1% | 1 | 0.9% | 1 | 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, Cricketers Parade, Broadwater, Worthing, BN14 9DB | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Main Road, Yapton, BN18 0EY | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Co-op, Manor Parade, Salvington Road, Durrington, Worthing, BN13 2JP | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Co-op, The Square, Angmering, Littlehampton, BN16 4EA | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.2% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Farmfoods, Wick Street, Wick, Littlehampton, BN17 7JN | 0.6% | 5 | 0.9% | 1 | 1.2% | 1 | 3.0% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland (Food Warehouse), Barnfield Drive, Chichester, PO19 6UX | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 |
| Iceland, Churchill Parade, Rustington, BN16 3DE | 1.2% | 10 | 1.8% | 2 | 0.0% | 0 | 0.0% | 0 | 4.2% | 5 | 4.2% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Surrey Street, Littlehampton, BN17 5AZ | 0.6% | 5 | 2.7% | 3 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Wallace Parade, Goring Road, Worthing, BN12 4AL | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Downlands Retail Park, Lyons Way, Worthing, BN14 9FB | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Lidl, New Road, | 3.6% | 30 | 6.3% | 7 | 5.8% | 5 | 8.9% | 9 | 2.5% | 3 | 1.4% | 1 | 1.0% | 1 | 1.0% | 1 | 1.6% | 1 | 2.7% | 2 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|---|------|---|------|---|------|---|------|---|
| Littlehampton, BN17 5AX | | | | | | | | | | | | | | | | | | | | |
| Lidl, Newlands Road, Bognor Regis, PO22 9FJ | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.7% | 2 |
| Lidl, North Street, Worthing, BN11 1DU | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.9% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks and Spencer (M&S), East Street, Chichester, PO19 1HS | 0.5% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.2% | 2 | 2.7% | 2 |
| Marks and Spencer (M&S), Holmbush Centre, Shoreham-by-Sea, BN43 6TD | 0.4% | 3 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks and Spencer (M&S), Montague Street, Worthing, BN11 3BW | 0.8% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 1.9% | 2 | 4.0% | 4 | 0.0% | 0 | 0.0% | 0 |
| Marks and Spencer BP Garage (M&S), Findon Road, Worthing, BN14 0EP | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 |
| Marks and Spencer Foodhall (M&S), Arun Retail Park, Shripney Road, Bognor Regis, PO22 9NF | 0.6% | 5 | 1.8% | 2 | 1.2% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Marks and Spencer Foodhall (M&S), Portfield Retail Park, Chichester, PO19 7YH | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Morrisons Supermarket, Hawthorn Road, Wick, Littlehampton, BN17 7LA | 4.0% | 33 | 8.0% | 9 | 16.3% | 14 | 4.0% | 4 | 1.7% | 2 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 3.2% | 2 | 1.4% | 1 |
| Premier (Hartley's), Worthing Road, Rustington, Littlehampton, BN16 3JX | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Local, Littlehampton Road, Worthing, BN13 1QH | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Downland Business Park, Lyons Farm, Worthing, BN14 9LA | 1.0% | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.9% | 2 | 5.9% | 6 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, High Street, Littlehampton, BN17 5EG | 3.4% | 28 | 5.4% | 6 | 4.7% | 4 | 15.8% | 16 | 0.8% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Rustington Retail Park, New Road, Littlehampton, | 9.2% | 76 | 17.9% | 20 | 10.5% | 9 | 5.9% | 6 | 14.2% | 17 | 12.7% | 9 | 3.9% | 4 | 5.9% | 6 | 6.5% | 4 | 1.4% | 1 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|----|-------|----|-------|----|-------|----|-------|----|
| BN16 3RT | | | | | | | | | | | | | | | | | | | | |
| Sainsbury's Superstore, Shripney Road, Bognor Regis, PO22 9FB | 0.6% | 5 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.2% | 2 | 2.7% | 2 |
| Sainsbury's Superstore, Westhampnett Road, Chichester, PO19 7YR | 1.1% | 9 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.5% | 4 | 6.8% | 5 |
| Tesco Express (Esso Garage), Littlehampton Road, Durrington, Worthing, BN13 1QY | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Findon Road, Findon Valley, Worthing, BN14 0EL | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Finisterre Way, Littlehampton, BN17 6RA | 0.2% | 2 | 0.9% | 1 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Goring Road, Worthing, BN12 4AJ | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Goring Way, Goring-by-Sea, Worthing, BN12 4TY | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.9% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Sterling Parade, The Street, Rustington, BN16 3DR | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.5% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Fishbourne Road East, Chichester, PO19 3JT | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.7% | 2 |
| Tesco Extra, Fullbeck Way, West Durrington, Worthing, BN13 3FG | 4.1% | 34 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 1.7% | 2 | 4.2% | 3 | 12.6% | 13 | 13.9% | 14 | 1.6% | 1 | 0.0% | 0 |
| Tesco Superstore, Broad Piece, Wick, Littlehampton, BN17 5RA | 6.6% | 55 | 12.5% | 14 | 12.8% | 11 | 5.0% | 5 | 7.5% | 9 | 2.8% | 2 | 0.0% | 0 | 0.0% | 0 | 9.7% | 6 | 11.0% | 8 |
| Waitrose, Broadmark Lane, Rustington, BN16 2NE | 4.7% | 39 | 3.6% | 4 | 0.0% | 0 | 3.0% | 3 | 20.8% | 25 | 8.5% | 6 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, High Street, Worthing, BN11 1LL | 1.1% | 9 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.9% | 3 | 5.9% | 6 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Via Ravenna, Chichester, PO19 1RD | 0.5% | 4 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.2% | 2 | 1.4% | 1 |
| Internet / delivery (Nowhere else) | 2.2% | 18 | 2.7% | 3 | 1.2% | 1 | 3.0% | 3 | 1.7% | 2 | 1.4% | 1 | 3.9% | 4 | 2.0% | 2 | 1.6% | 1 | 1.4% | 1 |
| Arundel Butchers, High Street, Arundel, BN18 9AD | 39.3% | 326 | 23.2% | 26 | 40.7% | 35 | 32.7% | 33 | 35.8% | 43 | 47.9% | 34 | 50.5% | 52 | 40.6% | 41 | 45.2% | 28 | 46.6% | 34 |
| Charlie's Farm Shop, Southview Farm, Bury, | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| RH20 1NP | | | | | | | | | | |
| Iceland, Pavilion Parade, South Street, Worthing, BN11 3AJ | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Rustington Local Centre, Littlehampton | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Morrisons Daily, High Street, Arundel, BN18 9AD | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Newland Street, Worthing, BN11 1JU | 0.5% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Turner's Pies Rustington, The Street, Rustington, Littlehampton, BN16 3DN | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Old Mill Square, Storrington, RH20 4NQ | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / varies) | 0.8% | 7 | 1.8% | 2 | 2.3% | 2 | 0.0% | 0 | 0.0% | 1 |
| Base: | 829 | 112 | 86 | 101 | 120 | 71 | 103 | 101 | 62 | 73 |

Meanscore: [Number of visits per week]

Q04 How often do you do your main food and grocery shopping at STORE MENTIONED AT Q01?

| | | | | | | | | | | | | | | | | | | | | |
|------------------------|-------|-----|-------|-----|-------|----|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| 7 times a week | 1.1% | 9 | 0.0% | 0 | 4.7% | 4 | 3.0% | 3 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| 4-6 times a week | 1.6% | 13 | 0.9% | 1 | 2.3% | 2 | 5.0% | 5 | 0.0% | 0 | 2.8% | 2 | 1.0% | 1 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 |
| 2-3 times a week | 10.5% | 87 | 12.5% | 14 | 16.3% | 14 | 13.9% | 14 | 15.0% | 18 | 4.2% | 3 | 6.8% | 7 | 6.9% | 7 | 6.5% | 4 | 8.2% | 6 |
| Once a week | 60.8% | 504 | 61.6% | 69 | 58.1% | 50 | 57.4% | 58 | 59.2% | 71 | 67.6% | 48 | 61.2% | 63 | 65.3% | 66 | 58.1% | 36 | 58.9% | 43 |
| Once a fortnight | 17.3% | 143 | 13.4% | 15 | 10.5% | 9 | 14.9% | 15 | 19.2% | 23 | 15.5% | 11 | 24.3% | 25 | 18.8% | 19 | 19.4% | 12 | 19.2% | 14 |
| Once a month | 6.6% | 55 | 8.9% | 10 | 7.0% | 6 | 5.0% | 5 | 5.8% | 7 | 5.6% | 4 | 4.9% | 5 | 5.9% | 6 | 9.7% | 6 | 8.2% | 6 |
| Less than once a month | 0.4% | 3 | 0.9% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / varies) | 1.8% | 15 | 1.8% | 2 | 1.2% | 1 | 0.0% | 0 | 0.8% | 1 | 4.2% | 3 | 0.0% | 0 | 0.0% | 0 | 6.5% | 4 | 5.5% | 4 |
| Mean: | 1.15 | | 1.09 | | 1.52 | | 1.47 | | 1.09 | | 1.06 | | 1.03 | | 1.11 | | 0.93 | | 0.97 | |
| Base: | 829 | 112 | 86 | 101 | 120 | 71 | 103 | 101 | 62 | 73 | | | | | | | | | | |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|----|-------|----|-------|----|-------|----|-------|----|
| Q05 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? | | | | | | | | | | | | | | | | | | | | |
| Close to home | 28.3% | 235 | 18.8% | 21 | 24.4% | 21 | 30.7% | 31 | 30.8% | 37 | 33.8% | 24 | 27.2% | 28 | 39.6% | 40 | 24.2% | 15 | 24.7% | 18 |
| Low prices / value for money | 12.3% | 102 | 13.4% | 15 | 10.5% | 9 | 15.8% | 16 | 11.7% | 14 | 15.5% | 11 | 14.6% | 15 | 7.9% | 8 | 4.8% | 3 | 15.1% | 11 |
| Range of food goods available | 8.0% | 66 | 8.9% | 10 | 9.3% | 8 | 5.9% | 6 | 7.5% | 9 | 5.6% | 4 | 3.9% | 4 | 8.9% | 9 | 14.5% | 9 | 9.6% | 7 |
| Quality of food goods available | 6.5% | 54 | 6.3% | 7 | 3.5% | 3 | 9.9% | 10 | 7.5% | 9 | 7.0% | 5 | 6.8% | 7 | 2.0% | 2 | 11.3% | 7 | 5.5% | 4 |
| Online shopping is convenient | 6.4% | 53 | 5.4% | 6 | 9.3% | 8 | 4.0% | 4 | 4.2% | 5 | 8.5% | 6 | 3.9% | 4 | 8.9% | 9 | 8.1% | 5 | 8.2% | 6 |
| Habit / always used it | 4.7% | 39 | 6.3% | 7 | 4.7% | 4 | 1.0% | 1 | 5.0% | 6 | 2.8% | 2 | 11.7% | 12 | 4.0% | 4 | 1.6% | 1 | 2.7% | 2 |
| Delivery service | 4.1% | 34 | 4.5% | 5 | 7.0% | 6 | 3.0% | 3 | 2.5% | 3 | 1.4% | 1 | 6.8% | 7 | 1.0% | 1 | 6.5% | 4 | 5.5% | 4 |
| Loyalty scheme / reward points | 2.7% | 22 | 4.5% | 5 | 3.5% | 3 | 2.0% | 2 | 2.5% | 3 | 1.4% | 1 | 1.9% | 2 | 2.0% | 2 | 1.6% | 1 | 4.1% | 3 |
| Parking provision is good / easy to park | 2.7% | 22 | 5.4% | 6 | 2.3% | 2 | 0.0% | 0 | 5.0% | 6 | 4.2% | 3 | 1.9% | 2 | 2.0% | 2 | 0.0% | 0 | 1.4% | 1 |
| Familiar / know where everything is | 2.7% | 22 | 0.9% | 1 | 2.3% | 2 | 1.0% | 1 | 1.7% | 2 | 2.8% | 2 | 9.7% | 10 | 1.0% | 1 | 3.2% | 2 | 1.4% | 1 |
| Easy to get to by car | 1.9% | 16 | 5.4% | 6 | 2.3% | 2 | 1.0% | 1 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 1.0% | 1 | 1.6% | 1 | 5.5% | 4 |
| Preference for retailer | 1.8% | 15 | 1.8% | 2 | 1.2% | 1 | 1.0% | 1 | 1.7% | 2 | 5.6% | 4 | 0.0% | 0 | 1.0% | 1 | 3.2% | 2 | 2.7% | 2 |
| Staff discount / work there | 1.7% | 14 | 3.6% | 4 | 2.3% | 2 | 2.0% | 2 | 1.7% | 2 | 0.0% | 0 | 1.9% | 2 | 0.0% | 0 | 0.0% | 0 | 2.7% | 2 |
| Can get everything I need there | 1.7% | 14 | 1.8% | 2 | 1.2% | 1 | 4.0% | 4 | 2.5% | 3 | 1.4% | 1 | 1.0% | 1 | 0.0% | 0 | 3.2% | 2 | 0.0% | 0 |
| Close to other shops / services / facilities | 1.3% | 11 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.0% | 3 | 8.1% | 5 | 1.4% | 1 |
| Good offers | 1.2% | 10 | 1.8% | 2 | 4.7% | 4 | 1.0% | 1 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 1.6% | 1 | 0.0% | 0 |
| Friendly / helpful staff | 1.1% | 9 | 1.8% | 2 | 1.2% | 1 | 0.0% | 0 | 2.5% | 3 | 1.4% | 1 | 1.0% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Close to work | 1.0% | 8 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 3.0% | 3 | 0.0% | 0 | 2.7% | 2 |
| Small / quiet store | 1.0% | 8 | 0.9% | 1 | 1.2% | 1 | 0.0% | 0 | 2.5% | 3 | 0.0% | 0 | 1.0% | 1 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 |
| Started online shopping due to the pandemic and kept using it | 0.8% | 7 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 2.5% | 3 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 | 1.6% | 1 | 0.0% | 0 |
| Pleasant shopping environment | 0.8% | 7 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 | 0.8% | 1 | 4.2% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Close to family / friends | 0.8% | 7 | 0.0% | 0 | 1.2% | 1 | 1.0% | 1 | 0.8% | 1 | 0.0% | 0 | 1.0% | 1 | 2.0% | 2 | 1.6% | 1 | 0.0% | 0 |
| Good layout / easy to get around | 0.7% | 6 | 2.7% | 3 | 0.0% | 0 | 1.0% | 1 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Easy to get to by public transport | 0.7% | 6 | 0.9% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 4.1% | 3 |
| Large store | 0.6% | 5 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.8% | 2 | 1.0% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Easy to get to by foot | 0.5% | 4 | 0.0% | 0 | 1.2% | 1 | 1.0% | 1 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Has a cafe | 0.4% | 3 | 0.9% | 1 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Quality of non-food goods available | 0.4% | 3 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Only one in the area | 0.4% | 3 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 1.6% | 1 | 0.0% | 0 |
| Parking is free | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Clean store | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 |
|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Use online shopping due to the pandemic / because it's covid safe | 0.1% 1 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 1.0% 1 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| Parking prices are low | 0.1% 1 | 0.9% 1 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| Long opening hours | 0.1% 1 | 0.0% 0 | 0.0% 0 | 1.0% 1 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| Ethical policy | 0.1% 1 | 0.0% 0 | 0.0% 0 | 1.0% 1 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| (Nothing) | 1.0% 8 | 1.8% 2 | 2.3% 2 | 3.0% 3 | 0.8% 1 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| (Don't know) | 1.0% 8 | 0.0% 0 | 2.3% 2 | 1.0% 1 | 1.7% 2 | 0.0% 0 | 1.0% 1 | 1.0% 1 | 1.6% 1 | 0.0% 0 |
| Base: | 829 | 112 | 86 | 101 | 120 | 71 | 103 | 101 | 62 | 73 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|------|---|------|---|------|---|------|---|------|---|
| Q06 What, if anything, do you dislike about STORE MENTIONED AT Q01? | | | | | | | | | | | | | | | | | | | | |
| Not enough tills open / queues at tills | 3.6% | 30 | 3.6% | 4 | 5.8% | 5 | 5.0% | 5 | 3.3% | 4 | 0.0% | 0 | 2.9% | 3 | 6.9% | 7 | 0.0% | 0 | 2.7% | 2 |
| Poor range of food goods | 3.5% | 29 | 5.4% | 6 | 1.2% | 1 | 1.0% | 1 | 5.0% | 6 | 8.5% | 6 | 1.9% | 2 | 2.0% | 2 | 1.6% | 1 | 5.5% | 4 |
| Lack of stock on shelves | 3.4% | 28 | 4.5% | 5 | 7.0% | 6 | 2.0% | 2 | 2.5% | 3 | 2.8% | 2 | 3.9% | 4 | 2.0% | 2 | 3.2% | 2 | 2.7% | 2 |
| Expensive | 2.9% | 24 | 3.6% | 4 | 0.0% | 0 | 7.9% | 8 | 2.5% | 3 | 1.4% | 1 | 1.9% | 2 | 4.0% | 4 | 1.6% | 1 | 1.4% | 1 |
| Changing layout too often | 2.1% | 17 | 0.9% | 1 | 0.0% | 0 | 3.0% | 3 | 1.7% | 2 | 2.8% | 2 | 0.0% | 0 | 3.0% | 3 | 1.6% | 1 | 6.8% | 5 |
| Too busy / crowded | 2.1% | 17 | 1.8% | 2 | 1.2% | 1 | 5.0% | 5 | 2.5% | 3 | 0.0% | 0 | 3.9% | 4 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 |
| Don't always send items ordered | 1.7% | 14 | 0.9% | 1 | 2.3% | 2 | 5.0% | 5 | 0.8% | 1 | 0.0% | 0 | 1.0% | 1 | 1.0% | 1 | 3.2% | 2 | 1.4% | 1 |
| Can't pick goods delivered | 1.4% | 12 | 0.9% | 1 | 4.7% | 4 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 1.9% | 2 | 2.0% | 2 | 0.0% | 0 | 2.7% | 2 |
| Poor quality food goods | 1.3% | 11 | 0.0% | 0 | 1.2% | 1 | 4.0% | 4 | 0.0% | 0 | 1.4% | 1 | 1.9% | 2 | 3.0% | 3 | 0.0% | 0 | 0.0% | 0 |
| Scruffy / rundown / needs renovating | 1.0% | 8 | 0.9% | 1 | 0.0% | 0 | 4.0% | 4 | 0.8% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Too small | 0.8% | 7 | 0.9% | 1 | 1.2% | 1 | 1.0% | 1 | 0.0% | 0 | 1.4% | 1 | 1.0% | 1 | 1.0% | 1 | 1.6% | 1 | 0.0% | 0 |
| Self-service checkouts | 0.8% | 7 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 | 0.8% | 1 | 0.0% | 0 | 1.0% | 1 | 1.0% | 1 | 1.6% | 1 | 1.4% | 1 |
| Too big | 0.7% | 6 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 1.7% | 2 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 | 1.4% | 1 |
| Unfriendly / unhelpful staff | 0.6% | 5 | 0.0% | 0 | 2.3% | 2 | 0.0% | 0 | 0.8% | 1 | 1.4% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Parking spaces are limited | 0.6% | 5 | 0.0% | 0 | 1.2% | 1 | 1.0% | 1 | 0.8% | 1 | 0.0% | 0 | 1.9% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Short use-by dates on items | 0.6% | 5 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 2.5% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Poor range of non-food goods | 0.6% | 5 | 1.8% | 2 | 1.2% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| No cafe | 0.5% | 4 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 1.4% | 1 |
| Poor layout / narrow aisles | 0.4% | 3 | 0.9% | 1 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Annoying music in store | 0.4% | 3 | 0.0% | 0 | 1.2% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Their website sometimes has issues | 0.4% | 3 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 2.8% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Too far from home | 0.4% | 3 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Staff doing online shopping block the aisles | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 |
| Where it's located | 0.2% | 2 | 1.8% | 2 | 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 security / feel unsafe | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Difficult to get to by foot | 0.1% | 1 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lacks character / atmosphere | 0.1% | 1 | 0.9% | 1 | 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 are too small | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Self-scanners are often broken | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Traffic congestion | 0.1% | 1 | 0.9% | 1 | 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 trolleys | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Poor disabled access | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| It often floods | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Harder to see offers online | 0.1% | 1 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| They often have a problem accepting special offers at the checkouts | 0.1% | 1 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Escalator is often broken | 0.1% | 1 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | Zone 6 | | Zone 7 | | Zone 8 | | Zone 9 | | |
|---|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|----|
| The new glass doors | 0.1% | 1 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Poor phone signal | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The online delivery is sometimes delayed | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 |
| Parking is expensive | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bus stop is too far from the store | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The underground car park | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Sometimes the app doesn't work | 0.1% | 1 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| You don't get the physical shopping experience when using online | 0.1% | 1 | 0.0% | 0 | 1.2% | 1 | 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 | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Parking only allows a maximum of 3 hours | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| You have to go too far to get the key for the disabled trolleys | 0.1% | 1 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Poor company service | 0.1% | 1 | 0.9% | 1 | 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 lighting in store | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Poor quality non-food goods | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| They close the main entrance after 7pm which makes access difficult | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Nothing) | 65.3% | 541 | 65.2% | 73 | 57.0% | 49 | 51.5% | 52 | 70.8% | 85 | 74.6% | 53 | 68.9% | 71 | 59.4% | 60 | 80.6% | 50 | 65.8% | 48 |
| (Don't know) | 1.2% | 10 | 1.8% | 2 | 0.0% | 0 | 2.0% | 2 | 0.8% | 1 | 1.4% | 1 | 1.0% | 1 | 1.0% | 1 | 1.6% | 1 | 1.4% | 1 |
| Base: | | 829 | | 112 | | 86 | | 101 | | 120 | | 71 | | 103 | | 101 | | 62 | | 73 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|---|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-------|----|-------|----|-------|----|-------|----|-------|----|
| Meanscore: [£] | | | | | | | | | | | | | | | | | | | | |
| Q07 Excluding Christmas shopping, approximately how much did you spend on your last visit main food and grocery shopping trip to STORE MENTIONED AT Q01? | | | | | | | | | | | | | | | | | | | | |
| £1 - £10 | 1.6% | 13 | 0.9% | 1 | 3.5% | 3 | 5.0% | 5 | 0.8% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 2.7% | 2 |
| £11 - £20 | 4.0% | 33 | 3.6% | 4 | 5.8% | 5 | 3.0% | 3 | 5.8% | 7 | 0.0% | 0 | 3.9% | 4 | 5.9% | 6 | 3.2% | 2 | 2.7% | 2 |
| £21 - £30 | 7.4% | 61 | 10.7% | 12 | 5.8% | 5 | 8.9% | 9 | 6.7% | 8 | 8.5% | 6 | 5.8% | 6 | 6.9% | 7 | 4.8% | 3 | 6.8% | 5 |
| £31 - £40 | 7.8% | 65 | 8.0% | 9 | 9.3% | 8 | 14.9% | 15 | 6.7% | 8 | 7.0% | 5 | 4.9% | 5 | 5.9% | 6 | 6.5% | 4 | 6.8% | 5 |
| £41 - £50 | 10.7% | 89 | 12.5% | 14 | 10.5% | 9 | 10.9% | 11 | 9.2% | 11 | 21.1% | 15 | 9.7% | 10 | 7.9% | 8 | 6.5% | 4 | 9.6% | 7 |
| £51 - £60 | 11.5% | 95 | 5.4% | 6 | 10.5% | 9 | 8.9% | 9 | 12.5% | 15 | 12.7% | 9 | 14.6% | 15 | 10.9% | 11 | 17.7% | 11 | 13.7% | 10 |
| £61 - £70 | 9.2% | 76 | 10.7% | 12 | 8.1% | 7 | 10.9% | 11 | 10.0% | 12 | 12.7% | 9 | 7.8% | 8 | 8.9% | 9 | 6.5% | 4 | 5.5% | 4 |
| £71 - £80 | 8.7% | 72 | 11.6% | 13 | 11.6% | 10 | 5.9% | 6 | 7.5% | 9 | 8.5% | 6 | 7.8% | 8 | 8.9% | 9 | 4.8% | 3 | 11.0% | 8 |
| £81 - £90 | 4.8% | 40 | 5.4% | 6 | 4.7% | 4 | 4.0% | 4 | 2.5% | 3 | 2.8% | 2 | 5.8% | 6 | 5.9% | 6 | 4.8% | 3 | 8.2% | 6 |
| £91 - £100 | 10.3% | 85 | 13.4% | 15 | 9.3% | 8 | 8.9% | 9 | 10.0% | 12 | 5.6% | 4 | 13.6% | 14 | 10.9% | 11 | 6.5% | 4 | 11.0% | 8 |
| £101 - £110 | 1.7% | 14 | 1.8% | 2 | 1.2% | 1 | 0.0% | 0 | 2.5% | 3 | 0.0% | 0 | 3.9% | 4 | 0.0% | 0 | 4.8% | 3 | 1.4% | 1 |
| £111 - £120 | 3.9% | 32 | 3.6% | 4 | 5.8% | 5 | 5.0% | 5 | 3.3% | 4 | 0.0% | 0 | 5.8% | 6 | 2.0% | 2 | 6.5% | 4 | 2.7% | 2 |
| £121 - £130 | 2.3% | 19 | 1.8% | 2 | 1.2% | 1 | 1.0% | 1 | 0.0% | 0 | 4.2% | 3 | 1.9% | 2 | 3.0% | 3 | 8.1% | 5 | 2.7% | 2 |
| £131 - £140 | 1.7% | 14 | 0.9% | 1 | 2.3% | 2 | 4.0% | 4 | 1.7% | 2 | 1.4% | 1 | 1.0% | 1 | 3.0% | 3 | 0.0% | 0 | 0.0% | 0 |
| £141 - £150 | 3.4% | 28 | 1.8% | 2 | 1.2% | 1 | 4.0% | 4 | 6.7% | 8 | 4.2% | 3 | 2.9% | 3 | 3.0% | 3 | 3.2% | 2 | 2.7% | 2 |
| £151 - £160 | 0.4% | 3 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 1.4% | 1 |
| £161 - £170 | 0.5% | 4 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 1.0% | 1 | 1.6% | 1 | 0.0% | 0 |
| £171 - £180 | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| £181 - £190 | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 |
| £191 - £200 | 1.4% | 12 | 0.0% | 0 | 2.3% | 2 | 2.0% | 2 | 2.5% | 3 | 1.4% | 1 | 0.0% | 0 | 3.0% | 3 | 0.0% | 0 | 1.4% | 1 |
| £201 - £220 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £221 - £240 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £241 - £260 | 0.8% | 7 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 3.2% | 2 | 2.7% | 2 |
| £261 - £280 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £281 - £300 | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £301+ | 0.5% | 4 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 1.0% | 1 | 1.6% | 1 | 0.0% | 0 |
| (Don't know / can't remember) | 4.5% | 37 | 7.1% | 8 | 3.5% | 3 | 0.0% | 0 | 5.0% | 6 | 4.2% | 3 | 3.9% | 4 | 5.9% | 6 | 6.5% | 4 | 4.1% | 3 |
| (Refused) | 2.4% | 20 | 0.9% | 1 | 0.0% | 0 | 1.0% | 1 | 3.3% | 4 | 4.2% | 3 | 4.9% | 5 | 4.0% | 4 | 0.0% | 0 | 2.7% | 2 |
| <i>Mean:</i> | <i>77.16</i> | <i>67.79</i> | <i>76.01</i> | <i>71.68</i> | <i>80.25</i> | <i>71.00</i> | <i>79.36</i> | <i>82.62</i> | <i>93.12</i> | <i>77.79</i> | | | | | | | | | | |
| Base: | 829 | 112 | 86 | 101 | 120 | 71 | 103 | 101 | 62 | 73 | | | | | | | | | | |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|----|-------|----|-------|----|-------|----|-------|----|
| Q08 Thinking about your LAST main food shopping trip to STORE MENTIONED AT Q01 where did that trip start from? | | | | | | | | | | | | | | | | | | | | |
| <i>Not those who said 'Internet / delivery' at Q01</i> | | | | | | | | | | | | | | | | | | | | |
| Home | 93.7% | 667 | 95.0% | 95 | 88.4% | 61 | 86.0% | 80 | 96.2% | 102 | 96.7% | 59 | 94.3% | 83 | 96.5% | 82 | 94.0% | 47 | 96.7% | 58 |
| Work | 2.4% | 17 | 1.0% | 1 | 4.3% | 3 | 9.7% | 9 | 0.9% | 1 | 0.0% | 0 | 1.1% | 1 | 1.2% | 1 | 0.0% | 0 | 1.7% | 1 |
| Place of higher education (e.g. college / university) | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Family / friends home | 0.7% | 5 | 1.0% | 1 | 2.9% | 2 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Leisure activity venue (e.g. gym / cinema, etc.) | 1.8% | 13 | 0.0% | 0 | 2.9% | 2 | 2.2% | 2 | 0.9% | 1 | 3.3% | 2 | 2.3% | 2 | 1.2% | 1 | 4.0% | 2 | 1.7% | 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 | 0.0% | 0 | 0.0% | 0 |
| Doctors | 0.3% | 2 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 1 | 0.0% | 0 |
| (Don't know / can't remember) | 1.0% | 7 | 3.0% | 3 | 0.0% | 0 | 1.1% | 1 | 1.9% | 2 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 712 | | 100 | | 69 | | 93 | | 106 | | 61 | | 88 | | 85 | | 50 | | 60 |

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|----|-------|----|-------|----|-------|----|-------|----|
| Q09 How did you travel on your last main food shopping trip to STORE MENTIONED AT Q01? | | | | | | | | | | | | | | | | | | | | |
| <i>Not those who said 'Internet / delivery' at Q01</i> | | | | | | | | | | | | | | | | | | | | |
| Car / van (as driver) | 64.7% | 461 | 60.0% | 60 | 69.6% | 48 | 50.5% | 47 | 58.5% | 62 | 78.7% | 48 | 65.9% | 58 | 70.6% | 60 | 70.0% | 35 | 71.7% | 43 |
| Car / van (as passenger) | 17.6% | 125 | 18.0% | 18 | 11.6% | 8 | 22.6% | 21 | 19.8% | 21 | 14.8% | 9 | 13.6% | 12 | 17.6% | 15 | 20.0% | 10 | 18.3% | 11 |
| Bus, minibus or coach | 4.8% | 34 | 6.0% | 6 | 2.9% | 2 | 1.1% | 1 | 6.6% | 7 | 0.0% | 0 | 10.2% | 9 | 3.5% | 3 | 2.0% | 1 | 8.3% | 5 |
| Motorcycle, scooter or 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 | 0.0% | 0 | 0.0% | 0 |
| Walk | 9.3% | 66 | 10.0% | 10 | 11.6% | 8 | 24.7% | 23 | 10.4% | 11 | 3.3% | 2 | 4.5% | 4 | 3.5% | 3 | 8.0% | 4 | 1.7% | 1 |
| Taxi | 0.8% | 6 | 2.0% | 2 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.3% | 2 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 |
| 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 | 0.0% | 0 | 0.0% | 0 |
| Metro / tram | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bicycle | 1.0% | 7 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 2.8% | 3 | 0.0% | 0 | 2.3% | 2 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 |
| Mobility scooter / disability vehicle | 1.3% | 9 | 3.0% | 3 | 1.4% | 1 | 0.0% | 0 | 0.9% | 1 | 3.3% | 2 | 1.1% | 1 | 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 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / can't remember) | 0.6% | 4 | 1.0% | 1 | 0.0% | 0 | 1.1% | 1 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 712 | | 100 | | 69 | | 93 | | 106 | | 61 | | 88 | | 85 | | 50 | | 60 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|----|-------|----|-------|----|-------|----|-------|----|
| Q10 On your last main food shopping trip to STORE MENTIONED AT Q01, did you combine this trip with any other activities? [MR] | | | | | | | | | | | | | | | | | | | | |
| <i>Not those who said 'Internet / delivery' at Q01</i> | | | | | | | | | | | | | | | | | | | | |
| Yes – NON-FOOD shopping | 8.7% | 62 | 7.0% | 7 | 7.2% | 5 | 8.6% | 8 | 7.5% | 8 | 8.2% | 5 | 8.0% | 7 | 7.1% | 6 | 14.0% | 7 | 15.0% | 9 |
| Yes – other FOOD shopping | 6.3% | 45 | 6.0% | 6 | 1.4% | 1 | 9.7% | 9 | 7.5% | 8 | 8.2% | 5 | 1.1% | 1 | 4.7% | 4 | 14.0% | 7 | 6.7% | 4 |
| Yes – visiting financial services such as banks / building societies / cash points | 1.4% | 10 | 3.0% | 3 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 1.6% | 1 | 1.1% | 1 | 1.2% | 1 | 4.0% | 2 | 1.7% | 1 |
| Yes – visiting health service such as doctor, dentist, hospital, opticians | 1.7% | 12 | 0.0% | 0 | 2.9% | 2 | 2.2% | 2 | 1.9% | 2 | 3.3% | 2 | 1.1% | 1 | 1.2% | 1 | 4.0% | 2 | 0.0% | 0 |
| Yes – visiting other service such as hairdressers, beautician, laundrette, recycling, etc. | 1.0% | 7 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.9% | 1 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 4.0% | 2 | 3.3% | 2 |
| Yes – visiting post office | 0.8% | 6 | 2.0% | 2 | 0.0% | 0 | 3.2% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 1 | 0.0% | 0 |
| Yes – visiting pharmacy / chemist | 0.3% | 2 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Yes – leisure activity (e.g. gym, cinema, ten-pin bowling, etc.) | 3.8% | 27 | 3.0% | 3 | 5.8% | 4 | 3.2% | 3 | 0.9% | 1 | 4.9% | 3 | 1.1% | 1 | 2.4% | 2 | 8.0% | 4 | 10.0% | 6 |
| Yes – visiting café / pub / restaurant | 6.6% | 47 | 9.0% | 9 | 11.6% | 8 | 7.5% | 7 | 8.5% | 9 | 3.3% | 2 | 4.5% | 4 | 5.9% | 5 | 4.0% | 2 | 1.7% | 1 |
| Yes – getting petrol | 2.7% | 19 | 1.0% | 1 | 1.4% | 1 | 7.5% | 7 | 1.9% | 2 | 3.3% | 2 | 2.3% | 2 | 1.2% | 1 | 4.0% | 2 | 1.7% | 1 |
| Yes – travelling to / from school / college / university | 0.6% | 4 | 0.0% | 0 | 0.0% | 0 | 2.2% | 2 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 |
| Yes – travelling to / from work | 1.8% | 13 | 0.0% | 0 | 5.8% | 4 | 2.2% | 2 | 0.9% | 1 | 1.6% | 1 | 1.1% | 1 | 2.4% | 2 | 0.0% | 0 | 3.3% | 2 |
| Yes – visiting church / place of worship | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Yes – visiting library | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 1 | 0.0% | 0 |
| Yes – visiting family / friends | 3.4% | 24 | 2.0% | 2 | 2.9% | 2 | 6.5% | 6 | 3.8% | 4 | 0.0% | 0 | 4.5% | 4 | 1.2% | 1 | 4.0% | 2 | 5.0% | 3 |
| Yes – going for a walk / walking the dog | 1.4% | 10 | 3.0% | 3 | 1.4% | 1 | 2.2% | 2 | 0.9% | 1 | 3.3% | 2 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Yes – window shopping / browsing | 1.3% | 9 | 4.0% | 4 | 1.4% | 1 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 1.2% | 1 | 0.0% | 0 | 1.7% | 1 |
| Yes – other activity | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Yes – dropping / picking someone up | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 1 | 0.0% | 0 |
| (No activity) | 62.4% | 444 | 63.0% | 63 | 59.4% | 41 | 48.4% | 45 | 68.9% | 73 | 63.9% | 39 | 73.9% | 65 | 72.9% | 62 | 46.0% | 23 | 55.0% | 33 |
| (Don't know / can't remember) | 2.0% | 14 | 3.0% | 3 | 1.4% | 1 | 1.1% | 1 | 1.9% | 2 | 3.3% | 2 | 0.0% | 0 | 1.2% | 1 | 2.0% | 1 | 5.0% | 3 |
| Base: | | 712 | | 100 | | 69 | | 93 | | 106 | | 61 | | 88 | | 85 | | 50 | | 60 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|

Meanscore: [Time in minutes]

Q11 Approximately how long on average does it take to travel to STORE MENTIONED AT Q01?

Not those who said 'Internet / delivery' at Q01

| | | | | | | | | | | | | | | | | | | | | |
|-------------------------------|-------|--------------|-------|--------------|-------|--------------|-------|-------------|-------|-------------|-------|-------------|-------|--------------|-------|--------------|-------|--------------|-------|--------------|
| 1 - 10 minutes | 67.7% | 482 | 74.0% | 74 | 71.0% | 49 | 79.6% | 74 | 83.0% | 88 | 80.3% | 49 | 69.3% | 61 | 64.7% | 55 | 24.0% | 12 | 33.3% | 20 |
| 11 - 20 minutes | 26.5% | 189 | 19.0% | 19 | 24.6% | 17 | 18.3% | 17 | 12.3% | 13 | 14.8% | 9 | 26.1% | 23 | 31.8% | 27 | 68.0% | 34 | 50.0% | 30 |
| 21 - 30 minutes | 3.5% | 25 | 5.0% | 5 | 1.4% | 1 | 2.2% | 2 | 0.9% | 1 | 3.3% | 2 | 2.3% | 2 | 2.4% | 2 | 8.0% | 4 | 10.0% | 6 |
| 31 - 40 minutes | 0.4% | 3 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.3% | 2 |
| 41 - 50 minutes | 0.6% | 4 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 1.7% | 1 |
| 51 - 60 minutes | 0.3% | 2 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.7% | 1 |
| Over an hour | 0.4% | 3 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / can't remember) | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.9% | 2 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 |
| (Refused) | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <i>Mean:</i> | | <i>11.01</i> | | <i>10.83</i> | | <i>10.74</i> | | <i>8.48</i> | | <i>9.49</i> | | <i>9.25</i> | | <i>11.22</i> | | <i>10.36</i> | | <i>15.70</i> | | <i>16.68</i> |
| Base: | | 712 | | 100 | | 69 | | 93 | | 106 | | 61 | | 88 | | 85 | | 50 | | 60 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|----|-------|----|-------|----|-------|----|-------|----|
| Q12 Excluding Christmas shopping, where do you do most of your household's small scale/top-up grocery shopping? | | | | | | | | | | | | | | | | | | | | |
| Aldi, Manor Retail Park, Rustington, BN16 3FH | 1.8% | 15 | 3.6% | 4 | 2.3% | 2 | 1.0% | 1 | 3.3% | 4 | 4.2% | 3 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda Express (Petrol Station), A27, Arundel Road, Chichester, PO18 0DU | 0.1% | 1 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda Superstore, Littlehampton Road, Ferring, BN12 6PN | 2.4% | 20 | 1.8% | 2 | 1.2% | 1 | 2.0% | 2 | 5.0% | 6 | 1.4% | 1 | 4.9% | 5 | 3.0% | 3 | 0.0% | 0 | 0.0% | 0 |
| Barnham Trading Post, Barnham Road, Barnham, PO22 0ES | 1.2% | 10 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 11.0% | 8 |
| Barry Wadsworth Greengrocer, The Street, Rustington, Littlehampton, BN16 3DP | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.7% | 2 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Cricketers Parade, Broadwater, Worthing, BN14 9DB | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Ferring Street, Ferring, Worthing, BN12 5JP | 0.7% | 6 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.9% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Field Place Parade, The Strand, Goring-by-Sea, Worthing, BN12 6BS | 1.3% | 11 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 10.7% | 11 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Main Road, Yapton, BN18 0EY | 1.4% | 12 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 13.7% | 10 |
| Co-op, Manor Parade, Salvington Road, Durrington, Worthing, BN13 2JP | 2.8% | 23 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 1.4% | 1 | 1.9% | 2 | 18.8% | 19 | 0.0% | 0 | 0.0% | 0 |
| Co-op, New Broadway, Tarring Road, Worthing, BN11 4HS | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Queen Street, Arundel, BN18 9JG | 4.0% | 33 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 51.6% | 32 | 1.4% | 1 |
| Co-op, Station Parade, East Preston, Littlehampton, BN16 3AE | 1.1% | 9 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.7% | 8 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, The Square, Angmering, Littlehampton, BN16 4EA | 2.4% | 20 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 1.7% | 2 | 22.5% | 16 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Co-op, The Square, Barnham, Bognor Regis, | 0.8% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 9.6% | 7 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|------|---|------|---|------|---|------|---|------|---|
| PO22 0HB | | | | | | | | | | | | | | | | | | | | |
| Farmfoods, Wick Street, Wick, Littlehampton, BN17 7JN | 0.8% | 7 | 0.9% | 1 | 2.3% | 2 | 3.0% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Gaskyns Wholefoods, Queen Street, Arundel, BN18 9JG | 0.1% | 1 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hillside Stores, Hill Terrace, Jarvis Road, Arundel, BN18 9LA | 0.5% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.5% | 4 | 0.0% | 0 |
| Iceland, Churchill Parade, Rustington, BN16 3DE | 0.8% | 7 | 0.9% | 1 | 0.0% | 0 | 1.0% | 1 | 3.3% | 4 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Surrey Street, Littlehampton, BN17 5AZ | 0.4% | 3 | 1.8% | 2 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Wallace Parade, Goring Road, Worthing, BN12 4AL | 0.5% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.9% | 3 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Downlands Retail Park, Lyons Way, Worthing, BN14 9FB | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Lidl, New Road, Littlehampton, BN17 5AX | 2.7% | 22 | 8.0% | 9 | 3.5% | 3 | 7.9% | 8 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Lidl, North Street, Worthing, BN11 1DU | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks and Spencer (M&S), East Street, Chichester, PO19 1HS | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks and Spencer (M&S), Montague Street, Worthing, BN11 3BW | 0.8% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.9% | 4 | 3.0% | 3 | 0.0% | 0 | 0.0% | 0 |
| Marks and Spencer BP Garage (M&S), Findon Road, Worthing, BN14 0EP | 0.7% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 5.0% | 5 | 0.0% | 0 | 0.0% | 0 |
| Marks and Spencer BP Garage (M&S), Rustington, Littlehampton, BN16 3LS | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks and Spencer Foodhall (M&S), Portfield Retail Park, Chichester, PO19 7YH | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Morrisons Supermarket, Bedford Street, Bognor Regis, PO21 1QP | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 3.0% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons Supermarket, Hawthorn Road, Wick, Littlehampton, BN17 7LA | 5.2% | 43 | 11.6% | 13 | 24.4% | 21 | 5.9% | 6 | 0.8% | 1 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|----|-------|----|------|---|------|---|------|---|
| One Stop, North Lane, East Preston, Littlehampton, BN16 1HB | 1.6% | 13 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 9.2% | 11 | 2.8% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pallant of Arundel Delicatessen, High Street, Arundel, BN18 9AD | 0.5% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.5% | 4 | 0.0% | 0 |
| Premier (AA Mini Market), Clun Road, Wick, Littlehampton, BN17 7ER | 0.4% | 3 | 0.0% | 0 | 1.2% | 1 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Premier (Express), Palatine Road, Worthing, BN12 6JH | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Premier (Hartley's), Worthing Road, Rustington, Littlehampton, BN16 3JX | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Premier (Kingley's), Benjamin Gray Drive, Wick, Littlehampton, BN17 7FA | 0.5% | 4 | 0.0% | 0 | 1.2% | 1 | 3.0% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Local, Goring Road, Goring-by-Sea, BN12 4NX | 1.7% | 14 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 12.6% | 13 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Local, Littlehampton Road, Worthing, BN13 1QH | 0.8% | 7 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 | 1.9% | 2 | 3.0% | 3 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Downland Business Park, Lyons Farm, Worthing, BN14 9LA | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, High Street, Littlehampton, BN17 5EG | 5.8% | 48 | 9.8% | 11 | 10.5% | 9 | 23.8% | 24 | 1.7% | 2 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Sainsbury's Superstore, Rustington Retail Park, New Road, Littlehampton, BN16 3RT | 3.3% | 27 | 1.8% | 2 | 2.3% | 2 | 2.0% | 2 | 5.0% | 6 | 19.7% | 14 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Shripney Road, Bognor Regis, PO22 9FB | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 |
| Sainsbury's Superstore, Westhampnett Road, Chichester, PO19 7YR | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.7% | 2 |
| Tesco Express (Esso Garage), Littlehampton Road, Durrington, Worthing, BN13 1QY | 0.8% | 7 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.9% | 3 | 3.0% | 3 | 0.0% | 0 | 0.0% | 0 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|------|---|------|---|-------|----|------|---|------|---|
| Tesco Express, Barnham Road, Barnham, PO22 0ES | 0.5% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.5% | 4 |
| Tesco Express, Chichester Road, Bognor Regis, PO21 5AN | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Findon Road, Findon Valley, Worthing, BN14 0EL | 1.0% | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 7.9% | 8 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Finisterre Way, Littlehampton, BN17 6RA | 4.2% | 35 | 18.8% | 21 | 2.3% | 2 | 6.9% | 7 | 0.8% | 1 | 2.8% | 2 | 1.0% | 1 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 |
| Tesco Express, Goring Road, Worthing, BN12 4AJ | 1.1% | 9 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 7.8% | 8 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Goring Way, Goring-by-Sea, Worthing, BN12 4TY | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Sterling Parade, The Street, Rustington, BN16 3DR | 0.8% | 7 | 0.9% | 1 | 1.2% | 1 | 1.0% | 1 | 2.5% | 3 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Fullbeck Way, West Durrington, Worthing, BN13 3FG | 2.4% | 20 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 2.9% | 3 | 15.8% | 16 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Broad Piece, Wick, Littlehampton, BN17 5RA | 2.4% | 20 | 5.4% | 6 | 4.7% | 4 | 5.0% | 5 | 1.7% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.1% | 3 |
| The Cabin Convenience Store, Beach Road, Littlehampton, BN17 5HZ | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose (Little), Shell Garage, Arundel Road, Fontwell, Walberton, Arundel, BN18 0SB | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.7% | 2 |
| Waitrose, Broadmark Lane, Rustington, BN16 2NE | 5.4% | 45 | 6.3% | 7 | 0.0% | 0 | 4.0% | 4 | 24.2% | 29 | 7.0% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, High Street, Worthing, BN11 1LL | 0.6% | 5 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 1.4% | 1 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 |
| Walberton News, Maple Parade, Walberton, BN18 0PR | 0.5% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.5% | 4 |
| Welcome (Southern Co-op), Half Moon Parade, Worthing, BN13 2EL | 0.5% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.0% | 4 | 0.0% | 0 | 0.0% | 0 |
| Internet / delivery | 1.1% | 9 | 1.8% | 2 | 2.3% | 2 | 0.0% | 0 | 0.8% | 1 | 1.4% | 1 | 1.0% | 1 | 1.0% | 1 | 0.0% | 0 | 1.4% | 1 |
| Amberley Village Stores, High Street, Amberley, BN18 9NL | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.8% | 3 | 0.0% | 0 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|------|---|------|---|------|---|------|---|------|---|
| Arundel Farmers Market, High Street, Arundel, BN18 9AB | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda Express (Petrol Station), Nelson Road, Goring-by-Sea, BN13 1JY | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bilsham Stores, Bilsham Rd, Yapton, Arundel BN18 0JG | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Bilsham Stores, Bilsham Road, Yapton, Arundel, BN18 0JG | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Co-op, Goring Road, Worthing, BN12 4AP | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.9% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, South Street, Tarring, Worthing, BN14 7LG | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.9% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Findon Village Store, Horsham Road, Findon, BN14 0TF | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Pavilion Parade, South Street, Worthing, BN11 3AJ | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Knight Butchers, The Strand, Goring-by-Sea, BN12 6DJ | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Findon Valley Local Centre, Worthing | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Walberton Village Centre | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Londis, Norfolk Road, Littlehampton, BN17 5PL | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons Daily, High Street, Arundel, BN18 9AD | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 |
| Morrisons Daily, Limbrick Corner, Worthing, BN12 6JJ | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons Daily, Strand Parade Roundabout, Goring-by-Sea, Worthing, BN12 6DH | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Newland Street, Worthing, BN11 1JU | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.9% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mr B the Baker, South Farm Road, Worthing, BN14 7AX | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Roundstone Farm Shop and Garden Centre, | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|----|-------|-----|-------|-----|-------|----|-------|----|
| Littlehampton Road, Angmering, Worthing, BN12 6PW | | | | | | | | | | | | | | | | | | | | |
| Rustington Convenience Store, Sea Lane, Rustington, BN16 2RQ | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Slindon Forge Village Shop, Reynolds Lane, Arundel, BN18 0QT | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.7% | 2 |
| Tesco Express (Esso Garage), Pulborough Road, Storrington, RH20 4HG | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 |
| Tesco Express, Rectory Road, Worthing, BN14 7PE | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.9% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, London Road, Pulborough, RH20 1AS | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| The Junction, The Street, Clapham, BN13 3UU | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| The Merry Miller, Findon Road, Findon Valley, BN14 0EL | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Truffles Bakery, The Street, Rustington, Littlehampton, BN16 3DB | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Old Mill Square, Storrington, RH20 4NQ | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.2% | 2 | 0.0% | 0 |
| Waitrose, Rams Walk, Petersfield, GU32 3JA | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Wick Street Farm, Wick Street, Stroud, GL6 7QN | 0.1% | 1 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / varies) | 1.9% | 16 | 1.8% | 2 | 3.5% | 3 | 2.0% | 2 | 2.5% | 3 | 0.0% | 0 | 1.9% | 2 | 2.0% | 2 | 1.6% | 1 | 1.4% | 1 |
| (Don't do this type of shopping) | 20.7% | 172 | 21.4% | 24 | 34.9% | 30 | 13.9% | 14 | 21.7% | 26 | 23.9% | 17 | 15.5% | 16 | 16.8% | 17 | 14.5% | 9 | 26.0% | 19 |
| Base: | | 829 | | 112 | | 86 | | 101 | | 120 | | 71 | | 103 | | 101 | | 62 | | 73 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|---|-------|-------------|--------|-------------|--------|-------------|--------|-------------|--------|-------------|-------|-------------|-------|-------------|-------|-------------|-------|-------------|-------|-------------|
| Meanscore: [Number of visits per week] | | | | | | | | | | | | | | | | | | | | |
| Q13 How often do you do normally do your small scale/top up top-up grocery shopping at STORE MENTIONED AT Q12? | | | | | | | | | | | | | | | | | | | | |
| <i>Not those that said 'Don't do this type of shopping' or 'Don't know / varies' at Q12</i> | | | | | | | | | | | | | | | | | | | | |
| 7 times a week | 5.1% | 33 | 4.7% | 4 | 7.5% | 4 | 5.9% | 5 | 5.5% | 5 | 0.0% | 0 | 3.5% | 3 | 4.9% | 4 | 7.7% | 4 | 7.5% | 4 |
| 4-6 times a week | 5.5% | 35 | 8.1% | 7 | 3.8% | 2 | 4.7% | 4 | 2.2% | 2 | 5.6% | 3 | 3.5% | 3 | 7.3% | 6 | 15.4% | 8 | 0.0% | 0 |
| 2-3 times a week | 29.2% | 187 | 34.9% | 30 | 24.5% | 13 | 43.5% | 37 | 25.3% | 23 | 24.1% | 13 | 28.2% | 24 | 15.9% | 13 | 34.6% | 18 | 30.2% | 16 |
| Once a week | 37.0% | 237 | 30.2% | 26 | 39.6% | 21 | 28.2% | 24 | 40.7% | 37 | 46.3% | 25 | 41.2% | 35 | 43.9% | 36 | 28.8% | 15 | 34.0% | 18 |
| Once a fortnight | 12.2% | 78 | 16.3% | 14 | 13.2% | 7 | 11.8% | 10 | 13.2% | 12 | 9.3% | 5 | 14.1% | 12 | 7.3% | 6 | 5.8% | 3 | 17.0% | 9 |
| Once a month | 6.7% | 43 | 3.5% | 3 | 7.5% | 4 | 3.5% | 3 | 11.0% | 10 | 5.6% | 3 | 8.2% | 7 | 9.8% | 8 | 1.9% | 1 | 7.5% | 4 |
| Less than once a month | 2.2% | 14 | 1.2% | 1 | 1.9% | 1 | 2.4% | 2 | 2.2% | 2 | 3.7% | 2 | 0.0% | 0 | 7.3% | 6 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / varies) | 2.2% | 14 | 1.2% | 1 | 1.9% | 1 | 0.0% | 0 | 0.0% | 0 | 5.6% | 3 | 1.2% | 1 | 3.7% | 3 | 5.8% | 3 | 3.8% | 2 |
| <i>Mean:</i> | | <i>1.86</i> | | <i>2.02</i> | | <i>1.85</i> | | <i>2.09</i> | | <i>1.63</i> | | <i>1.49</i> | | <i>1.66</i> | | <i>1.68</i> | | <i>2.65</i> | | <i>1.80</i> |
| Base: | | 641 | | 86 | | 53 | | 85 | | 91 | | 54 | | 85 | | 82 | | 52 | | 53 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|--|--------------|--------|--------------|--------|--------------|--------|--------------|--------|--------------|--------|--------------|----|--------------|----|--------------|----|--------------|----|--------------|----|
| Meanscore: [£] | | | | | | | | | | | | | | | | | | | | |
| Q14 How much did you spend on your last small scale/top-up grocery shopping trip at STORE MENTIONED AT Q12? | | | | | | | | | | | | | | | | | | | | |
| <i>Not those that said 'Don't do this type of shopping' or 'Don't know / varies' at Q12</i> | | | | | | | | | | | | | | | | | | | | |
| £1 - £10 | 40.4% | 259 | 39.5% | 34 | 32.1% | 17 | 45.9% | 39 | 35.2% | 32 | 42.6% | 23 | 42.4% | 36 | 39.0% | 32 | 48.1% | 25 | 39.6% | 21 |
| £11 - £20 | 28.7% | 184 | 26.7% | 23 | 41.5% | 22 | 34.1% | 29 | 24.2% | 22 | 22.2% | 12 | 36.5% | 31 | 22.0% | 18 | 23.1% | 12 | 28.3% | 15 |
| £21 - £30 | 12.2% | 78 | 14.0% | 12 | 9.4% | 5 | 8.2% | 7 | 12.1% | 11 | 9.3% | 5 | 5.9% | 5 | 19.5% | 16 | 17.3% | 9 | 15.1% | 8 |
| £31 - £40 | 3.9% | 25 | 2.3% | 2 | 7.5% | 4 | 2.4% | 2 | 7.7% | 7 | 5.6% | 3 | 0.0% | 0 | 4.9% | 4 | 0.0% | 0 | 5.7% | 3 |
| £41 - £50 | 3.4% | 22 | 5.8% | 5 | 5.7% | 3 | 0.0% | 0 | 7.7% | 7 | 3.7% | 2 | 2.4% | 2 | 2.4% | 2 | 0.0% | 0 | 1.9% | 1 |
| £51 - £60 | 0.5% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 1.2% | 1 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 |
| £61 - £70 | 0.5% | 3 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £71 - £80 | 0.6% | 4 | 0.0% | 0 | 1.9% | 1 | 1.2% | 1 | 2.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £81 - £90 | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 |
| £91 - £100 | 0.5% | 3 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.9% | 1 |
| £101 - £110 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £111 - £120 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £121 - £130 | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.9% | 1 |
| £131 - £140 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £141 - £150 | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £151 - £160 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £161 - £170 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £171 - £180 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £181 - £190 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £191 - £200 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £201 - £220 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £221 - £240 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £241 - £260 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £261 - £280 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £281 - £300 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £301+ | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / can't remember) | 6.9% | 44 | 9.3% | 8 | 1.9% | 1 | 7.1% | 6 | 4.4% | 4 | 13.0% | 7 | 4.7% | 4 | 7.3% | 6 | 11.5% | 6 | 3.8% | 2 |
| (Refused) | 2.0% | 13 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.4% | 4 | 3.7% | 2 | 4.7% | 4 | 2.4% | 2 | 0.0% | 0 | 1.9% | 1 |
| Mean: | 17.60 | | 18.05 | | 19.75 | | 15.96 | | 21.43 | | 14.76 | | 15.22 | | 18.20 | | 13.13 | | 20.28 | |
| Base: | 641 | | 86 | | 53 | | 85 | | 91 | | 54 | | 85 | | 82 | | 52 | | 53 | |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|----|-------|----|-------|----|-------|----|-------|----|
| Q15 How did you travel on your last small scale/top-up food and grocery shopping trip to STORE MENTIONED AT Q12? | | | | | | | | | | | | | | | | | | | | |
| <i>Not those that said 'Don't do this type of shopping', 'Don't know / varies' or 'Internet / delivery' at Q12</i> | | | | | | | | | | | | | | | | | | | | |
| Car / van (as driver) | 43.0% | 272 | 50.0% | 42 | 37.3% | 19 | 27.1% | 23 | 43.3% | 39 | 60.4% | 32 | 32.1% | 27 | 53.1% | 43 | 34.6% | 18 | 55.8% | 29 |
| Car / van (as passenger) | 8.1% | 51 | 9.5% | 8 | 5.9% | 3 | 10.6% | 9 | 14.4% | 13 | 0.0% | 0 | 6.0% | 5 | 6.2% | 5 | 5.8% | 3 | 9.6% | 5 |
| Bus, minibus or coach | 4.0% | 25 | 1.2% | 1 | 0.0% | 0 | 2.4% | 2 | 10.0% | 9 | 1.9% | 1 | 8.3% | 7 | 4.9% | 4 | 0.0% | 0 | 1.9% | 1 |
| Motorcycle, scooter or 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 | 0.0% | 0 | 0.0% | 0 |
| Walk | 41.1% | 260 | 34.5% | 29 | 54.9% | 28 | 58.8% | 50 | 27.8% | 25 | 30.2% | 16 | 47.6% | 40 | 34.6% | 28 | 57.7% | 30 | 26.9% | 14 |
| Taxi | 0.5% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 1.2% | 1 | 1.9% | 1 | 0.0% | 0 |
| Train | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.9% | 1 |
| Metro / tram | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bicycle | 1.4% | 9 | 2.4% | 2 | 2.0% | 1 | 1.2% | 1 | 2.2% | 2 | 3.8% | 2 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mobility scooter / disability vehicle | 1.6% | 10 | 2.4% | 2 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 3.8% | 2 | 3.6% | 3 | 0.0% | 0 | 0.0% | 0 | 3.8% | 2 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / can't remember) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 632 | | 84 | | 51 | | 85 | | 90 | | 53 | | 84 | | 81 | | 52 | | 52 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|----|-------|----|-------|----|-------|----|-------|----|
| Q16 On your last small scale/top-up food and grocery shopping trip to STORE MENTIONED AT Q12, did you combine this trip with any other activities? [MR] | | | | | | | | | | | | | | | | | | | | |
| <i>Not those that said 'Don't do this type of shopping', 'Don't know / varies' or 'Internet / delivery' at Q12</i> | | | | | | | | | | | | | | | | | | | | |
| Yes – NON-FOOD shopping | 9.2% | 58 | 8.3% | 7 | 15.7% | 8 | 3.5% | 3 | 17.8% | 16 | 5.7% | 3 | 9.5% | 8 | 6.2% | 5 | 5.8% | 3 | 9.6% | 5 |
| Yes – other FOOD shopping | 4.6% | 29 | 4.8% | 4 | 5.9% | 3 | 3.5% | 3 | 8.9% | 8 | 3.8% | 2 | 3.6% | 3 | 2.5% | 2 | 1.9% | 1 | 5.8% | 3 |
| Yes – visiting financial services such as banks / building societies / cash points | 1.6% | 10 | 1.2% | 1 | 2.0% | 1 | 1.2% | 1 | 1.1% | 1 | 0.0% | 0 | 3.6% | 3 | 1.2% | 1 | 1.9% | 1 | 1.9% | 1 |
| Yes – visiting health service such as doctor, dentist, hospital, opticians | 1.7% | 11 | 0.0% | 0 | 0.0% | 0 | 2.4% | 2 | 4.4% | 4 | 0.0% | 0 | 2.4% | 2 | 2.5% | 2 | 0.0% | 0 | 1.9% | 1 |
| Yes – visiting other service such as hairdressers, beautician, laundrette, recycling, etc. | 1.4% | 9 | 3.6% | 3 | 2.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.4% | 2 | 2.5% | 2 | 1.9% | 1 | 0.0% | 0 |
| Yes – visiting post office | 2.2% | 14 | 1.2% | 1 | 0.0% | 0 | 4.7% | 4 | 1.1% | 1 | 0.0% | 0 | 1.2% | 1 | 2.5% | 2 | 7.7% | 4 | 1.9% | 1 |
| Yes – visiting pharmacy / chemist | 0.9% | 6 | 3.6% | 3 | 0.0% | 0 | 1.2% | 1 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 |
| Yes – leisure activity (e.g. gym, cinema, ten-pin bowling, etc.) | 2.7% | 17 | 3.6% | 3 | 2.0% | 1 | 1.2% | 1 | 2.2% | 2 | 3.8% | 2 | 2.4% | 2 | 3.7% | 3 | 0.0% | 0 | 5.8% | 3 |
| Yes – visiting café / pub / restaurant | 5.7% | 36 | 4.8% | 4 | 3.9% | 2 | 10.6% | 9 | 7.8% | 7 | 5.7% | 3 | 4.8% | 4 | 1.2% | 1 | 5.8% | 3 | 5.8% | 3 |
| Yes – getting petrol | 0.9% | 6 | 0.0% | 0 | 3.9% | 2 | 0.0% | 0 | 0.0% | 0 | 1.9% | 1 | 0.0% | 0 | 2.5% | 2 | 0.0% | 0 | 1.9% | 1 |
| Yes – travelling to / from school / college / university | 0.5% | 3 | 0.0% | 0 | 0.0% | 0 | 2.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.9% | 1 | 0.0% | 0 |
| Yes – travelling to / from work | 5.1% | 32 | 4.8% | 4 | 2.0% | 1 | 5.9% | 5 | 5.6% | 5 | 3.8% | 2 | 6.0% | 5 | 6.2% | 5 | 3.8% | 2 | 5.8% | 3 |
| Yes – visiting church / place of worship | 0.5% | 3 | 1.2% | 1 | 2.0% | 1 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Yes – visiting library | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 |
| Yes – visiting family / friends | 2.2% | 14 | 1.2% | 1 | 2.0% | 1 | 4.7% | 4 | 0.0% | 0 | 3.8% | 2 | 1.2% | 1 | 3.7% | 3 | 1.9% | 1 | 1.9% | 1 |
| Yes – going for a walk / walking the dog | 5.1% | 32 | 4.8% | 4 | 5.9% | 3 | 2.4% | 2 | 4.4% | 4 | 9.4% | 5 | 3.6% | 3 | 4.9% | 4 | 5.8% | 3 | 7.7% | 4 |
| Yes – window shopping / browsing | 2.4% | 15 | 1.2% | 1 | 3.9% | 2 | 4.7% | 4 | 2.2% | 2 | 0.0% | 0 | 2.4% | 2 | 3.7% | 3 | 1.9% | 1 | 0.0% | 0 |
| Yes – other activity | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Yes – dropping / picking someone up | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.9% | 1 | 0.0% | 0 |
| (No activity) | 55.7% | 352 | 58.3% | 49 | 54.9% | 28 | 54.1% | 46 | 50.0% | 45 | 58.5% | 31 | 58.3% | 49 | 55.6% | 45 | 61.5% | 32 | 51.9% | 27 |
| (Don't know / can't remember) | 1.9% | 12 | 3.6% | 3 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 5.7% | 3 | 1.2% | 1 | 1.2% | 1 | 1.9% | 1 | 3.8% | 2 |
| Base: | | 632 | | 84 | | 51 | | 85 | | 90 | | 53 | | 84 | | 81 | | 52 | | 52 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|----|-------|----|-------|----|-------|----|-------|
| Q17 Excluding Christmas shopping, where does your household do most of its shopping for clothes and footwear? | | | | | | | | | | | | | | | | | | | |
| Arundel Town Centre | 0.6% | 5 | 0.9% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.8% | 3 | 0.0% | 0 | |
| Bognor Regis Town Centre | 1.8% | 15 | 3.6% | 4 | 3.5% | 3 | 3.0% | 3 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.5% | 4 | |
| Brighton City Centre | 1.9% | 16 | 1.8% | 2 | 5.8% | 5 | 1.0% | 1 | 1.7% | 2 | 1.4% | 1 | 1.0% | 1 | 2.0% | 2 | 1.6% | 1 | 1.4% |
| Central London / West End | 0.7% | 6 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.2% | 2 | 2.7% |
| Chichester City Centre | 8.7% | 72 | 3.6% | 4 | 2.3% | 2 | 12.9% | 13 | 4.2% | 5 | 9.9% | 7 | 1.9% | 2 | 0.0% | 0 | 33.9% | 21 | 24.7% |
| Eastbourne Town Centre | 0.4% | 3 | 0.9% | 1 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% |
| Goring-by-Sea District Centre, Worthing (area on Goring Road where Sainsbury's Local is) | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% |
| Littlehampton Town Centre | 2.1% | 17 | 4.5% | 5 | 7.0% | 6 | 3.0% | 3 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 1.4% |
| Portsmouth City Centre | 0.2% | 2 | 0.0% | 0 | 1.2% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Rustington Local Centre, Littlehampton | 3.1% | 26 | 3.6% | 4 | 1.2% | 1 | 4.0% | 4 | 10.8% | 13 | 1.4% | 1 | 0.0% | 0 | 1.0% | 1 | 1.6% | 1 | 1.4% |
| Storrington Town Centre, RH20 4DU | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 0.0% |
| The Strand Local Centre, Goring-by-Sea | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| West Durrington District Centre, Worthing (where West Durrington Shopping Centre is) | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Wick Local Centre, Littlehampton | 0.1% | 1 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Worthing Town Centre | 18.8% | 156 | 21.4% | 24 | 15.1% | 13 | 9.9% | 10 | 13.3% | 16 | 21.1% | 15 | 35.9% | 37 | 37.6% | 38 | 4.8% | 3 | 0.0% |
| Arun Retail Park BOGNOR REGIS, Shripney Road, Bognor Regis, PO22 9NF (B&Q, Pets at Home, Next & more) | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% |
| Bognor Regis Retail Park, Shripney Road, Bognor Regis, PO22 9TR (Matalan, B&M, Halfords & more) | 0.6% | 5 | 0.9% | 1 | 1.2% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 1.4% |
| Gunwharf Quays Designer Outlet, Portsmouth, PO1 3TZ (Nike, Pandora, Calvin Klein, Fred Perry & more) | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 1.0% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% |
| Holmbush Shopping Centre, Upper Shoreham Road, Shoreham-by-Sea, BN43 6TD (Tesco, M&S, Next & more) | 1.7% | 14 | 1.8% | 2 | 0.0% | 0 | 1.0% | 1 | 3.3% | 4 | 1.4% | 1 | 2.9% | 3 | 3.0% | 3 | 0.0% | 0 | 0.0% |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|------|---|-------|----|------|---|------|---|------|---|
| Lyons Farm Retail Park, Worthing, BN14 9LA (Boots, Pets at Home, Argos & more) | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Manor Retail Park, Rustington Bypass, Littlehampton, BN16 3FH (Aldi, Next, Tapi Carpets & more) | 1.2% | 10 | 0.0% | 0 | 1.2% | 1 | 1.0% | 1 | 1.7% | 2 | 4.2% | 3 | 2.9% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Portfield Retail Park (aka Chichester Retail Park), Portfield Way, Chichester, PO19 7WT (John Lewis, Hobbycraft, Dunelm, Homesense & more) | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.7% | 2 |
| Rustington Retail Park, New Road, Rustington, Littlehampton, BN16 3RT (Dunelm, Halfords, Starbucks) | 1.2% | 10 | 1.8% | 2 | 1.2% | 1 | 3.0% | 3 | 1.7% | 2 | 1.4% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rustington Trading Estate, Dominion Way, Rustington, BN16 3HQ (Toolstation, Howdens, YESSS Electrical & more) | 0.1% | 1 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Haskins Garden Centre, Roundstone By-Pass Road, Angmering, Littlehampton, BN16 4BD | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda Superstore, Littlehampton Road, Ferring, BN12 6PN | 1.3% | 11 | 1.8% | 2 | 0.0% | 0 | 1.0% | 1 | 2.5% | 3 | 1.4% | 1 | 2.9% | 3 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Lidl, New Road, Littlehampton, BN17 5AX | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks and Spencer (M&S), East Street, Chichester, PO19 1HS | 0.6% | 5 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.2% | 2 | 2.7% | 2 |
| Marks and Spencer (M&S), Holmbush Centre, Shoreham-by-Sea, BN43 6TD | 1.9% | 16 | 2.7% | 3 | 0.0% | 0 | 3.0% | 3 | 2.5% | 3 | 1.4% | 1 | 1.0% | 1 | 5.0% | 5 | 0.0% | 0 | 0.0% | 0 |
| Marks and Spencer (M&S), Montague Street, Worthing, BN11 3BW | 3.7% | 31 | 3.6% | 4 | 1.2% | 1 | 0.0% | 0 | 4.2% | 5 | 4.2% | 3 | 11.7% | 12 | 5.9% | 6 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Rustington Retail Park, New Road, Littlehampton, | 2.2% | 18 | 3.6% | 4 | 3.5% | 3 | 0.0% | 0 | 5.8% | 7 | 4.2% | 3 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| BN16 3RT | | | | | | | | | | |
| Sainsbury's Superstore, Shripney Road, Bognor Regis, PO22 9FB | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Westhampnett Road, Chichester, PO19 7YR | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Fishbourne Road East, Chichester, PO19 3JT | 0.1% | 1 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Fullbeck Way, West Durrington, Worthing, BN13 3FG | 0.8% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Holmbush Centre, Upper Shoreham Road, Shoreham-by-Sea, BN43 6TD | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Tesco Superstore, Broad Piece, Wick, Littlehampton, BN17 5RA | 2.3% | 19 | 3.6% | 4 | 2.3% | 2 | 2.0% | 2 | 4.2% | 5 |
| Tesco Superstore, Shripney Road, Bognor Regis, PO22 9ND | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Abroad | 0.5% | 4 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 |
| Internet | 30.0% | 249 | 26.8% | 30 | 40.7% | 35 | 39.6% | 40 | 28.3% | 34 |
| Mail order / catalogue | 4.9% | 41 | 7.1% | 8 | 2.3% | 2 | 2.0% | 2 | 4.2% | 5 |
| Crawley Town Centre | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Highdown Garden Centre, Littlehampton Road, Angmering, Worthing, BN12 6PW | 0.2% | 2 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 |
| Liverpool City Centre | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Petersfield Town Centre | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| South Downs Nurseries, Brighton Road, Hassocks, BN6 9LY | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Squire's Garden Centre, London Road, Washington, Pulborough, RH20 3BP | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / varies) | 2.8% | 23 | 3.6% | 4 | 1.2% | 1 | 5.9% | 6 | 5.0% | 6 |
| (Don't do this type of shopping) | 1.7% | 14 | 0.9% | 1 | 3.5% | 3 | 0.0% | 0 | 0.8% | 1 |
| Base: | | 829 | | 112 | | 86 | | 101 | | 120 |
| | | | | | | | | 71 | | 103 |
| | | | | | | | | | | 101 |
| | | | | | | | | | 62 | 73 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|------|---|-------|----|------|---|-------|---|------|---|
| Q18 Excluding Christmas shopping, where else does your household do most of its shopping for clothes and shoes? | | | | | | | | | | | | | | | | | | | | |
| <i>Not those that said 'Don't do this type of shopping' or 'Don't know / varies' at Q17</i> | | | | | | | | | | | | | | | | | | | | |
| Arundel Town Centre | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 1.5% | 1 |
| Barnham Village Centre | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.1% | 2 |
| Bognor Regis Town Centre | 1.8% | 14 | 2.8% | 3 | 4.9% | 4 | 2.1% | 2 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.2% | 4 |
| Brighton City Centre | 2.9% | 23 | 1.9% | 2 | 7.3% | 6 | 0.0% | 0 | 0.9% | 1 | 1.4% | 1 | 6.9% | 7 | 4.0% | 4 | 0.0% | 0 | 3.1% | 2 |
| Central London / West End | 0.5% | 4 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.3% | 2 | 1.5% | 1 |
| Chichester City Centre | 5.8% | 46 | 4.7% | 5 | 11.0% | 9 | 2.1% | 2 | 5.3% | 6 | 8.7% | 6 | 2.0% | 2 | 2.0% | 2 | 13.1% | 8 | 9.2% | 6 |
| Ferring Local Centre, Worthing | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Findon Valley Local Centre, Worthing (where Tesco Express, Findon Road is) | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Ford Village Centre | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Littlehampton Town Centre | 1.8% | 14 | 3.7% | 4 | 1.2% | 1 | 5.3% | 5 | 0.9% | 1 | 2.9% | 2 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 |
| Portsmouth City Centre | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Rustington Local Centre, Littlehampton | 3.0% | 24 | 4.7% | 5 | 4.9% | 4 | 1.1% | 1 | 6.2% | 7 | 5.8% | 4 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 | 1.5% | 1 |
| Shoreham-by-Sea Town Centre | 0.1% | 1 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Worthing Town Centre | 8.1% | 64 | 9.3% | 10 | 14.6% | 12 | 3.2% | 3 | 10.6% | 12 | 7.2% | 5 | 12.9% | 13 | 8.1% | 8 | 1.6% | 1 | 0.0% | 0 |
| Arun Retail Park BOGNOR REGIS, Shripney Road, Bognor Regis, PO22 9NF (B&Q, Pets at Home, Next & more) | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 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, PO22 9TR (Matalan, B&M, Halfords & more) | 1.0% | 8 | 1.9% | 2 | 3.7% | 3 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.3% | 2 | 0.0% | 0 |
| Ford Airfield Market and Carboot, Rodney Crescent, Ford, Arundel, BN18 0DB | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Gunwharf Quays Designer Outlet, Portsmouth, PO1 3TZ (Nike, Pandora, Calvin Klein, Fred Perry & more) | 0.6% | 5 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 3.1% | 2 |
| Holmbush Shopping Centre, Upper Shoreham Road, Shoreham-by-Sea, BN43 6TD (Tesco, M&S, Next & more) | 2.3% | 18 | 0.9% | 1 | 2.4% | 2 | 0.0% | 0 | 3.5% | 4 | 1.4% | 1 | 4.0% | 4 | 4.0% | 4 | 0.0% | 0 | 3.1% | 2 |
| Manor Retail Park, Rustington Bypass, | 1.5% | 12 | 1.9% | 2 | 0.0% | 0 | 0.0% | 0 | 3.5% | 4 | 7.2% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|------|---|------|---|------|---|------|---|------|---|
| Littlehampton, BN16 3FH (Aldi, Next, Tapi Carpets & more) | | | | | | | | | | | | | | | | | | | | |
| Portfield Retail Park (aka Chichester Retail Park), Portfield Way, Chichester, PO19 7WT (John Lewis, Hobbycraft, Dunelm, Homesense & more) | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 1.6% | 1 | 0.0% | 0 |
| Rustington Retail Park, New Road, Rustington, Littlehampton, BN16 3RT (Dunelm, Halfords, Starbucks) | 0.6% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.8% | 2 | 1.4% | 1 | 1.0% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Haskins Garden Centre, Roundstone By-Pass Road, Angmering, Littlehampton, BN16 4BD | 0.3% | 2 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda Superstore, Littlehampton Road, Ferring, BN12 6PN | 0.4% | 3 | 1.9% | 2 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks and Spencer (M&S), East Street, Chichester, PO19 1HS | 0.8% | 6 | 1.9% | 2 | 0.0% | 0 | 0.0% | 0 | 1.8% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.3% | 2 | 0.0% | 0 |
| Marks and Spencer (M&S), Holmbush Centre, Shoreham-by-Sea, BN43 6TD | 2.0% | 16 | 1.9% | 2 | 1.2% | 1 | 0.0% | 0 | 2.7% | 3 | 1.4% | 1 | 0.0% | 0 | 6.1% | 6 | 4.9% | 3 | 0.0% | 0 |
| Marks and Spencer (M&S), Montague Street, Worthing, BN11 3BW | 2.7% | 21 | 2.8% | 3 | 0.0% | 0 | 0.0% | 0 | 3.5% | 4 | 4.3% | 3 | 5.9% | 6 | 5.1% | 5 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, High Street, Littlehampton, BN17 5EG | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Rustington Retail Park, New Road, Littlehampton, BN16 3RT | 3.4% | 27 | 3.7% | 4 | 3.7% | 3 | 1.1% | 1 | 11.5% | 13 | 5.8% | 4 | 1.0% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Shripney Road, Bognor Regis, PO22 9FB | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.1% | 2 |
| Tesco Extra, Fullbeck Way, West Durrington, Worthing, BN13 3FG | 1.1% | 9 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 5.0% | 5 | 3.0% | 3 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Holmbush Centre, Upper Shoreham Road, Shoreham-by-Sea, | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|----|-------|-----|-------|----|-------|----|-------|----|
| BN43 6TD | | | | | | | | | | | | | | | | | | | | |
| Tesco Superstore, Broad Piece, Wick, Littlehampton, BN17 5RA | 1.3% | 10 | 1.9% | 2 | 3.7% | 3 | 2.1% | 2 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.1% | 2 |
| Abroad | 0.1% | 1 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Internet | 5.7% | 45 | 8.4% | 9 | 1.2% | 1 | 4.2% | 4 | 5.3% | 6 | 7.2% | 5 | 5.0% | 5 | 6.1% | 6 | 8.2% | 5 | 6.2% | 4 |
| Mail order / catalogue (Nowhere else) | 2.5% | 20 | 1.9% | 2 | 1.2% | 1 | 0.0% | 0 | 4.4% | 5 | 1.4% | 1 | 2.0% | 2 | 4.0% | 4 | 4.9% | 3 | 3.1% | 2 |
| Cambridge City Centre | 43.6% | 345 | 38.3% | 41 | 35.4% | 29 | 70.5% | 67 | 31.0% | 35 | 34.8% | 24 | 46.5% | 47 | 43.4% | 43 | 42.6% | 26 | 50.8% | 33 |
| Ferring Nurseries, Littlehampton Road, Ferring, BN12 6PN | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Guildford Town Centre | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Hedge End Retail Park, Charles Watts Way, Hedge End, Southampton, SO30 4RT | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 |
| Highdown Garden Centre, Littlehampton Road, Angmering, Worthing, BN12 6PW | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Horsham Town Centre | 1.1% | 9 | 1.9% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 1.0% | 1 | 2.0% | 2 | 4.9% | 3 | 0.0% | 0 |
| Marks and Spencer (M&S), Barnes Wallis Drive, Weybridge, KT13 0XF | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mountain Warehouse, Roundstone By-Pass Road, Angmering, Littlehampton, BN16 4BD | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 2.1% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Port Solent, The Boardwalk Shopping Centre, Portsmouth, PO6 4TP | 0.1% | 1 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Reigate Town Centre | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 | 0.0% | 0 |
| Saffron Walden Town Centre | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 | 0.0% | 0 |
| Stansted Park Garden Centre, Stansted Park, Broad Walk, Rowland's Castle, PO9 6DU | 0.1% | 1 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Your Local Garden Centre Findon Vale, Roger's Lane, Findon, Worthing, BN14 0RE | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / varies) | 0.8% | 6 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.9% | 1 | 2.9% | 2 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 792 | | 107 | | 82 | | 95 | | 113 | | 69 | | 101 | | 99 | | 61 | | 65 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|----|-------|----|-------|----|-------|----|-------|----|
| Q19 Excluding Christmas shopping, where does your household do most of its shopping for electric appliances (e.g. fridges, TVs, laptops and kitchen items)? | | | | | | | | | | | | | | | | | | | | |
| Bognor Regis Town Centre | 0.2% | 2 | 0.0% | 0 | 1.2% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Chichester City Centre | 2.1% | 17 | 0.0% | 0 | 0.0% | 0 | 3.0% | 3 | 2.5% | 3 | 2.8% | 2 | 0.0% | 0 | 0.0% | 0 | 9.7% | 6 | 4.1% | 3 |
| Goring-by-Sea District Centre, Worthing (area on Goring Road where Sainsbury's Local is) | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Littlehampton Town Centre | 2.8% | 23 | 1.8% | 2 | 1.2% | 1 | 15.8% | 16 | 0.8% | 1 | 4.2% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rustington Local Centre, Littlehampton | 6.0% | 50 | 9.8% | 11 | 1.2% | 1 | 1.0% | 1 | 20.0% | 24 | 12.7% | 9 | 1.9% | 2 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 |
| Shoreham-by-Sea Town Centre | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Storrington Town Centre, RH20 4DU | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.2% | 2 | 0.0% | 0 |
| Tarring Road Local Centre, West Worthing | 0.5% | 4 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.9% | 2 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| The Strand Local Centre, Goring-by-Sea | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| West Durrington District Centre, Worthing (where West Durrington Shopping Centre is) | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| West Worthing Local Centre, Worthing (shops near West Worthing Railway Station) | 0.5% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.9% | 2 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 |
| Wick Local Centre, Littlehampton | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Worthing Town Centre | 3.1% | 26 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.3% | 4 | 2.8% | 2 | 3.9% | 4 | 15.8% | 16 | 0.0% | 0 | 0.0% | 0 |
| Arun Retail Park BOGNOR REGIS, Shripney Road, Bognor Regis, PO22 9NF (B&Q, Pets at Home, Next & more) | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Arun Retail Park LITTLEHAMPTON, Broad Piece, Wick, Littlehampton, BN17 5RA (Currys & Wickes) | 19.3% | 160 | 37.5% | 42 | 41.9% | 36 | 17.8% | 18 | 21.7% | 26 | 16.9% | 12 | 0.0% | 0 | 1.0% | 1 | 21.0% | 13 | 16.4% | 12 |
| Bognor Regis Retail Park, Shripney Road, Bognor Regis, PO22 9TR (Matalan, B&M, Halfords & more) | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 2.7% | 2 |
| Downlands Retail Park, Lyons Way, Worthing, | 6.8% | 56 | 1.8% | 2 | 0.0% | 0 | 1.0% | 1 | 6.7% | 8 | 8.5% | 6 | 18.4% | 19 | 19.8% | 20 | 0.0% | 0 | 0.0% | 0 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|------|---|------|---|------|---|-------|----|-------|----|
| BN14 9LA (B&Q, Currys & Lidl) | | | | | | | | | | | | | | | | | | | | |
| Holmbush Shopping Centre, Upper Shoreham Road, Shoreham-by-Sea, BN43 6TD (Tesco, M&S, Next & more) | 0.5% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.0% | 4 | 0.0% | 0 | 0.0% | 0 |
| Lyons Farm Retail Park, Worthing, BN14 9LA (Boots, Pets at Home, Argos & more) | 0.8% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.9% | 3 | 4.0% | 4 | 0.0% | 0 | 0.0% | 0 |
| Manor Retail Park, Rustington Bypass, Littlehampton, BN16 3FH (Aldi, Next, Tapi Carpets & more) | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pages Corner Retail Park, Ham Road, Worthing, BN11 2QL (The Range & Iceland) | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Portfield Retail Park (aka Chichester Retail Park), Portfield Way, Chichester, PO19 7WT (John Lewis, Hobbycraft, Dunelm, Homesense & more) | 4.5% | 37 | 1.8% | 2 | 3.5% | 3 | 2.0% | 2 | 2.5% | 3 | 2.8% | 2 | 1.9% | 2 | 0.0% | 0 | 16.1% | 10 | 17.8% | 13 |
| Rustington Retail Park, New Road, Rustington, Littlehampton, BN16 3RT (Dunelm, Halfords, Starbucks) | 1.2% | 10 | 0.0% | 0 | 2.3% | 2 | 1.0% | 1 | 1.7% | 2 | 2.8% | 2 | 1.0% | 1 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 |
| Haskins Garden Centre, Roundstone By-Pass Road, Angmering, Littlehampton, BN16 4BD | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Broad Piece, Wick, Littlehampton, BN17 5RA | 0.1% | 1 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Manor Retail Park, Rustington, BN16 3FH | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda Superstore, Littlehampton Road, Ferring, BN12 6PN | 0.8% | 7 | 0.9% | 1 | 1.2% | 1 | 1.0% | 1 | 2.5% | 3 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons Supermarket, Hawthorn Road, Wick, Littlehampton, BN17 7LA | 0.2% | 2 | 0.9% | 1 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Downland Business Park, | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|----|-------|-----|-------|-----|-------|----|-------|----|
| Lyons Farm, Worthing, BN14 9LA | | | | | | | | | | | | | | | | | | | | |
| Sainsbury's Superstore, Rustington Retail Park, New Road, Littlehampton, BN16 3RT | 2.1% | 17 | 1.8% | 2 | 1.2% | 1 | 0.0% | 0 | 3.3% | 4 | 7.0% | 5 | 2.9% | 3 | 0.0% | 0 | 1.6% | 1 | 1.4% | 1 |
| Sainsbury's Superstore, Shripney Road, Bognor Regis, PO22 9FB | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Tesco Extra, Fishbourne Road East, Chichester, PO19 3JT | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Tesco Extra, Fullbeck Way, West Durrington, Worthing, BN13 3FG | 1.0% | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.9% | 4 | 4.0% | 4 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Broad Piece, Wick, Littlehampton, BN17 5RA | 0.8% | 7 | 1.8% | 2 | 1.2% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 2.7% | 2 |
| Tesco Superstore, Shripney Road, Bognor Regis, PO22 9ND | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 |
| Internet | 30.3% | 251 | 27.7% | 31 | 33.7% | 29 | 47.5% | 48 | 22.5% | 27 | 26.8% | 19 | 27.2% | 28 | 23.8% | 24 | 25.8% | 16 | 39.7% | 29 |
| Mail order / catalogue | 0.2% | 2 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Carters Domestic Appliances, Teville Road, Worthing, BN11 1UL | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.9% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| County Oak Retail Park, Crawley, RH11 7XN | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Horsham Town Centre | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Pulborough Town Centre | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.2% | 2 | 0.0% | 0 |
| R Barker, South Street, Tarring, Worthing, BN14 7LN | 0.8% | 7 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 4.9% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Rustington Trading Estate, Dominion Way, Rustington, BN16 3HQ | 0.1% | 1 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tarring Local Centre, Worthing | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / varies) | 5.9% | 49 | 8.0% | 9 | 3.5% | 3 | 3.0% | 3 | 1.7% | 2 | 5.6% | 4 | 9.7% | 10 | 9.9% | 10 | 9.7% | 6 | 2.7% | 2 |
| (Don't do this type of shopping) | 5.9% | 49 | 4.5% | 5 | 3.5% | 3 | 2.0% | 2 | 9.2% | 11 | 5.6% | 4 | 9.7% | 10 | 5.9% | 6 | 4.8% | 3 | 6.8% | 5 |
| Base: | | 829 | | 112 | | 86 | | 101 | | 120 | | 71 | | 103 | | 101 | | 62 | | 73 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|---|------|----|-------|----|------|---|------|---|
| Q20 Excluding Christmas shopping, where does your household do most of its shopping for furniture, soft furnishings and floor-coverings? | | | | | | | | | | | | | | | | | | | | |
| Arundel Town Centre | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bognor Regis Town Centre | 1.2% | 10 | 0.0% | 0 | 1.2% | 1 | 2.0% | 2 | 1.7% | 2 | 2.8% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.1% | 3 |
| Brighton City Centre | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Central London / West End | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Chichester City Centre | 1.9% | 16 | 0.0% | 0 | 2.3% | 2 | 3.0% | 3 | 0.8% | 1 | 0.0% | 0 | 1.0% | 1 | 1.0% | 1 | 4.8% | 3 | 6.8% | 5 |
| East Preston Village Centre | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Eastergate Village Centre | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Findon Valley Local Centre, Worthing (where Tesco Express, Findon Road is) | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 |
| Goring-by-Sea District Centre, Worthing (area on Goring Road where Sainsbury's Local is) | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 |
| Littlehampton Town Centre | 4.0% | 33 | 11.6% | 13 | 9.3% | 8 | 6.9% | 7 | 0.8% | 1 | 2.8% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.7% | 2 |
| Middleton-on-Sea Village Centre | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rustington Local Centre, Littlehampton | 4.1% | 34 | 6.3% | 7 | 4.7% | 4 | 3.0% | 3 | 12.5% | 15 | 4.2% | 3 | 1.0% | 1 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 |
| Shoreham-by-Sea Town Centre | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Southampton City Centre | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Storrington Town Centre, RH20 4DU | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tarring Road Local Centre, West Worthing | 0.2% | 2 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Strand Local Centre, Goring-by-Sea | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| West Worthing Local Centre, Worthing (shops near West Worthing Railway Station) | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.9% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wick Local Centre, Littlehampton | 0.5% | 4 | 1.8% | 2 | 2.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Worthing Town Centre | 6.0% | 50 | 3.6% | 4 | 3.5% | 3 | 1.0% | 1 | 5.8% | 7 | 12.7% | 9 | 9.7% | 10 | 15.8% | 16 | 0.0% | 0 | 0.0% | 0 |
| Yapton Village Centre | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Arun Retail Park BOGNOR REGIS, Shripney Road, Bognor Regis, PO22 9NF (B&Q, Pets at Home, Next & more) | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.2% | 2 | 0.0% | 0 |
| Arun Retail Park LITTLEHAMPTON, Broad Piece, Wick, Littlehampton, BN17 5RA | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 1.4% | 1 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|----|-------|----|------|---|-------|---|-------|---|
| (Currys & Wickes) | | | | | | | | | | | | | | | | | | | | |
| Bognor Regis Retail Park, Shripney Road, Bognor Regis, PO22 9TR (Matalan, B&M, Halfords & more) | 0.8% | 7 | 0.0% | 0 | 1.2% | 1 | 1.0% | 1 | 0.8% | 1 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 3.2% | 2 | 1.4% | 1 |
| Discovery Park, Westhampnett Road, Chichester, PO19 6UX (Homebase, Harvester, Premier Cars) | 0.1% | 1 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Downlands Retail Park, Lyons Way, Worthing, BN14 9LA (B&Q, Currys & Lidl) | 0.4% | 3 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Goldstone Retail Park, Poynter Road, Hove, Brighton, BN3 7AN (Sofology, Pets at Home, TK Maxx, DFS & Lidl) | 1.6% | 13 | 3.6% | 4 | 2.3% | 2 | 0.0% | 0 | 1.7% | 2 | 1.4% | 1 | 1.0% | 1 | 3.0% | 3 | 0.0% | 0 | 0.0% | 0 |
| Holmbush Shopping Centre, Upper Shoreham Road, Shoreham-by-Sea, BN43 6TD (Tesco, M&S, Next & more) | 1.1% | 9 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 2.5% | 3 | 1.4% | 1 | 1.9% | 2 | 1.0% | 1 | 1.6% | 1 | 0.0% | 0 |
| Lyons Farm Retail Park, Worthing, BN14 9LA (Boots, Pets at Home, Argos & more) | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Manor Retail Park, Rustington Bypass, Littlehampton, BN16 3FH (Aldi, Next, Tapi Carpets & more) | 1.1% | 9 | 1.8% | 2 | 2.3% | 2 | 1.0% | 1 | 0.0% | 0 | 2.8% | 2 | 0.0% | 0 | 1.0% | 1 | 1.6% | 1 | 0.0% | 0 |
| Pages Corner Retail Park, Ham Road, Worthing, BN11 2QL (The Range & Iceland) | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Portfield Retail Park (aka Chichester Retail Park), Portfield Way, Chichester, PO19 7WT (John Lewis, Hobbycraft, Dunelm, Homesense & more) | 3.4% | 28 | 2.7% | 3 | 0.0% | 0 | 1.0% | 1 | 1.7% | 2 | 2.8% | 2 | 1.9% | 2 | 0.0% | 0 | 14.5% | 9 | 12.3% | 9 |
| Rustington Retail Park, New Road, Rustington, Littlehampton, BN16 3RT | 13.6% | 113 | 17.9% | 20 | 12.8% | 11 | 9.9% | 10 | 20.0% | 24 | 19.7% | 14 | 15.5% | 16 | 7.9% | 8 | 6.5% | 4 | 8.2% | 6 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|------|---|------|---|------|---|------|---|------|---|
| (Dunelm, Halfords, Starbucks) | | | | | | | | | | | | | | | | | | | | |
| Rustington Trading Estate, Dominion Way, Rustington, BN16 3HQ (Toolstation, Howdens, YESSS Electrical & more) | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Downlands Business Park, Lyons Way, Worthing, BN14 9LA | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 |
| Furniture Village, Old Shoreham Road, Hove, Brighton, BN3 7BD | 1.0% | 8 | 0.9% | 1 | 1.2% | 1 | 0.0% | 0 | 0.8% | 1 | 1.4% | 1 | 0.0% | 0 | 4.0% | 4 | 0.0% | 0 | 0.0% | 0 |
| Howdens, Dominion Way, Rustington, Littlehampton, BN16 3HQ | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Regency Carpets, Findon Road, Findon Valley, Worthing, BN14 0EL | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Broad Piece, Wick, Littlehampton, BN17 5RA | 0.1% | 1 | 0.9% | 1 | 0.0% | 0 | 0.0% | 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, PO22 0ES | 0.1% | 1 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks and Spencer (M&S), Holmbush Centre, Shoreham-by-Sea, BN43 6TD | 1.0% | 8 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.8% | 1 | 0.0% | 0 | 1.9% | 2 | 4.0% | 4 | 0.0% | 0 | 0.0% | 0 |
| Marks and Spencer (M&S), Montague Street, Worthing, BN11 3BW | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 1.9% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, High Street, Littlehampton, BN17 5EG | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Rustington Retail Park, New Road, Littlehampton, BN16 3RT | 0.7% | 6 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 3.3% | 4 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Westhampnett Road, Chichester, PO19 7YR | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 |
| Tesco Extra, Fullbeck Way, West Durrington, Worthing, BN13 3FG | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Broad Piece, Wick, Littlehampton, BN17 5RA | 0.6% | 5 | 2.7% | 3 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|----|-------|-----|-------|-----|-------|----|-------|----|
| Internet | 16.5% | 137 | 15.2% | 17 | 17.4% | 15 | 32.7% | 33 | 8.3% | 10 | 8.5% | 6 | 16.5% | 17 | 14.9% | 15 | 16.1% | 10 | 19.2% | 14 |
| Mail order / catalogue | 0.7% | 6 | 0.9% | 1 | 1.2% | 1 | 2.0% | 2 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 |
| TV shopping | 0.1% | 1 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Arun Carpet Company, Horsham Road, Littlehampton, BN17 6DB | 0.2% | 2 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Barker and Stonehouse, Old Shoreham Road, Brighton, BN3 7EX | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 |
| Goring Road Carpets & Flooring, Goring Road, Worthing, BN12 4AJ | 0.5% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.9% | 3 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Goring Road Carpets & Flooring, Nairn Business Centre, Rustington, BN16 3LN | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hedge End Retail Park, Charles Watts Way, Hedge End, Southampton, SO30 4RT | 0.2% | 2 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Horsham Town Centre | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| IKEA, West Quay Road, Southampton, SO15 1GY | 0.7% | 6 | 1.8% | 2 | 1.2% | 1 | 0.0% | 0 | 1.7% | 2 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Oak Furnitureland, Newtown Road, Hove, Brighton, BN3 6AB | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Petworth Town Centre | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 |
| Portslade Local Centre, Brighton | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Valley Retail Park, Daniell Way, Croydon, CR0 4YJ | 0.2% | 2 | 0.0% | 0 | 2.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wall Bros Carpets and Flooring, Tarring Road, West Worthing, Worthing, BN11 4HW | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.9% | 2 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / varies) | 8.2% | 68 | 8.9% | 10 | 8.1% | 7 | 8.9% | 9 | 4.2% | 5 | 9.9% | 7 | 11.7% | 12 | 9.9% | 10 | 6.5% | 4 | 5.5% | 4 |
| (Don't do this type of shopping) | 22.4% | 186 | 15.2% | 17 | 23.3% | 20 | 16.8% | 17 | 23.3% | 28 | 19.7% | 14 | 22.3% | 23 | 22.8% | 23 | 32.3% | 20 | 32.9% | 24 |
| Base: | | 829 | | 112 | | 86 | | 101 | | 120 | | 71 | | 103 | | 101 | | 62 | | 73 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|------|---|------|---|------|---|------|---|------|---|
| Q21 Excluding Christmas shopping, where does your household do most of its shopping for DIY / hardware and garden items? | | | | | | | | | | | | | | | | | | | | |
| Angmering Village Centre | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bognor Regis Town Centre | 0.7% | 6 | 0.9% | 1 | 0.0% | 0 | 3.0% | 3 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Chichester City Centre | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 1.4% | 1 |
| East Preston Village Centre | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Findon Valley Local Centre, Worthing (where Tesco Express, Findon Road is) | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Goring-by-Sea District Centre, Worthing (area on Goring Road where Sainsbury's Local is) | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Littlehampton Town Centre | 2.1% | 17 | 2.7% | 3 | 0.0% | 0 | 7.9% | 8 | 1.7% | 2 | 4.2% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Rustington Local Centre, Littlehampton | 3.0% | 25 | 3.6% | 4 | 2.3% | 2 | 2.0% | 2 | 10.0% | 12 | 5.6% | 4 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| The Strand Local Centre, Goring-by-Sea | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.9% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wick Local Centre, Littlehampton | 0.2% | 2 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Worthing Town Centre | 2.1% | 17 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 2.5% | 3 | 0.0% | 0 | 4.9% | 5 | 7.9% | 8 | 0.0% | 0 | 0.0% | 0 |
| Arun Retail Park BOGNOR REGIS, Shripney Road, Bognor Regis, PO22 9NF (B&Q, Pets at Home, Next & more) | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 |
| Arun Retail Park LITTLEHAMPTON, Broad Piece, Wick, Littlehampton, BN17 5RA (Currys & Wickes) | 4.1% | 34 | 13.4% | 15 | 9.3% | 8 | 3.0% | 3 | 0.8% | 1 | 1.4% | 1 | 1.9% | 2 | 0.0% | 0 | 1.6% | 1 | 4.1% | 3 |
| Discovery Park, Westhampnett Road, Chichester, PO19 6UX (Homebase, Harvester, Premier Cars) | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 |
| Downlands Retail Park, Lyons Way, Worthing, BN14 9LA (B&Q, Currys & Lidl) | 1.8% | 15 | 1.8% | 2 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 2.9% | 3 | 7.9% | 8 | 0.0% | 0 | 1.4% | 1 |
| Lyons Farm Retail Park, Worthing, BN14 9LA (Boots, Pets at Home, Argos & more) | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Manor Retail Park, Rustington Bypass, Littlehampton, BN16 3FH | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| (Aldi, Next, Tapi Carpets & more) | | | | | | | | | | |
| Pages Corner Retail Park, Ham Road, Worthing, BN11 2QL (The Range & Iceland) | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Portfield Retail Park (aka Chichester Retail Park), Portfield Way, Chichester, PO19 7WT (John Lewis, Hobbycraft, Dunelm, Homesense & more) | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rustington Retail Park, New Road, Rustington, Littlehampton, BN16 3RT (Dunelm, Halfords, Starbucks) | 1.0% | 8 | 0.9% | 1 | 0.0% | 0 | 1.0% | 1 | 3.3% | 4 |
| Rustington Trading Estate, Dominion Way, Rustington, BN16 3HQ (Toolstation, Howdens, YESSS Electrical & more) | 1.9% | 16 | 1.8% | 2 | 2.3% | 2 | 2.0% | 2 | 5.0% | 6 |
| B&M, Southern Cross Trading Estate, Bognor Regis, PO22 9SE | 0.1% | 1 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Downlands Business Park, Lyons Way, Worthing, BN14 9LA | 8.2% | 68 | 1.8% | 2 | 1.2% | 1 | 1.0% | 1 | 5.8% | 7 |
| B&Q, Shripney Road, Bognor Regis, PO22 9NF | 4.3% | 36 | 3.6% | 4 | 8.1% | 7 | 4.0% | 4 | 0.8% | 1 |
| Haskins Garden Centre, Roundstone By-Pass Road, Angmering, Littlehampton, BN16 4BD | 10.9% | 90 | 8.9% | 10 | 11.6% | 10 | 5.0% | 5 | 18.3% | 22 |
| Hillier Garden Centre Chichester, Main Road, Chichester, PO18 8FL | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Homebase, Discovery Park, Westhampnett Road, Chichester, PO19 6UX | 1.1% | 9 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Howdens, Dominion Way, Rustington, Littlehampton, BN16 3HQ | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| The Range, Westhampnett Road, Chichester, PO19 7ZL | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Travis Perkins, Clapham | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|----|------|---|------|---|-------|----|------|---|
| Common, Clapham, Worthing, BN13 3UR | | | | | | | | | | | | | | | | | | | | |
| Wickes, Broad Piece, Wick, Littlehampton, BN17 5RA | 13.3% | 110 | 22.3% | 25 | 20.9% | 18 | 22.8% | 23 | 15.0% | 18 | 14.1% | 10 | 1.0% | 1 | 0.0% | 0 | 16.1% | 10 | 6.8% | 5 |
| Wickes, Dominion Road, Worthing, BN14 8JP | 1.3% | 11 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.8% | 1 | 0.0% | 0 | 1.9% | 2 | 6.9% | 7 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Railside Retail Park, Shripney Road, Bognor Regis, PO22 9NG | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Aldi, Manor Retail Park, Rustington, BN16 3FH | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda Superstore, Littlehampton Road, Ferring, BN12 6PN | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Barnham Trading Post, Barnham Road, Barnham, PO22 0ES | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, New Road, Littlehampton, BN17 5AX | 0.1% | 1 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons Supermarket, Hawthorn Road, Wick, Littlehampton, BN17 7LA | 0.4% | 3 | 0.9% | 1 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Rustington Retail Park, New Road, Littlehampton, BN16 3RT | 0.6% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.3% | 4 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Fullbeck Way, West Durrington, Worthing, BN13 3FG | 0.6% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 4.0% | 4 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Broad Piece, Wick, Littlehampton, BN17 5RA | 0.5% | 4 | 0.9% | 1 | 1.2% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Abroad | 0.2% | 2 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Internet | 8.7% | 72 | 7.1% | 8 | 14.0% | 12 | 13.9% | 14 | 5.8% | 7 | 11.3% | 8 | 3.9% | 4 | 6.9% | 7 | 9.7% | 6 | 8.2% | 6 |
| Mail order / catalogue | 0.2% | 2 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| TV shopping | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Arundel Arboretum, Scotland Barn, Chichester Road, Arundel, BN18 0AD | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Brighton Road, Shoreham-by-Sea, BN43 6RJ | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Brick Kiln Nursery, Bognor Road, Merston, Chichester, PO20 1EJ | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 2.7% | 2 |
| Broadbridge Heath Retail | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|------|---|------|---|------|---|------|---|------|---|
| Park, Broadbridge Heath, Horsham, RH12 3TQ | | | | | | | | | | | | | | | | | | | | |
| Chalcroft Nurseries, Chalcroft Lane, Bognor Regis, PO21 5TS | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | | |
| Chessington Garden Centre, Leatherhead Road, Chessington, KT9 2NG | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | | |
| Climping Village Centre | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | | |
| Covers Home Ideas, Sussex House, Quarry Lane, Chichester, PO19 8PE | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | | |
| Culberry Nursery, Dappers Lane, Angmering, Littlehampton, BN16 4EN | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 |
| Downsbrook Trading Estate, Southdown View Way, Worthing, BN14 8NQ | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ferring Nurseries, Littlehampton Road, Ferring, BN12 6PN | 0.5% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 1.9% | 2 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 |
| Gardner & Scardifield Electrical, Durban Road, Bognor Regis, PO22 9QT | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Gardner & Scardifield Hardware, Penhill Road, Lancing, BN15 8HJ | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.9% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Highdown Garden Centre, Littlehampton Road, Angmering, Worthing, BN12 6PW | 2.1% | 17 | 0.9% | 1 | 1.2% | 1 | 2.0% | 2 | 3.3% | 4 | 2.8% | 2 | 4.9% | 5 | 1.0% | 1 | 1.6% | 1 | 0.0% | 0 |
| Home Bargains, Barnfield Drive, Chichester, PO19 7AG | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 |
| Japonica Nursery, Eastergate, Walberton, Arundel, BN18 0BA | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Lansdowne Nursery, Littlehampton Road, Ferring, BN12 6PB | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lowertrees Nursery, Roundstone By-Pass Road, Angmering, Littlehampton, BN16 4BD | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Newbridge Nurseries Garden Centre, Billingshurst Road, Broadbridge Heath, | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Horsham, RH12 3LN | | | | | | | | | | |
| Pulborough Garden Centre, Stopham Road, Pulborough, RH20 1DS | 0.7% | 6 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Roundstone Farm Shop and Garden Centre, Littlehampton Road, Angmering, Worthing, BN12 6PW | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Cignet Trading Estate, Faraday Close, Worthing, BN13 3RB | 0.6% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Rustington Trading Estate, Dominion Way, Rustington, BN16 3HQ | 0.6% | 5 | 1.8% | 2 | 0.0% | 0 | 1.0% | 1 | 0.8% | 1 |
| Screwfix, Southdownview Road, Broadwater, Worthing, BN14 8NT | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| South Downs Nurseries, Brighton Road, Hassocks, BN6 9LY | 0.1% | 1 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 |
| Squire's Garden Centre, London Road, Washington, Pulborough, RH20 3BP | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Stansted Park Garden Centre, Stansted Park, Broad Walk, Rowland's Castle, PO9 6DU | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Strandways Hardware, Strand Parade, Goring-by-Sea, BN12 6DH | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Broadmark Lane, Rustington, BN16 2NE | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Your Local Garden Centre Findon Vale, Roger's Lane, Findon, Worthing, BN14 ORE | 0.8% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / varies) | 3.7% | 31 | 4.5% | 5 | 1.2% | 1 | 1.0% | 1 | 5.0% | 6 |
| (Don't do this type of shopping) | 16.2% | 134 | 18.8% | 21 | 22.1% | 19 | 20.8% | 21 | 10.0% | 12 |
| Base: | | 829 | | 112 | | 86 | | 101 | | 120 |
| | | | | | | | | 71 | | 103 |
| | | | | | | | | | | 101 |
| | | | | | | | | | | 62 |
| | | | | | | | | | | 73 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|----|-------|----|-------|----|-------|----|-------|----|
| Q22 Excluding Christmas shopping, where does your household do most of its shopping for health, beauty and chemist items? | | | | | | | | | | | | | | | | | | | | |
| Angmering Village Centre | 2.2% | 18 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 23.9% | 17 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Arundel Town Centre | 2.8% | 23 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 30.6% | 19 | 5.5% | 4 |
| Barnham Village Centre | 1.3% | 11 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 15.1% | 11 |
| Bognor Regis Town Centre | 1.2% | 10 | 2.7% | 3 | 1.2% | 1 | 4.0% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.7% | 2 |
| Brighton City Centre | 0.2% | 2 | 0.0% | 0 | 2.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Central London / West End | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Chichester City Centre | 2.9% | 24 | 0.9% | 1 | 1.2% | 1 | 4.0% | 4 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 16.1% | 10 | 9.6% | 7 |
| East Preston Village Centre | 1.9% | 16 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 8.3% | 10 | 8.5% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Eastergate Village Centre | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Ferring Local Centre, Worthing | 0.6% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.9% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Findon Valley Local Centre, Worthing (where Tesco Express, Findon Road is) | 0.5% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.0% | 4 | 0.0% | 0 | 0.0% | 0 |
| Goring-by-Sea District Centre, Worthing (area on Goring Road where Sainsbury's Local is) | 1.1% | 9 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 7.8% | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Littlehampton Town Centre | 17.9% | 148 | 32.1% | 36 | 31.4% | 27 | 62.4% | 63 | 7.5% | 9 | 7.0% | 5 | 1.9% | 2 | 0.0% | 0 | 8.1% | 5 | 1.4% | 1 |
| Rustington Local Centre, Littlehampton | 13.9% | 115 | 23.2% | 26 | 11.6% | 10 | 3.0% | 3 | 42.5% | 51 | 26.8% | 19 | 2.9% | 3 | 0.0% | 0 | 4.8% | 3 | 0.0% | 0 |
| Storrington Town Centre, RH20 4DU | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.2% | 2 | 0.0% | 0 |
| Tarring Road Local Centre, West Worthing | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.9% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Strand Local Centre, Goring-by-Sea | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.9% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| West Durrington District Centre, Worthing (where West Durrington Shopping Centre is) | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 |
| Wick Local Centre, Littlehampton | 1.7% | 14 | 1.8% | 2 | 12.8% | 11 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Worthing Town Centre | 8.0% | 66 | 0.9% | 1 | 0.0% | 0 | 1.0% | 1 | 3.3% | 4 | 4.2% | 3 | 31.1% | 32 | 24.8% | 25 | 0.0% | 0 | 0.0% | 0 |
| Yapton Village Centre | 1.4% | 12 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 16.4% | 12 |
| Bognor Regis Retail Park, Shripney Road, Bognor Regis, PO22 9TR (Matalan, B&M, Halfords & more) | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Downlands Retail Park, Lyons Way, Worthing, BN14 9LA (B&Q, Currys & Lidl) | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.0% | 3 | 0.0% | 0 | 0.0% | 0 |
| Holmbush Shopping Centre, | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Upper Shoreham Road, Shoreham-by-Sea, BN43 6TD (Tesco, M&S, Next & more) | | | | | | | | | | |
| Lyons Farm Retail Park, Worthing, BN14 9LA (Boots, Pets at Home, Argos & more) | 1.0% | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pages Corner Retail Park, Ham Road, Worthing, BN11 2QL (The Range & Iceland) | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Boots Pharmacy, Finisterre Way, Littlehampton, BN17 6RA | 1.9% | 16 | 8.0% | 9 | 1.2% | 1 | 5.0% | 5 | 0.8% | 1 |
| Aldi, Manor Retail Park, Rustington, BN16 3FH | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Saltbox Road, Bognor Regis, PO22 9FP | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda Superstore, Littlehampton Road, Ferring, BN12 6PN | 1.3% | 11 | 1.8% | 2 | 0.0% | 0 | 0.0% | 0 | 1.7% | 2 |
| Barnham Trading Post, Barnham Road, Barnham, PO22 0ES | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Downlands Retail Park, Lyons Way, Worthing, BN14 9FB | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, New Road, Littlehampton, BN17 5AX | 0.8% | 7 | 1.8% | 2 | 3.5% | 3 | 0.0% | 0 | 0.8% | 1 |
| Lidl, North Street, Worthing, BN11 1DU | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons Supermarket, Bedford Street, Bognor Regis, PO21 1QP | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons Supermarket, Hawthorn Road, Wick, Littlehampton, BN17 7LA | 0.7% | 6 | 1.8% | 2 | 3.5% | 3 | 1.0% | 1 | 0.0% | 0 |
| Sainsbury's Superstore, Downland Business Park, Lyons Farm, Worthing, BN14 9LA | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, High Street, Littlehampton, BN17 5EG | 0.8% | 7 | 1.8% | 2 | 2.3% | 2 | 3.0% | 3 | 0.0% | 0 |
| Sainsbury's Superstore, Rustington Retail Park, | 4.9% | 41 | 6.3% | 7 | 2.3% | 2 | 0.0% | 0 | 14.2% | 17 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|------|---|-------|----|-------|----|-------|----|-------|----|
| New Road, Littlehampton, BN16 3RT | | | | | | | | | | | | | | | | | | | | |
| Sainsbury's Superstore, Shripney Road, Bognor Regis, PO22 9FB | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.1% | 3 |
| Sainsbury's Superstore, Westhampnett Road, Chichester, PO19 7YR | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 2.7% | 2 |
| Tesco Extra, Fishbourne Road East, Chichester, PO19 3JT | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Tesco Extra, Fullbeck Way, West Durrington, Worthing, BN13 3FG | 6.5% | 54 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 1.7% | 2 | 0.0% | 0 | 18.4% | 19 | 31.7% | 32 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Holmbush Centre, Upper Shoreham Road, Shoreham-by-Sea, BN43 6TD | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Broad Piece, Wick, Littlehampton, BN17 5RA | 3.9% | 32 | 6.3% | 7 | 7.0% | 6 | 5.9% | 6 | 2.5% | 3 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 4.8% | 3 | 8.2% | 6 |
| Tesco Superstore, Shripney Road, Bognor Regis, PO22 9ND | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Abroad | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Internet | 10.5% | 87 | 6.3% | 7 | 12.8% | 11 | 8.9% | 9 | 10.0% | 12 | 8.5% | 6 | 6.8% | 7 | 10.9% | 11 | 17.7% | 11 | 17.8% | 13 |
| Mail order / catalogue | 0.7% | 6 | 0.0% | 0 | 2.3% | 2 | 0.0% | 0 | 0.8% | 1 | 1.4% | 1 | 1.0% | 1 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 |
| Asda Superstore, Brighton Marina, Brighton, BN2 5UT | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Jhoots Pharmacy, Green Lane Close, Arundel, BN18 9HG | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 |
| Manor Parade Shops, Durrington, Worthing, BN13 2JP | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.0% | 3 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Newland Street, Worthing, BN11 1JU | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pulborough Town Centre | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.2% | 2 | 0.0% | 0 |
| Sainsburys Superstore, Stane Street, Codmore Hill, Pulborough, RH20 1BQ | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.2% | 2 | 0.0% | 0 |
| Station Parade Shops, East Preston, Rustington, BN16 3AE | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tarring Local Centre, Worthing | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|------|---|------|---|------|---|------|---|------|---|
| Tesco Express, Finisterre Way, Littlehampton, BN17 6RA | 0.1% | 1 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Rectory Road, Worthing, BN14 7PE | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Broadmark Lane, Rustington, BN16 2NE | 0.6% | 5 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 1.7% | 2 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| (Don't know / varies) | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't do this type of shopping) | 2.2% | 18 | 1.8% | 2 | 4.7% | 4 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 6.9% | 7 | 0.0% | 0 | 4.1% | 3 |
| Base: | 829 | 112 | 86 | 101 | 120 | 71 | 103 | 101 | 62 | 73 | | | | | | | | | | |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|----|-------|----|-------|----|-------|----|-------|----|
| Q23 Excluding Christmas shopping, where does your household do most of its shopping for books, toys and gifts? | | | | | | | | | | | | | | | | | | | | |
| Angmering Village Centre | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Arundel Town Centre | 1.7% | 14 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 19.4% | 12 | 1.4% | 1 |
| Barnham Village Centre | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.7% | 2 |
| Bognor Regis Town Centre | 1.6% | 13 | 2.7% | 3 | 1.2% | 1 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 8.2% | 6 | 0.0% | 0 |
| Brighton City Centre | 0.5% | 4 | 0.0% | 0 | 1.2% | 1 | 1.0% | 1 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Central London / West End | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 |
| Chichester City Centre | 4.3% | 36 | 0.0% | 0 | 5.8% | 5 | 3.0% | 3 | 1.7% | 2 | 4.2% | 3 | 0.0% | 0 | 0.0% | 0 | 14.5% | 9 | 19.2% | 14 |
| East Preston Village Centre | 0.1% | 1 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ferring Local Centre, Worthing | 0.2% | 2 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Findon Valley Local Centre, Worthing (where Tesco Express, Findon Road is) | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 |
| Goring-by-Sea District Centre, Worthing (area on Goring Road where Sainsbury's Local is) | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Littlehampton Town Centre | 6.2% | 51 | 16.1% | 18 | 11.6% | 10 | 14.9% | 15 | 3.3% | 4 | 4.2% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Portsmouth 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 | 0.0% | 0 | 0.0% | 0 |
| Rustington Local Centre, Littlehampton | 11.2% | 93 | 19.6% | 22 | 8.1% | 7 | 5.9% | 6 | 29.2% | 35 | 28.2% | 20 | 1.9% | 2 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 |
| Southampton City Centre | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Storrington Town Centre, RH20 4DU | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 |
| The Strand Local Centre, Goring-by-Sea | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.9% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| West Durrington District Centre, Worthing (where West Durrington Shopping Centre is) | 0.6% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 1.0% | 1 | 3.0% | 3 | 0.0% | 0 | 0.0% | 0 |
| Wick Local Centre, Littlehampton | 0.4% | 3 | 1.8% | 2 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Worthing Town Centre | 9.7% | 80 | 4.5% | 5 | 9.3% | 8 | 2.0% | 2 | 2.5% | 3 | 8.5% | 6 | 29.1% | 30 | 24.8% | 25 | 0.0% | 0 | 1.4% | 1 |
| Bognor Regis Retail Park, Shripney Road, Bognor Regis, PO22 9TR (Matalan, B&M, Halfords & more) | 0.2% | 2 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 |
| Ford Airfield Market and Carboot, Rodney Crescent, Ford, Arundel, BN18 0DB | 0.2% | 2 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Gunwharf Quays Designer Outlet, Portsmouth, PO1 3TZ (Nike, Pandora, Calvin Klein, Fred Perry) | 0.1% | 1 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| & more) | | | | | | | | | | |
| Pages Corner Retail Park, Ham Road, Worthing, BN11 2QL (The Range & Iceland) | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rustington Retail Park, New Road, Rustington, Littlehampton, BN16 3RT (Dunelm, Halfords, Starbucks) | 0.2% | 2 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 |
| Haskins Garden Centre, Roundstone By-Pass Road, Angmering, Littlehampton, BN16 4BD | 0.5% | 4 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.8% | 1 |
| Asda Superstore, Littlehampton Road, Ferring, BN12 6PN | 0.5% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 |
| Lidl, New Road, Littlehampton, BN17 5AX | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 |
| Marks and Spencer (M&S), Holmbush Centre, Shoreham-by-Sea, BN43 6TD | 0.4% | 3 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 |
| Marks and Spencer (M&S), Montague Street, Worthing, BN11 3BW | 0.4% | 3 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons Supermarket, Hawthorn Road, Wick, Littlehampton, BN17 7LA | 0.2% | 2 | 0.9% | 1 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, High Street, Littlehampton, BN17 5EG | 0.2% | 2 | 0.9% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Sainsbury's Superstore, Rustington Retail Park, New Road, Littlehampton, BN16 3RT | 1.6% | 13 | 1.8% | 2 | 2.3% | 2 | 0.0% | 0 | 4.2% | 5 |
| Sainsbury's Superstore, Shripney Road, Bognor Regis, PO22 9FB | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Fullbeck Way, West Durrington, Worthing, BN13 3FG | 1.7% | 14 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Broad Piece, Wick, Littlehampton, BN17 5RA | 1.4% | 12 | 0.9% | 1 | 4.7% | 4 | 1.0% | 1 | 1.7% | 2 |
| Tesco Superstore, Shripney Road, Bognor Regis, | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|----|-------|-----|-------|-----|-------|----|-------|----|
| PO22 9ND | | | | | | | | | | | | | | | | | | | | |
| Internet | 35.5% | 294 | 30.4% | 34 | 34.9% | 30 | 57.4% | 58 | 35.0% | 42 | 25.4% | 18 | 29.1% | 30 | 34.7% | 35 | 30.6% | 19 | 38.4% | 28 |
| Mail order / catalogue | 0.6% | 5 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 1.0% | 1 | 0.0% | 0 | 1.6% | 1 | 1.4% | 1 |
| Aldeburgh Town Centre | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Petersfield Town Centre | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Tesco Express, Finisterre Way, Littlehampton, BN17 6RA | 0.1% | 1 | 0.9% | 1 | 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 / varies) | 3.5% | 29 | 3.6% | 4 | 0.0% | 0 | 4.0% | 4 | 1.7% | 2 | 4.2% | 3 | 2.9% | 3 | 7.9% | 8 | 4.8% | 3 | 2.7% | 2 |
| (Don't do this type of shopping) | 13.6% | 113 | 12.5% | 14 | 10.5% | 9 | 5.0% | 5 | 15.0% | 18 | 15.5% | 11 | 18.4% | 19 | 15.8% | 16 | 17.7% | 11 | 13.7% | 10 |
| Base: | | 829 | | 112 | | 86 | | 101 | | 120 | | 71 | | 103 | | 101 | | 62 | | 73 |

Q24 Excluding Christmas shopping, on your last non-food shopping trip for ANY type of non-food item, where did your trip start from?

| | | | | | | | | | | | | | | | | | | | | |
|---|-------|-----|-------|-----|-------|----|-------|-----|-------|-----|-------|----|-------|-----|-------|-----|-------|----|-------|----|
| Home | 81.8% | 678 | 92.0% | 103 | 72.1% | 62 | 83.2% | 84 | 93.3% | 112 | 77.5% | 55 | 87.4% | 90 | 77.2% | 78 | 77.4% | 48 | 63.0% | 46 |
| Work | 1.6% | 13 | 0.9% | 1 | 2.3% | 2 | 4.0% | 4 | 0.8% | 1 | 0.0% | 0 | 1.0% | 1 | 3.0% | 3 | 1.6% | 1 | 0.0% | 0 |
| Place of higher education (e.g. college / university) | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Family / friends home | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Leisure activity venue (e.g. gym / cinema, etc.) | 0.6% | 5 | 0.9% | 1 | 0.0% | 0 | 1.0% | 1 | 0.8% | 1 | 0.0% | 0 | 1.0% | 1 | 1.0% | 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 | 0.0% | 0 | 0.0% | 0 |
| Hotel / on holiday | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / can't remember) | 1.8% | 15 | 0.0% | 0 | 4.7% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 5.9% | 6 | 1.6% | 1 | 4.1% | 3 |
| (Last non-food shop was via internet / delivery) | 13.8% | 114 | 6.3% | 7 | 20.9% | 18 | 8.9% | 9 | 5.0% | 6 | 22.5% | 16 | 8.7% | 9 | 12.9% | 13 | 19.4% | 12 | 32.9% | 24 |
| Base: | | 829 | | 112 | | 86 | | 101 | | 120 | | 71 | | 103 | | 101 | | 62 | | 73 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | Zone 6 | | Zone 7 | | Zone 8 | | Zone 9 | | |
|---|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|----|
| Q25 On that last non-food shopping trip, how did you travel there? | | | | | | | | | | | | | | | | | | | | |
| <i>Not those that said 'Last non-food shop was via internet / delivery' or 'Don't know / varies' at Q24</i> | | | | | | | | | | | | | | | | | | | | |
| Car / van (as driver) | 55.3% | 386 | 56.2% | 59 | 56.3% | 36 | 42.9% | 39 | 53.5% | 61 | 72.7% | 40 | 52.2% | 48 | 56.1% | 46 | 57.1% | 28 | 63.0% | 29 |
| Car / van (as passenger) | 18.2% | 127 | 18.1% | 19 | 18.8% | 12 | 17.6% | 16 | 17.5% | 20 | 14.5% | 8 | 16.3% | 15 | 19.5% | 16 | 24.5% | 12 | 19.6% | 9 |
| Bus, minibus or coach | 12.5% | 87 | 10.5% | 11 | 10.9% | 7 | 5.5% | 5 | 15.8% | 18 | 7.3% | 4 | 20.7% | 19 | 14.6% | 12 | 6.1% | 3 | 17.4% | 8 |
| Motorcycle, scooter or moped | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 |
| Walk | 8.9% | 62 | 9.5% | 10 | 10.9% | 7 | 28.6% | 26 | 7.0% | 8 | 1.8% | 1 | 4.3% | 4 | 3.7% | 3 | 6.1% | 3 | 0.0% | 0 |
| Taxi | 1.3% | 9 | 1.9% | 2 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 1.8% | 1 | 2.2% | 2 | 3.7% | 3 | 0.0% | 0 | 0.0% | 0 |
| Train | 2.1% | 15 | 1.9% | 2 | 3.1% | 2 | 5.5% | 5 | 2.6% | 3 | 0.0% | 0 | 1.1% | 1 | 1.2% | 1 | 2.0% | 1 | 0.0% | 0 |
| Metro / tram | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bicycle | 0.6% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 1.8% | 1 | 2.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mobility scooter / disability vehicle | 0.7% | 5 | 1.9% | 2 | 0.0% | 0 | 0.0% | 0 | 1.8% | 2 | 0.0% | 0 | 1.1% | 1 | 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 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / can't remember) | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.1% | 2 | 0.0% | 0 |
| Base: | | 698 | | 105 | | 64 | | 91 | | 114 | | 55 | | 92 | | 82 | | 49 | | 46 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|----|-------|----|-------|----|-------|----|-------|----|
| Q26 On that last non-food shopping trip, did you combine that trip with any other activities? [MR] | | | | | | | | | | | | | | | | | | | | |
| <i>Not those that said 'Last non-food shop was via internet / delivery' or 'Don't know / varies' at Q24</i> | | | | | | | | | | | | | | | | | | | | |
| Yes – FOOD shopping | 5.0% | 35 | 6.7% | 7 | 6.3% | 4 | 4.4% | 4 | 8.8% | 10 | 9.1% | 5 | 5.4% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Yes – visiting financial services such as banks / building societies / cash points | 1.3% | 9 | 1.9% | 2 | 1.6% | 1 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 4.3% | 4 | 0.0% | 0 | 0.0% | 0 | 2.2% | 1 |
| Yes – visiting health service such as doctor, dentist, hospital, opticians | 1.9% | 13 | 1.0% | 1 | 0.0% | 0 | 2.2% | 2 | 1.8% | 2 | 0.0% | 0 | 2.2% | 2 | 3.7% | 3 | 6.1% | 3 | 0.0% | 0 |
| Yes – visiting other service such as hairdressers, beautician, laundrette, recycling, etc. | 1.0% | 7 | 3.8% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.3% | 2 |
| Yes – visiting post office | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 1 | 0.0% | 0 |
| Yes – visiting pharmacy / chemist | 0.6% | 4 | 1.0% | 1 | 1.6% | 1 | 1.1% | 1 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Yes – leisure activity (e.g. gym, cinema, ten-pin bowling, etc.) | 2.0% | 14 | 1.9% | 2 | 0.0% | 0 | 3.3% | 3 | 1.8% | 2 | 1.8% | 1 | 2.2% | 2 | 1.2% | 1 | 2.0% | 1 | 4.3% | 2 |
| Yes – visiting café / pub / restaurant | 17.8% | 124 | 19.0% | 20 | 17.2% | 11 | 18.7% | 17 | 21.1% | 24 | 16.4% | 9 | 16.3% | 15 | 14.6% | 12 | 14.3% | 7 | 19.6% | 9 |
| Yes – getting petrol | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 1.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Yes – travelling to / from school / college / university | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 1.8% | 1 | 0.0% | 0 | 0.0% | 0 | 2.0% | 1 | 0.0% | 0 |
| Yes – travelling to / from work | 1.7% | 12 | 1.0% | 1 | 0.0% | 0 | 2.2% | 2 | 0.0% | 0 | 0.0% | 0 | 3.3% | 3 | 3.7% | 3 | 4.1% | 2 | 2.2% | 1 |
| Yes – visiting church / place of worship | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Yes – visiting library | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Yes – visiting family / friends | 4.4% | 31 | 4.8% | 5 | 10.9% | 7 | 3.3% | 3 | 5.3% | 6 | 1.8% | 1 | 4.3% | 4 | 3.7% | 3 | 4.1% | 2 | 0.0% | 0 |
| Yes – going for a walk / walking the dog | 2.7% | 19 | 1.9% | 2 | 1.6% | 1 | 6.6% | 6 | 1.8% | 2 | 0.0% | 0 | 5.4% | 5 | 2.4% | 2 | 2.0% | 1 | 0.0% | 0 |
| Yes – window shopping / browsing | 3.0% | 21 | 3.8% | 4 | 1.6% | 1 | 3.3% | 3 | 4.4% | 5 | 0.0% | 0 | 3.3% | 3 | 4.9% | 4 | 0.0% | 0 | 2.2% | 1 |
| Yes – other activity | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (No activity) | 58.3% | 407 | 58.1% | 61 | 56.3% | 36 | 62.6% | 57 | 54.4% | 62 | 60.0% | 33 | 53.3% | 49 | 61.0% | 50 | 65.3% | 32 | 58.7% | 27 |
| (Don't know / can't remember) | 4.7% | 33 | 1.9% | 2 | 7.8% | 5 | 1.1% | 1 | 3.5% | 4 | 10.9% | 6 | 5.4% | 5 | 6.1% | 5 | 2.0% | 1 | 8.7% | 4 |
| Base: | | 698 | | 105 | | 64 | | 91 | | 114 | | 55 | | 92 | | 82 | | 49 | | 46 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|----|-------|-----|-------|-----|-------|----|-------|----|
| Q27 Which of these leisure activities do you or your household participate in? [MR/PR] | | | | | | | | | | | | | | | | | | | | |
| Indoor health or fitness activity (e.g. gym, health club / leisure centre, etc.) | 20.0% | 166 | 14.3% | 16 | 17.4% | 15 | 31.7% | 32 | 11.7% | 14 | 22.5% | 16 | 22.3% | 23 | 26.7% | 27 | 21.0% | 13 | 13.7% | 10 |
| Cinema | 36.9% | 306 | 37.5% | 42 | 22.1% | 19 | 46.5% | 47 | 36.7% | 44 | 42.3% | 30 | 39.8% | 41 | 30.7% | 31 | 41.9% | 26 | 35.6% | 26 |
| Restaurant / café | 78.4% | 650 | 75.9% | 85 | 72.1% | 62 | 82.2% | 83 | 77.5% | 93 | 78.9% | 56 | 81.6% | 84 | 82.2% | 83 | 87.1% | 54 | 68.5% | 50 |
| Bingo | 2.4% | 20 | 1.8% | 2 | 7.0% | 6 | 3.0% | 3 | 2.5% | 3 | 0.0% | 0 | 2.9% | 3 | 3.0% | 3 | 0.0% | 0 | 0.0% | 0 |
| Ten-pin bowling | 7.6% | 63 | 8.0% | 9 | 10.5% | 9 | 11.9% | 12 | 5.0% | 6 | 8.5% | 6 | 7.8% | 8 | 6.9% | 7 | 1.6% | 1 | 6.8% | 5 |
| Trampolining | 2.2% | 18 | 0.9% | 1 | 4.7% | 4 | 3.0% | 3 | 0.8% | 1 | 2.8% | 2 | 1.9% | 2 | 0.0% | 0 | 1.6% | 1 | 5.5% | 4 |
| (None mentioned) | 16.3% | 135 | 18.8% | 21 | 20.9% | 18 | 8.9% | 9 | 18.3% | 22 | 16.9% | 12 | 12.6% | 13 | 12.9% | 13 | 9.7% | 6 | 28.8% | 21 |
| Base: | | 829 | | 112 | | 86 | | 101 | | 120 | | 71 | | 103 | | 101 | | 62 | | 73 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Q28 Where did you or your household last visit for an indoor health or fitness activity? | | | | | | | | | | |
| <i>Those that said 'Indoor health or fitness activity' at Q27</i> | | | | | | | | | | |
| Arun Leisure Centre, Felpham Way, Bognor Regis, PO22 8ED | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| David Lloyd Worthing, Romany Road, Worthing, BN13 3DL | 9.0% | 15 | 0.0% | 0 | 6.7% | 1 | 0.0% | 0 | 0.0% | 0 |
| Lanes Health Club, Golfers Lane, Rustington, Angmering, BN16 4NB | 6.6% | 11 | 12.5% | 2 | 6.7% | 1 | 3.1% | 1 | 21.4% | 3 |
| Littlehampton Wave, Sea Road, Littlehampton, BN16 2NA | 27.1% | 45 | 43.8% | 7 | 46.7% | 7 | 53.1% | 17 | 42.9% | 6 |
| Optimus Gym Rustington, Artex Avenue, Rustington, Littlehampton, BN16 3LN | 4.2% | 7 | 12.5% | 2 | 6.7% | 1 | 12.5% | 4 | 0.0% | 0 |
| Project Spartan, Broadwater, Worthing, BN14 8JE | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sharp Fitness & Massage, Jubilee Avenue, Rustington, Littlehampton, BN16 3NB | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 3.1% | 1 | 0.0% | 0 |
| Steyning Leisure Centre, Steyning, BN44 3AA | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Gym Group Worthing, Lyons Farm Retail Park, Sompting Road, Worthing, BN14 9JL | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Trax Health & Fitness Club, Heene Road, Worthing, BN11 3RG | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Westgate Leisure Centre, Via Ravenna, Chichester, PO19 1RJ | 1.8% | 3 | 0.0% | 0 | 6.7% | 1 | 0.0% | 0 | 0.0% | 0 |
| Worthing Leisure Centre, Shaftesbury Avenue, Goring-by-Sea, Worthing, BN12 4ET | 4.2% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 7.1% | 1 |
| Angmering Village Centre | 3.6% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 7.1% | 1 |
| Bognor Regis Town Centre | 3.0% | 5 | 0.0% | 0 | 0.0% | 0 | 9.4% | 3 | 0.0% | 0 |
| Broadwater District Centre, Worthing | 1.8% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Chichester City Centre | 1.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| East Preston Village Centre | 1.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 12.5% | 2 |
| Ferring Local Centre, | 1.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 7.1% | 1 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Worthing | | | | | | | | | | |
| Findon Valley Local Centre, Worthing | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Goring-by-Sea District Centre, Worthing | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Littlehampton Town Centre | 4.8% | 8 | 18.8% | 3 | 0.0% | 0 | 3.1% | 1 | 7.1% | 1 |
| Middleton-on-Sea Village Centre | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rustington Local Centre, Littlehampton | 1.2% | 2 | 0.0% | 0 | 6.7% | 1 | 0.0% | 0 | 0.0% | 0 |
| West Durrington District Centre, Worthing | 1.8% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wick Local Centre, Littlehampton | 1.2% | 2 | 0.0% | 0 | 0.0% | 0 | 6.3% | 2 | 0.0% | 0 |
| Worthing Town Centre | 1.2% | 2 | 0.0% | 0 | 0.0% | 0 | 3.1% | 1 | 0.0% | 0 |
| Yapton Village Centre | 0.6% | 1 | 0.0% | 0 | 6.7% | 1 | 0.0% | 0 | 0.0% | 0 |
| Active Worthing Wellbeing Centre, Palatine Road, Worthing, BN12 6JN | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| AJ's Gym, Lineside Industrial Estate, Arndale Road, Wick, Littlehampton, BN17 7GA | 0.6% | 1 | 0.0% | 0 | 6.7% | 1 | 0.0% | 0 | 0.0% | 0 |
| Avisford Park Hotel Health Club, Yapton Lane, Walberton, BN18 0LS | 0.6% | 1 | 6.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bailiffscourt Hotel & Spa, Climping Street, Atherington, LBN17 5RW | 1.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| CB Training Club, Selden Lane, Patching, Worthing, BN13 3UL | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dolphin Leisure Centre, Pasture Hill Road, Haywards Heath, RH16 1LY | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Durrington Community Centre, Romany Road, Worthing, BN13 3FJ | 1.8% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Field Place Manor House and Barns, The Boulevard, Worthing, BN13 1NP | 1.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Guildford Spectrum, Parkway, Guildford, GU1 1UP | 0.6% | 1 | 6.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| HMP Ford Gym, Ford Road, Ford, Arundel, BN18 0BX | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|------|---|------|---|------|---|-------|---|-------|---|
| Let's Retreat, Decoy Lane, Angmering, Arundel, BN18 9QA | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Maybridge Community Church, The Strand, Worthing, BN12 6DR | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nuffield Health Chichester Fitness & Wellbeing Gym, Chichester Gate, Chichester, PO19 8EL | 1.2% | 2 | 0.0% | 0 | 6.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 10.0% | 1 |
| Parish Centre, Broadwater Road, Worthing, BN14 8HT | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.7% | 1 | 0.0% | 0 | 0.0% | 0 |
| The Goodwood Health Club, New Barn Hill, Chichester, PO18 0QB | 1.8% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 15.4% | 2 | 10.0% | 1 |
| The Gym Group Chichester, Portfield Way, Chichester, PO19 7YH | 1.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 20.0% | 2 |
| The Victoria Institute, Tarrant Street, Arundel, BN18 9DG | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 7.7% | 1 | 0.0% | 0 |
| West Park Recreation Ground, Goring-by-Sea, Worthing, BN11 5RZ | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.7% | 1 | 0.0% | 0 | 0.0% | 0 |
| Woodlands Centre, Woodlands Avenue, Rustington, Littlehampton, BN16 3HB | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 7.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Worthing Indoor Bowls Club, Field Place, The Boulevard, Worthing, BN13 1NP | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / can't remember) | 1.8% | 3 | 0.0% | 0 | 0.0% | 0 | 6.3% | 2 | 0.0% | 0 | 6.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | 166 | 16 | 15 | 32 | 14 | 16 | 23 | 27 | 13 | 10 | | | | | | | | | | |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|----|-------|----|-------|----|-------|---|-------|---|
| Q29 Which cinema did you or your household last visit? | | | | | | | | | | | | | | | | | | | | |
| <i>Those that said 'Cinema' at Q27</i> | | | | | | | | | | | | | | | | | | | | |
| Chichester Cinema at New Park, New Park Road, Chichester, PO19 7XY | 6.9% | 21 | 2.4% | 1 | 5.3% | 1 | 2.1% | 1 | 2.3% | 1 | 0.0% | 0 | 0.0% | 0 | 3.2% | 1 | 26.9% | 7 | 34.6% | 9 |
| Cineworld, Brighton Marina, Brighton, BN2 5UF | 1.0% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.3% | 1 | 4.9% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cineworld, Chichester Gate, Chichester, PO19 8EL | 9.5% | 29 | 11.9% | 5 | 10.5% | 2 | 14.9% | 7 | 2.3% | 1 | 13.3% | 4 | 0.0% | 0 | 0.0% | 0 | 11.5% | 3 | 26.9% | 7 |
| Dome Cinema, Marine Parade, Worthing, BN11 3PT | 13.4% | 41 | 7.1% | 3 | 0.0% | 0 | 10.6% | 5 | 13.6% | 6 | 10.0% | 3 | 39.0% | 16 | 19.4% | 6 | 7.7% | 2 | 0.0% | 0 |
| Duke of York's Picturehouse, Preston Road, Brighton, BN1 4NA | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Everyman Horsham, Piries Place, Horsham, RH12 1EH | 1.0% | 3 | 0.0% | 0 | 0.0% | 0 | 2.1% | 1 | 0.0% | 0 | 3.3% | 1 | 0.0% | 0 | 3.2% | 1 | 0.0% | 0 | 0.0% | 0 |
| Picture House Cinema and Restaurant, High Street, Uckfield, TN22 1AS | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.2% | 1 | 0.0% | 0 | 0.0% | 0 |
| Picturedrome Cinema, Canada Grove, Bognor Regis, PO21 1DW | 5.6% | 17 | 11.9% | 5 | 21.1% | 4 | 2.1% | 1 | 0.0% | 0 | 3.3% | 1 | 2.4% | 1 | 0.0% | 0 | 3.8% | 1 | 15.4% | 4 |
| Slindon Cinema, Slindon, Arundel, BN18 0QT | 0.7% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 7.7% | 2 | 0.0% | 0 |
| Windmill Cinema, Windmill Road, Littlehampton, BN17 5LH | 38.6% | 118 | 59.5% | 25 | 47.4% | 9 | 59.6% | 28 | 79.5% | 35 | 43.3% | 13 | 0.0% | 0 | 3.2% | 1 | 11.5% | 3 | 15.4% | 4 |
| Worthing Connaught Theatre & Studio, Union Place, Worthing, BN11 1LG | 14.7% | 45 | 4.8% | 2 | 5.3% | 1 | 4.3% | 2 | 2.3% | 1 | 13.3% | 4 | 43.9% | 18 | 54.8% | 17 | 0.0% | 0 | 0.0% | 0 |
| Worthing Pavilion Theatre, Marine Parade, Worthing, BN11 3PX | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Abroad | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.2% | 1 | 0.0% | 0 | 0.0% | 0 |
| Angmering Community Centre, Foxwood Avenue, Angmering, BN16 4FU | 0.7% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.7% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Arundel Town Hall, Maltravers Street, Arundel, BN18 9AP | 1.0% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 11.5% | 3 | 0.0% | 0 |
| Billingshurst Centre, Roman Way, Billingshurst, RH14 9EW | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.8% | 1 | 0.0% | 0 |
| Dukes at Komedia | 0.3% | 1 | 0.0% | 0 | 5.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Picturehouse, Gardner Street, Brighton, BN1 1UN | | | | | | | | | | |
| Durrington Community Centre, Romany Road, Worthing, BN13 3FJ | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ferring Community Cinema, Ferring Street, Ferring, BN12 5JP | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Odeon, Kingswest, West Street, Brighton, BN1 2RE | 0.7% | 2 | 0.0% | 0 | 0.0% | 0 | 2.1% | 1 | 0.0% | 0 |
| Scott Cinemas, Boutport Street, Barnstaple, EX31 1SR | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Seaford Community Cinema, The Barn Theatre, Seaford, BN25 1QL | 0.3% | 1 | 0.0% | 0 | 5.3% | 1 | 0.0% | 0 | 0.0% | 0 |
| The Victoria Institute, Tarrant Street, Arundel, BN18 9DG | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Vue, Gunwharf Quays, Portsmouth, PO1 3TA | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 2.1% | 1 | 0.0% | 0 |
| (Don't know / can't remember) | 2.6% | 8 | 2.4% | 1 | 0.0% | 0 | 0.0% | 0 | 3.3% | 1 |
| Base: | 306 | 42 | 19 | 47 | 44 | 30 | 41 | 31 | 26 | 26 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|---|-------|----|-------|----|-------|----|-------|----|
| Q30 Where did you or your household last visit to go to a restaurant or café? | | | | | | | | | | | | | | | | | | | | |
| <i>Those that said 'Restaurant / café' at Q27</i> | | | | | | | | | | | | | | | | | | | | |
| Angmering Village Centre | 1.7% | 11 | 1.2% | 1 | 0.0% | 0 | 1.2% | 1 | 1.1% | 1 | 14.3% | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Arundel Town Centre | 8.5% | 55 | 2.4% | 2 | 4.8% | 3 | 3.6% | 3 | 6.5% | 6 | 1.8% | 1 | 0.0% | 0 | 2.4% | 2 | 50.0% | 27 | 22.0% | 11 |
| Barnham Village Centre | 0.6% | 4 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.0% | 3 |
| Bognor Regis Town Centre | 2.0% | 13 | 2.4% | 2 | 4.8% | 3 | 8.4% | 7 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Brighton City Centre | 2.0% | 13 | 3.5% | 3 | 3.2% | 2 | 3.6% | 3 | 1.1% | 1 | 1.8% | 1 | 0.0% | 0 | 3.6% | 3 | 0.0% | 0 | 0.0% | 0 |
| Broadwater District Centre, Worthing (area around Broadwater Road / Cricketers Parade) | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 |
| Central London / West End | 0.6% | 4 | 1.2% | 1 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 1.8% | 1 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Chichester City Centre | 6.3% | 41 | 2.4% | 2 | 6.5% | 4 | 12.0% | 10 | 2.2% | 2 | 8.9% | 5 | 3.6% | 3 | 1.2% | 1 | 9.3% | 5 | 18.0% | 9 |
| East Preston Village Centre | 2.0% | 13 | 0.0% | 0 | 3.2% | 2 | 0.0% | 0 | 6.5% | 6 | 7.1% | 4 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Felpham Village Centre | 0.5% | 3 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 1 |
| Ferring Local Centre, Worthing | 2.8% | 18 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 | 3.2% | 3 | 3.6% | 2 | 14.3% | 12 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Findon Valley Local Centre, Worthing (where Tesco Express, Findon Road is) | 0.6% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 3.6% | 3 | 0.0% | 0 | 0.0% | 0 |
| Ford Village Centre | 0.2% | 1 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Goring-by-Sea District Centre, Worthing (area on Goring Road where Sainsbury's Local is) | 4.6% | 30 | 0.0% | 0 | 3.2% | 2 | 0.0% | 0 | 3.2% | 3 | 5.4% | 3 | 19.0% | 16 | 6.0% | 5 | 0.0% | 0 | 2.0% | 1 |
| Littlehampton Town Centre | 14.6% | 95 | 29.4% | 25 | 40.3% | 25 | 24.1% | 20 | 12.9% | 12 | 5.4% | 3 | 2.4% | 2 | 2.4% | 2 | 3.7% | 2 | 8.0% | 4 |
| Portsmouth City Centre | 0.5% | 3 | 0.0% | 0 | 1.6% | 1 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rustington Local Centre, Littlehampton | 11.7% | 76 | 20.0% | 17 | 11.3% | 7 | 7.2% | 6 | 34.4% | 32 | 14.3% | 8 | 3.6% | 3 | 1.2% | 1 | 1.9% | 1 | 2.0% | 1 |
| Shoreham-by-Sea Town Centre | 0.5% | 3 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 |
| Steyning Town Centre | 0.2% | 1 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Storrington Town Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.9% | 1 | 0.0% | 0 |
| The Strand Local Centre, Goring-by-Sea | 0.3% | 2 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Walberton Village Centre | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.0% | 2 |
| West Durrington District Centre, Worthing (where West Durrington Shopping Centre is) | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 |
| Worthing Town Centre | 14.5% | 94 | 3.5% | 3 | 4.8% | 3 | 19.3% | 16 | 6.5% | 6 | 10.7% | 6 | 32.1% | 27 | 38.6% | 32 | 0.0% | 0 | 2.0% | 1 |
| Yapton Village Centre | 0.5% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.0% | 2 |
| Abroad | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 |
| Amberley Village Centre | 0.6% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 5.6% | 3 | 0.0% | 0 |
| Arundel Restaurant, Northbrook College, | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Littlehampton Road, Goring-by-Sea, BN12 6NU | | | | | | | | | | |
| Ashington Village Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Binsted Village Centre | 1.1% | 7 | 1.2% | 1 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 |
| Bournemouth Town Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Brighton City Airport, Cecil Pashley Way, Shoreham-by-Sea, BN43 5FF | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bristol City Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Broadwater Local Centre, Worthing | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Burpham Village Centre | 0.5% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 |
| Bury Village Centre | 0.5% | 3 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 |
| Cheltenham Town Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Clapham Village Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 |
| Climping Village Centre | 1.4% | 9 | 1.2% | 1 | 0.0% | 0 | 3.6% | 3 | 1.1% | 1 |
| Crawley Town Centre | 0.2% | 1 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 | 0.0% | 0 |
| Crossbush Beefeater, Crossbush Lane, Arundel, BN18 9PQ | 0.9% | 6 | 1.2% | 1 | 3.2% | 2 | 1.2% | 1 | 0.0% | 0 |
| Durrington Local Centre, Worthing | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Eartham Village Centre | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Findon Village Centre | 0.5% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Fittleworth Village Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Guildford Town Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 |
| Halnaker Hamlet Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Haskins Garden Centre, Roundstone By-Pass Road, Angmering, Littlehampton, BN16 4BD | 1.4% | 9 | 3.5% | 3 | 1.6% | 1 | 1.2% | 1 | 2.2% | 2 |
| Highdown Garden Centre, Littlehampton Road, Angmering, Worthing, BN12 6PW | 0.8% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 |
| Horsham Town Centre | 0.5% | 3 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hove Local Centre | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 |
| Kirdford Village Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 |
| Lanes Health Clubs, Golfers Lane, Rustington, Angmering, BN16 4NB | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 |
| Littlehampton Pier / Beach / Harbour Area | 1.5% | 10 | 4.7% | 4 | 0.0% | 0 | 2.4% | 2 | 2.2% | 2 |
| Loxwood Village Centre | 0.2% | 1 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Macdonald Elmers Court | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Hotel & Resort, South Baddesley Road, Lymington, SO41 5ZB | | | | | | | | | | |
| Manor Retail Park, Rustington Bypass, Littlehampton, BN16 3FH | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 |
| Miller & Carter Lancing, Manor Road, Lancing, BN15 0EU | 0.5% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Monmouth Town Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Old Barn Garden Centre, Worthing Road, Dial Post, RH13 8NR | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pagham Village Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Patching Village Centre | 0.6% | 4 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 | 0.0% | 0 |
| Portslade Local Centre, Brighton | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pulborough Garden Centre, Stopham Road, Pulborough, RH20 1DS | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Runcton Village Centre | 0.2% | 1 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rustington Retail Park, New Road, Rustington, Littlehampton, BN16 3RT | 0.5% | 3 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 |
| Salvington Local Centre, Worthing | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Slindon Village Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Broad Piece, Wick, Littlehampton, BN17 5RA | 0.3% | 2 | 1.2% | 1 | 1.6% | 1 | 0.0% | 0 | 0.0% | 0 |
| Thakeham Village Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Blue Bird Cafe, South Drive, Ferring Beach, BN12 5QU | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Elms, St John's Business Park, Lutterworth, LE17 4HB | 0.2% | 1 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 | 0.0% | 0 |
| The Highdown, Littlehampton Road, Worthing, BN12 6FB | 0.8% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.2% | 3 |
| The Old Stables, Fontwell Park, Fontwell, Arundel, BN18 0SY | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Pig In The South Downs, Madehurst, Arundel, BN18 0NL | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Swallows Return, | 0.6% | 4 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|------|----|------|----|------|----|------|----|------|----|
| Titnore Lane, Worthing, BN12 6PB | | | | | | | | | | | | | | | | | | | | |
| Toby Carvery Downlands, Upper Brighton Road, Worthing, BN14 9JN | 0.6% | 4 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 2.0% | 1 |
| Toby Carvery Worthing, Goring Road, Heene, Worthing, BN12 4AS | 0.6% | 4 | 1.2% | 1 | 1.6% | 1 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 |
| Tooting Town Centre | 0.2% | 1 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Twickenham Town Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.9% | 1 | 0.0% | 0 |
| Washington Village Centre | 0.6% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.8% | 1 | 0.0% | 0 | 3.6% | 3 | 0.0% | 0 | 0.0% | 0 |
| Wincanton Town Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Your Local Garden Centre Findon Vale, Roger's Lane, Findon, Worthing, BN14 0RE | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / can't remember) | 2.8% | 18 | 5.9% | 5 | 1.6% | 1 | 0.0% | 0 | 1.1% | 1 | 7.1% | 4 | 1.2% | 1 | 4.8% | 4 | 1.9% | 1 | 2.0% | 1 |
| Base: | | 650 | | 85 | | 62 | | 83 | | 93 | | 56 | | 84 | | 83 | | 54 | | 50 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|------|---|-------|---|-------|---|------|---|------|---|
| Q31 Where did you or your household last visit to play bingo? | | | | | | | | | | | | | | | | | | | | |
| <i>Those that said 'Bingo' at Q27</i> | | | | | | | | | | | | | | | | | | | | |
| Buzz Bingo Worthing, The Plaza, Rowlands Road, Worthing, BN11 3JS | 15.0% | 3 | 50.0% | 1 | 33.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Buzz Bingo Brighton, Freshfield Way, Brighton, BN2 0LE | 5.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 33.3% | 1 | 0.0% | 0 | 0.0% | 0 |
| Crown Bingo, London Road, Bognor Regis, PO21 1PT | 5.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 33.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bognor Regis Town Centre | 10.0% | 2 | 0.0% | 0 | 0.0% | 0 | 66.7% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Goring-by-Sea District Centre, Worthing | 5.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 33.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Littlehampton Town Centre | 25.0% | 5 | 50.0% | 1 | 50.0% | 3 | 0.0% | 0 | 33.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lyminster Local Centre, Littlehampton | 5.0% | 1 | 0.0% | 0 | 16.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rustington Local Centre, Littlehampton | 5.0% | 1 | 0.0% | 0 | 0.0% | 0 | 33.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| West Worthing Local Centre, Worthing | 10.0% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 33.3% | 1 | 0.0% | 0 | 33.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Durrington Workmans Club, Cotswold Road, Worthing, BN13 2LA | 5.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 33.3% | 1 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / can't remember) | 10.0% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 33.3% | 1 | 33.3% | 1 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 20 | | 2 | | 6 | | 3 | | 3 | | 0 | | 3 | | 3 | | 0 | | 0 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Q32 Where did you or your household last visit for ten-pin bowling? | | | | | | | | | | |
| <i>Those that said 'Ten-pin bowling' at Q27</i> | | | | | | | | | | |
| Hollywood Bowl Brighton, Brighton Marina, Brighton, BN2 5UT | 3.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hollywood Bowl Worthing, Marine Parade, Worthing, BN11 3PZ | 15.9% | 10 | 0.0% | 0 | 11.1% | 1 | 0.0% | 0 | 16.7% | 1 |
| Out of Bounds, Golfers Lane, Angmering, Littlehampton, BN16 4NB | 30.2% | 19 | 33.3% | 3 | 44.4% | 4 | 41.7% | 5 | 33.3% | 2 |
| Tenpin Chichester, Chichester Gate, Chichester, PO19 8EL | 12.7% | 8 | 0.0% | 0 | 0.0% | 0 | 8.3% | 1 | 0.0% | 0 |
| Brighton City Centre | 1.6% | 1 | 11.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Broadwater District Centre, Worthing | 1.6% | 1 | 0.0% | 0 | 11.1% | 1 | 0.0% | 0 | 0.0% | 0 |
| Chichester City Centre | 7.9% | 5 | 11.1% | 1 | 11.1% | 1 | 25.0% | 3 | 0.0% | 0 |
| Rustington Local Centre, Littlehampton | 14.3% | 9 | 33.3% | 3 | 11.1% | 1 | 16.7% | 2 | 16.7% | 1 |
| Worthing Town Centre | 6.3% | 4 | 0.0% | 0 | 11.1% | 1 | 8.3% | 1 | 0.0% | 0 |
| Hollywood Bowl Birmingham Resorts World, Marston Green, Birmingham, B40 1PU | 1.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hollywood Bowl Oxford, Ozone Leisure Park, Littlemore, Oxford, OX4 4XP | 1.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / can't remember) | 3.2% | 2 | 11.1% | 1 | 0.0% | 0 | 0.0% | 0 | 16.7% | 1 |
| Base: | | 63 | | 9 | | 9 | | 12 | | 6 |
| | | | | | | | | | | 6 |
| | | | | | | | | | | 8 |
| | | | | | | | | | | 7 |
| | | | | | | | | | | 1 |
| | | | | | | | | | | 5 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | |
|---|-------|-----------|---------|---------|----------|---------|----------|--------|----------|---------|---|
| Q33 Where did you or your household last visit for trampolining? | | | | | | | | | | | |
| <i>Those that said 'Trampolining' at Q27</i> | | | | | | | | | | | |
| Flip Out Chichester, Glenmore Business Park, Chichester, PO19 7BJ | 55.6% | 10 100.0% | 1 50.0% | 2 33.3% | 1 0.0% | 0 50.0% | 1 100.0% | 2 0.0% | 0 100.0% | 1 50.0% | 2 |
| Harbour Park Amusement Park, Windmill Road, Littlehampton, BN17 5LH | 5.6% | 1 0.0% | 0 0.0% | 0 33.3% | 1 0.0% | 0 0.0% | 0 0.0% | 0 0.0% | 0 0.0% | 0 0.0% | 0 |
| Out of Bounds, Golfers Lane, Angmering, Littlehampton, BN16 4NB | 11.1% | 2 0.0% | 0 25.0% | 1 0.0% | 0 0.0% | 0 50.0% | 1 0.0% | 0 0.0% | 0 0.0% | 0 0.0% | 0 |
| Bognor Regis Town Centre | 5.6% | 1 0.0% | 0 0.0% | 0 0.0% | 0 0.0% | 0 0.0% | 0 0.0% | 0 0.0% | 0 0.0% | 0 25.0% | 1 |
| Rustington Local Centre, Littlehampton | 5.6% | 1 0.0% | 0 0.0% | 0 33.3% | 1 0.0% | 0 0.0% | 0 0.0% | 0 0.0% | 0 0.0% | 0 0.0% | 0 |
| Horsham Town Centre | 5.6% | 1 0.0% | 0 0.0% | 0 0.0% | 0 100.0% | 1 0.0% | 0 0.0% | 0 0.0% | 0 0.0% | 0 0.0% | 0 |
| (Don't know / can't remember) | 11.1% | 2 0.0% | 0 25.0% | 1 0.0% | 0 0.0% | 0 0.0% | 0 0.0% | 0 0.0% | 0 0.0% | 0 25.0% | 1 |
| Base: | | 18 | 1 | 4 | 3 | 1 | 2 | 2 | 0 | 1 | 4 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|----|-------|----|-------|----|-------|----|-------|----|
| Q34 What type of goods do you or your household regularly buy via internet or TV shopping? [MR] | | | | | | | | | | | | | | | | | | | | |
| Clothes / shoes | 37.2% | 308 | 43.8% | 49 | 45.3% | 39 | 38.6% | 39 | 30.0% | 36 | 39.4% | 28 | 32.0% | 33 | 33.7% | 34 | 41.9% | 26 | 32.9% | 24 |
| Books | 15.3% | 127 | 11.6% | 13 | 15.1% | 13 | 18.8% | 19 | 12.5% | 15 | 14.1% | 10 | 17.5% | 18 | 15.8% | 16 | 17.7% | 11 | 16.4% | 12 |
| Domestic electrical appliances (white goods) | 14.0% | 116 | 15.2% | 17 | 12.8% | 11 | 16.8% | 17 | 10.8% | 13 | 14.1% | 10 | 11.7% | 12 | 6.9% | 7 | 19.4% | 12 | 23.3% | 17 |
| Food / groceries / alcohol / coffee pods (not takeaways) | 13.1% | 109 | 7.1% | 8 | 19.8% | 17 | 14.9% | 15 | 12.5% | 15 | 16.9% | 12 | 8.7% | 9 | 7.9% | 8 | 17.7% | 11 | 19.2% | 14 |
| Gifts | 12.5% | 104 | 17.0% | 19 | 12.8% | 11 | 30.7% | 31 | 9.2% | 11 | 7.0% | 5 | 8.7% | 9 | 4.0% | 4 | 11.3% | 7 | 9.6% | 7 |
| Small electrical items (e.g. kettles / toasters / hairdryers etc) | 11.9% | 99 | 17.0% | 19 | 9.3% | 8 | 16.8% | 17 | 14.2% | 17 | 5.6% | 4 | 14.6% | 15 | 10.9% | 11 | 4.8% | 3 | 6.8% | 5 |
| Small household goods | 9.5% | 79 | 12.5% | 14 | 10.5% | 9 | 14.9% | 15 | 5.8% | 7 | 5.6% | 4 | 11.7% | 12 | 4.0% | 4 | 8.1% | 5 | 12.3% | 9 |
| Health / beauty / chemist goods | 8.8% | 73 | 11.6% | 13 | 9.3% | 8 | 12.9% | 13 | 5.0% | 6 | 5.6% | 4 | 8.7% | 9 | 5.9% | 6 | 12.9% | 8 | 8.2% | 6 |
| TVs, Hi-Fi's, computers | 8.1% | 67 | 5.4% | 6 | 7.0% | 6 | 17.8% | 18 | 5.0% | 6 | 7.0% | 5 | 3.9% | 4 | 1.0% | 1 | 11.3% | 7 | 19.2% | 14 |
| Furniture / soft furnishings / carpets / floor coverings | 7.8% | 65 | 10.7% | 12 | 8.1% | 7 | 9.9% | 10 | 7.5% | 9 | 8.5% | 6 | 2.9% | 3 | 5.0% | 5 | 9.7% | 6 | 9.6% | 7 |
| Toys / musical instruments | 7.1% | 59 | 8.0% | 9 | 9.3% | 8 | 15.8% | 16 | 4.2% | 5 | 5.6% | 4 | 2.9% | 3 | 5.0% | 5 | 4.8% | 3 | 8.2% | 6 |
| DIY / hardware goods | 6.4% | 53 | 6.3% | 7 | 10.5% | 9 | 9.9% | 10 | 6.7% | 8 | 4.2% | 3 | 5.8% | 6 | 7.9% | 8 | 0.0% | 0 | 2.7% | 2 |
| Garden items / flowers / plants | 5.9% | 49 | 7.1% | 8 | 4.7% | 4 | 9.9% | 10 | 5.8% | 7 | 4.2% | 3 | 1.9% | 2 | 8.9% | 9 | 0.0% | 0 | 8.2% | 6 |
| Pet food / products | 5.4% | 45 | 6.3% | 7 | 4.7% | 4 | 10.9% | 11 | 1.7% | 2 | 4.2% | 3 | 4.9% | 5 | 5.9% | 6 | 3.2% | 2 | 6.8% | 5 |
| Craft / hobby items | 5.3% | 44 | 6.3% | 7 | 9.3% | 8 | 13.9% | 14 | 1.7% | 2 | 4.2% | 3 | 1.9% | 2 | 3.0% | 3 | 1.6% | 1 | 5.5% | 4 |
| Computer / printer accessories | 4.5% | 37 | 6.3% | 7 | 2.3% | 2 | 13.9% | 14 | 4.2% | 5 | 2.8% | 2 | 1.9% | 2 | 0.0% | 0 | 1.6% | 1 | 5.5% | 4 |
| Stationery / cards (includes postage stamps) | 3.9% | 32 | 5.4% | 6 | 5.8% | 5 | 12.9% | 13 | 3.3% | 4 | 0.0% | 0 | 1.9% | 2 | 1.0% | 1 | 1.6% | 1 | 0.0% | 0 |
| CDs, DVDs, Vinyl (physical products) | 2.9% | 24 | 5.4% | 6 | 1.2% | 1 | 6.9% | 7 | 2.5% | 3 | 2.8% | 2 | 2.9% | 3 | 1.0% | 1 | 1.6% | 1 | 0.0% | 0 |
| Takeaway food | 2.5% | 21 | 3.6% | 4 | 2.3% | 2 | 13.9% | 14 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cleaning products | 2.4% | 20 | 5.4% | 6 | 3.5% | 3 | 6.9% | 7 | 0.8% | 1 | 0.0% | 0 | 1.0% | 1 | 1.0% | 1 | 0.0% | 0 | 1.4% | 1 |
| Mobile phone / tablet / pad accessories | 2.4% | 20 | 6.3% | 7 | 1.2% | 1 | 9.9% | 10 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Console / PC games | 2.3% | 19 | 2.7% | 3 | 1.2% | 1 | 11.9% | 12 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 |
| Sports goods (includes fishing & cycling items) | 2.3% | 19 | 1.8% | 2 | 1.2% | 1 | 9.9% | 10 | 2.5% | 3 | 1.4% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Holiday and / or Travel / Event Tickets | 2.3% | 19 | 5.4% | 6 | 1.2% | 1 | 9.9% | 10 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Downloadable / streamed content (e.g. music / movies / tv / games / apps) | 1.9% | 16 | 0.9% | 1 | 1.2% | 1 | 10.9% | 11 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 2.7% | 2 |
| Vehicle parts | 1.4% | 12 | 2.7% | 3 | 1.2% | 1 | 5.0% | 5 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 1.4% | 1 |
| Baby items | 1.0% | 8 | 1.8% | 2 | 0.0% | 0 | 5.9% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Jewellery / watches | 1.0% | 8 | 1.8% | 2 | 4.7% | 4 | 1.0% | 1 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Batteries | 0.7% | 6 | 0.9% | 1 | 1.2% | 1 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 | 1.9% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|----|-------|-----|-------|-----|-------|----|-------|----|
| Photographs | 0.5% | 4 | 1.8% | 2 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Newspapers / magazines | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 1.0% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Covid related items (e.g. masks, gloves, sanitiser gel / spray, etc.) | 0.4% | 3 | 0.9% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Vehicles (cars, motorbikes, boats etc.) | 0.2% | 2 | 0.0% | 0 | 1.2% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Antiques / ornaments | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Fire logs | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Vapes / tobacco | 0.1% | 1 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Nothing / Nothing else) | 31.7% | 263 | 27.7% | 31 | 26.7% | 23 | 15.8% | 16 | 42.5% | 51 | 31.0% | 22 | 42.7% | 44 | 34.7% | 35 | 30.6% | 19 | 30.1% | 22 |
| (Don't know) | 1.9% | 16 | 2.7% | 3 | 0.0% | 0 | 2.0% | 2 | 0.8% | 1 | 0.0% | 0 | 1.0% | 1 | 4.0% | 4 | 4.8% | 3 | 2.7% | 2 |
| Base: | | 829 | | 112 | | 86 | | 101 | | 120 | | 71 | | 103 | | 101 | | 62 | | 73 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|------|---|------|---|------|---|------|---|------|---|
| Q35 Excluding what you've already mentioned - which other goods are you likely to purchase in the future via internet or TV shopping? [MR] | | | | | | | | | | | | | | | | | | | | |
| <i>Not those that said 'Nothing' or 'Don't know' at Q34</i> | | | | | | | | | | | | | | | | | | | | |
| Clothes / shoes | 3.6% | 20 | 3.8% | 3 | 1.6% | 1 | 4.8% | 4 | 7.4% | 5 | 2.0% | 1 | 1.7% | 1 | 1.6% | 1 | 5.0% | 2 | 4.1% | 2 |
| Gifts | 2.4% | 13 | 2.6% | 2 | 1.6% | 1 | 2.4% | 2 | 1.5% | 1 | 4.1% | 2 | 1.7% | 1 | 1.6% | 1 | 2.5% | 1 | 4.1% | 2 |
| DIY / hardware goods | 2.0% | 11 | 2.6% | 2 | 1.6% | 1 | 0.0% | 0 | 2.9% | 2 | 4.1% | 2 | 0.0% | 0 | 1.6% | 1 | 2.5% | 1 | 4.1% | 2 |
| Small electrical items (e.g. kettles / toasters / hairdryers etc) | 2.0% | 11 | 2.6% | 2 | 0.0% | 0 | 1.2% | 1 | 4.4% | 3 | 0.0% | 0 | 5.2% | 3 | 3.2% | 2 | 0.0% | 0 | 0.0% | 0 |
| Furniture / soft furnishings / carpets / floor coverings | 1.5% | 8 | 2.6% | 2 | 1.6% | 1 | 0.0% | 0 | 1.5% | 1 | 4.1% | 2 | 1.7% | 1 | 0.0% | 0 | 0.0% | 0 | 2.0% | 1 |
| Health / beauty / chemist goods | 1.5% | 8 | 0.0% | 0 | 1.6% | 1 | 2.4% | 2 | 1.5% | 1 | 2.0% | 1 | 0.0% | 0 | 1.6% | 1 | 2.5% | 1 | 2.0% | 1 |
| Pet food / products | 1.3% | 7 | 1.3% | 1 | 0.0% | 0 | 3.6% | 3 | 0.0% | 0 | 2.0% | 1 | 1.7% | 1 | 0.0% | 0 | 0.0% | 0 | 2.0% | 1 |
| Food / groceries / alcohol / coffee pods (not takeaways) | 1.3% | 7 | 2.6% | 2 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.7% | 1 | 0.0% | 0 | 2.5% | 1 | 4.1% | 2 |
| Small household goods | 1.3% | 7 | 0.0% | 0 | 0.0% | 0 | 2.4% | 2 | 2.9% | 2 | 2.0% | 1 | 3.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sports goods (includes fishing & cycling items) | 1.3% | 7 | 1.3% | 1 | 1.6% | 1 | 3.6% | 3 | 0.0% | 0 | 0.0% | 0 | 1.7% | 1 | 0.0% | 0 | 2.5% | 1 | 0.0% | 0 |
| Toys / musical instruments | 1.1% | 6 | 1.3% | 1 | 3.2% | 2 | 0.0% | 0 | 2.9% | 2 | 2.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Domestic electrical appliances (white goods) | 1.1% | 6 | 1.3% | 1 | 3.2% | 2 | 0.0% | 0 | 1.5% | 1 | 2.0% | 1 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 | 0.0% | 0 |
| Garden items / flowers / plants | 1.1% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.1% | 2 | 3.4% | 2 | 3.2% | 2 | 0.0% | 0 | 0.0% | 0 |
| Holiday and / or Travel / Event Tickets | 1.1% | 6 | 0.0% | 0 | 3.2% | 2 | 1.2% | 1 | 0.0% | 0 | 4.1% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 1 |
| Craft / hobby items | 0.9% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 | 1.7% | 1 | 1.6% | 1 | 2.5% | 1 | 2.0% | 1 |
| Books | 0.9% | 5 | 1.3% | 1 | 0.0% | 0 | 1.2% | 1 | 1.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.1% | 2 |
| TVs, Hi-Fi's, computers | 0.9% | 5 | 1.3% | 1 | 1.6% | 1 | 3.6% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mobile phone / tablet / pad accessories | 0.7% | 4 | 1.3% | 1 | 1.6% | 1 | 2.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Computer / printer accessories | 0.7% | 4 | 1.3% | 1 | 0.0% | 0 | 1.2% | 1 | 1.5% | 1 | 0.0% | 0 | 1.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Takeaway food | 0.5% | 3 | 1.3% | 1 | 1.6% | 1 | 0.0% | 0 | 0.0% | 0 | 2.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| CDs, DVDs, Vinyl (physical products) | 0.5% | 3 | 1.3% | 1 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 2.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Jewellery / watches | 0.5% | 3 | 1.3% | 1 | 0.0% | 0 | 2.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stationery / cards (includes postage stamps) | 0.5% | 3 | 2.6% | 2 | 1.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Downloadable / streamed content (e.g. music / movies / tv / games / apps) | 0.4% | 2 | 1.3% | 1 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Vehicles (cars, motorbikes, boats etc.) | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 1.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Vehicle parts | 0.4% | 2 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 | 0.0% | 0 |
| Baby items | 0.4% | 2 | 1.3% | 1 | 1.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|--------------------------|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|----|-------|----|-------|----|-------|----|-------|----|
| Console / PC games | 0.4% | 2 | 1.3% | 1 | 1.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Photographs | 0.2% | 1 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Batteries | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Nothing / Nothing else) | 62.5% | 344 | 69.2% | 54 | 61.9% | 39 | 36.1% | 30 | 67.6% | 46 | 71.4% | 35 | 69.0% | 40 | 66.1% | 41 | 72.5% | 29 | 61.2% | 30 |
| (Don't know) | 15.1% | 83 | 12.8% | 10 | 15.9% | 10 | 33.7% | 28 | 4.4% | 3 | 6.1% | 3 | 6.9% | 4 | 16.1% | 10 | 12.5% | 5 | 20.4% | 10 |
| Base: | | 550 | | 78 | | 63 | | 83 | | 68 | | 49 | | 58 | | 62 | | 40 | | 49 |

Q36 For your last internet or TV order, how did you receive your goods?

Not those that said 'Nothing' or 'Don't know' at Q34

| | | | | | | | | | | | | | | | | | | | | |
|---|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| Delivered to home | 93.3% | 513 | 89.7% | 70 | 93.7% | 59 | 91.6% | 76 | 92.6% | 63 | 89.8% | 44 | 98.3% | 57 | 95.2% | 59 | 97.5% | 39 | 93.9% | 46 |
| Delivered to work | 0.5% | 3 | 0.0% | 0 | 0.0% | 0 | 3.6% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Delivered to a store of the retailer which I purchased from | 1.6% | 9 | 2.6% | 2 | 1.6% | 1 | 1.2% | 1 | 1.5% | 1 | 4.1% | 2 | 0.0% | 0 | 0.0% | 0 | 2.5% | 1 | 2.0% | 1 |
| Delivered to a pick-up store (e.g. Collect+ at a corner shop) | 2.2% | 12 | 5.1% | 4 | 1.6% | 1 | 0.0% | 0 | 0.0% | 0 | 4.1% | 2 | 1.7% | 1 | 4.8% | 3 | 0.0% | 0 | 2.0% | 1 |
| Delivered to a parcel locker service (e.g. InPost etc.) | 1.5% | 8 | 2.6% | 2 | 0.0% | 0 | 2.4% | 2 | 4.4% | 3 | 2.0% | 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 | 0.0% | 0 | 0.0% | 0 |
| Delivered to a family members home | 0.4% | 2 | 0.0% | 0 | 1.6% | 1 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Via email (flight tickets) | 0.2% | 1 | 0.0% | 0 | 1.6% | 1 | 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) | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 1 |
| Base: | | 550 | | 78 | | 63 | | 83 | | 68 | | 49 | | 58 | | 62 | | 40 | | 49 |

GEN Gender of respondent.

| | | | | | | | | | | | | | | | | | | | | |
|--------|-------|-----|-------|-----|-------|----|-------|-----|-------|-----|-------|----|-------|-----|-------|-----|-------|----|-------|----|
| Male | 32.8% | 272 | 25.0% | 28 | 34.9% | 30 | 34.7% | 35 | 30.8% | 37 | 29.6% | 21 | 37.9% | 39 | 37.6% | 38 | 35.5% | 22 | 30.1% | 22 |
| Female | 67.2% | 557 | 75.0% | 84 | 65.1% | 56 | 65.3% | 66 | 69.2% | 83 | 70.4% | 50 | 62.1% | 64 | 62.4% | 63 | 64.5% | 40 | 69.9% | 51 |
| Base: | | 829 | | 112 | | 86 | | 101 | | 120 | | 71 | | 103 | | 101 | | 62 | | 73 |

AGE Could I ask how old you are please?

| | | | | | | | | | | | | | | | | | | | | |
|---------------|-------|-----|-------|-----|-------|----|-------|-----|-------|-----|-------|----|-------|-----|-------|-----|-------|----|-------|----|
| 18 – 24 years | 1.7% | 14 | 1.8% | 2 | 1.2% | 1 | 7.9% | 8 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 1.4% | 1 |
| 25 – 34 years | 4.9% | 41 | 4.5% | 5 | 5.8% | 5 | 21.8% | 22 | 1.7% | 2 | 2.8% | 2 | 1.0% | 1 | 2.0% | 2 | 0.0% | 0 | 2.7% | 2 |
| 35 – 44 years | 5.1% | 42 | 2.7% | 3 | 9.3% | 8 | 17.8% | 18 | 0.8% | 1 | 4.2% | 3 | 1.9% | 2 | 3.0% | 3 | 1.6% | 1 | 4.1% | 3 |
| 45 – 54 years | 5.9% | 49 | 6.3% | 7 | 3.5% | 3 | 18.8% | 19 | 2.5% | 3 | 2.8% | 2 | 4.9% | 5 | 5.9% | 6 | 1.6% | 1 | 4.1% | 3 |
| 55 – 64 years | 8.7% | 72 | 10.7% | 12 | 8.1% | 7 | 2.0% | 2 | 9.2% | 11 | 8.5% | 6 | 13.6% | 14 | 8.9% | 9 | 6.5% | 4 | 9.6% | 7 |
| 65+ years | 73.7% | 611 | 74.1% | 83 | 72.1% | 62 | 31.7% | 32 | 85.8% | 103 | 80.3% | 57 | 78.6% | 81 | 79.2% | 80 | 90.3% | 56 | 78.1% | 57 |
| (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 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 829 | | 112 | | 86 | | 101 | | 120 | | 71 | | 103 | | 101 | | 62 | | 73 |

Littlehampton Household Survey for Freeths

| | Total | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | Zone 6 | | Zone 7 | | Zone 8 | | Zone 9 | | |
|-------------------|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|----|
| QUOTA Zone | | | | | | | | | | | | | | | | | | | | |
| Zone 1 | 13.5% | 112 | 100.0% | 112 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | |
| Zone 2 | 10.4% | 86 | 0.0% | 0 | 100.0% | 86 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | |
| Zone 3 | 12.2% | 101 | 0.0% | 0 | 0.0% | 0 | 100.0% | 101 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | |
| Zone 4 | 14.5% | 120 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 100.0% | 120 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | |
| Zone 5 | 8.6% | 71 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 100.0% | 71 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | |
| Zone 6 | 12.4% | 103 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 100.0% | 103 | 0.0% | 0 | 0.0% | 0 | 0.0% | |
| Zone 7 | 12.2% | 101 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 100.0% | 101 | 0.0% | 0 | 0.0% | |
| Zone 8 | 7.5% | 62 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 100.0% | 62 | 0.0% | |
| Zone 9 | 8.8% | 73 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 100.0% | |
| Base: | | 829 | | 112 | | 86 | | 101 | | 120 | | 71 | | 103 | | 101 | | 62 | | 73 |

PC Postcode Sector

| | | | | | | | | | | | | | | | | | | | | |
|--------|-------|-----|--------|-----|--------|----|--------|-----|-------|-----|--------|----|-------|-----|-------|-----|------|----|--------|----|
| BN11 5 | 1.2% | 10 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 9.7% | 10 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| BN12 4 | 3.3% | 27 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 26.2% | 27 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| BN12 5 | 2.7% | 22 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 21.4% | 22 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| BN12 6 | 2.7% | 22 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 21.4% | 22 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| BN13 1 | 2.7% | 22 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 21.4% | 22 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| BN13 2 | 5.4% | 45 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 44.6% | 45 | 0.0% | 0 | 0.0% | 0 |
| BN13 3 | 4.1% | 34 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 33.7% | 34 | 0.0% | 0 | 0.0% | 0 |
| BN14 0 | 2.7% | 22 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 21.8% | 22 | 0.0% | 0 | 0.0% | 0 |
| BN16 1 | 5.2% | 43 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 35.8% | 43 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| BN16 2 | 4.6% | 38 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 31.7% | 38 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| BN16 3 | 4.7% | 39 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 32.5% | 39 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| BN16 4 | 8.6% | 71 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 100.0% | 71 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| BN17 5 | 12.2% | 101 | 0.0% | 0 | 0.0% | 0 | 100.0% | 101 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| BN17 6 | 13.5% | 112 | 100.0% | 112 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| BN17 7 | 10.4% | 86 | 0.0% | 0 | 100.0% | 86 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| BN18 0 | 8.8% | 73 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 100.0% | 73 |
| BN18 9 | 7.5% | 62 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 829 | | 112 | | 86 | | 101 | | 120 | | 71 | | 103 | | 101 | | 62 | | 73 |

Appendix 2:

Data Tabulations

By Zone

(Weighted)

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|---|------|----|------|----|------|---|------|---|
| Q01 Excluding Christmas shopping, where do you do most of your household's main food and grocery shopping? | | | | | | | | | | | | | | | | | | | | |
| Aldi, Barnfield Drive, Chichester, PO19 7AG | 0.5% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 0 | 6.5% | 4 |
| Aldi, Carlton Terrace, Portslade, BN41 1XF | 0.5% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.4% | 4 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Manor Retail Park, Rustington, BN16 3FH | 6.2% | 51 | 10.8% | 9 | 3.9% | 3 | 10.5% | 4 | 6.7% | 9 | 17.9% | 8 | 2.9% | 6 | 6.6% | 11 | 0.0% | 0 | 3.3% | 2 |
| Aldi, Saltbox Road, Bognor Regis, PO22 9FP | 0.7% | 6 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 8.5% | 2 | 5.7% | 3 |
| Asda Superstore, Carden Avenue, Hollingbury, Brighton, BN1 8AS | 0.3% | 2 | 0.0% | 0 | 3.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda Superstore, Littlehampton Road, Ferring, BN12 6PN | 6.6% | 55 | 10.7% | 9 | 4.3% | 3 | 4.1% | 2 | 7.8% | 10 | 11.0% | 5 | 8.1% | 18 | 5.3% | 8 | 0.0% | 0 | 0.0% | 0 |
| Barnham Trading Post, Barnham Road, Barnham, PO22 0ES | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.9% | 3 |
| Co-op, Cricketers Parade, Broadwater, Worthing, BN14 9DB | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Main Road, Yapton, BN18 0EY | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.1% | 1 |
| Co-op, New Broadway, Tarring Road, Worthing, BN11 4HS | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 0 | 0.0% | 0 |
| Co-op, Queen Street, Arundel, BN18 9JG | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.7% | 2 | 0.0% | 0 |
| Co-op, Station Parade, East Preston, Littlehampton, BN16 3AE | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Farmfoods, Wick Street, Wick, Littlehampton, BN17 7JN | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Churchill Parade, Rustington, BN16 3DE | 0.3% | 3 | 0.4% | 0 | 0.0% | 0 | 1.2% | 0 | 1.6% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Surrey Street, Littlehampton, BN17 5AZ | 0.6% | 5 | 5.0% | 4 | 0.0% | 0 | 1.2% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Wallace Parade, Goring Road, Worthing, BN12 4AL | 0.9% | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.4% | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Larkins Groceries & Provisions, Tarrant Street, Arundel, BN18 9DG | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 0 | 0.0% | 0 |
| Lidl, Downlands Retail Park, Lyons Way, Worthing, | 1.0% | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.4% | 8 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|----|------|----|------|---|-------|---|-------|---|
| BN14 9FB | | | | | | | | | | | | | | | | | | | | |
| Lidl, New Road, Littlehampton, BN17 5AX | 3.8% | 32 | 12.7% | 11 | 5.3% | 4 | 16.5% | 7 | 1.6% | 2 | 0.7% | 0 | 3.3% | 7 | 0.0% | 0 | 1.1% | 0 | 1.4% | 1 |
| Lidl, North Street, Worthing, BN11 1DU | 1.0% | 9 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.9% | 9 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks and Spencer (M&S), East Street, Chichester, PO19 1HS | 0.3% | 2 | 2.7% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks and Spencer (M&S), Montague Street, Worthing, BN11 3BW | 1.0% | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.8% | 2 | 1.5% | 3 | 1.5% | 2 | 0.0% | 0 | 0.0% | 0 |
| Marks and Spencer BP Garage (M&S), Findon Road, Worthing, BN14 0EP | 0.5% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.7% | 4 | 0.0% | 0 | 0.0% | 0 |
| Marks and Spencer Foodhall (M&S), Portfield Retail Park, Chichester, PO19 7YH | 0.2% | 2 | 0.4% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 1.1% | 0 | 0.7% | 0 |
| Morrisons Supermarket, Bedford Street, Bognor Regis, PO21 1QP | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 |
| Morrisons Supermarket, Hawthorn Road, Wick, Littlehampton, BN17 7LA | 2.4% | 20 | 7.7% | 6 | 11.8% | 8 | 7.3% | 3 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.7% | 2 | 0.7% | 0 |
| One Stop, North Lane, East Preston, Littlehampton, BN16 1HB | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Local, Goring Road, Goring-by-Sea, BN12 4NX | 0.8% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.9% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Local, Littlehampton Road, Worthing, BN13 1QH | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 1.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Downland Business Park, Lyons Farm, Worthing, BN14 9LA | 1.4% | 12 | 0.4% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.5% | 3 | 5.0% | 8 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, High Street, Littlehampton, BN17 5EG | 1.8% | 15 | 2.6% | 2 | 5.7% | 4 | 16.5% | 7 | 0.0% | 0 | 3.9% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 |
| Sainsbury's Superstore, Rustington Retail Park, New Road, Littlehampton, BN16 3RT | 13.1% | 108 | 6.2% | 5 | 3.5% | 2 | 9.8% | 4 | 44.5% | 57 | 42.5% | 19 | 4.5% | 10 | 4.4% | 7 | 11.1% | 3 | 0.7% | 0 |
| Sainsbury's Superstore, Shripney Road, Bognor | 0.7% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 0 | 10.5% | 6 |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|---|-------|----|-------|----|-------|---|-------|----|
| Regis, PO22 9FB | | | | | | | | | | | | | | | | | | | | |
| Sainsbury's Superstore, Westhampnett Road, Chichester, PO19 7YR | 1.2% | 10 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.8% | 2 | 15.0% | 8 |
| Tesco Express (Esso Garage), Littlehampton Road, Durrington, Worthing, BN13 1QY | 0.3% | 2 | 0.0% | 0 | 3.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Findon Road, Findon Valley, Worthing, BN14 0EL | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 2 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Finisterre Way, Littlehampton, BN17 6RA | 0.2% | 1 | 0.8% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Goring Road, Worthing, BN12 4AJ | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Goring Way, Goring-by-Sea, Worthing, BN12 4TY | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Sterling Parade, The Street, Rustington, BN16 3DR | 0.8% | 6 | 2.2% | 2 | 0.0% | 0 | 0.0% | 0 | 3.5% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Fishbourne Road East, Chichester, PO19 3JT | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.3% | 2 |
| Tesco Extra, Fullbeck Way, West Durrington, Worthing, BN13 3FG | 21.3% | 176 | 3.1% | 3 | 0.0% | 0 | 0.2% | 0 | 0.5% | 1 | 0.0% | 0 | 39.7% | 88 | 53.7% | 85 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Broad Piece, Wick, Littlehampton, BN17 5RA | 9.6% | 80 | 20.4% | 17 | 35.3% | 25 | 18.5% | 7 | 8.2% | 11 | 1.5% | 1 | 0.0% | 0 | 0.0% | 0 | 21.0% | 6 | 25.0% | 14 |
| Tesco Superstore, Shripney Road, Bognor Regis, PO22 9ND | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.1% | 1 |
| Waitrose, Broadmark Lane, Rustington, BN16 2NE | 3.0% | 25 | 1.7% | 1 | 0.0% | 0 | 1.7% | 1 | 13.8% | 18 | 4.5% | 2 | 0.5% | 1 | 0.5% | 1 | 3.4% | 1 | 0.7% | 0 |
| Waitrose, High Street, Worthing, BN11 1LL | 1.4% | 12 | 0.0% | 0 | 0.0% | 0 | 0.2% | 0 | 0.0% | 0 | 0.0% | 0 | 3.9% | 9 | 2.0% | 3 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Via Ravenna, Chichester, PO19 1RD | 0.1% | 1 | 0.0% | 0 | 0.5% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 |
| Internet / delivery | 12.5% | 104 | 12.3% | 10 | 21.7% | 15 | 6.3% | 2 | 10.2% | 13 | 11.6% | 5 | 11.4% | 25 | 12.8% | 20 | 17.9% | 5 | 12.8% | 7 |
| Asda Superstore, Brighton Marina, Brighton, BN2 5UT | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Westhampnett Road, Chichester, PO19 6EX | 0.1% | 1 | 0.0% | 0 | 0.5% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 0 | 0.7% | 0 |
| Morrisons, Newland Street, | 1.6% | 14 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.2% | 14 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Worthing, BN11 1JU | | | | | | | | | | |
| Roundstone Farm Shop and Garden Centre, Littlehampton Road, Angmering, Worthing, BN12 6PW | 0.1% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 0 | 0.0% | 0 |
| Sainsburys Superstore, Stane Street, Codmore Hill, Pulborough, RH20 1BQ | 0.3% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Rectory Road, Worthing, BN14 7PE | 0.6% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, London Road, Pulborough, RH20 1AS | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Old Mill Square, Storrington, RH20 4NQ | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Weighted base: | 829 | 83 | 70 | 39 | 128 | 45 | 221 | 159 | 28 | 55 |
| Sample: | 829 | 112 | 86 | 101 | 120 | 71 | 103 | 101 | 62 | 73 |

Q02 Excluding Christmas shopping, which internet food retailer do you normally use for your main food and grocery shopping?

Those who said 'Internet / delivery' at Q01

| | | | | | | | | | | | | | | | | | | | | |
|-----------------------|-------|----|-------|---|-------|----|-------|----|-------|----|-------|---|-------|----|-------|---|-------|---|-------|---|
| Amazon | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda | 3.7% | 4 | 0.0% | 0 | 15.3% | 2 | 3.6% | 0 | 0.0% | 0 | 0.0% | 0 | 4.4% | 1 | 0.0% | 0 | 6.3% | 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 | 0.0% | 0 | 0.0% | 0 |
| Iceland | 5.1% | 5 | 22.0% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 8.9% | 2 | 4.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Marks & Spencer | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons | 2.8% | 3 | 0.0% | 0 | 7.0% | 1 | 0.0% | 0 | 0.0% | 0 | 6.4% | 0 | 0.0% | 0 | 4.0% | 1 | 6.3% | 0 | 5.4% | 0 |
| Ocado | 11.4% | 12 | 0.0% | 0 | 17.6% | 3 | 3.6% | 0 | 0.0% | 0 | 0.0% | 0 | 4.4% | 1 | 22.8% | 5 | 42.8% | 2 | 16.2% | 1 |
| Sainsbury's | 36.3% | 38 | 37.7% | 4 | 11.6% | 2 | 30.8% | 1 | 56.3% | 7 | 45.0% | 2 | 55.5% | 14 | 23.8% | 5 | 31.8% | 2 | 16.2% | 1 |
| Tesco | 32.8% | 34 | 40.2% | 4 | 48.5% | 7 | 62.0% | 2 | 38.6% | 5 | 42.1% | 2 | 13.3% | 3 | 45.4% | 9 | 6.3% | 0 | 10.8% | 1 |
| Waitrose | 4.2% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.1% | 1 | 6.4% | 0 | 8.9% | 2 | 0.0% | 0 | 6.3% | 0 | 10.8% | 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 | 0.0% | 0 | 0.0% | 0 |
| Abel & Cole | 0.4% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.4% | 0 |
| Wiltshire Farm Foods | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / varies) | 2.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 35.3% | 2 |
| Weighted base: | 104 | 10 | 15 | 2 | 13 | 5 | 25 | 20 | 5 | 7 | | | | | | | | | | |
| Sample: | 117 | 12 | 17 | 8 | 14 | 10 | 15 | 16 | 12 | 13 | | | | | | | | | | |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|---|------|---|------|---|------|---|------|---|
| Q03 Excluding Christmas shopping, where else do you regularly buy your main food and grocery shopping from? | | | | | | | | | | | | | | | | | | | | |
| Aldi, Barnfield Drive, Chichester, PO19 7AG | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 0 | 0.7% | 0 |
| Aldi, Manor Retail Park, Rustington, BN16 3FH | 2.9% | 24 | 5.2% | 4 | 3.3% | 2 | 9.7% | 4 | 3.5% | 5 | 5.0% | 2 | 0.0% | 0 | 3.8% | 6 | 2.3% | 1 | 0.0% | 0 |
| Aldi, Saltbox Road, Bognor Regis, PO22 9FP | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 1.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.1% | 3 |
| Asda Superstore, Littlehampton Road, Ferring, BN12 6PN | 2.7% | 22 | 1.7% | 1 | 3.3% | 2 | 3.6% | 1 | 1.0% | 1 | 12.7% | 6 | 3.5% | 8 | 1.5% | 2 | 0.0% | 0 | 0.0% | 0 |
| Barnham Trading Post, Barnham Road, Barnham, PO22 0ES | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.8% | 2 |
| Barry Wadsworth Greengrocer, The Street, Rustington, Littlehampton, BN16 3DP | 0.0% | 0 | 0.4% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Cricketers Parade, Broadwater, Worthing, BN14 9DB | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Main Road, Yapton, BN18 0EY | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 |
| Co-op, Manor Parade, Salvington Road, Durrington, Worthing, BN13 2JP | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Co-op, The Square, Angmering, Littlehampton, BN16 4EA | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Farmfoods, Wick Street, Wick, Littlehampton, BN17 7JN | 0.6% | 5 | 2.0% | 2 | 3.3% | 2 | 2.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland (Food Warehouse), Barnfield Drive, Chichester, PO19 6UX | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 0 | 0.0% | 0 |
| Iceland, Churchill Parade, Rustington, BN16 3DE | 0.8% | 6 | 2.4% | 2 | 0.0% | 0 | 0.0% | 0 | 2.6% | 3 | 2.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Surrey Street, Littlehampton, BN17 5AZ | 0.3% | 2 | 1.2% | 1 | 0.0% | 0 | 2.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Wallace Parade, Goring Road, Worthing, BN12 4AL | 0.7% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 2.9% | 5 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Downlands Retail Park, Lyons Way, Worthing, BN14 9FB | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Lidl, New Road, | 2.6% | 22 | 2.9% | 2 | 5.3% | 4 | 10.3% | 4 | 1.6% | 2 | 0.7% | 0 | 3.3% | 7 | 0.5% | 1 | 1.1% | 0 | 1.4% | 1 |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Littlehampton, BN17 5AX | | | | | | | | | | |
| Lidl, Newlands Road, Bognor Regis, PO22 9FJ | 0.3% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, North Street, Worthing, BN11 1DU | 1.0% | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.8% | 8 |
| Marks and Spencer (M&S), East Street, Chichester, PO19 1HS | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks and Spencer (M&S), Holmbush Centre, Shoreham-by-Sea, BN43 6TD | 0.2% | 1 | 0.4% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 |
| Marks and Spencer (M&S), Montague Street, Worthing, BN11 3BW | 1.2% | 10 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 |
| Marks and Spencer BP Garage (M&S), Findon Road, Worthing, BN14 0EP | 0.9% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks and Spencer Foodhall (M&S), Arun Retail Park, Shripney Road, Bognor Regis, PO22 9NF | 0.4% | 3 | 0.8% | 1 | 0.5% | 0 | 0.2% | 0 | 0.0% | 0 |
| Marks and Spencer Foodhall (M&S), Portfield Retail Park, Chichester, PO19 7YH | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons Supermarket, Hawthorn Road, Wick, Littlehampton, BN17 7LA | 2.4% | 20 | 7.5% | 6 | 11.9% | 8 | 4.0% | 2 | 1.0% | 1 |
| Premier (Hartley's), Worthing Road, Rustington, Littlehampton, BN16 3JX | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 |
| Sainsbury's Local, Littlehampton Road, Worthing, BN13 1QH | 0.5% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Downland Business Park, Lyons Farm, Worthing, BN14 9LA | 0.9% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, High Street, Littlehampton, BN17 5EG | 3.1% | 25 | 5.8% | 5 | 6.7% | 5 | 19.8% | 8 | 0.5% | 1 |
| Sainsbury's Superstore, Rustington Retail Park, New Road, Littlehampton, | 7.5% | 62 | 22.0% | 18 | 13.2% | 9 | 3.6% | 1 | 12.8% | 16 |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|----|-------|-----|-------|----|-------|----|-------|----|
| BN16 3RT | | | | | | | | | | | | | | | | | | | | |
| Sainsbury's Superstore, Shripney Road, Bognor Regis, PO22 9FB | 0.4% | 4 | 0.0% | 0 | 0.0% | 0 | 1.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 8.5% | 2 | 1.4% | 1 |
| Sainsbury's Superstore, Westhampnett Road, Chichester, PO19 7YR | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.5% | 1 | 3.5% | 2 |
| Tesco Express (Esso Garage), Littlehampton Road, Durrington, Worthing, BN13 1QY | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Findon Road, Findon Valley, Worthing, BN14 0EL | 0.6% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.9% | 5 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Finisterre Way, Littlehampton, BN17 6RA | 0.3% | 2 | 2.2% | 2 | 0.5% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Goring Road, Worthing, BN12 4AJ | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Goring Way, Goring-by-Sea, Worthing, BN12 4TY | 1.1% | 9 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.3% | 9 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Sterling Parade, The Street, Rustington, BN16 3DR | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Fishbourne Road East, Chichester, PO19 3JT | 0.4% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.6% | 4 |
| Tesco Extra, Fullbeck Way, West Durrington, Worthing, BN13 3FG | 6.7% | 56 | 0.4% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 6.4% | 3 | 12.5% | 28 | 14.6% | 23 | 1.1% | 0 | 0.0% | 0 |
| Tesco Superstore, Broad Piece, Wick, Littlehampton, BN17 5RA | 5.4% | 45 | 13.0% | 11 | 14.0% | 10 | 6.5% | 3 | 10.8% | 14 | 5.7% | 3 | 0.0% | 0 | 0.0% | 0 | 6.8% | 2 | 5.5% | 3 |
| Waitrose, Broadmark Lane, Rustington, BN16 2NE | 3.3% | 27 | 1.7% | 1 | 0.0% | 0 | 0.7% | 0 | 17.9% | 23 | 4.5% | 2 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, High Street, Worthing, BN11 1LL | 2.5% | 21 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.3% | 9 | 7.3% | 12 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Via Ravenna, Chichester, PO19 1RD | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.3% | 1 | 0.7% | 0 |
| Internet / delivery (Nowhere else) | 3.6% | 30 | 5.3% | 4 | 2.6% | 2 | 2.9% | 1 | 1.0% | 1 | 3.5% | 2 | 5.8% | 13 | 3.8% | 6 | 1.1% | 0 | 0.7% | 0 |
| Arundel Butchers, High Street, Arundel, BN18 9AD | 40.2% | 333 | 22.6% | 19 | 34.3% | 24 | 28.9% | 11 | 43.0% | 55 | 39.6% | 18 | 46.1% | 102 | 39.0% | 62 | 44.6% | 13 | 53.6% | 29 |
| Charlie's Farm Shop, Southview Farm, Bury, | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| RH20 1NP | | | | | | | | | | |
| Iceland, Pavilion Parade, South Street, Worthing, BN11 3AJ | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Rustington Local Centre, Littlehampton | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 |
| Morrisons Daily, High Street, Arundel, BN18 9AD | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Newland Street, Worthing, BN11 1JU | 1.6% | 13 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Turner's Pies Rustington, The Street, Rustington, Littlehampton, BN16 3DN | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Old Mill Square, Storrington, RH20 4NQ | 0.3% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / varies) | 1.4% | 11 | 2.6% | 2 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Weighted base: | 829 | | 83 | | 70 | | 39 | | 128 | |
| Sample: | 829 | | 112 | | 86 | | 101 | | 120 | |

Meanscore: [Number of visits per week]

Q04 How often do you do your main food and grocery shopping at STORE MENTIONED AT Q01?

| | | | | | | | | | | | | | | | | | | | | |
|------------------------|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|-----|-------|-----|-------|----|-------|----|
| 7 times a week | 1.6% | 13 | 0.0% | 0 | 4.8% | 3 | 4.2% | 2 | 0.0% | 0 | 0.0% | 0 | 3.3% | 7 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| 4-6 times a week | 2.0% | 16 | 0.4% | 0 | 1.0% | 1 | 4.3% | 2 | 0.0% | 0 | 4.7% | 2 | 2.4% | 5 | 3.8% | 6 | 0.0% | 0 | 0.0% | 0 |
| 2-3 times a week | 8.7% | 72 | 9.1% | 8 | 22.8% | 16 | 12.9% | 5 | 13.3% | 17 | 6.4% | 3 | 5.4% | 12 | 3.6% | 6 | 4.5% | 1 | 7.9% | 4 |
| Once a week | 62.3% | 516 | 63.4% | 53 | 55.8% | 39 | 58.4% | 23 | 61.5% | 79 | 62.6% | 28 | 62.0% | 137 | 64.4% | 102 | 66.2% | 19 | 65.4% | 36 |
| Once a fortnight | 17.7% | 147 | 14.6% | 12 | 9.2% | 6 | 15.1% | 6 | 16.8% | 22 | 15.5% | 7 | 21.1% | 46 | 21.8% | 35 | 17.9% | 5 | 13.4% | 7 |
| Once a month | 5.8% | 48 | 11.3% | 9 | 5.8% | 4 | 3.6% | 1 | 7.8% | 10 | 5.8% | 3 | 2.5% | 6 | 5.8% | 9 | 6.8% | 2 | 6.7% | 4 |
| Less than once a month | 1.0% | 8 | 0.4% | 0 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 | 0.0% | 0 | 3.3% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / varies) | 1.1% | 9 | 0.8% | 1 | 0.5% | 0 | 0.0% | 0 | 0.5% | 1 | 5.0% | 2 | 0.0% | 0 | 0.0% | 0 | 4.5% | 1 | 6.6% | 4 |
| Mean: | 1.17 | | 1.00 | | 1.59 | | 1.50 | | 1.06 | | 1.17 | | 1.22 | | 1.09 | | 0.93 | | 1.01 | |
| Weighted base: | 829 | | 83 | | 70 | | 39 | | 128 | | 45 | | 221 | | 159 | | 28 | | 55 | |
| Sample: | 829 | | 112 | | 86 | | 101 | | 120 | | 71 | | 103 | | 101 | | 62 | | 73 | |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|----|-------|----|-------|----|-------|---|-------|----|
| Q05 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? | | | | | | | | | | | | | | | | | | | | |
| Close to home | 29.9% | 248 | 18.1% | 15 | 24.2% | 17 | 34.8% | 14 | 30.9% | 40 | 25.3% | 11 | 28.1% | 62 | 40.4% | 64 | 27.6% | 8 | 31.6% | 17 |
| Low prices / value for money | 15.3% | 127 | 17.0% | 14 | 12.2% | 9 | 18.2% | 7 | 15.4% | 20 | 16.6% | 8 | 19.8% | 44 | 12.4% | 20 | 7.7% | 2 | 7.6% | 4 |
| Range of food goods available | 6.4% | 53 | 8.0% | 7 | 13.6% | 10 | 6.6% | 3 | 6.7% | 9 | 8.6% | 4 | 4.2% | 9 | 4.6% | 7 | 10.2% | 3 | 4.8% | 3 |
| Online shopping is convenient | 5.7% | 47 | 4.0% | 3 | 9.6% | 7 | 1.9% | 1 | 5.5% | 7 | 8.6% | 4 | 2.0% | 4 | 9.2% | 15 | 5.7% | 2 | 8.0% | 4 |
| Quality of food goods available | 4.8% | 40 | 5.2% | 4 | 1.5% | 1 | 8.9% | 4 | 4.7% | 6 | 3.7% | 2 | 8.2% | 18 | 1.0% | 2 | 8.0% | 2 | 2.8% | 2 |
| Habit / always used it | 4.8% | 40 | 2.9% | 2 | 3.9% | 3 | 0.2% | 0 | 5.3% | 7 | 1.5% | 1 | 8.8% | 19 | 4.2% | 7 | 1.1% | 0 | 1.4% | 1 |
| Loyalty scheme / reward points | 4.1% | 34 | 6.6% | 5 | 6.2% | 4 | 2.7% | 1 | 3.5% | 5 | 0.7% | 0 | 2.9% | 6 | 5.7% | 9 | 1.1% | 0 | 5.0% | 3 |
| Delivery service | 3.8% | 32 | 9.4% | 8 | 5.2% | 4 | 2.6% | 1 | 1.6% | 2 | 0.7% | 0 | 5.4% | 12 | 0.5% | 1 | 8.8% | 2 | 2.8% | 2 |
| Familiar / know where everything is | 2.5% | 21 | 0.4% | 0 | 5.0% | 4 | 1.5% | 1 | 1.0% | 1 | 1.5% | 1 | 5.1% | 11 | 0.5% | 1 | 2.3% | 1 | 3.6% | 2 |
| Staff discount / work there | 2.3% | 19 | 4.8% | 4 | 1.0% | 1 | 1.7% | 1 | 3.0% | 4 | 0.0% | 0 | 2.9% | 6 | 0.0% | 0 | 0.0% | 0 | 6.6% | 4 |
| Close to work | 1.9% | 16 | 0.0% | 0 | 0.0% | 0 | 1.7% | 1 | 3.4% | 4 | 0.0% | 0 | 0.0% | 0 | 5.6% | 9 | 0.0% | 0 | 4.0% | 2 |
| Parking provision is good / easy to park | 1.9% | 15 | 2.5% | 2 | 1.0% | 1 | 0.0% | 0 | 3.1% | 4 | 6.3% | 3 | 1.0% | 2 | 1.0% | 2 | 0.0% | 0 | 3.6% | 2 |
| Easy to get to by car | 1.7% | 14 | 2.5% | 2 | 1.0% | 1 | 0.2% | 0 | 0.0% | 0 | 4.8% | 2 | 0.0% | 0 | 2.4% | 4 | 1.1% | 0 | 9.1% | 5 |
| Friendly / helpful staff | 1.6% | 13 | 0.8% | 1 | 0.5% | 0 | 0.0% | 0 | 3.5% | 5 | 3.9% | 2 | 2.4% | 5 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Preference for retailer | 1.4% | 12 | 2.6% | 2 | 0.5% | 0 | 0.2% | 0 | 1.0% | 1 | 9.9% | 4 | 0.0% | 0 | 0.5% | 1 | 6.5% | 2 | 1.4% | 1 |
| Close to other shops / services / facilities | 1.3% | 11 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.3% | 7 | 11.9% | 3 | 0.7% | 0 |
| Large store | 1.2% | 10 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 | 3.3% | 7 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Can get everything I need there | 1.2% | 10 | 3.1% | 3 | 0.5% | 0 | 3.8% | 2 | 1.6% | 2 | 3.9% | 2 | 0.5% | 1 | 0.0% | 0 | 2.3% | 1 | 0.0% | 0 |
| Good offers | 1.2% | 10 | 2.6% | 2 | 7.6% | 5 | 1.5% | 1 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 1.1% | 0 | 0.0% | 0 |
| Small / quiet store | 1.2% | 10 | 0.4% | 0 | 0.5% | 0 | 0.0% | 0 | 1.6% | 2 | 0.0% | 0 | 2.4% | 5 | 1.0% | 2 | 0.0% | 0 | 0.0% | 0 |
| Pleasant shopping environment | 0.6% | 5 | 0.0% | 0 | 0.0% | 0 | 3.0% | 1 | 0.5% | 1 | 2.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.5% | 2 |
| Close to family / friends | 0.6% | 5 | 0.0% | 0 | 0.5% | 0 | 1.5% | 1 | 0.5% | 1 | 0.0% | 0 | 0.5% | 1 | 1.0% | 2 | 1.1% | 0 | 0.0% | 0 |
| Started online shopping due to the pandemic and kept using it | 0.5% | 5 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 | 1.6% | 2 | 0.0% | 0 | 0.0% | 0 | 1.0% | 2 | 1.1% | 0 | 0.0% | 0 |
| Good layout / easy to get around | 0.4% | 4 | 3.0% | 2 | 0.0% | 0 | 0.2% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 |
| Easy to get to by foot | 0.3% | 2 | 0.0% | 0 | 0.5% | 0 | 1.5% | 1 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Easy to get to by public transport | 0.3% | 2 | 0.4% | 0 | 0.0% | 0 | 0.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 2.1% | 1 |
| Quality of non-food goods available | 0.3% | 2 | 0.0% | 0 | 0.5% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Clean store | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Parking prices are low | 0.2% | 2 | 2.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Has a cafe | 0.2% | 2 | 0.4% | 0 | 0.5% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Only one in the area | 0.2% | 1 | 0.4% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 1.1% | 0 | 0.0% | 0 |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|------|---|------|---|------|---|------|---|------|---|
| Parking is free | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Use online shopping due to the pandemic / because it's covid safe | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Long opening hours | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ethical policy | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know) | 0.7% | 6 | 0.0% | 0 | 2.9% | 2 | 0.2% | 0 | 1.0% | 1 | 0.0% | 0 | 0.5% | 1 | 0.5% | 1 | 1.1% | 0 | 0.0% | 0 |
| (Nothing) | 0.6% | 5 | 0.8% | 1 | 1.0% | 1 | 0.7% | 0 | 2.5% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Weighted base: | 829 | 83 | 70 | 39 | 128 | 45 | 221 | 159 | 28 | 55 | | | | | | | | | | |
| Sample: | 829 | 112 | 86 | 101 | 120 | 71 | 103 | 101 | 62 | 73 | | | | | | | | | | |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|------|---|------|----|------|----|------|---|------|---|
| Q06 What, if anything, do you dislike about STORE MENTIONED AT Q01? | | | | | | | | | | | | | | | | | | | | |
| Not enough tills open / queues at tills | 4.6% | 38 | 5.0% | 4 | 2.5% | 2 | 1.1% | 0 | 4.0% | 5 | 0.0% | 0 | 9.0% | 20 | 3.6% | 6 | 0.0% | 0 | 1.4% | 1 |
| Lack of stock on shelves | 3.4% | 28 | 8.4% | 7 | 5.2% | 4 | 2.4% | 1 | 1.6% | 2 | 1.5% | 1 | 2.0% | 4 | 3.8% | 6 | 2.3% | 1 | 5.1% | 3 |
| Poor range of food goods | 3.3% | 27 | 9.4% | 8 | 2.4% | 2 | 0.2% | 0 | 3.1% | 4 | 7.3% | 3 | 1.0% | 2 | 3.8% | 6 | 1.1% | 0 | 2.8% | 2 |
| Too busy / crowded | 2.1% | 17 | 0.8% | 1 | 2.6% | 2 | 6.8% | 3 | 1.6% | 2 | 0.0% | 0 | 3.9% | 9 | 1.0% | 2 | 0.0% | 0 | 0.0% | 0 |
| Poor quality food goods | 2.1% | 17 | 0.0% | 0 | 3.3% | 2 | 5.9% | 2 | 0.0% | 0 | 0.7% | 0 | 1.0% | 2 | 6.2% | 10 | 0.0% | 0 | 0.0% | 0 |
| Scruffy / rundown / needs renovating | 1.8% | 15 | 2.7% | 2 | 0.0% | 0 | 4.4% | 2 | 2.7% | 4 | 0.0% | 0 | 2.4% | 5 | 0.0% | 0 | 0.0% | 0 | 3.3% | 2 |
| Parking spaces are limited | 1.7% | 14 | 0.0% | 0 | 0.5% | 0 | 1.5% | 1 | 0.5% | 1 | 0.0% | 0 | 5.7% | 12 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Expensive | 1.7% | 14 | 1.7% | 1 | 0.0% | 0 | 7.6% | 3 | 1.6% | 2 | 0.7% | 0 | 1.0% | 2 | 2.0% | 3 | 5.4% | 2 | 0.7% | 0 |
| Too big | 1.7% | 14 | 0.4% | 0 | 0.0% | 0 | 0.0% | 0 | 3.9% | 5 | 0.0% | 0 | 0.0% | 0 | 5.1% | 8 | 0.0% | 0 | 0.7% | 0 |
| Can't pick goods delivered | 1.6% | 13 | 0.4% | 0 | 4.8% | 3 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 2.9% | 6 | 1.0% | 2 | 0.0% | 0 | 1.4% | 1 |
| Don't always send items ordered | 1.5% | 12 | 2.2% | 2 | 6.6% | 5 | 5.6% | 2 | 0.5% | 1 | 0.0% | 0 | 0.5% | 1 | 0.5% | 1 | 2.3% | 1 | 0.7% | 0 |
| Too far from home | 1.5% | 12 | 0.0% | 0 | 3.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.3% | 7 | 0.0% | 0 | 0.0% | 0 | 4.5% | 2 |
| Changing layout too often | 1.0% | 9 | 0.4% | 0 | 0.0% | 0 | 0.7% | 0 | 1.0% | 1 | 4.7% | 2 | 0.0% | 0 | 1.5% | 2 | 1.1% | 0 | 3.5% | 2 |
| Too small | 0.8% | 6 | 0.4% | 0 | 2.4% | 2 | 1.5% | 1 | 0.0% | 0 | 3.5% | 2 | 0.5% | 1 | 0.5% | 1 | 1.1% | 0 | 0.0% | 0 |
| Unfriendly / unhelpful staff | 0.8% | 6 | 0.0% | 0 | 3.8% | 3 | 0.0% | 0 | 0.5% | 1 | 4.8% | 2 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Self-service checkouts | 0.5% | 4 | 0.0% | 0 | 0.0% | 0 | 3.0% | 1 | 0.5% | 1 | 0.0% | 0 | 0.5% | 1 | 0.5% | 1 | 1.1% | 0 | 0.7% | 0 |
| Short use-by dates on items | 0.5% | 4 | 0.4% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.6% | 2 |
| Lack of security / feel unsafe | 0.5% | 4 | 0.0% | 0 | 0.0% | 0 | 1.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.4% | 4 | 0.0% | 0 | 0.0% | 0 |
| Their website sometimes has issues | 0.4% | 3 | 0.0% | 0 | 0.5% | 0 | 0.0% | 0 | 0.0% | 0 | 5.7% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Poor layout / narrow aisles | 0.3% | 2 | 0.4% | 0 | 0.5% | 0 | 0.0% | 0 | 0.0% | 0 | 3.9% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Difficult to get to by foot | 0.3% | 2 | 0.0% | 0 | 3.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| You have to go too far to get the key for the disabled trolleys | 0.3% | 2 | 0.0% | 0 | 3.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Poor range of non-food goods | 0.3% | 2 | 0.8% | 1 | 0.5% | 0 | 0.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sometimes the app doesn't work | 0.3% | 2 | 2.7% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Where it's located | 0.2% | 2 | 2.4% | 2 | 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 cafe | 0.2% | 2 | 0.0% | 0 | 0.5% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 0 | 0.7% | 0 |
| Harder to see offers online | 0.2% | 2 | 0.0% | 0 | 2.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Staff doing online shopping block the aisles | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 2 | 0.0% | 0 | 0.0% | 0 |
| Annoying music in store | 0.2% | 1 | 0.0% | 0 | 0.5% | 0 | 0.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Poor lighting in store | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Poor quality non-food goods | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Not enough trolleys | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bus stop is too far from the store | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Parking spaces are too small | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Poor disabled access | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|---|--------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|---------------|--------------|-------|---|-------|----|-------|----|-------|---|-------|----|
| Meanscore: [£] | | | | | | | | | | | | | | | | | | | | |
| Q07 Excluding Christmas shopping, approximately how much did you spend on your last visit main food and grocery shopping trip to STORE MENTIONED AT Q01? | | | | | | | | | | | | | | | | | | | | |
| £1 - £10 | 0.9% | 7 | 2.2% | 2 | 1.5% | 1 | 4.6% | 2 | 0.5% | 1 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| £11 - £20 | 3.4% | 28 | 1.7% | 1 | 8.1% | 6 | 2.9% | 1 | 3.7% | 5 | 0.0% | 0 | 3.9% | 9 | 3.1% | 5 | 2.3% | 1 | 1.4% | 1 |
| £21 - £30 | 6.8% | 57 | 6.7% | 6 | 4.7% | 3 | 7.4% | 3 | 4.2% | 5 | 13.3% | 6 | 7.7% | 17 | 8.5% | 14 | 3.4% | 1 | 3.5% | 2 |
| £31 - £40 | 5.8% | 48 | 5.3% | 4 | 5.9% | 4 | 14.5% | 6 | 7.0% | 9 | 6.9% | 3 | 6.3% | 14 | 3.1% | 5 | 4.5% | 1 | 3.5% | 2 |
| £41 - £50 | 8.9% | 74 | 14.4% | 12 | 6.7% | 5 | 13.6% | 5 | 5.7% | 7 | 15.4% | 7 | 11.6% | 26 | 4.1% | 6 | 4.5% | 1 | 7.4% | 4 |
| £51 - £60 | 11.8% | 97 | 4.0% | 3 | 8.3% | 6 | 9.0% | 4 | 11.7% | 15 | 9.5% | 4 | 15.0% | 33 | 10.3% | 16 | 12.5% | 4 | 22.5% | 12 |
| £61 - £70 | 6.9% | 57 | 13.0% | 11 | 6.3% | 4 | 11.3% | 4 | 8.2% | 11 | 6.7% | 3 | 4.0% | 9 | 6.7% | 11 | 4.5% | 1 | 5.3% | 3 |
| £71 - £80 | 8.7% | 72 | 8.5% | 7 | 7.2% | 5 | 5.5% | 2 | 6.7% | 9 | 11.4% | 5 | 6.8% | 15 | 11.4% | 18 | 13.9% | 4 | 13.1% | 7 |
| £81 - £90 | 5.0% | 41 | 5.6% | 5 | 7.7% | 5 | 4.7% | 2 | 1.6% | 2 | 1.5% | 1 | 7.7% | 17 | 3.1% | 5 | 3.4% | 1 | 7.1% | 4 |
| £91 - £100 | 12.3% | 102 | 19.4% | 16 | 11.7% | 8 | 7.7% | 3 | 20.7% | 27 | 3.0% | 1 | 10.9% | 24 | 9.4% | 15 | 10.9% | 3 | 8.1% | 4 |
| £101 - £110 | 1.2% | 10 | 2.6% | 2 | 0.5% | 0 | 0.0% | 0 | 1.6% | 2 | 0.0% | 0 | 2.0% | 4 | 0.0% | 0 | 3.4% | 1 | 0.7% | 0 |
| £111 - £120 | 3.7% | 31 | 3.2% | 3 | 7.2% | 5 | 3.0% | 1 | 2.1% | 3 | 0.0% | 0 | 4.9% | 11 | 2.9% | 5 | 4.5% | 1 | 4.0% | 2 |
| £121 - £130 | 1.9% | 16 | 3.1% | 3 | 3.3% | 2 | 1.2% | 0 | 0.0% | 0 | 8.2% | 4 | 1.0% | 2 | 1.5% | 2 | 5.7% | 2 | 1.4% | 1 |
| £131 - £140 | 2.5% | 20 | 2.0% | 2 | 1.0% | 1 | 4.4% | 2 | 3.0% | 4 | 0.7% | 0 | 2.4% | 5 | 4.3% | 7 | 0.0% | 0 | 0.0% | 0 |
| £141 - £150 | 4.7% | 39 | 0.8% | 1 | 3.3% | 2 | 5.3% | 2 | 6.1% | 8 | 5.0% | 2 | 5.5% | 12 | 4.3% | 7 | 6.5% | 2 | 5.2% | 3 |
| £151 - £160 | 0.6% | 5 | 0.0% | 0 | 2.6% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.4% | 2 | 3.3% | 2 |
| £161 - £170 | 1.0% | 8 | 0.0% | 0 | 3.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 | 0.0% | 0 | 3.3% | 5 | 1.1% | 0 | 0.0% | 0 |
| £171 - £180 | 1.0% | 8 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 | 2.7% | 4 | 0.0% | 0 | 0.0% | 0 | 2.4% | 4 | 0.0% | 0 | 0.0% | 0 |
| £181 - £190 | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 0 | 0.0% | 0 |
| £191 - £200 | 2.3% | 19 | 0.0% | 0 | 1.0% | 1 | 3.0% | 1 | 3.5% | 5 | 4.8% | 2 | 0.0% | 0 | 6.2% | 10 | 0.0% | 0 | 0.7% | 0 |
| £201 - £220 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £221 - £240 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £241 - £260 | 1.5% | 12 | 0.0% | 0 | 0.0% | 0 | 0.2% | 0 | 2.7% | 4 | 0.0% | 0 | 0.0% | 0 | 2.4% | 4 | 6.5% | 2 | 5.2% | 3 |
| £261 - £280 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £281 - £300 | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £301+ | 1.8% | 15 | 0.0% | 0 | 3.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.3% | 7 | 3.3% | 5 | 1.1% | 0 | 0.0% | 0 |
| (Don't know / can't remember) | 4.3% | 36 | 7.1% | 6 | 6.4% | 5 | 0.0% | 0 | 3.1% | 4 | 2.2% | 1 | 3.9% | 9 | 5.8% | 9 | 4.5% | 1 | 2.1% | 1 |
| (Refused) | 3.0% | 25 | 0.4% | 0 | 0.0% | 0 | 0.2% | 0 | 4.0% | 5 | 10.5% | 5 | 2.5% | 6 | 3.9% | 6 | 0.0% | 0 | 4.3% | 2 |
| <i>Mean:</i> | <i>91.19</i> | <i>73.31</i> | <i>92.22</i> | <i>72.74</i> | <i>92.30</i> | <i>76.67</i> | <i>92.20</i> | <i>105.59</i> | <i>104.65</i> | <i>88.06</i> | | | | | | | | | | |
| Weighted base: | 829 | 83 | 70 | 39 | 128 | 45 | 221 | 159 | 28 | 55 | | | | | | | | | | |
| Sample: | 829 | 112 | 86 | 101 | 120 | 71 | 103 | 101 | 62 | 73 | | | | | | | | | | |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | Zone 6 | | Zone 7 | | Zone 8 | | Zone 9 | | |
|---|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|----|
| Q08 Thinking about your LAST main food shopping trip to STORE MENTIONED AT Q01 where did that trip start from? | | | | | | | | | | | | | | | | | | | | |
| <i>Not those who said 'Internet / delivery' at Q01</i> | | | | | | | | | | | | | | | | | | | | |
| Home | 94.1% | 683 | 93.1% | 68 | 92.1% | 51 | 85.4% | 32 | 97.7% | 113 | 98.3% | 39 | 91.9% | 180 | 96.1% | 133 | 95.8% | 22 | 95.5% | 46 |
| Work | 3.0% | 21 | 3.0% | 2 | 4.6% | 3 | 13.6% | 5 | 0.6% | 1 | 0.0% | 0 | 2.7% | 5 | 2.8% | 4 | 0.0% | 0 | 3.8% | 2 |
| Place of higher education (e.g. college / university) | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Family / friends home | 0.3% | 2 | 0.5% | 0 | 1.3% | 1 | 0.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Leisure activity venue (e.g. gym / cinema, etc.) | 1.7% | 12 | 0.0% | 0 | 1.3% | 1 | 0.5% | 0 | 0.6% | 1 | 1.7% | 1 | 4.2% | 8 | 0.6% | 1 | 2.8% | 1 | 0.8% | 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 | 0.0% | 0 | 0.0% | 0 |
| Doctors | 0.1% | 1 | 0.0% | 0 | 0.6% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 0 | 0.0% | 0 |
| (Don't know / can't remember) | 0.7% | 5 | 3.4% | 2 | 0.0% | 0 | 0.2% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 |
| Weighted base: | | 725 | | 73 | | 55 | | 37 | | 115 | | 40 | | 196 | | 139 | | 23 | | 48 |
| Sample: | | 712 | | 100 | | 69 | | 93 | | 106 | | 61 | | 88 | | 85 | | 50 | | 60 |

Q09 How did you travel on your last main food shopping trip to STORE MENTIONED AT Q01?

Not those who said 'Internet / delivery' at Q01

| | | | | | | | | | | | | | | | | | | | | |
|--|-------|-----|-------|-----|-------|----|-------|----|-------|-----|-------|----|-------|-----|-------|-----|-------|----|-------|----|
| Car / van (as driver) | 70.9% | 514 | 62.0% | 45 | 67.7% | 37 | 51.6% | 19 | 70.1% | 81 | 89.0% | 36 | 68.1% | 133 | 78.3% | 108 | 79.2% | 18 | 75.9% | 36 |
| Car / van (as passenger) | 13.5% | 98 | 15.4% | 11 | 11.4% | 6 | 16.0% | 6 | 16.6% | 19 | 7.6% | 3 | 9.0% | 18 | 15.9% | 22 | 13.8% | 3 | 19.3% | 9 |
| Bus, minibus or coach | 4.9% | 35 | 9.2% | 7 | 1.3% | 1 | 0.2% | 0 | 4.1% | 5 | 0.0% | 0 | 9.4% | 18 | 1.7% | 2 | 1.4% | 0 | 4.0% | 2 |
| Motorcycle, scooter or 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 | 0.0% | 0 | 0.0% | 0 |
| Walk | 8.3% | 60 | 10.5% | 8 | 14.1% | 8 | 30.9% | 11 | 6.4% | 7 | 1.7% | 1 | 10.7% | 21 | 1.7% | 2 | 5.5% | 1 | 0.8% | 0 |
| Taxi | 0.8% | 6 | 0.9% | 1 | 4.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 2 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 |
| 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 | 0.0% | 0 | 0.0% | 0 |
| Metro / tram | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bicycle | 0.7% | 5 | 0.0% | 0 | 0.6% | 0 | 0.0% | 0 | 1.7% | 2 | 0.0% | 0 | 1.1% | 2 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 |
| Mobility scooter / disability vehicle | 0.6% | 5 | 1.4% | 1 | 0.6% | 0 | 0.0% | 0 | 0.6% | 1 | 1.7% | 1 | 0.6% | 1 | 0.6% | 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 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / can't remember) | 0.3% | 2 | 0.5% | 0 | 0.0% | 0 | 1.3% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 |
| Weighted base: | | 725 | | 73 | | 55 | | 37 | | 115 | | 40 | | 196 | | 139 | | 23 | | 48 |
| Sample: | | 712 | | 100 | | 69 | | 93 | | 106 | | 61 | | 88 | | 85 | | 50 | | 60 |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|----|-------|-----|-------|----|-------|----|-------|----|
| Q10 On your last main food shopping trip to STORE MENTIONED AT Q01, did you combine this trip with any other activities? [MR] | | | | | | | | | | | | | | | | | | | | |
| <i>Not those who said 'Internet / delivery' at Q01</i> | | | | | | | | | | | | | | | | | | | | |
| Yes – NON-FOOD shopping | 7.1% | 52 | 3.3% | 2 | 6.8% | 4 | 9.0% | 3 | 9.0% | 10 | 7.8% | 3 | 7.1% | 14 | 6.7% | 9 | 9.7% | 2 | 7.1% | 3 |
| Yes – other FOOD shopping | 4.4% | 32 | 7.2% | 5 | 0.6% | 0 | 8.2% | 3 | 6.8% | 8 | 7.8% | 3 | 0.6% | 1 | 5.5% | 8 | 9.7% | 2 | 3.2% | 2 |
| Yes – visiting financial services such as banks / building societies / cash points | 0.7% | 5 | 1.4% | 1 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 | 0.8% | 0 | 0.6% | 1 | 0.6% | 1 | 2.8% | 1 | 0.8% | 0 |
| Yes – visiting health service such as doctor, dentist, hospital, opticians | 1.3% | 9 | 0.0% | 0 | 3.7% | 2 | 0.5% | 0 | 1.2% | 1 | 4.9% | 2 | 0.6% | 1 | 0.6% | 1 | 8.0% | 2 | 0.0% | 0 |
| Yes – visiting other service such as hairdressers, beautician, laundrette, recycling, etc. | 0.5% | 4 | 0.0% | 0 | 0.0% | 0 | 1.3% | 0 | 0.6% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 2.8% | 1 | 1.6% | 1 |
| Yes – visiting post office | 0.3% | 2 | 0.9% | 1 | 0.0% | 0 | 3.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 0 | 0.0% | 0 |
| Yes – visiting pharmacy / chemist | 0.3% | 2 | 2.5% | 2 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Yes – leisure activity (e.g. gym, cinema, ten-pin bowling, etc.) | 4.8% | 35 | 4.0% | 3 | 8.6% | 5 | 1.8% | 1 | 0.6% | 1 | 6.1% | 2 | 3.7% | 7 | 4.4% | 6 | 13.1% | 3 | 15.1% | 7 |
| Yes – visiting café / pub / restaurant | 5.7% | 42 | 6.3% | 5 | 14.2% | 8 | 7.8% | 3 | 5.2% | 6 | 4.9% | 2 | 4.4% | 9 | 5.1% | 7 | 2.8% | 1 | 4.1% | 2 |
| Yes – getting petrol | 1.9% | 14 | 3.0% | 2 | 4.2% | 2 | 9.3% | 3 | 1.2% | 1 | 1.7% | 1 | 1.1% | 2 | 0.6% | 1 | 2.8% | 1 | 0.8% | 0 |
| Yes – travelling to / from school / college / university | 0.8% | 6 | 0.0% | 0 | 0.0% | 0 | 2.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 2.8% | 4 | 0.0% | 0 | 0.0% | 0 |
| Yes – travelling to / from work | 2.8% | 21 | 0.0% | 0 | 5.0% | 3 | 2.9% | 1 | 3.8% | 4 | 0.8% | 0 | 2.7% | 5 | 3.4% | 5 | 0.0% | 0 | 4.5% | 2 |
| Yes – visiting church / place of worship | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Yes – visiting library | 0.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 0 | 0.0% | 0 |
| Yes – visiting family / friends | 3.6% | 26 | 2.7% | 2 | 3.7% | 2 | 7.2% | 3 | 5.5% | 6 | 0.0% | 0 | 2.3% | 4 | 3.8% | 5 | 2.8% | 1 | 5.3% | 3 |
| Yes – going for a walk / walking the dog | 1.9% | 14 | 1.4% | 1 | 0.6% | 0 | 3.2% | 1 | 0.6% | 1 | 8.4% | 3 | 3.7% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Yes – window shopping / browsing | 1.5% | 11 | 4.5% | 3 | 0.6% | 0 | 1.6% | 1 | 0.0% | 0 | 0.0% | 0 | 2.7% | 5 | 0.6% | 1 | 0.0% | 0 | 0.8% | 0 |
| Yes – other activity | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Yes – dropping / picking someone up | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 0 | 0.0% | 0 |
| (No activity) | 65.0% | 471 | 65.5% | 48 | 51.6% | 28 | 47.6% | 18 | 71.1% | 82 | 64.7% | 26 | 71.2% | 139 | 67.2% | 93 | 49.9% | 12 | 54.3% | 26 |
| (Don't know / can't remember) | 2.4% | 17 | 3.2% | 2 | 4.2% | 2 | 1.3% | 0 | 1.2% | 1 | 1.7% | 1 | 0.0% | 0 | 3.8% | 5 | 1.4% | 0 | 10.1% | 5 |
| Weighted base: | 725 | 73 | 55 | 37 | 115 | 40 | 196 | 139 | 85 | 23 | 48 | | | | | | | | | |
| Sample: | 712 | 100 | 69 | 93 | 106 | 61 | 88 | 85 | 50 | 60 | | | | | | | | | | |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|--|--------------|--------------|-------------|-------------|-------------|--------------|--------------|-------------|--------------|--------------|-------|----|-------|-----|-------|----|-------|----|-------|----|
| Meanscore: [Time in minutes] | | | | | | | | | | | | | | | | | | | | |
| Q11 Approximately how long on average does it take to travel to STORE MENTIONED AT Q01? | | | | | | | | | | | | | | | | | | | | |
| <i>Not those who said 'Internet / delivery' at Q01</i> | | | | | | | | | | | | | | | | | | | | |
| 1 - 10 minutes | 70.9% | 515 | 66.1% | 48 | 71.8% | 40 | 78.8% | 29 | 87.1% | 100 | 72.3% | 29 | 81.5% | 159 | 60.7% | 84 | 16.6% | 4 | 44.1% | 21 |
| 11 - 20 minutes | 23.8% | 173 | 26.0% | 19 | 26.2% | 14 | 20.7% | 8 | 10.0% | 12 | 15.8% | 6 | 13.1% | 26 | 35.4% | 49 | 77.8% | 18 | 44.6% | 21 |
| 21 - 30 minutes | 2.0% | 14 | 4.4% | 3 | 0.6% | 0 | 0.5% | 0 | 0.6% | 1 | 6.3% | 3 | 1.1% | 2 | 1.2% | 2 | 5.5% | 1 | 4.7% | 2 |
| 31 - 40 minutes | 0.4% | 3 | 3.1% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 |
| 41 - 50 minutes | 0.8% | 6 | 0.0% | 0 | 0.6% | 0 | 0.0% | 0 | 0.0% | 0 | 5.5% | 2 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 4.1% | 2 |
| 51 - 60 minutes | 0.1% | 1 | 0.5% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 0 |
| Over an hour | 1.1% | 8 | 0.0% | 0 | 0.6% | 0 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 3.7% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / can't remember) | 0.7% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 2.8% | 4 | 0.0% | 0 | 0.0% | 0 |
| (Refused) | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| <i>Mean:</i> | <i>10.63</i> | <i>11.26</i> | <i>9.82</i> | <i>8.37</i> | <i>8.44</i> | <i>11.78</i> | <i>10.88</i> | <i>9.64</i> | <i>16.38</i> | <i>15.62</i> | | | | | | | | | | |
| Weighted base: | 725 | 73 | 55 | 37 | 115 | 40 | 196 | 139 | 23 | 48 | | | | | | | | | | |
| Sample: | 712 | 100 | 69 | 93 | 106 | 61 | 88 | 85 | 50 | 60 | | | | | | | | | | |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|----|-------|----|-------|----|-------|----|-------|---|
| Q12 Excluding Christmas shopping, where do you do most of your household's small scale/top-up grocery shopping? | | | | | | | | | | | | | | | | | | | | |
| Aldi, Manor Retail Park, Rustington, BN16 3FH | 2.4% | 20 | 5.5% | 5 | 3.8% | 3 | 1.5% | 1 | 6.9% | 9 | 5.0% | 2 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda Express (Petrol Station), A27, Arundel Road, Chichester, PO18 0DU | 0.2% | 2 | 2.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda Superstore, Littlehampton Road, Ferring, BN12 6PN | 3.9% | 32 | 4.7% | 4 | 3.3% | 2 | 2.7% | 1 | 9.9% | 13 | 0.7% | 0 | 4.4% | 10 | 1.5% | 2 | 0.0% | 0 | 0.0% | 0 |
| Barnham Trading Post, Barnham Road, Barnham, PO22 0ES | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 0.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 0 | 5.5% | 3 |
| Barry Wadsworth Greengrocer, The Street, Rustington, Littlehampton, BN16 3DP | 0.6% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.9% | 5 | 0.7% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Cricketers Parade, Broadwater, Worthing, BN14 9DB | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Ferring Street, Ferring, Worthing, BN12 5JP | 0.9% | 8 | 2.7% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.5% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Field Place Parade, The Strand, Goring-by-Sea, Worthing, BN12 6BS | 3.7% | 31 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 14.0% | 31 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Main Road, Yapton, BN18 0EY | 0.9% | 8 | 0.0% | 0 | 0.0% | 0 | 1.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.4% | 2 | 10.7% | 6 |
| Co-op, Manor Parade, Salvington Road, Durrington, Worthing, BN13 2JP | 5.3% | 44 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.4% | 4 | 0.7% | 0 | 2.9% | 6 | 20.5% | 33 | 0.0% | 0 | 0.0% | 0 |
| Co-op, New Broadway, Tarring Road, Worthing, BN11 4HS | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Queen Street, Arundel, BN18 9JG | 1.4% | 12 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 40.6% | 11 | 0.7% | 0 |
| Co-op, Station Parade, East Preston, Littlehampton, BN16 3AE | 0.9% | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.2% | 5 | 4.8% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, The Square, Angmering, Littlehampton, BN16 4EA | 1.9% | 16 | 0.0% | 0 | 0.0% | 0 | 1.2% | 0 | 3.0% | 4 | 23.9% | 11 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Co-op, The Square, Barnham, Bognor Regis, | 1.0% | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 15.0% | 8 |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|------|---|------|---|------|----|------|---|------|---|
| PO22 0HB | | | | | | | | | | | | | | | | | | | | |
| Farmfoods, Wick Street, Wick, Littlehampton, BN17 7JN | 0.8% | 6 | 2.0% | 2 | 3.8% | 3 | 4.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 |
| Gaskyns Wholefoods, Queen Street, Arundel, BN18 9JG | 0.0% | 0 | 0.0% | 0 | 0.5% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hillside Stores, Hill Terrace, Jarvis Road, Arundel, BN18 9LA | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.5% | 1 | 0.0% | 0 |
| Iceland, Churchill Parade, Rustington, BN16 3DE | 0.4% | 3 | 0.4% | 0 | 0.0% | 0 | 0.2% | 0 | 2.1% | 3 | 0.7% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Surrey Street, Littlehampton, BN17 5AZ | 0.3% | 2 | 2.6% | 2 | 0.0% | 0 | 0.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Wallace Parade, Goring Road, Worthing, BN12 4AL | 0.5% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.5% | 3 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Downlands Retail Park, Lyons Way, Worthing, BN14 9FB | 1.3% | 11 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.4% | 5 | 3.3% | 5 | 0.0% | 0 | 0.0% | 0 |
| Lidl, New Road, Littlehampton, BN17 5AX | 1.3% | 11 | 5.5% | 5 | 1.5% | 1 | 10.6% | 4 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 |
| Lidl, North Street, Worthing, BN11 1DU | 0.9% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.3% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks and Spencer (M&S), East Street, Chichester, PO19 1HS | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks and Spencer (M&S), Montague Street, Worthing, BN11 3BW | 1.3% | 11 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.9% | 9 | 1.5% | 2 | 0.0% | 0 | 0.0% | 0 |
| Marks and Spencer BP Garage (M&S), Findon Road, Worthing, BN14 0EP | 1.4% | 12 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 6.6% | 10 | 0.0% | 0 | 0.0% | 0 |
| Marks and Spencer BP Garage (M&S), Rustington, Littlehampton, BN16 3LS | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks and Spencer Foodhall (M&S), Portfield Retail Park, Chichester, PO19 7YH | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 |
| Morrisons Supermarket, Bedford Street, Bognor Regis, PO21 1QP | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons Supermarket, Hawthorn Road, Wick, Littlehampton, BN17 7LA | 3.9% | 32 | 10.0% | 8 | 27.8% | 20 | 7.7% | 3 | 0.5% | 1 | 0.7% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 0 | 0.0% | 0 |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|---|-------|----|------|---|------|---|------|---|
| One Stop, North Lane, East Preston, Littlehampton, BN16 1HB | 1.6% | 13 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 9.7% | 12 | 1.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pallant of Arundel Delicatessen, High Street, Arundel, BN18 9AD | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 8.8% | 2 | 0.0% | 0 |
| Premier (AA Mini Market), Clun Road, Wick, Littlehampton, BN17 7ER | 0.4% | 3 | 0.0% | 0 | 3.3% | 2 | 2.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Premier (Express), Palatine Road, Worthing, BN12 6JH | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Premier (Hartley's), Worthing Road, Rustington, Littlehampton, BN16 3JX | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 3.0% | 1 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Premier (Kingley's), Benjamin Gray Drive, Wick, Littlehampton, BN17 7FA | 0.5% | 4 | 0.0% | 0 | 3.3% | 2 | 4.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Local, Goring Road, Goring-by-Sea, BN12 4NX | 4.7% | 39 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 17.1% | 38 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Local, Littlehampton Road, Worthing, BN13 1QH | 0.7% | 6 | 0.0% | 0 | 0.0% | 0 | 2.4% | 1 | 0.0% | 0 | 0.0% | 0 | 1.0% | 2 | 1.5% | 2 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Downland Business Park, Lyons Farm, Worthing, BN14 9LA | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 2 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, High Street, Littlehampton, BN17 5EG | 3.5% | 29 | 10.2% | 8 | 12.0% | 8 | 23.9% | 9 | 1.0% | 1 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 |
| Sainsbury's Superstore, Rustington Retail Park, New Road, Littlehampton, BN16 3RT | 1.8% | 15 | 0.8% | 1 | 1.0% | 1 | 1.7% | 1 | 3.1% | 4 | 17.4% | 8 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Shripney Road, Bognor Regis, PO22 9FB | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Westhampnett Road, Chichester, PO19 7YR | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Tesco Express (Esso Garage), Littlehampton Road, Durrington, Worthing, BN13 1QY | 2.2% | 18 | 2.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.3% | 9 | 4.3% | 7 | 0.0% | 0 | 0.0% | 0 |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|------|---|------|----|-------|----|------|---|-------|---|
| Tesco Express, Barnham Road, Barnham, PO22 0ES | 1.0% | 9 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 15.5% | 9 |
| Tesco Express, Chichester Road, Bognor Regis, PO21 5AN | 0.1% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Findon Road, Findon Valley, Worthing, BN14 0EL | 2.4% | 20 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 12.4% | 20 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Finisterre Way, Littlehampton, BN17 6RA | 3.5% | 29 | 14.1% | 12 | 3.1% | 2 | 5.3% | 2 | 0.5% | 1 | 9.7% | 4 | 3.3% | 7 | 0.0% | 0 | 1.1% | 0 | 0.0% | 0 |
| Tesco Express, Goring Road, Worthing, BN12 4AJ | 2.2% | 18 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 7.8% | 17 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Goring Way, Goring-by-Sea, Worthing, BN12 4TY | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Sterling Parade, The Street, Rustington, BN16 3DR | 0.8% | 7 | 2.0% | 2 | 0.5% | 0 | 0.2% | 0 | 3.5% | 5 | 0.7% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Fullbeck Way, West Durrington, Worthing, BN13 3FG | 3.7% | 31 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 4.3% | 10 | 12.8% | 20 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Broad Piece, Wick, Littlehampton, BN17 5RA | 2.3% | 19 | 6.3% | 5 | 6.0% | 4 | 4.9% | 2 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 11.3% | 6 |
| The Cabin Convenience Store, Beach Road, Littlehampton, BN17 5HZ | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 2.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose (Little), Shell Garage, Arundel Road, Fontwell, Walberton, Arundel, BN18 0SB | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Waitrose, Broadmark Lane, Rustington, BN16 2NE | 3.9% | 32 | 2.9% | 2 | 0.0% | 0 | 2.2% | 1 | 21.0% | 27 | 3.7% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, High Street, Worthing, BN11 1LL | 1.3% | 11 | 2.7% | 2 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 3.5% | 2 | 0.0% | 0 | 3.8% | 6 | 0.0% | 0 | 0.0% | 0 |
| Walberton News, Maple Parade, Walberton, BN18 0PR | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.3% | 3 |
| Welcome (Southern Co-op), Half Moon Parade, Worthing, BN13 2EL | 1.1% | 9 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.8% | 9 | 0.0% | 0 | 0.0% | 0 |
| Internet / delivery | 0.9% | 8 | 0.8% | 1 | 5.0% | 4 | 0.0% | 0 | 0.5% | 1 | 0.7% | 0 | 0.5% | 1 | 0.5% | 1 | 0.0% | 0 | 0.7% | 0 |
| Amberley Village Stores, High Street, Amberley, BN18 9NL | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 7.7% | 2 | 0.0% | 0 |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|------|---|------|---|------|---|------|---|------|---|
| Arundel Farmers Market, High Street, Arundel, BN18 9AB | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda Express (Petrol Station), Nelson Road, Goring-by-Sea, BN13 1JY | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bilsham Stores, Bilsham Rd, Yapton, Arundel BN18 0JG | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 |
| Bilsham Stores, Bilsham Road, Yapton, Arundel, BN18 0JG | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 |
| Co-op, Goring Road, Worthing, BN12 4AP | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, South Street, Tarring, Worthing, BN14 7LG | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.5% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Findon Village Store, Horsham Road, Findon, BN14 0TF | 0.7% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.8% | 6 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Pavilion Parade, South Street, Worthing, BN11 3AJ | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Knight Butchers, The Strand, Goring-by-Sea, BN12 6DJ | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Findon Valley Local Centre, Worthing | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Walberton Village Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 |
| Londis, Norfolk Road, Littlehampton, BN17 5PL | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons Daily, High Street, Arundel, BN18 9AD | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 0 | 0.0% | 0 |
| Morrisons Daily, Limbrick Corner, Worthing, BN12 6JJ | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons Daily, Strand Parade Roundabout, Goring-by-Sea, Worthing, BN12 6DH | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Newland Street, Worthing, BN11 1JU | 1.0% | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.8% | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mr B the Baker, South Farm Road, Worthing, BN14 7AX | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Roundstone Farm Shop and Garden Centre, | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|-----|-------|-----|-------|----|-------|----|-------|----|
| Littlehampton Road, Angmering, Worthing, BN12 6PW | | | | | | | | | | | | | | | | | | | | |
| Rustington Convenience Store, Sea Lane, Rustington, BN16 2RQ | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.7% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Slindon Forge Village Shop, Reynolds Lane, Arundel, BN18 0QT | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Tesco Express (Esso Garage), Pulborough Road, Storrington, RH20 4HG | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 0 | 0.0% | 0 |
| Tesco Express, Rectory Road, Worthing, BN14 7PE | 0.9% | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.4% | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, London Road, Pulborough, RH20 1AS | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 |
| The Junction, The Street, Clapham, BN13 3UU | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| The Merry Miller, Findon Road, Findon Valley, BN14 0EL | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.5% | 2 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Truffles Bakery, The Street, Rustington, Littlehampton, BN16 3DB | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Old Mill Square, Storrington, RH20 4NQ | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 8.6% | 2 | 0.0% | 0 |
| Waitrose, Rams Walk, Petersfield, GU32 3JA | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 |
| Wick Street Farm, Wick Street, Stroud, GL6 7QN | 0.0% | 0 | 0.0% | 0 | 0.5% | 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 / varies) | 1.6% | 14 | 0.8% | 1 | 3.6% | 3 | 2.4% | 1 | 3.8% | 5 | 0.0% | 0 | 1.0% | 2 | 1.0% | 2 | 1.1% | 0 | 0.7% | 0 |
| (Don't do this type of shopping) | 15.9% | 132 | 21.8% | 18 | 20.8% | 15 | 12.5% | 5 | 17.7% | 23 | 20.0% | 9 | 10.0% | 22 | 14.4% | 23 | 16.4% | 5 | 24.1% | 13 |
| Weighted base: | 829 | 83 | | 70 | | 39 | | 128 | | 45 | | 221 | | 159 | | 28 | | 55 | | |
| Sample: | 829 | 112 | | 86 | | 101 | | 120 | | 71 | | 103 | | 101 | | 62 | | 73 | | |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|---|-------|-------------|--------|-------------|--------|-------------|--------|-------------|--------|-------------|-------|-------------|-------|-------------|-------|-------------|-------|-------------|-------|-------------|
| Meanscore: [Number of visits per week] | | | | | | | | | | | | | | | | | | | | |
| Q13 How often do you do normally do your small scale/top up top-up grocery shopping at STORE MENTIONED AT Q12? | | | | | | | | | | | | | | | | | | | | |
| <i>Not those that said 'Don't do this type of shopping' or 'Don't know / varies' at Q12</i> | | | | | | | | | | | | | | | | | | | | |
| 7 times a week | 4.6% | 32 | 4.1% | 3 | 10.0% | 5 | 6.9% | 2 | 5.8% | 6 | 0.0% | 0 | 1.7% | 3 | 5.7% | 8 | 5.5% | 1 | 7.5% | 3 |
| 4-6 times a week | 7.0% | 48 | 8.0% | 5 | 5.0% | 3 | 3.7% | 1 | 5.0% | 5 | 2.8% | 1 | 4.9% | 10 | 14.7% | 20 | 16.2% | 4 | 0.0% | 0 |
| 2-3 times a week | 29.8% | 203 | 40.7% | 26 | 23.4% | 12 | 49.1% | 16 | 25.3% | 25 | 27.9% | 10 | 34.7% | 68 | 15.9% | 21 | 32.5% | 8 | 38.3% | 16 |
| Once a week | 37.5% | 256 | 22.9% | 15 | 40.7% | 22 | 24.0% | 8 | 45.5% | 46 | 49.7% | 18 | 36.9% | 73 | 41.8% | 56 | 36.2% | 8 | 26.6% | 11 |
| Once a fortnight | 11.8% | 80 | 21.6% | 14 | 14.0% | 7 | 9.8% | 3 | 10.5% | 11 | 4.7% | 2 | 12.0% | 24 | 8.4% | 11 | 4.1% | 1 | 18.6% | 8 |
| Once a month | 5.8% | 40 | 1.6% | 1 | 2.7% | 1 | 4.9% | 2 | 6.7% | 7 | 2.8% | 1 | 9.2% | 18 | 4.8% | 6 | 1.4% | 0 | 7.1% | 3 |
| Less than once a month | 2.5% | 17 | 0.5% | 0 | 3.5% | 2 | 1.7% | 1 | 1.3% | 1 | 9.3% | 3 | 0.0% | 0 | 6.9% | 9 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / varies) | 1.0% | 7 | 0.5% | 0 | 0.7% | 0 | 0.0% | 0 | 0.0% | 0 | 2.8% | 1 | 0.6% | 1 | 1.8% | 2 | 4.1% | 1 | 1.8% | 1 |
| <i>Mean:</i> | | <i>1.89</i> | | <i>2.06</i> | | <i>2.04</i> | | <i>2.20</i> | | <i>1.82</i> | | <i>1.42</i> | | <i>1.70</i> | | <i>2.05</i> | | <i>2.50</i> | | <i>1.90</i> |
| Weighted base: | | 683 | | 64 | | 53 | | 34 | | 101 | | 36 | | 197 | | 134 | | 23 | | 41 |
| Sample: | | 641 | | 86 | | 53 | | 85 | | 91 | | 54 | | 85 | | 82 | | 52 | | 53 |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|--|--------------|--------|--------------|--------|--------------|--------|--------------|--------|--------------|--------|--------------|----|--------------|----|--------------|----|--------------|----|--------------|----|
| Meanscore: [£] | | | | | | | | | | | | | | | | | | | | |
| Q14 How much did you spend on your last small scale/top-up grocery shopping trip at STORE MENTIONED AT Q12? | | | | | | | | | | | | | | | | | | | | |
| <i>Not those that said 'Don't do this type of shopping' or 'Don't know / varies' at Q12</i> | | | | | | | | | | | | | | | | | | | | |
| £1 - £10 | 38.5% | 263 | 37.8% | 24 | 24.0% | 13 | 48.0% | 16 | 37.4% | 38 | 35.5% | 13 | 41.8% | 82 | 39.5% | 53 | 52.5% | 12 | 29.6% | 12 |
| £11 - £20 | 29.4% | 201 | 31.7% | 20 | 34.8% | 19 | 35.3% | 12 | 18.3% | 18 | 23.8% | 9 | 36.4% | 72 | 21.9% | 29 | 21.7% | 5 | 41.3% | 17 |
| £21 - £30 | 13.4% | 92 | 13.4% | 9 | 16.0% | 9 | 8.2% | 3 | 13.5% | 14 | 13.3% | 5 | 5.0% | 10 | 25.7% | 35 | 17.6% | 4 | 12.3% | 5 |
| £31 - £40 | 3.3% | 23 | 3.1% | 2 | 8.8% | 5 | 3.5% | 1 | 7.1% | 7 | 2.8% | 1 | 0.0% | 0 | 2.4% | 3 | 0.0% | 0 | 7.8% | 3 |
| £41 - £50 | 5.1% | 35 | 6.7% | 4 | 11.3% | 6 | 0.0% | 0 | 4.7% | 5 | 1.9% | 1 | 6.4% | 13 | 4.5% | 6 | 0.0% | 0 | 0.9% | 0 |
| £51 - £60 | 1.0% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 2.7% | 5 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 |
| £61 - £70 | 0.4% | 3 | 0.5% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £71 - £80 | 0.6% | 4 | 0.0% | 0 | 4.4% | 2 | 0.3% | 0 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £81 - £90 | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 |
| £91 - £100 | 0.8% | 5 | 0.5% | 0 | 0.0% | 0 | 0.0% | 0 | 3.2% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.4% | 2 |
| £101 - £110 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £111 - £120 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £121 - £130 | 0.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 0 |
| £131 - £140 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £141 - £150 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.3% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £151 - £160 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £161 - £170 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £171 - £180 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £181 - £190 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £191 - £200 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £201 - £220 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £221 - £240 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £241 - £260 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £261 - £280 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £281 - £300 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £301+ | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / can't remember) | 5.4% | 37 | 6.3% | 4 | 0.7% | 0 | 4.5% | 2 | 8.8% | 9 | 15.7% | 6 | 4.4% | 9 | 3.6% | 5 | 8.3% | 2 | 1.8% | 1 |
| (Refused) | 2.1% | 14 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.2% | 5 | 7.1% | 3 | 2.3% | 4 | 1.2% | 2 | 0.0% | 0 | 0.9% | 0 |
| Mean: | 18.58 | | 18.30 | | 25.17 | | 14.21 | | 21.42 | | 14.67 | | 16.75 | | 18.44 | | 12.62 | | 22.28 | |
| Weighted base: | 683 | | 64 | | 53 | | 34 | | 101 | | 36 | | 197 | | 134 | | 23 | | 41 | |
| Sample: | 641 | | 86 | | 53 | | 85 | | 91 | | 54 | | 85 | | 82 | | 52 | | 53 | |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|----|-------|-----|-------|-----|-------|----|-------|----|
| Q15 How did you travel on your last small scale/top-up food and grocery shopping trip to STORE MENTIONED AT Q12? | | | | | | | | | | | | | | | | | | | | |
| <i>Not those that said 'Don't do this type of shopping', 'Don't know / varies' or 'Internet / delivery' at Q12</i> | | | | | | | | | | | | | | | | | | | | |
| Car / van (as driver) | 48.5% | 328 | 55.7% | 35 | 36.5% | 18 | 26.7% | 9 | 58.3% | 58 | 66.3% | 24 | 33.6% | 66 | 63.0% | 84 | 32.5% | 8 | 63.4% | 26 |
| Car / van (as passenger) | 6.2% | 42 | 6.4% | 4 | 5.2% | 3 | 6.9% | 2 | 8.7% | 9 | 0.0% | 0 | 6.0% | 12 | 5.6% | 7 | 4.1% | 1 | 9.7% | 4 |
| Bus, minibus or coach | 2.9% | 20 | 2.6% | 2 | 0.0% | 0 | 0.5% | 0 | 6.0% | 6 | 0.9% | 0 | 4.0% | 8 | 2.4% | 3 | 0.0% | 0 | 0.9% | 0 |
| Motorcycle, scooter or 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 | 0.0% | 0 | 0.0% | 0 |
| Walk | 39.4% | 266 | 33.2% | 21 | 57.6% | 29 | 64.4% | 22 | 24.3% | 24 | 23.9% | 9 | 51.4% | 100 | 28.4% | 38 | 62.0% | 14 | 23.3% | 10 |
| Taxi | 1.0% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.7% | 5 | 0.6% | 1 | 1.4% | 0 | 0.0% | 0 |
| Train | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 0 |
| Metro / tram | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bicycle | 1.0% | 6 | 1.1% | 1 | 0.7% | 0 | 1.4% | 0 | 1.3% | 1 | 7.0% | 3 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mobility scooter / disability vehicle | 0.9% | 6 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 | 1.9% | 1 | 1.7% | 3 | 0.0% | 0 | 0.0% | 0 | 1.9% | 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 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / can't remember) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Weighted base: | | 676 | | 64 | | 50 | | 34 | | 100 | | 36 | | 195 | | 134 | | 23 | | 41 |
| Sample: | | 632 | | 84 | | 51 | | 85 | | 90 | | 53 | | 84 | | 81 | | 52 | | 52 |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|----|-------|-----|-------|-----|-------|----|-------|----|
| Q16 On your last small scale/top-up food and grocery shopping trip to STORE MENTIONED AT Q12, did you combine this trip with any other activities? [MR] | | | | | | | | | | | | | | | | | | | | |
| <i>Not those that said 'Don't do this type of shopping', 'Don't know / varies' or 'Internet / delivery' at Q12</i> | | | | | | | | | | | | | | | | | | | | |
| Yes – NON-FOOD shopping | 7.9% | 53 | 3.8% | 2 | 12.4% | 6 | 1.9% | 1 | 13.2% | 13 | 2.8% | 1 | 7.7% | 15 | 8.9% | 12 | 4.1% | 1 | 4.6% | 2 |
| Yes – other FOOD shopping | 2.6% | 18 | 2.2% | 1 | 6.1% | 3 | 1.9% | 1 | 5.4% | 5 | 1.9% | 1 | 1.7% | 3 | 1.2% | 2 | 1.4% | 0 | 2.8% | 1 |
| Yes – visiting financial services such as banks / building societies / cash points | 1.6% | 10 | 0.5% | 0 | 0.7% | 0 | 0.3% | 0 | 0.7% | 1 | 0.0% | 0 | 3.8% | 8 | 0.6% | 1 | 1.4% | 0 | 0.9% | 0 |
| Yes – visiting health service such as doctor, dentist, hospital, opticians | 1.1% | 7 | 0.0% | 0 | 0.0% | 0 | 1.7% | 1 | 2.7% | 3 | 0.0% | 0 | 1.1% | 2 | 1.2% | 2 | 0.0% | 0 | 0.9% | 0 |
| Yes – visiting other service such as hairdressers, beautician, laundrette, recycling, etc. | 0.8% | 6 | 1.6% | 1 | 0.7% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 2 | 1.2% | 2 | 1.4% | 0 | 0.0% | 0 |
| Yes – visiting post office | 1.2% | 8 | 0.5% | 0 | 0.0% | 0 | 4.8% | 2 | 0.7% | 1 | 0.0% | 0 | 0.6% | 1 | 1.2% | 2 | 10.7% | 2 | 0.9% | 0 |
| Yes – visiting pharmacy / chemist | 0.4% | 3 | 1.6% | 1 | 0.0% | 0 | 0.3% | 0 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 |
| Yes – leisure activity (e.g. gym, cinema, ten-pin bowling, etc.) | 3.3% | 22 | 3.7% | 2 | 3.7% | 2 | 1.8% | 1 | 1.3% | 1 | 5.9% | 2 | 4.3% | 8 | 1.8% | 2 | 0.0% | 0 | 7.9% | 3 |
| Yes – visiting café / pub / restaurant | 4.3% | 29 | 4.2% | 3 | 4.4% | 2 | 8.4% | 3 | 7.2% | 7 | 6.4% | 2 | 4.4% | 9 | 0.6% | 1 | 4.1% | 1 | 2.8% | 1 |
| Yes – getting petrol | 0.6% | 4 | 0.0% | 0 | 4.1% | 2 | 0.0% | 0 | 0.0% | 0 | 0.9% | 0 | 0.0% | 0 | 1.2% | 2 | 0.0% | 0 | 0.9% | 0 |
| Yes – travelling to / from school / college / university | 0.5% | 3 | 0.0% | 0 | 0.0% | 0 | 3.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 9.0% | 2 | 0.0% | 0 |
| Yes – travelling to / from work | 11.4% | 77 | 11.3% | 7 | 4.7% | 2 | 6.9% | 2 | 12.0% | 12 | 9.0% | 3 | 11.3% | 22 | 16.5% | 22 | 2.8% | 1 | 13.6% | 6 |
| Yes – visiting church / place of worship | 0.2% | 1 | 0.5% | 0 | 0.7% | 0 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Yes – visiting library | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.3% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 |
| Yes – visiting family / friends | 1.4% | 10 | 0.5% | 0 | 0.7% | 0 | 3.3% | 1 | 0.0% | 0 | 1.9% | 1 | 0.6% | 1 | 4.1% | 5 | 1.4% | 0 | 0.9% | 0 |
| Yes – going for a walk / walking the dog | 4.2% | 28 | 2.2% | 1 | 2.1% | 1 | 3.5% | 1 | 5.2% | 5 | 8.3% | 3 | 4.8% | 9 | 2.4% | 3 | 9.3% | 2 | 3.7% | 2 |
| Yes – window shopping / browsing | 2.4% | 16 | 0.5% | 0 | 1.4% | 1 | 2.2% | 1 | 5.0% | 5 | 0.0% | 0 | 3.3% | 6 | 1.8% | 2 | 1.4% | 0 | 0.0% | 0 |
| Yes – other activity | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Yes – dropping / picking someone up | 0.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.3% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 0 | 0.0% | 0 |
| (No activity) | 57.8% | 391 | 67.9% | 43 | 60.3% | 30 | 61.6% | 21 | 50.0% | 50 | 61.1% | 22 | 58.0% | 113 | 56.6% | 76 | 54.4% | 13 | 57.4% | 23 |
| (Don't know / can't remember) | 1.0% | 7 | 1.6% | 1 | 0.0% | 0 | 0.3% | 0 | 0.0% | 0 | 2.8% | 1 | 0.6% | 1 | 0.6% | 1 | 1.4% | 0 | 5.3% | 2 |
| Weighted base: | | 676 | | 64 | | 50 | | 34 | | 100 | | 36 | | 195 | | 134 | | 23 | | 41 |
| Sample: | | 632 | | 84 | | 51 | | 85 | | 90 | | 53 | | 84 | | 81 | | 52 | | 52 |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|---|-------|----|-------|----|-------|---|-------|----|
| Q17 Excluding Christmas shopping, where does your household do most of its shopping for clothes and footwear? | | | | | | | | | | | | | | | | | | | | |
| Arundel Town Centre | 0.2% | 1 | 0.4% | 0 | 0.0% | 0 | 0.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.4% | 1 | 0.0% | 0 | | |
| Bognor Regis Town Centre | 1.0% | 9 | 5.0% | 4 | 1.5% | 1 | 2.9% | 1 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.8% | 2 | | |
| Brighton City Centre | 3.5% | 29 | 3.1% | 3 | 7.4% | 5 | 1.2% | 0 | 5.2% | 7 | 3.9% | 2 | 0.5% | 1 | 5.7% | 9 | 1.1% | 0 | 3.3% | 2 |
| Central London / West End | 0.3% | 2 | 0.0% | 0 | 0.5% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 2.3% | 1 | 1.4% | 1 | | |
| Chichester City Centre | 5.1% | 42 | 1.7% | 1 | 1.0% | 1 | 10.8% | 4 | 2.6% | 3 | 11.2% | 5 | 3.8% | 8 | 0.0% | 0 | 32.4% | 9 | 17.6% | 10 |
| Eastbourne Town Centre | 0.2% | 2 | 0.4% | 0 | 0.5% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Goring-by-Sea District Centre, Worthing (area on Goring Road where Sainsbury's Local is) | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Littlehampton Town Centre | 1.3% | 11 | 3.8% | 3 | 7.7% | 5 | 1.6% | 1 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 1.1% | 0 | 0.7% | 0 | | |
| Portsmouth City Centre | 0.1% | 0 | 0.0% | 0 | 0.5% | 0 | 0.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | | |
| Rustington Local Centre, Littlehampton | 1.8% | 15 | 3.2% | 3 | 0.5% | 0 | 3.1% | 1 | 6.8% | 9 | 0.7% | 0 | 0.0% | 0 | 0.5% | 1 | 1.1% | 0 | 0.7% | 0 |
| Storrington Town Centre, RH20 4DU | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 0 | 0.0% | 0 |
| The Strand Local Centre, Goring-by-Sea | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| West Durrington District Centre, Worthing (where West Durrington Shopping Centre is) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wick Local Centre, Littlehampton | 0.0% | 0 | 0.0% | 0 | 0.5% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Worthing Town Centre | 21.1% | 175 | 19.1% | 16 | 14.0% | 10 | 7.4% | 3 | 10.3% | 13 | 14.0% | 6 | 36.5% | 80 | 28.3% | 45 | 3.4% | 1 | 0.0% | 0 |
| Arun Retail Park BOGNOR REGIS, Shripney Road, Bognor Regis, PO22 9NF (B&Q, Pets at Home, Next & more) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 |
| Bognor Regis Retail Park, Shripney Road, Bognor Regis, PO22 9TR (Matalan, B&M, Halfords & more) | 0.2% | 1 | 0.4% | 0 | 0.5% | 0 | 0.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 0 | 0.7% | 0 |
| Gunwharf Quays Designer Outlet, Portsmouth, PO1 3TZ (Nike, Pandora, Calvin Klein, Fred Perry & more) | 0.8% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.5% | 1 | 3.3% | 5 | 0.0% | 0 | 0.0% | 0 |
| Holmbush Shopping Centre, Upper Shoreham Road, Shoreham-by-Sea, BN43 6TD (Tesco, M&S, Next & more) | 1.5% | 13 | 0.8% | 1 | 0.0% | 0 | 1.5% | 1 | 4.0% | 5 | 0.7% | 0 | 1.5% | 3 | 1.5% | 2 | 0.0% | 0 | 0.0% | 0 |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|------|---|------|----|------|---|------|---|------|---|
| Lyons Farm Retail Park, Worthing, BN14 9LA (Boots, Pets at Home, Argos & more) | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 2.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Manor Retail Park, Rustington Bypass, Littlehampton, BN16 3FH (Aldi, Next, Tapi Carpets & more) | 1.0% | 8 | 0.0% | 0 | 0.5% | 0 | 1.5% | 1 | 1.0% | 1 | 5.0% | 2 | 1.5% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Portfield Retail Park (aka Chichester Retail Park), Portfield Way, Chichester, PO19 7WT (John Lewis, Hobbycraft, Dunelm, Homesense & more) | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Rustington Retail Park, New Road, Rustington, Littlehampton, BN16 3RT (Dunelm, Halfords, Starbucks) | 1.8% | 15 | 0.8% | 1 | 2.4% | 2 | 4.2% | 2 | 3.9% | 5 | 0.7% | 0 | 2.4% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rustington Trading Estate, Dominion Way, Rustington, BN16 3HQ (Toolstation, Howdens, YESSS Electrical & more) | 0.2% | 2 | 0.0% | 0 | 2.6% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Haskins Garden Centre, Roundstone By-Pass Road, Angmering, Littlehampton, BN16 4BD | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda Superstore, Littlehampton Road, Ferring, BN12 6PN | 1.6% | 13 | 2.4% | 2 | 0.0% | 0 | 1.2% | 0 | 1.6% | 2 | 0.7% | 0 | 3.4% | 8 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Lidl, New Road, Littlehampton, BN17 5AX | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks and Spencer (M&S), East Street, Chichester, PO19 1HS | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.3% | 1 | 1.4% | 1 |
| Marks and Spencer (M&S), Holmbush Centre, Shoreham-by-Sea, BN43 6TD | 1.7% | 14 | 1.2% | 1 | 0.0% | 0 | 0.7% | 0 | 5.5% | 7 | 0.7% | 0 | 0.5% | 1 | 2.5% | 4 | 0.0% | 0 | 0.0% | 0 |
| Marks and Spencer (M&S), Montague Street, Worthing, BN11 3BW | 4.2% | 35 | 1.7% | 1 | 0.5% | 0 | 0.0% | 0 | 2.6% | 3 | 6.3% | 3 | 9.8% | 22 | 3.1% | 5 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Rustington Retail Park, New Road, Littlehampton, | 1.9% | 16 | 1.7% | 1 | 1.5% | 1 | 0.0% | 0 | 6.5% | 8 | 2.2% | 1 | 0.0% | 0 | 2.4% | 4 | 0.0% | 0 | 0.0% | 0 |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| BN16 3RT | | | | | | | | | | |
| Sainsbury's Superstore, Shripney Road, Bognor Regis, PO22 9FB | 0.3% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Westhampnett Road, Chichester, PO19 7YR | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 1 |
| Tesco Extra, Fishbourne Road East, Chichester, PO19 3JT | 0.0% | 0 | 0.4% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Fullbeck Way, West Durrington, Worthing, BN13 3FG | 2.1% | 17 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.3% | 9 |
| Tesco Extra, Holmbush Centre, Upper Shoreham Road, Shoreham-by-Sea, BN43 6TD | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 |
| Tesco Superstore, Broad Piece, Wick, Littlehampton, BN17 5RA | 1.7% | 14 | 1.7% | 1 | 1.0% | 1 | 2.6% | 1 | 4.6% | 6 |
| Tesco Superstore, Shripney Road, Bognor Regis, PO22 9ND | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Abroad | 1.7% | 14 | 0.0% | 0 | 0.5% | 0 | 0.0% | 0 | 0.0% | 0 |
| Internet | 36.2% | 300 | 44.9% | 37 | 53.3% | 37 | 48.0% | 19 | 31.6% | 41 |
| Mail order / catalogue | 3.4% | 28 | 3.3% | 3 | 1.0% | 1 | 1.3% | 1 | 2.6% | 3 |
| Crawley Town Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Highdown Garden Centre, Littlehampton Road, Angmering, Worthing, BN12 6PW | 0.1% | 1 | 0.4% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 |
| Liverpool City Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.2% | 0 | 0.0% | 0 |
| Petersfield Town Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| South Downs Nurseries, Brighton Road, Hassocks, BN6 9LY | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 |
| Squire's Garden Centre, London Road, Washington, Pulborough, RH20 3BP | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / varies) | 2.2% | 18 | 1.7% | 1 | 0.5% | 0 | 6.5% | 3 | 5.1% | 7 |
| (Don't do this type of shopping) | 1.2% | 10 | 2.0% | 2 | 1.5% | 1 | 0.0% | 0 | 2.5% | 3 |
| Weighted base: | 829 | 83 | 70 | 39 | 128 | 45 | 221 | 159 | 28 | 55 |
| Sample: | 829 | 112 | 86 | 101 | 120 | 71 | 103 | 101 | 62 | 73 |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|------|---|-------|----|-------|---|-------|----|------|---|
| Q18 Excluding Christmas shopping, where else does your household do most of its shopping for clothes and shoes? | | | | | | | | | | | | | | | | | | | | |
| <i>Not those that said 'Don't do this type of shopping' or 'Don't know / varies' at Q17</i> | | | | | | | | | | | | | | | | | | | | |
| Arundel Town Centre | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.8% | 0 | | |
| Barnham Village Centre | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | | |
| Bognor Regis Town Centre | 1.0% | 8 | 3.6% | 3 | 4.0% | 3 | 0.5% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.1% | 2 | | |
| Brighton City Centre | 4.2% | 33 | 2.5% | 2 | 10.7% | 7 | 0.0% | 0 | 3.7% | 4 | 0.8% | 0 | 6.4% | 14 | 2.1% | 3 | 0.0% | 0 | 4.5% | 2 |
| Central London / West End | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.3% | 1 | 0.8% | 0 |
| Chichester City Centre | 5.1% | 41 | 6.1% | 5 | 11.6% | 8 | 0.5% | 0 | 5.5% | 7 | 7.4% | 3 | 1.0% | 2 | 13.5% | 4 | 20.8% | 10 | | |
| Ferring Local Centre, Worthing | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | | |
| Findon Valley Local Centre, Worthing (where Tesco Express, Findon Road is) | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Ford Village Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | | |
| Littlehampton Town Centre | 2.0% | 16 | 5.4% | 4 | 3.3% | 2 | 6.3% | 2 | 3.6% | 4 | 4.7% | 2 | 0.0% | 0 | 0.0% | 0 | 1.1% | 0 | 0.0% | 0 |
| Portsmouth City Centre | 1.1% | 9 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 | 0.0% | 0 | 3.3% | 7 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Rustington Local Centre, Littlehampton | 2.3% | 18 | 5.4% | 4 | 4.0% | 3 | 1.3% | 0 | 6.1% | 7 | 3.0% | 1 | 0.0% | 0 | 1.0% | 2 | 0.0% | 0 | 0.8% | 0 |
| Shoreham-by-Sea Town Centre | 0.0% | 0 | 0.4% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | | |
| Worthing Town Centre | 10.9% | 87 | 9.1% | 7 | 16.9% | 12 | 4.1% | 2 | 14.1% | 17 | 6.6% | 3 | 17.1% | 37 | 6.0% | 9 | 1.1% | 0 | 0.0% | 0 |
| Arun Retail Park BOGNOR REGIS, Shripney Road, Bognor Regis, PO22 9NF (B&Q, Pets at Home, Next & more) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.2% | 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, PO22 9TR (Matalan, B&M, Halfords & more) | 0.4% | 3 | 0.9% | 1 | 1.5% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 2.3% | 1 | 0.0% | 0 | | |
| Ford Airfield Market and Carboot, Rodney Crescent, Ford, Arundel, BN18 0DB | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | | |
| Gunwharf Quays Designer Outlet, Portsmouth, PO1 3TZ (Nike, Pandora, Calvin Klein, Fred Perry & more) | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 0.2% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 5.5% | 2 | 1.6% | 1 | | |
| Holmbush Shopping Centre, Upper Shoreham Road, Shoreham-by-Sea, BN43 6TD (Tesco, M&S, Next & more) | 2.3% | 18 | 0.4% | 0 | 1.0% | 1 | 0.0% | 0 | 2.3% | 3 | 0.8% | 0 | 4.0% | 9 | 2.1% | 3 | 0.0% | 0 | 4.5% | 2 |
| Manor Retail Park, Rustington Bypass, | 2.0% | 16 | 4.1% | 3 | 0.0% | 0 | 0.0% | 0 | 6.5% | 8 | 9.8% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 0 |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Littlehampton, BN16 3FH (Aldi, Next, Tapi Carpets & more) | | | | | | | | | | |
| Portfield Retail Park (aka Chichester Retail Park), Portfield Way, Chichester, PO19 7WT (John Lewis, Hobbycraft, Dunelm, Homesense & more) | 0.6% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rustington Retail Park, New Road, Rustington, Littlehampton, BN16 3RT (Dunelm, Halfords, Starbucks) | 1.2% | 9 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 |
| Haskins Garden Centre, Roundstone By-Pass Road, Angmering, Littlehampton, BN16 4BD | 0.2% | 1 | 0.0% | 0 | 0.5% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda Superstore, Littlehampton Road, Ferring, BN12 6PN | 0.2% | 1 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 |
| Marks and Spencer (M&S), East Street, Chichester, PO19 1HS | 0.6% | 5 | 3.2% | 3 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 |
| Marks and Spencer (M&S), Holmbush Centre, Shoreham-by-Sea, BN43 6TD | 1.3% | 10 | 0.9% | 1 | 0.5% | 0 | 0.0% | 0 | 1.7% | 2 |
| Marks and Spencer (M&S), Montague Street, Worthing, BN11 3BW | 2.5% | 20 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 | 2.3% | 3 |
| Sainsbury's Superstore, High Street, Littlehampton, BN17 5EG | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Rustington Retail Park, New Road, Littlehampton, BN16 3RT | 2.2% | 18 | 1.7% | 1 | 3.5% | 2 | 0.2% | 0 | 7.3% | 9 |
| Sainsbury's Superstore, Shripney Road, Bognor Regis, PO22 9FB | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Fullbeck Way, West Durrington, Worthing, BN13 3FG | 2.7% | 22 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Holmbush Centre, Upper Shoreham Road, Shoreham-by-Sea, | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|----|-------|-----|-------|-----|-------|----|-------|----|
| BN43 6TD | | | | | | | | | | | | | | | | | | | | |
| Tesco Superstore, Broad Piece, Wick, Littlehampton, BN17 5RA | 1.0% | 8 | 2.7% | 2 | 5.4% | 4 | 1.4% | 1 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 |
| Abroad | 0.0% | 0 | 0.0% | 0 | 0.5% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Internet | 7.1% | 57 | 7.1% | 6 | 0.5% | 0 | 2.0% | 1 | 11.0% | 13 | 6.6% | 3 | 5.3% | 12 | 10.7% | 17 | 10.1% | 3 | 6.0% | 3 |
| Mail order / catalogue (Nowhere else) | 2.0% | 16 | 0.9% | 1 | 0.5% | 0 | 0.0% | 0 | 2.8% | 3 | 0.8% | 0 | 2.9% | 6 | 2.1% | 3 | 3.4% | 1 | 1.6% | 1 |
| Cambridge City Centre | 42.0% | 336 | 41.4% | 33 | 35.0% | 24 | 79.1% | 29 | 26.4% | 31 | 38.1% | 17 | 41.2% | 90 | 47.9% | 75 | 42.5% | 12 | 50.2% | 24 |
| Ferring Nurseries, Littlehampton Road, Ferring, BN12 6PN | 0.0% | 0 | 0.4% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Guildford Town Centre | 0.5% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.4% | 4 | 0.0% | 0 | 0.0% | 0 |
| Hedge End Retail Park, Charles Watts Way, Hedge End, Southampton, SO30 4RT | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 0 | 0.0% | 0 |
| Highdown Garden Centre, Littlehampton Road, Angmering, Worthing, BN12 6PW | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Horsham Town Centre | 1.7% | 13 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 0 | 2.4% | 5 | 3.2% | 5 | 7.8% | 2 | 0.0% | 0 |
| Marks and Spencer (M&S), Barnes Wallis Drive, Weybridge, KT13 0XF | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mountain Warehouse, Roundstone By-Pass Road, Angmering, Littlehampton, BN16 4BD | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 1.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Port Solent, The Boardwalk Shopping Centre, Portsmouth, PO6 4TP | 0.0% | 0 | 0.4% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Reigate Town Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 0 | 0.0% | 0 |
| Saffron Walden Town Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 0 | 0.0% | 0 |
| Stansted Park Garden Centre, Stansted Park, Broad Walk, Rowland's Castle, PO9 6DU | 0.0% | 0 | 0.4% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Your Local Garden Centre Findon Vale, Roger's Lane, Findon, Worthing, BN14 0RE | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 2 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / varies) | 1.0% | 8 | 0.0% | 0 | 0.5% | 0 | 0.0% | 0 | 0.6% | 1 | 1.5% | 1 | 2.9% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Weighted base: | | 801 | | 80 | | 69 | | 37 | | 119 | | 44 | | 219 | | 157 | | 28 | | 49 |
| Sample: | | 792 | | 107 | | 82 | | 95 | | 113 | | 69 | | 101 | | 99 | | 61 | | 65 |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|---|-------|----|-------|----|-------|---|------|---|
| Q19 Excluding Christmas shopping, where does your household do most of its shopping for electric appliances (e.g. fridges, TVs, laptops and kitchen items)? | | | | | | | | | | | | | | | | | | | | |
| Bognor Regis Town Centre | 0.1% | 1 | 0.0% | 0 | 0.5% | 0 | 1.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Chichester City Centre | 0.9% | 7 | 0.0% | 0 | 0.0% | 0 | 3.5% | 1 | 1.6% | 2 | 1.5% | 1 | 0.0% | 0 | 0.0% | 0 | 6.8% | 2 | 2.1% | 1 |
| Goring-by-Sea District Centre, Worthing (area on Goring Road where Sainsbury's Local is) | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Littlehampton Town Centre | 2.1% | 18 | 2.6% | 2 | 3.3% | 2 | 20.7% | 8 | 0.5% | 1 | 9.5% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rustington Local Centre, Littlehampton | 3.7% | 30 | 8.4% | 7 | 0.5% | 0 | 0.2% | 0 | 12.5% | 16 | 6.7% | 3 | 1.0% | 2 | 1.0% | 2 | 0.0% | 0 | 0.0% | 0 |
| Shoreham-by-Sea Town Centre | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Storrington Town Centre, RH20 4DU | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.3% | 1 | 0.0% | 0 |
| Tarring Road Local Centre, West Worthing | 0.4% | 3 | 0.4% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 2 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| The Strand Local Centre, Goring-by-Sea | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| West Durrington District Centre, Worthing (where West Durrington Shopping Centre is) | 0.6% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.4% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| West Worthing Local Centre, Worthing (shops near West Worthing Railway Station) | 0.5% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 2 | 1.0% | 2 | 0.0% | 0 | 0.0% | 0 |
| Wick Local Centre, Littlehampton | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Worthing Town Centre | 3.3% | 27 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.9% | 6 | 1.5% | 1 | 2.0% | 4 | 10.0% | 16 | 0.0% | 0 | 0.0% | 0 |
| Arun Retail Park BOGNOR REGIS, Shripney Road, Bognor Regis, PO22 9NF (B&Q, Pets at Home, Next & more) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 |
| Arun Retail Park LITTLEHAMPTON, Broad Piece, Wick, Littlehampton, BN17 5RA (Currys & Wickes) | 12.4% | 103 | 25.9% | 21 | 32.4% | 23 | 6.6% | 3 | 29.3% | 38 | 19.1% | 9 | 0.0% | 0 | 0.5% | 1 | 14.8% | 4 | 8.3% | 5 |
| Bognor Regis Retail Park, Shripney Road, Bognor Regis, PO22 9TR (Matalan, B&M, Halfords & more) | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 0 | 1.4% | 1 |
| Downlands Retail Park, Lyons Way, Worthing, | 9.2% | 76 | 2.4% | 2 | 0.0% | 0 | 0.2% | 0 | 6.1% | 8 | 11.4% | 5 | 14.2% | 31 | 18.7% | 30 | 0.0% | 0 | 0.0% | 0 |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|----|-------|-----|-------|-----|-------|----|-------|----|
| Lyons Farm, Worthing, BN14 9LA | | | | | | | | | | | | | | | | | | | | |
| Sainsbury's Superstore, Rustington Retail Park, New Road, Littlehampton, BN16 3RT | 1.8% | 15 | 3.1% | 3 | 0.5% | 0 | 0.0% | 0 | 4.0% | 5 | 3.7% | 2 | 1.5% | 3 | 0.0% | 0 | 5.4% | 2 | 0.7% | 0 |
| Sainsbury's Superstore, Shripney Road, Bognor Regis, PO22 9FB | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 |
| Tesco Extra, Fishbourne Road East, Chichester, PO19 3JT | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.6% | 2 |
| Tesco Extra, Fullbeck Way, West Durrington, Worthing, BN13 3FG | 0.9% | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 4 | 2.0% | 3 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Broad Piece, Wick, Littlehampton, BN17 5RA | 0.3% | 3 | 0.8% | 1 | 0.5% | 0 | 1.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 0 | 1.4% | 1 |
| Tesco Superstore, Shripney Road, Bognor Regis, PO22 9ND | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 0 | 0.0% | 0 |
| Internet | 41.7% | 345 | 39.7% | 33 | 47.4% | 33 | 56.9% | 22 | 27.0% | 35 | 31.2% | 14 | 42.1% | 93 | 46.4% | 74 | 34.9% | 10 | 57.4% | 31 |
| Mail order / catalogue | 0.1% | 1 | 0.0% | 0 | 0.5% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 |
| Carters Domestic Appliances, Teville Road, Worthing, BN11 1UL | 0.8% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.9% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| County Oak Retail Park, Crawley, RH11 7XN | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Horsham Town Centre | 0.5% | 4 | 0.0% | 0 | 0.0% | 0 | 0.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.4% | 4 | 0.0% | 0 | 0.0% | 0 |
| Pulborough Town Centre | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.3% | 1 | 0.0% | 0 |
| R Barker, South Street, Tarring, Worthing, BN14 7LN | 1.9% | 15 | 0.4% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 6.5% | 14 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Rustington Trading Estate, Dominion Way, Rustington, BN16 3HQ | 0.0% | 0 | 0.0% | 0 | 0.5% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tarring Local Centre, Worthing | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 2 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / varies) | 4.3% | 36 | 6.8% | 6 | 1.5% | 1 | 3.9% | 2 | 1.0% | 1 | 5.8% | 3 | 5.1% | 11 | 5.1% | 8 | 6.8% | 2 | 4.3% | 2 |
| (Don't do this type of shopping) | 4.7% | 39 | 7.8% | 6 | 5.5% | 4 | 1.7% | 1 | 5.7% | 7 | 3.0% | 1 | 5.1% | 11 | 3.1% | 5 | 3.4% | 1 | 3.5% | 2 |
| Weighted base: | | 829 | | 83 | | 70 | | 39 | | 128 | | 45 | | 221 | | 159 | | 28 | | 55 |
| Sample: | | 829 | | 112 | | 86 | | 101 | | 120 | | 71 | | 103 | | 101 | | 62 | | 73 |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|---|-------|----|-------|----|------|---|------|---|
| Q20 Excluding Christmas shopping, where does your household do most of its shopping for furniture, soft furnishings and floor-coverings? | | | | | | | | | | | | | | | | | | | | |
| Arundel Town Centre | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bognor Regis Town Centre | 0.7% | 6 | 0.0% | 0 | 0.5% | 0 | 3.0% | 1 | 1.0% | 1 | 1.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.7% | 3 |
| Brighton City Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Central London / West End | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 |
| Chichester City Centre | 1.5% | 13 | 0.0% | 0 | 1.0% | 1 | 1.6% | 1 | 0.5% | 1 | 0.0% | 0 | 0.5% | 1 | 3.3% | 5 | 3.4% | 1 | 6.0% | 3 |
| East Preston Village Centre | 0.6% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.4% | 4 | 0.7% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Eastergate Village Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 |
| Findon Valley Local Centre, Worthing (where Tesco Express, Findon Road is) | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 2 | 0.0% | 0 | 0.0% | 0 |
| Goring-by-Sea District Centre, Worthing (area on Goring Road where Sainsbury's Local is) | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 2 | 0.0% | 0 | 0.0% | 0 |
| Littlehampton Town Centre | 1.8% | 15 | 5.4% | 4 | 6.8% | 5 | 4.8% | 2 | 0.5% | 1 | 4.7% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Middleton-on-Sea Village Centre | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rustington Local Centre, Littlehampton | 3.3% | 27 | 6.9% | 6 | 6.7% | 5 | 4.5% | 2 | 9.8% | 13 | 2.2% | 1 | 0.5% | 1 | 0.0% | 0 | 1.1% | 0 | 0.0% | 0 |
| Shoreham-by-Sea Town Centre | 0.6% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 2.4% | 4 | 0.0% | 0 | 0.0% | 0 |
| Southampton City Centre | 0.4% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.7% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Storrington Town Centre, RH20 4DU | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tarring Road Local Centre, West Worthing | 0.3% | 3 | 0.0% | 0 | 0.5% | 0 | 0.0% | 0 | 0.0% | 0 | 4.8% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Strand Local Centre, Goring-by-Sea | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| West Worthing Local Centre, Worthing (shops near West Worthing Railway Station) | 1.1% | 9 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.3% | 9 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wick Local Centre, Littlehampton | 0.2% | 1 | 0.8% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Worthing Town Centre | 9.1% | 75 | 5.5% | 5 | 1.5% | 1 | 1.2% | 0 | 6.5% | 8 | 17.8% | 8 | 11.6% | 26 | 16.9% | 27 | 0.0% | 0 | 0.0% | 0 |
| Yapton Village Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 |
| Arun Retail Park BOGNOR REGIS, Shripney Road, Bognor Regis, PO22 9NF (B&Q, Pets at Home, Next & more) | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.3% | 1 | 0.0% | 0 |
| Arun Retail Park LITTLEHAMPTON, Broad Piece, Wick, Littlehampton, BN17 5RA | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 0 | 3.3% | 2 |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|----|-------|----|------|----|-------|---|------|---|
| (Currys & Wickes) | | | | | | | | | | | | | | | | | | | | |
| Bognor Regis Retail Park, Shripney Road, Bognor Regis, PO22 9TR (Matalan, B&M, Halfords & more) | 0.6% | 5 | 0.0% | 0 | 0.5% | 0 | 1.5% | 1 | 0.5% | 1 | 0.7% | 0 | 0.0% | 0 | 0.0% | 0 | 2.3% | 1 | 4.5% | 2 |
| Discovery Park, Westhampnett Road, Chichester, PO19 6UX (Homebase, Harvester, Premier Cars) | 0.0% | 0 | 0.4% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Downlands Retail Park, Lyons Way, Worthing, BN14 9LA (B&Q, Currys & Lidl) | 0.2% | 2 | 0.4% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 |
| Goldstone Retail Park, Poynter Road, Hove, Brighton, BN3 7AN (Sofology, Pets at Home, TK Maxx, DFS & Lidl) | 2.2% | 19 | 3.2% | 3 | 2.9% | 2 | 0.0% | 0 | 3.0% | 4 | 0.7% | 0 | 3.3% | 7 | 1.5% | 2 | 0.0% | 0 | 0.0% | 0 |
| Holmbush Shopping Centre, Upper Shoreham Road, Shoreham-by-Sea, BN43 6TD (Tesco, M&S, Next & more) | 1.5% | 12 | 0.0% | 0 | 0.5% | 0 | 0.0% | 0 | 1.6% | 2 | 0.7% | 0 | 3.8% | 8 | 0.5% | 1 | 1.1% | 0 | 0.0% | 0 |
| Lyons Farm Retail Park, Worthing, BN14 9LA (Boots, Pets at Home, Argos & more) | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 | 0.7% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Manor Retail Park, Rustington Bypass, Littlehampton, BN16 3FH (Aldi, Next, Tapi Carpets & more) | 0.7% | 6 | 2.4% | 2 | 2.9% | 2 | 0.2% | 0 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 | 0.5% | 1 | 1.1% | 0 | 0.0% | 0 |
| Pages Corner Retail Park, Ham Road, Worthing, BN11 2QL (The Range & Iceland) | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Portfield Retail Park (aka Chichester Retail Park), Portfield Way, Chichester, PO19 7WT (John Lewis, Hobbycraft, Dunelm, Homesense & more) | 2.8% | 23 | 3.5% | 3 | 0.0% | 0 | 0.2% | 0 | 3.0% | 4 | 1.5% | 1 | 2.9% | 6 | 0.0% | 0 | 14.5% | 4 | 8.8% | 5 |
| Rustington Retail Park, New Road, Rustington, Littlehampton, BN16 3RT | 13.1% | 108 | 12.1% | 10 | 14.4% | 10 | 8.0% | 3 | 19.3% | 25 | 22.0% | 10 | 14.0% | 31 | 9.0% | 14 | 4.5% | 1 | 6.7% | 4 |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|------|---|------|---|------|---|------|---|------|---|
| (Dunelm, Halfords, Starbucks) | | | | | | | | | | | | | | | | | | | | |
| Rustington Trading Estate, Dominion Way, Rustington, BN16 3HQ | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Toolstation, Howdens, YESSS Electrical & more) | | | | | | | | | | | | | | | | | | | | |
| B&Q, Downlands Business Park, Lyons Way, Worthing, BN14 9LA | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 1.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 2 | 0.0% | 0 | 0.0% | 0 |
| Furniture Village, Old Shoreham Road, Hove, Brighton, BN3 7BD | 1.2% | 10 | 0.4% | 0 | 0.5% | 0 | 0.0% | 0 | 0.5% | 1 | 4.8% | 2 | 0.0% | 0 | 3.9% | 6 | 0.0% | 0 | 0.0% | 0 |
| Howdens, Dominion Way, Rustington, Littlehampton, BN16 3HQ | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Regency Carpets, Findon Road, Findon Valley, Worthing, BN14 0EL | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Broad Piece, Wick, Littlehampton, BN17 5RA | 0.3% | 2 | 2.7% | 2 | 0.0% | 0 | 0.0% | 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, PO22 0ES | 0.0% | 0 | 0.4% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks and Spencer (M&S), Holmbush Centre, Shoreham-by-Sea, BN43 6TD | 1.1% | 9 | 0.0% | 0 | 0.0% | 0 | 0.2% | 0 | 0.5% | 1 | 0.0% | 0 | 1.0% | 2 | 3.9% | 6 | 0.0% | 0 | 0.0% | 0 |
| Marks and Spencer (M&S), Montague Street, Worthing, BN11 3BW | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 1.0% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, High Street, Littlehampton, BN17 5EG | 0.1% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Rustington Retail Park, New Road, Littlehampton, BN16 3RT | 1.0% | 8 | 0.0% | 0 | 0.0% | 0 | 1.2% | 0 | 5.0% | 6 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Westhampnett Road, Chichester, PO19 7YR | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 0 | 0.0% | 0 |
| Tesco Extra, Fullbeck Way, West Durrington, Worthing, BN13 3FG | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Broad Piece, Wick, Littlehampton, BN17 5RA | 0.2% | 2 | 1.2% | 1 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|----|-------|-----|-------|-----|-------|----|-------|----|
| Internet | 22.7% | 188 | 22.3% | 18 | 27.7% | 19 | 41.7% | 16 | 9.4% | 12 | 7.6% | 3 | 20.8% | 46 | 29.4% | 47 | 28.1% | 8 | 32.9% | 18 |
| Mail order / catalogue | 0.3% | 3 | 0.4% | 0 | 0.5% | 0 | 2.7% | 1 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 0 | 0.0% | 0 |
| TV shopping | 0.0% | 0 | 0.0% | 0 | 0.5% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Arun Carpet Company, Horsham Road, Littlehampton, BN17 6DB | 0.6% | 5 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 | 2.5% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Barker and Stonehouse, Old Shoreham Road, Brighton, BN3 7EX | 1.1% | 9 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.3% | 7 | 0.0% | 0 | 5.4% | 2 | 0.0% | 0 |
| Goring Road Carpets & Flooring, Goring Road, Worthing, BN12 4AJ | 1.0% | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.4% | 8 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Goring Road Carpets & Flooring, Nairn Business Centre, Rustington, BN16 3LN | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.5% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hedge End Retail Park, Charles Watts Way, Hedge End, Southampton, SO30 4RT | 0.1% | 1 | 0.4% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Horsham Town Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| IKEA, West Quay Road, Southampton, SO15 1GY | 1.6% | 13 | 4.6% | 4 | 0.5% | 0 | 0.0% | 0 | 3.0% | 4 | 0.0% | 0 | 0.0% | 0 | 3.3% | 5 | 0.0% | 0 | 0.0% | 0 |
| Oak Furnitureland, Newtown Road, Hove, Brighton, BN3 6AB | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 3.5% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Petworth Town Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 0 | 0.0% | 0 |
| Portslade Local Centre, Brighton | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Valley Retail Park, Daniell Way, Croydon, CR0 4YJ | 0.3% | 2 | 0.0% | 0 | 3.1% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wall Bros Carpets and Flooring, Tarring Road, West Worthing, Worthing, BN11 4HW | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 2 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / varies) | 7.1% | 58 | 7.2% | 6 | 11.3% | 8 | 10.6% | 4 | 2.6% | 3 | 5.2% | 2 | 10.8% | 24 | 5.1% | 8 | 4.5% | 1 | 2.8% | 2 |
| (Don't do this type of shopping) | 17.0% | 141 | 17.7% | 15 | 16.7% | 12 | 10.1% | 4 | 20.5% | 26 | 14.6% | 7 | 15.4% | 34 | 13.6% | 22 | 27.0% | 8 | 26.2% | 14 |
| Weighted base: | | 829 | | 83 | | 70 | | 39 | | 128 | | 45 | | 221 | | 159 | | 28 | | 55 |
| Sample: | | 829 | | 112 | | 86 | | 101 | | 120 | | 71 | | 103 | | 101 | | 62 | | 73 |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|------|---|------|----|------|----|------|---|------|---|
| Q21 Excluding Christmas shopping, where does your household do most of its shopping for DIY / hardware and garden items? | | | | | | | | | | | | | | | | | | | | |
| Angmering Village Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bognor Regis Town Centre | 1.1% | 9 | 0.4% | 0 | 0.0% | 0 | 2.6% | 1 | 0.0% | 0 | 0.0% | 0 | 3.3% | 7 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 |
| Chichester City Centre | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 0 | 0.7% | 0 |
| East Preston Village Centre | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Findon Valley Local Centre, Worthing (where Tesco Express, Findon Road is) | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Goring-by-Sea District Centre, Worthing (area on Goring Road where Sainsbury's Local is) | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Littlehampton Town Centre | 1.7% | 14 | 3.0% | 2 | 0.0% | 0 | 11.6% | 5 | 1.0% | 1 | 6.3% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.5% | 2 |
| Rustington Local Centre, Littlehampton | 2.0% | 16 | 1.7% | 1 | 1.0% | 1 | 2.7% | 1 | 6.3% | 8 | 3.0% | 1 | 0.0% | 0 | 2.4% | 4 | 0.0% | 0 | 0.0% | 0 |
| The Strand Local Centre, Goring-by-Sea | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wick Local Centre, Littlehampton | 0.1% | 1 | 0.4% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 |
| Worthing Town Centre | 3.4% | 29 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 | 4.4% | 6 | 0.0% | 0 | 7.2% | 16 | 4.1% | 6 | 0.0% | 0 | 0.0% | 0 |
| Arun Retail Park BOGNOR REGIS, Shripney Road, Bognor Regis, PO22 9NF (B&Q, Pets at Home, Next & more) | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.2% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 0 | 0.0% | 0 |
| Arun Retail Park LITTLEHAMPTON, Broad Piece, Wick, Littlehampton, BN17 5RA (Currys & Wickes) | 4.8% | 40 | 13.1% | 11 | 10.6% | 7 | 2.6% | 1 | 0.5% | 1 | 3.9% | 2 | 5.7% | 12 | 0.0% | 0 | 5.4% | 2 | 7.2% | 4 |
| Discovery Park, Westhampnett Road, Chichester, PO19 6UX (Homebase, Harvester, Premier Cars) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 0 | 0.0% | 0 |
| Downlands Retail Park, Lyons Way, Worthing, BN14 9LA (B&Q, Currys & Lidl) | 4.0% | 33 | 4.6% | 4 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 6.4% | 14 | 8.7% | 14 | 0.0% | 0 | 0.7% | 0 |
| Lyons Farm Retail Park, Worthing, BN14 9LA (Boots, Pets at Home, Argos & more) | 0.7% | 6 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 | 0.0% | 0 | 2.4% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Manor Retail Park, Rustington Bypass, Littlehampton, BN16 3FH | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| (Aldi, Next, Tapi Carpets & more) | | | | | | | | | | |
| Pages Corner Retail Park, Ham Road, Worthing, BN11 2QL (The Range & Iceland) | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Portfield Retail Park (aka Chichester Retail Park), Portfield Way, Chichester, PO19 7WT (John Lewis, Hobbycraft, Dunelm, Homesense & more) | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rustington Retail Park, New Road, Rustington, Littlehampton, BN16 3RT (Dunelm, Halfords, Starbucks) | 0.6% | 5 | 0.4% | 0 | 0.0% | 0 | 1.2% | 0 | 2.1% | 3 |
| Rustington Trading Estate, Dominion Way, Rustington, BN16 3HQ (Toolstation, Howdens, YESSS Electrical & more) | 2.3% | 19 | 2.4% | 2 | 3.1% | 2 | 2.7% | 1 | 8.0% | 10 |
| B&M, Southern Cross Trading Estate, Bognor Regis, PO22 9SE | 0.0% | 0 | 0.4% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q, Downlands Business Park, Lyons Way, Worthing, BN14 9LA | 15.8% | 131 | 2.4% | 2 | 0.5% | 0 | 1.2% | 0 | 8.5% | 11 |
| B&Q, Shripney Road, Bognor Regis, PO22 9NF | 3.1% | 25 | 1.7% | 1 | 8.2% | 6 | 2.2% | 1 | 0.5% | 1 |
| Haskins Garden Centre, Roundstone By-Pass Road, Angmering, Littlehampton, BN16 4BD | 9.1% | 76 | 6.4% | 5 | 5.0% | 4 | 1.1% | 0 | 15.6% | 20 |
| Hillier Garden Centre Chichester, Main Road, Chichester, PO18 8FL | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Homebase, Discovery Park, Westhampnett Road, Chichester, PO19 6UX | 0.9% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Howdens, Dominion Way, Rustington, Littlehampton, BN16 3HQ | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 |
| The Range, Westhampnett Road, Chichester, PO19 7ZL | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Travis Perkins, Clapham | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|---|------|---|-------|----|-------|---|------|---|
| Common, Clapham, Worthing, BN13 3UR | | | | | | | | | | | | | | | | | | | | |
| Wickes, Broad Piece, Wick, Littlehampton, BN17 5RA | 9.5% | 79 | 17.3% | 14 | 24.6% | 17 | 23.2% | 9 | 16.2% | 21 | 17.2% | 8 | 0.5% | 1 | 0.0% | 0 | 11.4% | 3 | 9.9% | 5 |
| Wickes, Dominion Road, Worthing, BN14 8JP | 3.0% | 25 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 | 0.5% | 1 | 0.0% | 0 | 2.9% | 6 | 11.0% | 17 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Railside Retail Park, Shripney Road, Bognor Regis, PO22 9NG | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.5% | 2 |
| Aldi, Manor Retail Park, Rustington, BN16 3FH | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda Superstore, Littlehampton Road, Ferring, BN12 6PN | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 | 0.7% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Barnham Trading Post, Barnham Road, Barnham, PO22 0ES | 0.1% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, New Road, Littlehampton, BN17 5AX | 0.0% | 0 | 0.0% | 0 | 0.5% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons Supermarket, Hawthorn Road, Wick, Littlehampton, BN17 7LA | 0.1% | 1 | 0.4% | 0 | 0.5% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Rustington Retail Park, New Road, Littlehampton, BN16 3RT | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.1% | 3 | 0.7% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Fullbeck Way, West Durrington, Worthing, BN13 3FG | 0.4% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 | 0.0% | 0 | 2.0% | 3 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Broad Piece, Wick, Littlehampton, BN17 5RA | 0.2% | 2 | 0.4% | 0 | 0.5% | 0 | 1.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 |
| Abroad | 0.4% | 3 | 2.7% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Internet | 9.4% | 78 | 12.9% | 11 | 20.6% | 14 | 18.0% | 7 | 5.9% | 8 | 16.0% | 7 | 2.0% | 4 | 12.3% | 20 | 11.1% | 3 | 6.7% | 4 |
| Mail order / catalogue | 0.1% | 1 | 0.0% | 0 | 0.5% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 |
| TV shopping | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Arundel Arboretum, Scotland Barn, Chichester Road, Arundel, BN18 0AD | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 0 | 0.0% | 0 |
| B&Q, Brighton Road, Shoreham-by-Sea, BN43 6RJ | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Brick Kiln Nursery, Bognor Road, Merston, Chichester, PO20 1EJ | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 0 | 1.4% | 1 |
| Broadbridge Heath Retail | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Park, Broadbridge Heath, Horsham, RH12 3TQ | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Chalcroft Nurseries, Chalcroft Lane, Bognor Regis, PO21 5TS | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0.7% |
| Chessington Garden Centre, Leatherhead Road, Chessington, KT9 2NG | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Climping Village Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0.7% |
| Covers Home Ideas, Sussex House, Quarry Lane, Chichester, PO19 8PE | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0.7% |
| Culberry Nursery, Dappers Lane, Angmering, Littlehampton, BN16 4EN | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 |
| Downsbrook Trading Estate, Southdown View Way, Worthing, BN14 8NQ | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 |
| Ferring Nurseries, Littlehampton Road, Ferring, BN12 6PN | 0.7% | 6 | 0.0% | 0 | 0.0% | 0 | 2.5% | 3 | 0.0% | 0 |
| Gardner & Scardifield Electrical, Durban Road, Bognor Regis, PO22 9QT | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 2.5% | 3 | 0.0% | 0 |
| Gardner & Scardifield Hardware, Penhill Road, Lancing, BN15 8HJ | 0.8% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.9% | 6 |
| Highdown Garden Centre, Littlehampton Road, Angmering, Worthing, BN12 6PW | 1.8% | 15 | 0.4% | 0 | 0.5% | 0 | 0.5% | 0 | 4.0% | 5 |
| Home Bargains, Barnfield Drive, Chichester, PO19 7AG | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Japonica Nursery, Eastergate, Walberton, Arundel, BN18 0BA | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lansdowne Nursery, Littlehampton Road, Ferring, BN12 6PB | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 |
| Lowertrees Nursery, Roundstone By-Pass Road, Angmering, Littlehampton, BN16 4BD | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 |
| Newbridge Nurseries Garden Centre, Billingshurst Road, Broadbridge Heath, | 0.4% | 4 | 0.0% | 0 | 0.0% | 0 | 2.5% | 3 | 0.0% | 0 |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Horsham, RH12 3LN | | | | | | | | | | |
| Pulborough Garden Centre, Stopham Road, Pulborough, RH20 1DS | 0.5% | 5 | 0.4% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Roundstone Farm Shop and Garden Centre, Littlehampton Road, Angmering, Worthing, BN12 6PW | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, Cignet Trading Estate, Faraday Close, Worthing, BN13 3RB | 1.1% | 9 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 2 |
| Screwfix, Rustington Trading Estate, Dominion Way, Rustington, BN16 3HQ | 0.6% | 5 | 2.4% | 2 | 0.0% | 0 | 0.2% | 0 | 0.5% | 1 |
| Screwfix, Southdownview Road, Broadwater, Worthing, BN14 8NT | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 |
| South Downs Nurseries, Brighton Road, Hassocks, BN6 9LY | 0.0% | 0 | 0.0% | 0 | 0.5% | 0 | 0.0% | 0 | 0.0% | 0 |
| Squire's Garden Centre, London Road, Washington, Pulborough, RH20 3BP | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.2% | 0 | 0.0% | 0 |
| Stansted Park Garden Centre, Stansted Park, Broad Walk, Rowland's Castle, PO9 6DU | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Strandways Hardware, Strand Parade, Goring-by-Sea, BN12 6DH | 0.5% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Broadmark Lane, Rustington, BN16 2NE | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Your Local Garden Centre Findon Vale, Roger's Lane, Findon, Worthing, BN14 0RE | 1.4% | 12 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 |
| (Don't know / varies) | 2.8% | 23 | 2.1% | 2 | 3.3% | 2 | 0.2% | 0 | 7.0% | 9 |
| (Don't do this type of shopping) | 11.8% | 98 | 24.1% | 20 | 20.0% | 14 | 19.4% | 8 | 6.3% | 8 |
| Weighted base: | 829 | 83 | 70 | 39 | 128 | 45 | 221 | 159 | 28 | 55 |
| Sample: | 829 | 112 | 86 | 101 | 120 | 71 | 103 | 101 | 62 | 73 |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|----|-------|----|-------|----|-------|---|-------|---|
| Q22 Excluding Christmas shopping, where does your household do most of its shopping for health, beauty and chemist items? | | | | | | | | | | | | | | | | | | | | |
| Angmering Village Centre | 1.7% | 14 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.5% | 3 | 23.9% | 11 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Arundel Town Centre | 1.4% | 12 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 32.0% | 9 | 5.3% | 3 |
| Barnham Village Centre | 1.0% | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 15.1% | 8 |
| Bognor Regis Town Centre | 0.5% | 4 | 1.2% | 1 | 2.4% | 2 | 1.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Brighton City Centre | 0.3% | 3 | 0.0% | 0 | 3.8% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Central London / West End | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Chichester City Centre | 1.4% | 12 | 2.7% | 2 | 0.5% | 0 | 0.9% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 11.4% | 3 | 8.7% | 5 |
| East Preston Village Centre | 1.6% | 13 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 7.2% | 9 | 8.6% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Eastergate Village Centre | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.6% | 2 |
| Ferring Local Centre, Worthing | 1.4% | 12 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.3% | 12 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Findon Valley Local Centre, Worthing (where Tesco Express, Findon Road is) | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.0% | 3 | 0.0% | 0 | 0.0% | 0 |
| Goring-by-Sea District Centre, Worthing (area on Goring Road where Sainsbury's Local is) | 2.1% | 17 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.4% | 4 | 0.0% | 0 | 5.9% | 13 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Littlehampton Town Centre | 14.5% | 120 | 38.0% | 32 | 39.3% | 28 | 72.3% | 29 | 9.7% | 13 | 18.3% | 8 | 3.8% | 8 | 0.0% | 0 | 5.7% | 2 | 3.3% | 2 |
| Rustington Local Centre, Littlehampton | 10.1% | 84 | 23.3% | 19 | 5.0% | 4 | 2.9% | 1 | 35.3% | 45 | 20.2% | 9 | 1.5% | 3 | 0.0% | 0 | 7.7% | 2 | 0.0% | 0 |
| Storrington Town Centre, RH20 4DU | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.3% | 1 | 0.0% | 0 |
| Tarring Road Local Centre, West Worthing | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Strand Local Centre, Goring-by-Sea | 0.9% | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.4% | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| West Durrington District Centre, Worthing (where West Durrington Shopping Centre is) | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 2 | 0.0% | 0 | 0.0% | 0 |
| Wick Local Centre, Littlehampton | 1.1% | 9 | 0.8% | 1 | 11.1% | 8 | 1.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Worthing Town Centre | 12.9% | 107 | 2.7% | 2 | 0.0% | 0 | 0.2% | 0 | 4.0% | 5 | 6.4% | 3 | 28.4% | 63 | 21.2% | 34 | 0.0% | 0 | 0.0% | 0 |
| Yapton Village Centre | 0.9% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 13.5% | 7 |
| Bognor Regis Retail Park, Shripney Road, Bognor Regis, PO22 9TR (Matalan, B&M, Halfords & more) | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 |
| Downlands Retail Park, Lyons Way, Worthing, BN14 9LA (B&Q, Currys & Lidl) | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.5% | 2 | 0.0% | 0 | 0.0% | 0 |
| Holmbush Shopping Centre, | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|---|------|----|------|---|------|---|------|---|
| Upper Shoreham Road, Shoreham-by-Sea, BN43 6TD (Tesco, M&S, Next & more) | | | | | | | | | | | | | | | | | | | | |
| Lyons Farm Retail Park, Worthing, BN14 9LA (Boots, Pets at Home, Argos & more) | 1.4% | 11 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 2 | 5.8% | 9 | 0.0% | 0 | 0.0% | 0 |
| Pages Corner Retail Park, Ham Road, Worthing, BN11 2QL (The Range & Iceland) | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Boots Pharmacy, Finisterre Way, Littlehampton, BN17 6RA | 0.8% | 6 | 5.3% | 4 | 0.5% | 0 | 2.4% | 1 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Manor Retail Park, Rustington, BN16 3FH | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Saltbox Road, Bognor Regis, PO22 9FP | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 0 | 0.0% | 0 |
| Asda Superstore, Littlehampton Road, Ferring, BN12 6PN | 2.3% | 19 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 3.0% | 4 | 1.5% | 1 | 6.0% | 13 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Barnham Trading Post, Barnham Road, Barnham, PO22 0ES | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Lidl, Downlands Retail Park, Lyons Way, Worthing, BN14 9FB | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Lidl, New Road, Littlehampton, BN17 5AX | 0.3% | 3 | 0.8% | 1 | 1.5% | 1 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 |
| Lidl, North Street, Worthing, BN11 1DU | 0.6% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.4% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons Supermarket, Bedford Street, Bognor Regis, PO21 1QP | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 |
| Morrisons Supermarket, Hawthorn Road, Wick, Littlehampton, BN17 7LA | 0.2% | 2 | 0.8% | 1 | 1.5% | 1 | 0.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Downland Business Park, Lyons Farm, Worthing, BN14 9LA | 0.6% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.9% | 5 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, High Street, Littlehampton, BN17 5EG | 0.5% | 4 | 2.6% | 2 | 1.0% | 1 | 4.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Rustington Retail Park, | 4.4% | 37 | 2.9% | 2 | 1.0% | 1 | 0.0% | 0 | 15.0% | 19 | 10.1% | 5 | 2.5% | 6 | 2.4% | 4 | 1.1% | 0 | 0.0% | 0 |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| New Road, Littlehampton, BN16 3RT | | | | | | | | | | |
| Sainsbury's Superstore, Shripney Road, Bognor Regis, PO22 9FB | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Westhampnett Road, Chichester, PO19 7YR | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Fishbourne Road East, Chichester, PO19 3JT | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Fullbeck Way, West Durrington, Worthing, BN13 3FG | 11.3% | 94 | 2.7% | 2 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| Tesco Extra, Holmbush Centre, Upper Shoreham Road, Shoreham-by-Sea, BN43 6TD | 0.6% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Broad Piece, Wick, Littlehampton, BN17 5RA | 2.7% | 22 | 2.9% | 2 | 7.0% | 5 | 2.3% | 1 | 3.5% | 5 |
| Tesco Superstore, Shripney Road, Bognor Regis, PO22 9ND | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Abroad | 0.6% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Internet | 12.5% | 103 | 9.0% | 7 | 17.3% | 12 | 10.3% | 4 | 11.1% | 14 |
| Mail order / catalogue | 0.4% | 3 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.5% | 1 |
| Asda Superstore, Brighton Marina, Brighton, BN2 5UT | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Jhoots Pharmacy, Green Lane Close, Arundel, BN18 9HG | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Manor Parade Shops, Durrington, Worthing, BN13 2JP | 0.7% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Newland Street, Worthing, BN11 1JU | 0.9% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pulborough Town Centre | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsburys Superstore, Stane Street, Codmore Hill, Pulborough, RH20 1BQ | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Station Parade Shops, East Preston, Rustington, BN16 3AE | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 |
| Tarring Local Centre, Worthing | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Tesco Express, Finisterre Way, Littlehampton, BN17 6RA | 0.0% | 0 | 0.4% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, Rectory Road, Worthing, BN14 7PE | 0.6% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.4% | 5 |
| Waitrose, Broadmark Lane, Rustington, BN16 2NE | 0.4% | 3 | 0.4% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 |
| (Don't know / varies) | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 |
| (Don't do this type of shopping) | 2.2% | 18 | 2.6% | 2 | 6.9% | 5 | 1.2% | 0 | 0.0% | 0 |
| Weighted base: | 829 | 83 | 70 | 39 | 128 | 45 | 221 | 159 | 28 | 55 |
| Sample: | 829 | 112 | 86 | 101 | 120 | 71 | 103 | 101 | 62 | 73 |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|----|-------|----|-------|----|-------|---|
| Q23 Excluding Christmas shopping, where does your household do most of its shopping for books, toys and gifts? | | | | | | | | | | | | | | | | | | |
| Angmering Village Centre | 0.1% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Arundel Town Centre | 0.9% | 8 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 24.1% | 7 | 0.7% | 0 |
| Barnham Village Centre | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 |
| Bognor Regis Town Centre | 0.9% | 7 | 5.1% | 4 | 0.5% | 0 | 0.5% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 0 | 4.1% | 2 |
| Brighton City Centre | 0.3% | 2 | 0.0% | 0 | 0.5% | 0 | 1.5% | 1 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 |
| Central London / West End | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.2% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 1.1% | 0 | 0.0% | 0 |
| Chichester City Centre | 2.9% | 24 | 0.0% | 0 | 6.5% | 5 | 2.8% | 1 | 3.0% | 4 | 5.4% | 2 | 0.0% | 0 | 10.2% | 3 | 16.0% | 9 |
| East Preston Village Centre | 0.0% | 0 | 0.4% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ferring Local Centre, Worthing | 0.2% | 1 | 0.0% | 0 | 0.5% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Findon Valley Local Centre, Worthing (where Tesco Express, Findon Road is) | 0.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 2 | 0.0% | 0 | 0.0% | 0 |
| Goring-by-Sea District Centre, Worthing (area on Goring Road where Sainsbury's Local is) | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Littlehampton Town Centre | 3.7% | 31 | 12.7% | 11 | 7.8% | 5 | 14.4% | 6 | 2.1% | 3 | 13.6% | 6 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 |
| Portsmouth City Centre | 0.0% | 0 | 0.0% | 0 | 0.5% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rustington Local Centre, Littlehampton | 7.6% | 63 | 16.1% | 13 | 5.7% | 4 | 6.1% | 2 | 23.1% | 30 | 24.7% | 11 | 1.0% | 2 | 0.0% | 0 | 1.1% | 0 |
| Southampton City Centre | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Storrington Town Centre, RH20 4DU | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 0 | 0.0% | 0 |
| The Strand Local Centre, Goring-by-Sea | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 2 | 0.0% | 0 | 0.0% | 0 |
| West Durrington District Centre, Worthing (where West Durrington Shopping Centre is) | 1.0% | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 | 2.4% | 5 | 1.5% | 2 | 0.0% | 0 |
| Wick Local Centre, Littlehampton | 0.3% | 2 | 2.4% | 2 | 0.5% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Worthing Town Centre | 12.5% | 103 | 3.6% | 3 | 11.5% | 8 | 1.4% | 1 | 1.6% | 2 | 8.6% | 4 | 24.6% | 54 | 19.6% | 31 | 0.0% | 0 |
| Bognor Regis Retail Park, Shripney Road, Bognor Regis, PO22 9TR (Matalan, B&M, Halfords & more) | 0.2% | 2 | 0.0% | 0 | 2.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 0 |
| Ford Airfield Market and Carboot, Rodney Crescent, Ford, Arundel, BN18 0DB | 0.2% | 1 | 0.0% | 0 | 0.5% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Gunwharf Quays Designer Outlet, Portsmouth, PO1 3TZ (Nike, Pandora, Calvin Klein, Fred Perry) | 0.0% | 0 | 0.0% | 0 | 0.5% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| & more) | | | | | | | | | | |
| Pages Corner Retail Park, Ham Road, Worthing, BN11 2QL (The Range & Iceland) | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rustington Retail Park, New Road, Rustington, Littlehampton, BN16 3RT (Dunelm, Halfords, Starbucks) | 0.4% | 4 | 0.4% | 0 | 0.0% | 0 | 0.0% | 0 | 2.5% | 3 |
| Haskins Garden Centre, Roundstone By-Pass Road, Angmering, Littlehampton, BN16 4BD | 0.3% | 2 | 0.0% | 0 | 0.5% | 0 | 0.0% | 0 | 0.5% | 1 |
| Asda Superstore, Littlehampton Road, Ferring, BN12 6PN | 1.0% | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 |
| Lidl, New Road, Littlehampton, BN17 5AX | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 |
| Marks and Spencer (M&S), Holmbush Centre, Shoreham-by-Sea, BN43 6TD | 0.2% | 2 | 0.0% | 0 | 0.5% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks and Spencer (M&S), Montague Street, Worthing, BN11 3BW | 0.3% | 2 | 0.4% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons Supermarket, Hawthorn Road, Wick, Littlehampton, BN17 7LA | 0.1% | 1 | 0.4% | 0 | 0.5% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, High Street, Littlehampton, BN17 5EG | 0.3% | 2 | 2.0% | 2 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 |
| Sainsbury's Superstore, Rustington Retail Park, New Road, Littlehampton, BN16 3RT | 1.0% | 8 | 0.8% | 1 | 3.1% | 2 | 0.0% | 0 | 2.6% | 3 |
| Sainsbury's Superstore, Shripney Road, Bognor Regis, PO22 9FB | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Fullbeck Way, West Durrington, Worthing, BN13 3FG | 1.9% | 16 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Broad Piece, Wick, Littlehampton, BN17 5RA | 1.9% | 16 | 0.4% | 0 | 4.8% | 3 | 1.2% | 0 | 3.0% | 4 |
| Tesco Superstore, Shripney Road, Bognor Regis, | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|----|-------|----|-------|----|-------|---|-------|----|
| PO22 9ND | | | | | | | | | | | | | | | | | | | | |
| Internet | 46.2% | 383 | 41.2% | 34 | 48.6% | 34 | 62.6% | 25 | 46.7% | 60 | 28.7% | 13 | 42.1% | 93 | 53.9% | 86 | 32.2% | 9 | 53.0% | 29 |
| Mail order / catalogue | 0.5% | 4 | 2.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 | 0.5% | 1 | 0.0% | 0 | 1.1% | 0 | 0.7% | 0 |
| Aldeburgh Town Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 |
| Petersfield Town Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 |
| Tesco Express, Finisterre Way, Littlehampton, BN17 6RA | 0.0% | 0 | 0.4% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / varies) | 2.5% | 21 | 1.7% | 1 | 0.0% | 0 | 2.8% | 1 | 1.0% | 1 | 5.4% | 2 | 1.5% | 3 | 6.0% | 9 | 3.4% | 1 | 1.4% | 1 |
| (Don't do this type of shopping) | 11.3% | 94 | 9.8% | 8 | 4.5% | 3 | 2.4% | 1 | 11.4% | 15 | 8.2% | 4 | 17.4% | 38 | 10.0% | 16 | 12.5% | 4 | 9.8% | 5 |
| Weighted base: | 829 | 83 | 70 | 39 | 128 | 45 | 221 | 159 | 28 | 55 | | | | | | | | | | |
| Sample: | 829 | 112 | 86 | 101 | 120 | 71 | 103 | 101 | 62 | 73 | | | | | | | | | | |

Q24 Excluding Christmas shopping, on your last non-food shopping trip for ANY type of non-food item, where did your trip start from?

| | | | | | | | | | | | | | | | | | | | | |
|---|-------|-----|-------|-----|-------|----|-------|-----|-------|-----|-------|----|-------|-----|-------|-----|-------|----|-------|----|
| Home | 80.2% | 665 | 93.0% | 77 | 75.2% | 53 | 87.0% | 34 | 93.9% | 121 | 81.2% | 37 | 84.1% | 186 | 65.1% | 103 | 77.8% | 22 | 59.6% | 33 |
| Work | 3.5% | 29 | 2.2% | 2 | 5.0% | 4 | 5.9% | 2 | 0.5% | 1 | 0.0% | 0 | 3.3% | 7 | 8.2% | 13 | 1.1% | 0 | 0.0% | 0 |
| Place of higher education (e.g. college / university) | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 2.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Family / friends home | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Leisure activity venue (e.g. gym / cinema, etc.) | 0.8% | 7 | 0.4% | 0 | 0.0% | 0 | 1.5% | 1 | 0.5% | 1 | 0.0% | 0 | 0.5% | 1 | 2.4% | 4 | 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 | 0.0% | 0 | 0.0% | 0 |
| Hotel / on holiday | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / can't remember) | 1.8% | 15 | 0.0% | 0 | 2.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 7.1% | 11 | 1.1% | 0 | 2.1% | 1 |
| (Last non-food shop was via internet / delivery) | 13.4% | 111 | 4.5% | 4 | 17.8% | 13 | 3.0% | 1 | 5.1% | 7 | 18.8% | 9 | 11.1% | 24 | 17.2% | 27 | 20.0% | 6 | 38.3% | 21 |
| Weighted base: | 829 | 83 | 70 | 39 | 128 | 45 | 221 | 159 | 28 | 55 | | | | | | | | | | |
| Sample: | 829 | 112 | 86 | 101 | 120 | 71 | 103 | 101 | 62 | 73 | | | | | | | | | | |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|----|-------|-----|-------|-----|-------|----|-------|----|
| Q25 On that last non-food shopping trip, how did you travel there? | | | | | | | | | | | | | | | | | | | | |
| <i>Not those that said 'Last non-food shop was via internet / delivery' or 'Don't know / varies' at Q24</i> | | | | | | | | | | | | | | | | | | | | |
| Car / van (as driver) | 64.0% | 449 | 60.9% | 48 | 57.3% | 32 | 45.6% | 17 | 66.7% | 81 | 86.2% | 32 | 62.9% | 122 | 64.2% | 77 | 64.4% | 14 | 74.0% | 24 |
| Car / van (as passenger) | 13.9% | 97 | 12.2% | 10 | 20.4% | 11 | 11.3% | 4 | 15.1% | 18 | 7.4% | 3 | 12.9% | 25 | 13.6% | 16 | 17.3% | 4 | 16.7% | 5 |
| Bus, minibus or coach | 10.7% | 75 | 13.0% | 10 | 7.8% | 4 | 2.2% | 1 | 9.9% | 12 | 3.7% | 1 | 15.2% | 30 | 10.6% | 13 | 4.3% | 1 | 9.3% | 3 |
| Motorcycle, scooter or moped | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 |
| Walk | 7.7% | 54 | 9.6% | 8 | 10.5% | 6 | 34.8% | 13 | 4.4% | 5 | 0.9% | 0 | 5.5% | 11 | 8.3% | 10 | 4.3% | 1 | 0.0% | 0 |
| Taxi | 0.9% | 6 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.9% | 0 | 1.1% | 2 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 |
| Train | 1.5% | 11 | 2.5% | 2 | 3.9% | 2 | 6.1% | 2 | 1.7% | 2 | 0.0% | 0 | 0.6% | 1 | 0.7% | 1 | 1.4% | 0 | 0.0% | 0 |
| Metro / tram | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bicycle | 0.5% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.9% | 0 | 1.1% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mobility scooter / disability vehicle | 0.4% | 3 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.6% | 1 | 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 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / can't remember) | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 8.3% | 2 | 0.0% | 0 |
| Weighted base: | | 702 | | 79 | | 56 | | 38 | | 122 | | 37 | | 194 | | 120 | | 22 | | 33 |
| Sample: | | 698 | | 105 | | 64 | | 91 | | 114 | | 55 | | 92 | | 82 | | 49 | | 46 |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|----|-------|-----|-------|-----|-------|----|-------|----|
| Q26 On that last non-food shopping trip, did you combine that trip with any other activities? [MR] | | | | | | | | | | | | | | | | | | | | |
| <i>Not those that said 'Last non-food shop was via internet / delivery' or 'Don't know / varies' at Q24</i> | | | | | | | | | | | | | | | | | | | | |
| Yes – FOOD shopping | 4.5% | 32 | 6.7% | 5 | 7.8% | 4 | 5.2% | 2 | 5.5% | 7 | 4.6% | 2 | 6.1% | 12 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Yes – visiting financial services such as banks / building societies / cash points | 1.5% | 11 | 0.9% | 1 | 0.6% | 0 | 1.2% | 0 | 0.0% | 0 | 0.0% | 0 | 4.5% | 9 | 0.0% | 0 | 0.0% | 0 | 1.2% | 0 |
| Yes – visiting health service such as doctor, dentist, hospital, opticians | 1.3% | 9 | 0.4% | 0 | 0.0% | 0 | 1.8% | 1 | 1.1% | 1 | 0.0% | 0 | 1.1% | 2 | 2.0% | 2 | 9.7% | 2 | 0.0% | 0 |
| Yes – visiting other service such as hairdressers, beautician, laundrette, recycling, etc. | 0.9% | 7 | 1.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 15.1% | 5 |
| Yes – visiting post office | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 0 | 0.0% | 0 |
| Yes – visiting pharmacy / chemist | 0.5% | 4 | 0.4% | 0 | 4.1% | 2 | 1.2% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Yes – leisure activity (e.g. gym, cinema, ten-pin bowling, etc.) | 3.3% | 23 | 3.2% | 3 | 0.0% | 0 | 1.7% | 1 | 4.2% | 5 | 4.8% | 2 | 4.3% | 8 | 0.7% | 1 | 1.4% | 0 | 11.0% | 4 |
| Yes – visiting café / pub / restaurant | 14.8% | 104 | 15.6% | 12 | 9.3% | 5 | 16.4% | 6 | 20.3% | 25 | 15.2% | 6 | 17.2% | 33 | 8.1% | 10 | 15.5% | 3 | 10.4% | 3 |
| Yes – getting petrol | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.9% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Yes – travelling to / from school / college / university | 0.6% | 4 | 0.0% | 0 | 0.0% | 0 | 1.2% | 0 | 0.0% | 0 | 4.4% | 2 | 0.0% | 0 | 0.0% | 0 | 9.3% | 2 | 0.0% | 0 |
| Yes – travelling to / from work | 3.8% | 27 | 2.8% | 2 | 0.0% | 0 | 2.8% | 1 | 0.0% | 0 | 0.0% | 0 | 4.9% | 10 | 10.8% | 13 | 2.9% | 1 | 1.2% | 0 |
| Yes – visiting church / place of worship | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Yes – visiting library | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Yes – visiting family / friends | 3.3% | 23 | 2.2% | 2 | 9.4% | 5 | 1.6% | 1 | 5.4% | 7 | 4.8% | 2 | 2.3% | 4 | 2.0% | 2 | 2.9% | 1 | 0.0% | 0 |
| Yes – going for a walk / walking the dog | 3.5% | 25 | 0.9% | 1 | 0.6% | 0 | 7.3% | 3 | 1.1% | 1 | 0.0% | 0 | 7.5% | 14 | 3.9% | 5 | 1.4% | 0 | 0.0% | 0 |
| Yes – window shopping / browsing | 2.4% | 17 | 3.4% | 3 | 0.6% | 0 | 3.3% | 1 | 4.8% | 6 | 0.0% | 0 | 1.7% | 3 | 2.7% | 3 | 0.0% | 0 | 1.2% | 0 |
| Yes – other activity | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (No activity) | 56.3% | 395 | 64.0% | 51 | 57.0% | 32 | 64.3% | 25 | 52.0% | 63 | 56.5% | 21 | 50.5% | 98 | 63.5% | 76 | 56.9% | 13 | 51.7% | 17 |
| (Don't know / can't remember) | 6.3% | 44 | 0.9% | 1 | 12.4% | 7 | 1.5% | 1 | 7.3% | 9 | 14.1% | 5 | 5.0% | 10 | 7.1% | 9 | 1.4% | 0 | 9.5% | 3 |
| Weighted base: | | 702 | | 79 | | 56 | | 38 | | 122 | | 37 | | 194 | | 120 | | 22 | | 33 |
| Sample: | | 698 | | 105 | | 64 | | 91 | | 114 | | 55 | | 92 | | 82 | | 49 | | 46 |

Littlehampton Household Survey for Freeths

Weighted:

February 2025

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|----|-------|-----|-------|-----|-------|----|-------|----|
| Q27 Which of these leisure activities do you or your household participate in? [MR/PR] | | | | | | | | | | | | | | | | | | | | |
| Indoor health or fitness activity (e.g. gym, health club / leisure centre, etc.) | 24.7% | 205 | 16.0% | 13 | 18.4% | 13 | 38.0% | 15 | 12.2% | 16 | 20.7% | 9 | 28.4% | 63 | 36.4% | 58 | 19.0% | 5 | 23.5% | 13 |
| Cinema | 39.7% | 329 | 38.9% | 32 | 25.8% | 18 | 53.4% | 21 | 27.8% | 36 | 40.5% | 18 | 48.7% | 107 | 40.3% | 64 | 48.5% | 14 | 33.3% | 18 |
| Restaurant / café | 75.6% | 627 | 75.9% | 63 | 66.2% | 47 | 80.8% | 32 | 74.3% | 95 | 73.2% | 33 | 77.9% | 172 | 78.0% | 124 | 90.9% | 26 | 64.4% | 35 |
| Bingo | 2.7% | 23 | 2.6% | 2 | 7.0% | 5 | 4.2% | 2 | 6.4% | 8 | 0.0% | 0 | 1.5% | 3 | 1.5% | 2 | 0.0% | 0 | 0.0% | 0 |
| Ten-pin bowling | 14.6% | 121 | 9.5% | 8 | 20.0% | 14 | 15.6% | 6 | 12.8% | 16 | 13.3% | 6 | 12.4% | 27 | 18.7% | 30 | 5.4% | 2 | 21.3% | 12 |
| Trampolining | 4.8% | 40 | 0.4% | 0 | 11.0% | 8 | 4.2% | 2 | 0.5% | 1 | 8.7% | 4 | 6.6% | 14 | 0.0% | 0 | 5.4% | 2 | 16.8% | 9 |
| (None mentioned) | 17.0% | 141 | 17.6% | 15 | 24.2% | 17 | 6.9% | 3 | 20.2% | 26 | 21.4% | 10 | 10.6% | 23 | 19.4% | 31 | 6.8% | 2 | 26.7% | 15 |
| Weighted base: | | 829 | | 83 | | 70 | | 39 | | 128 | | 45 | | 221 | | 159 | | 28 | | 55 |
| Sample: | | 829 | | 112 | | 86 | | 101 | | 120 | | 71 | | 103 | | 101 | | 62 | | 73 |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Q28 Where did you or your household last visit for an indoor health or fitness activity? | | | | | | | | | | |
| <i>Those that said 'Indoor health or fitness activity' at Q27</i> | | | | | | | | | | |
| Arun Leisure Centre, Felpham Way, Bognor Regis, PO22 8ED | 1.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| David Lloyd Worthing, Romany Road, Worthing, BN13 3DL | 15.2% | 31 | 0.0% | 0 | 2.7% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lanes Health Club, Golfers Lane, Rustington, Angmering, BN16 4NB | 4.0% | 8 | 14.9% | 2 | 14.3% | 2 | 3.9% | 1 | 12.9% | 2 |
| Littlehampton Wave, Sea Road, Littlehampton, BN16 2NA | 21.1% | 43 | 43.2% | 6 | 41.0% | 5 | 55.1% | 8 | 65.7% | 10 |
| Optimus Gym Rustington, Artex Avenue, Rustington, Littlehampton, BN16 3LN | 3.1% | 6 | 29.0% | 4 | 2.7% | 0 | 14.1% | 2 | 0.0% | 0 |
| Project Spartan, Broadwater, Worthing, BN14 8JE | 2.5% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sharp Fitness & Massage, Jubilee Avenue, Rustington, Littlehampton, BN16 3NB | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 0 | 0.0% | 0 |
| Steyning Leisure Centre, Steyning, BN44 3AA | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Gym Group Worthing, Lyons Farm Retail Park, Sompting Road, Worthing, BN14 9JL | 2.5% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Trax Health & Fitness Club, Heene Road, Worthing, BN11 3RG | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Westgate Leisure Centre, Via Ravenna, Chichester, PO19 1RJ | 1.4% | 3 | 0.0% | 0 | 18.0% | 2 | 0.0% | 0 | 0.0% | 0 |
| Worthing Leisure Centre, Shaftesbury Avenue, Goring-by-Sea, Worthing, BN12 4ET | 11.0% | 23 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.3% | 1 |
| Angmering Village Centre | 1.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.3% | 1 |
| Bognor Regis Town Centre | 2.1% | 4 | 0.0% | 0 | 0.0% | 0 | 10.2% | 2 | 0.0% | 0 |
| Broadwater District Centre, Worthing | 3.0% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Chichester City Centre | 1.1% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| East Preston Village Centre | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 7.2% | 1 |
| Ferring Local Centre, | 0.9% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.3% | 1 |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Worthing | | | | | | | | | | |
| Findon Valley Local Centre, Worthing | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Goring-by-Sea District Centre, Worthing | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Littlehampton Town Centre | 1.4% | 3 | 7.8% | 1 | 0.0% | 0 | 0.6% | 0 | 4.3% | 1 |
| Middleton-on-Sea Village Centre | 0.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rustington Local Centre, Littlehampton | 0.9% | 2 | 0.0% | 0 | 2.7% | 0 | 0.0% | 0 | 0.0% | 0 |
| West Durrington District Centre, Worthing | 3.3% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wick Local Centre, Littlehampton | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 7.8% | 1 | 0.0% | 0 |
| Worthing Town Centre | 3.8% | 8 | 0.0% | 0 | 0.0% | 0 | 3.9% | 1 | 0.0% | 0 |
| Yapton Village Centre | 0.2% | 0 | 0.0% | 0 | 2.7% | 0 | 0.0% | 0 | 0.0% | 0 |
| Active Worthing Wellbeing Centre, Palatine Road, Worthing, BN12 6JN | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| AJ's Gym, Lineside Industrial Estate, Arndale Road, Wick, Littlehampton, BN17 7GA | 0.8% | 2 | 0.0% | 0 | 13.0% | 2 | 0.0% | 0 | 0.0% | 0 |
| Avisford Park Hotel Health Club, Yapton Lane, Walberton, BN18 0LS | 0.2% | 0 | 2.6% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bailiffscourt Hotel & Spa, Climping Street, Atherington, LBN17 5RW | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| CB Training Club, Selden Lane, Patching, Worthing, BN13 3UL | 3.5% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dolphin Leisure Centre, Pasture Hill Road, Haywards Heath, RH16 1LY | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Durrington Community Centre, Romany Road, Worthing, BN13 3FJ | 1.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Field Place Manor House and Barns, The Boulevard, Worthing, BN13 1NP | 0.9% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Guildford Spectrum, Parkway, Guildford, GU1 1UP | 0.2% | 0 | 2.6% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| HMP Ford Gym, Ford Road, Ford, Arundel, BN18 0BX | 2.6% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|----|------|----|------|----|-------|----|-------|---|
| Let's Retreat, Decoy Lane, Angmering, Arundel, BN18 9QA | 0.8% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 17.1% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Maybridge Community Church, The Strand, Worthing, BN12 6DR | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nuffield Health Chichester Fitness & Wellbeing Gym, Chichester Gate, Chichester, PO19 8EL | 0.4% | 1 | 0.0% | 0 | 2.7% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.9% | 0 |
| Parish Centre, Broadwater Road, Worthing, BN14 8HT | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 |
| The Goodwood Health Club, New Barn Hill, Chichester, PO18 0QB | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 11.9% | 1 | 2.9% | 0 |
| The Gym Group Chichester, Portfield Way, Chichester, PO19 7YH | 2.1% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 32.9% | 4 |
| The Victoria Institute, Tarrant Street, Arundel, BN18 9DG | 0.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.0% | 0 | 0.0% | 0 |
| West Park Recreation Ground, Goring-by-Sea, Worthing, BN11 5RZ | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 |
| Woodlands Centre, Woodlands Avenue, Rustington, Littlehampton, BN16 3HB | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Worthing Indoor Bowls Club, Field Place, The Boulevard, Worthing, BN13 1NP | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / can't remember) | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 3.7% | 1 | 0.0% | 0 | 3.6% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Weighted base: | 205 | 13 | | 13 | | 15 | | 16 | | 9 | | 63 | | 58 | | 5 | | 13 | | |
| Sample: | 166 | 16 | | 15 | | 32 | | 14 | | 16 | | 23 | | 27 | | 13 | | 10 | | |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|---|-------|----|-------|----|-------|---|-------|---|
| Q29 Which cinema did you or your household last visit? | | | | | | | | | | | | | | | | | | | | |
| <i>Those that said 'Cinema' at Q27</i> | | | | | | | | | | | | | | | | | | | | |
| Chichester Cinema at New Park, New Park Road, Chichester, PO19 7XY | 4.7% | 15 | 5.6% | 2 | 2.0% | 0 | 2.8% | 1 | 1.9% | 1 | 0.0% | 0 | 0.0% | 0 | 8.1% | 5 | 25.2% | 3 | 18.7% | 3 |
| Cineworld, Brighton Marina, Brighton, BN2 5UF | 2.1% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.8% | 0 | 6.0% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cineworld, Chichester Gate, Chichester, PO19 8EL | 8.1% | 27 | 20.2% | 7 | 11.2% | 2 | 17.3% | 4 | 1.9% | 1 | 24.4% | 4 | 0.0% | 0 | 0.0% | 0 | 7.0% | 1 | 45.1% | 8 |
| Dome Cinema, Marine Parade, Worthing, BN11 3PT | 22.9% | 75 | 13.0% | 4 | 0.0% | 0 | 13.4% | 3 | 18.3% | 7 | 12.5% | 2 | 39.6% | 43 | 23.9% | 15 | 13.5% | 2 | 0.0% | 0 |
| Duke of York's Picturehouse, Preston Road, Brighton, BN1 4NA | 2.2% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.8% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Everyman Horsham, Piries Place, Horsham, RH12 1EH | 1.9% | 6 | 0.0% | 0 | 0.0% | 0 | 2.8% | 1 | 0.0% | 0 | 1.8% | 0 | 0.0% | 0 | 8.3% | 5 | 0.0% | 0 | 0.0% | 0 |
| Picture House Cinema and Restaurant, High Street, Uckfield, TN22 1AS | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 |
| Picturedrome Cinema, Canada Grove, Bognor Regis, PO21 1DW | 7.7% | 25 | 21.6% | 7 | 34.3% | 6 | 0.4% | 0 | 0.0% | 0 | 8.8% | 2 | 6.8% | 7 | 0.0% | 0 | 2.3% | 0 | 16.1% | 3 |
| Slindon Cinema, Slindon, Arundel, BN18 0QT | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.7% | 1 | 0.0% | 0 |
| Windmill Cinema, Windmill Road, Littlehampton, BN17 5LH | 20.6% | 68 | 36.4% | 12 | 46.7% | 8 | 53.9% | 11 | 76.1% | 27 | 24.0% | 4 | 0.0% | 0 | 1.3% | 1 | 15.8% | 2 | 8.3% | 2 |
| Worthing Connaught Theatre & Studio, Union Place, Worthing, BN11 1LG | 20.8% | 68 | 2.1% | 1 | 2.0% | 0 | 4.5% | 1 | 1.9% | 1 | 21.2% | 4 | 37.8% | 41 | 33.1% | 21 | 0.0% | 0 | 0.0% | 0 |
| Worthing Pavilion Theatre, Marine Parade, Worthing, BN11 3PX | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Abroad | 1.3% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.6% | 4 | 0.0% | 0 | 0.0% | 0 |
| Angmering Community Centre, Foxwood Avenue, Angmering, BN16 4FU | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Arundel Town Hall, Maltravers Street, Arundel, BN18 9AP | 0.8% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 19.8% | 3 | 0.0% | 0 |
| Billingshurst Centre, Roman Way, Billingshurst, RH14 9EW | 0.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.3% | 0 | 0.0% | 0 |
| Dukes at Komedia | 0.1% | 0 | 0.0% | 0 | 2.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Picturehouse, Gardner Street, Brighton, BN1 1UN | | | | | | | | | | |
| Durrington Community Centre, Romany Road, Worthing, BN13 3FJ | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ferring Community Cinema, Ferring Street, Ferring, BN12 5JP | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Odeon, Kingswest, West Street, Brighton, BN1 2RE | 1.8% | 6 | 0.0% | 0 | 0.0% | 0 | 2.8% | 1 | 0.0% | 0 |
| Scott Cinemas, Boutport Street, Barnstaple, EX31 1SR | 0.5% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Seaford Community Cinema, The Barn Theatre, Seaford, BN25 1QL | 0.1% | 0 | 0.0% | 0 | 2.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Victoria Institute, Tarrant Street, Arundel, BN18 9DG | 0.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Vue, Gunwharf Quays, Portsmouth, PO1 3TA | 0.1% | 0 | 0.0% | 0 | 0.0% | 0 | 2.2% | 0 | 0.0% | 0 |
| (Don't know / can't remember) | 2.4% | 8 | 1.1% | 0 | 0.0% | 0 | 0.0% | 0 | 1.8% | 0 |
| Weighted base: | 329 | 32 | 18 | 21 | 36 | 18 | 107 | 64 | 14 | 18 |
| Sample: | 306 | 42 | 19 | 47 | 44 | 30 | 41 | 31 | 26 | 26 |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|---|-------|----|-------|----|-------|----|-------|---|
| Q30 Where did you or your household last visit to go to a restaurant or café? | | | | | | | | | | | | | | | | | | | | |
| <i>Those that said 'Restaurant / café' at Q27</i> | | | | | | | | | | | | | | | | | | | | |
| Angmering Village Centre | 0.8% | 5 | 0.5% | 0 | 0.0% | 0 | 0.3% | 0 | 0.7% | 1 | 12.0% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Arundel Town Centre | 5.9% | 37 | 3.1% | 2 | 5.1% | 2 | 5.2% | 2 | 7.2% | 7 | 1.0% | 0 | 0.0% | 0 | 1.3% | 2 | 49.9% | 13 | 26.3% | 9 |
| Barnham Village Centre | 0.2% | 1 | 0.5% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.2% | 1 |
| Bognor Regis Town Centre | 0.8% | 5 | 1.1% | 1 | 2.3% | 1 | 7.5% | 2 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Brighton City Centre | 3.4% | 21 | 6.0% | 4 | 4.7% | 2 | 5.5% | 2 | 0.7% | 1 | 5.3% | 2 | 0.0% | 0 | 9.1% | 11 | 0.0% | 0 | 0.0% | 0 |
| Broadwater District Centre, Worthing (area around Broadwater Road / Cricketers Parade) | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 |
| Central London / West End | 1.3% | 8 | 3.5% | 2 | 0.0% | 0 | 0.3% | 0 | 0.0% | 0 | 1.0% | 0 | 3.1% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Chichester City Centre | 4.5% | 28 | 3.1% | 2 | 6.3% | 3 | 15.0% | 5 | 1.4% | 1 | 5.1% | 2 | 1.9% | 3 | 0.7% | 1 | 10.9% | 3 | 23.6% | 8 |
| East Preston Village Centre | 1.4% | 8 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 | 4.2% | 4 | 7.9% | 3 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Felpham Village Centre | 0.2% | 1 | 0.5% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 0 |
| Ferring Local Centre, Worthing | 5.2% | 32 | 0.0% | 0 | 4.0% | 2 | 0.0% | 0 | 2.1% | 2 | 2.0% | 1 | 16.2% | 28 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Findon Valley Local Centre, Worthing (where Tesco Express, Findon Road is) | 1.0% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 4.4% | 5 | 0.0% | 0 | 0.0% | 0 |
| Ford Village Centre | 0.1% | 0 | 0.5% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Goring-by-Sea District Centre, Worthing (area on Goring Road where Sainsbury's Local is) | 8.0% | 50 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 | 8.6% | 8 | 12.6% | 4 | 13.9% | 24 | 10.6% | 13 | 0.0% | 0 | 1.1% | 0 |
| Littlehampton Town Centre | 9.4% | 59 | 21.2% | 13 | 37.8% | 18 | 25.0% | 8 | 11.1% | 11 | 6.9% | 2 | 1.3% | 2 | 1.3% | 2 | 2.5% | 1 | 8.3% | 3 |
| Portsmouth City Centre | 0.3% | 2 | 0.0% | 0 | 0.8% | 0 | 1.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rustington Local Centre, Littlehampton | 11.1% | 69 | 18.4% | 12 | 9.6% | 4 | 7.5% | 2 | 37.2% | 35 | 13.7% | 5 | 5.5% | 9 | 0.7% | 1 | 1.3% | 0 | 1.1% | 0 |
| Shoreham-by-Sea Town Centre | 0.4% | 2 | 0.5% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 |
| Steyning Town Centre | 0.1% | 0 | 0.5% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Storrington Town Centre | 0.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 0 | 0.0% | 0 |
| The Strand Local Centre, Goring-by-Sea | 0.5% | 3 | 3.5% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 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 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.1% | 1 |
| West Durrington District Centre, Worthing (where West Durrington Shopping Centre is) | 0.8% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.2% | 5 | 0.0% | 0 | 0.0% | 0 |
| Worthing Town Centre | 23.4% | 147 | 6.9% | 4 | 12.5% | 6 | 24.9% | 8 | 6.8% | 7 | 13.8% | 5 | 41.6% | 71 | 35.7% | 44 | 0.0% | 0 | 5.1% | 2 |
| Yapton Village Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.1% | 1 |
| Abroad | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 |
| Amberley Village Centre | 0.6% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 | 10.7% | 3 | 0.0% | 0 |
| Arundel Restaurant, Northbrook College, | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.3% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Littlehampton Road, Goring-by-Sea, BN12 6NU | | | | | | | | | | |
| Ashington Village Centre | 0.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Binsted Village Centre | 0.4% | 2 | 0.5% | 0 | 0.0% | 0 | 0.3% | 0 | 0.0% | 0 |
| Bournemouth Town Centre | 0.8% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Brighton City Airport, Cecil Pashley Way, Shoreham-by-Sea, BN43 5FF | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bristol City Centre | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Broadwater Local Centre, Worthing | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Burpham Village Centre | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 |
| Bury Village Centre | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.3% | 0 | 0.0% | 0 |
| Cheltenham Town Centre | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Clapham Village Centre | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 |
| Climping Village Centre | 0.7% | 5 | 3.6% | 2 | 0.0% | 0 | 0.8% | 0 | 0.7% | 1 |
| Crawley Town Centre | 0.1% | 0 | 0.0% | 0 | 0.8% | 0 | 0.0% | 0 | 0.0% | 0 |
| Crossbush Beefeater, Crossbush Lane, Arundel, BN18 9PQ | 0.4% | 3 | 0.5% | 0 | 1.5% | 1 | 1.8% | 1 | 0.0% | 0 |
| Durrington Local Centre, Worthing | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Eartham Village Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Findon Village Centre | 1.4% | 9 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Fittleworth Village Centre | 0.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Guildford Town Centre | 0.1% | 0 | 0.0% | 0 | 0.0% | 0 | 1.5% | 0 | 0.0% | 0 |
| Halnaker Hamlet Centre | 0.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Haskins Garden Centre, Roundstone By-Pass Road, Angmering, Littlehampton, BN16 4BD | 0.9% | 6 | 3.7% | 2 | 0.8% | 0 | 0.3% | 0 | 1.4% | 1 |
| Highdown Garden Centre, Littlehampton Road, Angmering, Worthing, BN12 6PW | 0.7% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 |
| Horsham Town Centre | 0.3% | 2 | 0.5% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hove Local Centre | 0.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 |
| Kirdford Village Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.3% | 0 | 0.0% | 0 |
| Lanes Health Clubs, Golfers Lane, Rustington, Angmering, BN16 4NB | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 |
| Littlehampton Pier / Beach / Harbour Area | 1.0% | 6 | 6.3% | 4 | 0.0% | 0 | 0.6% | 0 | 1.4% | 1 |
| Loxwood Village Centre | 0.1% | 0 | 0.5% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Macdonald Elmers Court | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.3% | 0 | 0.0% | 0 |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Hotel & Resort, South Baddesley Road, Lymington, SO41 5ZB | | | | | | | | | | |
| Manor Retail Park, Rustington Bypass, Littlehampton, BN16 3FH | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.3% | 0 | 0.0% | 0 |
| Miller & Carter Lancing, Manor Road, Lancing, BN15 0EU | 0.4% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Monmouth Town Centre | 0.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Old Barn Garden Centre, Worthing Road, Dial Post, RH13 8NR | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pagham Village Centre | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Patching Village Centre | 0.7% | 4 | 0.0% | 0 | 3.6% | 2 | 0.0% | 0 | 0.0% | 0 |
| Portslade Local Centre, Brighton | 0.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pulborough Garden Centre, Stopham Road, Pulborough, RH20 1DS | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Runcton Village Centre | 0.4% | 2 | 3.5% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rustington Retail Park, New Road, Rustington, Littlehampton, BN16 3RT | 0.2% | 1 | 0.5% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 |
| Salvington Local Centre, Worthing | 1.0% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Slindon Village Centre | 0.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Broad Piece, Wick, Littlehampton, BN17 5RA | 0.1% | 1 | 0.5% | 0 | 0.8% | 0 | 0.0% | 0 | 0.0% | 0 |
| Thakeham Village Centre | 0.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Blue Bird Cafe, South Drive, Ferring Beach, BN12 5QU | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 |
| The Elms, St John's Business Park, Lutterworth, LE17 4HB | 0.1% | 0 | 0.0% | 0 | 0.8% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Highdown, Littlehampton Road, Worthing, BN12 6FB | 0.5% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.1% | 2 |
| The Old Stables, Fontwell Park, Fontwell, Arundel, BN18 0SY | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Pig In The South Downs, Madehurst, Arundel, BN18 0NL | 0.5% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Swallows Return, | 0.7% | 5 | 2.6% | 2 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|------|---|------|---|------|---|------|---|------|---|
| Titnore Lane, Worthing, BN12 6PB | | | | | | | | | | | | | | | | | | | | |
| Toby Carvery Downlands, Upper Brighton Road, Worthing, BN14 9JN | 0.7% | 4 | 0.0% | 0 | 0.0% | 0 | 0.3% | 0 | 3.3% | 3 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 1.1% | 0 |
| Toby Carvery Worthing, Goring Road, Heene, Worthing, BN12 4AS | 1.1% | 7 | 0.5% | 0 | 5.0% | 2 | 0.0% | 0 | 3.3% | 3 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 |
| Tooting Town Centre | 0.1% | 0 | 0.5% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Twickenham Town Centre | 0.1% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 0 | 0.0% | 0 |
| Washington Village Centre | 0.7% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.3% | 2 | 0.0% | 0 | 2.0% | 2 | 0.0% | 0 | 0.0% | 0 |
| Wincanton Town Centre | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Your Local Garden Centre Findon Vale, Roger's Lane, Findon, Worthing, BN14 0RE | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / can't remember) | 2.5% | 15 | 5.7% | 4 | 0.8% | 0 | 0.0% | 0 | 0.7% | 1 | 4.1% | 1 | 0.6% | 1 | 6.2% | 8 | 1.3% | 0 | 1.1% | 0 |
| Weighted base: | 627 | | 63 | | 47 | | 32 | | 95 | | 33 | | 172 | | 124 | | 26 | | 35 | |
| Sample: | 650 | | 85 | | 62 | | 83 | | 93 | | 56 | | 84 | | 83 | | 54 | | 50 | |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|------|---|-------|---|-------|---|------|---|------|---|
| Q31 Where did you or your household last visit to play bingo? | | | | | | | | | | | | | | | | | | | | |
| <i>Those that said 'Bingo' at Q27</i> | | | | | | | | | | | | | | | | | | | | |
| Buzz Bingo Worthing, The Plaza, Rowlands Road, Worthing, BN11 3JS | 16.9% | 4 | 83.9% | 2 | 41.1% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Buzz Bingo Brighton, Freshfield Way, Brighton, BN2 0LE | 3.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 33.4% | 1 | 0.0% | 0 | 0.0% | 0 |
| Crown Bingo, London Road, Bognor Regis, PO21 1PT | 14.0% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 38.9% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bognor Regis Town Centre | 5.2% | 1 | 0.0% | 0 | 0.0% | 0 | 71.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Goring-by-Sea District Centre, Worthing | 4.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 33.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Littlehampton Town Centre | 15.8% | 4 | 16.1% | 0 | 51.7% | 3 | 0.0% | 0 | 8.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lyminster Local Centre, Littlehampton | 1.6% | 0 | 0.0% | 0 | 7.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rustington Local Centre, Littlehampton | 2.1% | 0 | 0.0% | 0 | 0.0% | 0 | 28.5% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| West Worthing Local Centre, Worthing | 24.0% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 52.9% | 4 | 0.0% | 0 | 33.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Durrington Workmans Club, Cotswold Road, Worthing, BN13 2LA | 3.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 33.4% | 1 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / can't remember) | 8.5% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 33.3% | 1 | 33.4% | 1 | 0.0% | 0 | 0.0% | 0 |
| Weighted base: | 23 | | | 2 | | 5 | | 2 | | 8 | | 0 | | 3 | | 2 | | 0 | | 0 |
| Sample: | 20 | | | 2 | | 6 | | 3 | | 3 | | 0 | | 3 | | 3 | | 0 | | 0 |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|---|-------|----|-------|----|--------|---|-------|----|
| Q32 Where did you or your household last visit for ten-pin bowling? | | | | | | | | | | | | | | | | | | | | |
| <i>Those that said 'Ten-pin bowling' at Q27</i> | | | | | | | | | | | | | | | | | | | | |
| Hollywood Bowl Brighton, Brighton Marina, Brighton, BN2 5UT | 10.4% | 13 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 26.7% | 7 | 17.5% | 5 | 0.0% | 0 | 0.0% | 0 |
| Hollywood Bowl Worthing, Marine Parade, Worthing, BN11 3PZ | 23.8% | 29 | 0.0% | 0 | 2.5% | 0 | 0.0% | 0 | 19.4% | 3 | 5.6% | 0 | 34.4% | 9 | 51.9% | 15 | 0.0% | 0 | 0.0% | 0 |
| Out of Bounds, Golfers Lane, Angmering, Littlehampton, BN16 4NB | 17.6% | 21 | 13.1% | 1 | 48.7% | 7 | 39.3% | 2 | 30.8% | 5 | 38.1% | 2 | 4.1% | 1 | 0.0% | 0 | 0.0% | 0 | 21.2% | 2 |
| Tenpin Chichester, Chichester Gate, Chichester, PO19 8EL | 16.2% | 20 | 0.0% | 0 | 0.0% | 0 | 9.4% | 1 | 0.0% | 0 | 56.3% | 3 | 26.7% | 7 | 0.0% | 0 | 100.0% | 2 | 57.9% | 7 |
| Brighton City Centre | 1.8% | 2 | 28.2% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Broadwater District Centre, Worthing | 1.9% | 2 | 0.0% | 0 | 16.5% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Chichester City Centre | 4.4% | 5 | 22.8% | 2 | 13.2% | 2 | 26.6% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rustington Local Centre, Littlehampton | 10.2% | 12 | 31.5% | 2 | 2.5% | 0 | 17.0% | 1 | 4.1% | 1 | 0.0% | 0 | 0.0% | 0 | 17.8% | 5 | 0.0% | 0 | 20.9% | 2 |
| Worthing Town Centre | 6.4% | 8 | 0.0% | 0 | 16.5% | 2 | 7.6% | 0 | 0.0% | 0 | 0.0% | 0 | 4.1% | 1 | 12.9% | 4 | 0.0% | 0 | 0.0% | 0 |
| Hollywood Bowl Birmingham Resorts World, Marston Green, Birmingham, B40 1PU | 3.6% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 26.3% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hollywood Bowl Oxford, Ozone Leisure Park, Littlemore, Oxford, OX4 4XP | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / can't remember) | 2.9% | 4 | 4.4% | 0 | 0.0% | 0 | 0.0% | 0 | 19.4% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Weighted base: | | 121 | | 8 | | 14 | | 6 | | 16 | | 6 | | 27 | | 30 | | 2 | | 12 |
| Sample: | | 63 | | 9 | | 9 | | 12 | | 6 | | 6 | | 8 | | 7 | | 1 | | 5 |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|---|--------|----|------|---|--------|---|-------|---|
| Q33 Where did you or your household last visit for trampolining? | | | | | | | | | | | | | | | | | | | | |
| <i>Those that said 'Trampolining' at Q27</i> | | | | | | | | | | | | | | | | | | | | |
| Flip Out Chichester, Glenmore Business Park, Chichester, PO19 7BJ | 68.7% | 27 | 100.1% | 0 | 45.8% | 4 | 35.4% | 1 | 0.0% | 0 | 44.8% | 2 | 100.0% | 14 | 0.0% | 0 | 100.0% | 2 | 53.5% | 5 |
| Harbour Park Amusement Park, Windmill Road, Littlehampton, BN17 5LH | 1.5% | 1 | 0.0% | 0 | 0.0% | 0 | 36.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Out of Bounds, Golfers Lane, Angmering, Littlehampton, BN16 4NB | 10.2% | 4 | 0.0% | 0 | 24.0% | 2 | 0.0% | 0 | 0.0% | 0 | 55.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bognor Regis Town Centre | 6.3% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 27.0% | 2 |
| Rustington Local Centre, Littlehampton | 1.2% | 0 | 0.0% | 0 | 0.0% | 0 | 28.6% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Horsham Town Centre | 1.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 100.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / can't remember) | 10.4% | 4 | 0.0% | 0 | 30.1% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 19.5% | 2 |
| Weighted base: | | 40 | | 0 | | 8 | | 2 | | 1 | | 4 | | 14 | | 0 | | 2 | | 9 |
| Sample: | | 18 | | 1 | | 4 | | 3 | | 1 | | 2 | | 2 | | 0 | | 1 | | 4 |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|----|-------|----|-------|----|-------|----|-------|----|
| Q34 What type of goods do you or your household regularly buy via internet or TV shopping? [MR] | | | | | | | | | | | | | | | | | | | | |
| Clothes / shoes | 41.9% | 347 | 49.9% | 41 | 56.6% | 40 | 44.2% | 17 | 36.7% | 47 | 47.6% | 22 | 37.2% | 82 | 39.9% | 63 | 38.1% | 11 | 43.3% | 24 |
| Books | 18.4% | 153 | 15.3% | 13 | 22.6% | 16 | 19.6% | 8 | 17.5% | 22 | 21.2% | 10 | 18.4% | 41 | 15.6% | 25 | 18.8% | 5 | 25.0% | 14 |
| Small electrical items (e.g. kettles / toasters / hairdryers etc) | 17.2% | 143 | 17.8% | 15 | 9.0% | 6 | 22.2% | 9 | 17.6% | 23 | 10.2% | 5 | 22.4% | 49 | 18.8% | 30 | 9.7% | 3 | 6.0% | 3 |
| Domestic electrical appliances (white goods) | 16.8% | 139 | 20.3% | 17 | 17.1% | 12 | 19.7% | 8 | 13.6% | 17 | 17.2% | 8 | 15.4% | 34 | 11.3% | 18 | 26.1% | 7 | 33.5% | 18 |
| Gifts | 14.8% | 123 | 25.6% | 21 | 23.9% | 17 | 34.6% | 14 | 10.6% | 14 | 10.6% | 5 | 15.8% | 35 | 3.9% | 6 | 14.3% | 4 | 13.8% | 8 |
| Food / groceries / alcohol / coffee pods (not takeaways) | 12.2% | 101 | 8.6% | 7 | 23.8% | 17 | 13.0% | 5 | 13.6% | 17 | 15.9% | 7 | 6.4% | 14 | 11.5% | 18 | 12.5% | 4 | 21.0% | 12 |
| Small household goods | 11.5% | 95 | 15.2% | 13 | 17.2% | 12 | 15.5% | 6 | 5.6% | 7 | 3.0% | 1 | 17.2% | 38 | 4.8% | 8 | 9.9% | 3 | 13.8% | 8 |
| Health / beauty / chemist goods | 10.6% | 88 | 19.5% | 16 | 13.2% | 9 | 14.6% | 6 | 5.1% | 7 | 3.0% | 1 | 14.9% | 33 | 5.8% | 9 | 9.1% | 3 | 6.7% | 4 |
| Toys / musical instruments | 10.1% | 84 | 16.4% | 14 | 15.5% | 11 | 20.7% | 8 | 6.8% | 9 | 12.7% | 6 | 6.2% | 14 | 8.1% | 13 | 9.7% | 3 | 13.5% | 7 |
| TVs, Hi-Fi's, computers | 9.3% | 77 | 10.5% | 9 | 7.7% | 5 | 22.7% | 9 | 9.9% | 13 | 10.6% | 5 | 6.7% | 15 | 2.4% | 4 | 14.2% | 4 | 25.1% | 14 |
| Furniture / soft furnishings / carpets / floor coverings | 8.6% | 71 | 16.3% | 14 | 13.1% | 9 | 10.5% | 4 | 6.7% | 9 | 4.5% | 2 | 4.3% | 9 | 7.2% | 11 | 23.6% | 7 | 11.2% | 6 |
| DIY / hardware goods | 8.2% | 68 | 10.8% | 9 | 12.0% | 8 | 12.1% | 5 | 4.2% | 5 | 6.3% | 3 | 7.7% | 17 | 11.5% | 18 | 0.0% | 0 | 4.0% | 2 |
| Pet food / products | 8.0% | 66 | 6.4% | 5 | 9.7% | 7 | 14.6% | 6 | 3.9% | 5 | 5.0% | 2 | 9.1% | 20 | 7.7% | 12 | 6.5% | 2 | 12.5% | 7 |
| Craft / hobby items | 5.9% | 49 | 10.5% | 9 | 13.7% | 10 | 17.4% | 7 | 3.0% | 4 | 6.3% | 3 | 2.9% | 6 | 5.6% | 9 | 1.1% | 0 | 2.8% | 2 |
| Garden items / flowers / plants | 5.7% | 48 | 9.4% | 8 | 7.6% | 5 | 12.0% | 5 | 5.9% | 8 | 6.3% | 3 | 1.0% | 2 | 9.2% | 15 | 0.0% | 0 | 4.1% | 2 |
| Computer / printer accessories | 5.4% | 45 | 14.3% | 12 | 5.3% | 4 | 18.7% | 7 | 4.6% | 6 | 1.5% | 1 | 3.8% | 8 | 0.0% | 0 | 1.1% | 0 | 11.7% | 6 |
| Stationery / cards (includes postage stamps) | 4.9% | 40 | 10.5% | 9 | 9.3% | 7 | 17.1% | 7 | 2.1% | 3 | 0.0% | 0 | 6.6% | 14 | 0.5% | 1 | 1.1% | 0 | 0.0% | 0 |
| CDs, DVDs, Vinyl (physical products) | 4.4% | 37 | 9.3% | 8 | 0.5% | 0 | 7.0% | 3 | 7.3% | 9 | 8.4% | 4 | 5.3% | 12 | 0.5% | 1 | 1.1% | 0 | 0.0% | 0 |
| Console / PC games | 3.9% | 32 | 7.0% | 6 | 3.3% | 2 | 15.1% | 6 | 0.0% | 0 | 0.0% | 0 | 3.3% | 7 | 6.6% | 11 | 0.0% | 0 | 0.0% | 0 |
| Mobile phone / tablet / pad accessories | 3.0% | 25 | 16.7% | 14 | 2.6% | 2 | 13.1% | 5 | 2.7% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 |
| Takeaway food | 2.8% | 23 | 9.2% | 8 | 6.6% | 5 | 18.4% | 7 | 2.7% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cleaning products | 2.5% | 20 | 8.8% | 7 | 9.0% | 6 | 9.5% | 4 | 0.5% | 1 | 0.0% | 0 | 0.5% | 1 | 0.5% | 1 | 0.0% | 0 | 0.7% | 0 |
| Holiday and / or Travel / Event Tickets | 2.0% | 17 | 8.1% | 7 | 0.5% | 0 | 14.0% | 6 | 0.0% | 0 | 4.8% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.3% | 2 |
| Sports goods (includes fishing & cycling items) | 1.8% | 15 | 3.1% | 3 | 0.5% | 0 | 12.7% | 5 | 3.8% | 5 | 0.7% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 |
| Downloadable / streamed content (e.g. music / movies / tv / games / apps) | 1.7% | 14 | 2.2% | 2 | 3.3% | 2 | 13.9% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 6.6% | 4 |
| Batteries | 1.5% | 12 | 0.4% | 0 | 3.3% | 2 | 2.7% | 1 | 0.0% | 0 | 0.0% | 0 | 3.8% | 8 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Jewellery / watches | 1.3% | 11 | 4.8% | 4 | 6.9% | 5 | 1.5% | 1 | 0.0% | 0 | 3.5% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Vehicle parts | 1.2% | 10 | 4.7% | 4 | 3.3% | 2 | 4.6% | 2 | 0.0% | 0 | 0.7% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.7% | 0 |
| Covid related items (e.g. | 0.9% | 8 | 2.2% | 2 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.3% | 5 | 0.0% | 0 | 0.0% | 0 |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|----|-------|-----|-------|-----|-------|----|-------|----|
| masks, gloves, sanitiser gel / spray, etc.) | | | | | | | | | | | | | | | | | | | | |
| Baby items | 0.9% | 7 | 4.8% | 4 | 0.0% | 0 | 7.8% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Photographs | 0.6% | 5 | 4.8% | 4 | 0.0% | 0 | 1.2% | 0 | 0.0% | 0 | 0.7% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Fire logs | 0.5% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.5% | 3 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Vehicles (cars, motorbikes, boats etc.) | 0.4% | 3 | 0.0% | 0 | 3.3% | 2 | 1.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Newspapers / magazines | 0.3% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.5% | 1 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Antiques / ornaments | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.2% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 |
| Vapes / tobacco | 0.0% | 0 | 0.4% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Nothing / Nothing else) | 25.7% | 213 | 20.5% | 17 | 16.2% | 11 | 9.2% | 4 | 34.4% | 44 | 27.9% | 13 | 31.7% | 70 | 22.8% | 36 | 30.1% | 8 | 18.1% | 10 |
| (Don't know) | 2.8% | 24 | 3.5% | 3 | 0.0% | 0 | 3.0% | 1 | 0.5% | 1 | 0.0% | 0 | 2.6% | 6 | 6.1% | 10 | 3.4% | 1 | 4.3% | 2 |
| Weighted base: | | 829 | | 83 | | 70 | | 39 | | 128 | | 45 | | 221 | | 159 | | 28 | | 55 |
| Sample: | | 829 | | 112 | | 86 | | 101 | | 120 | | 71 | | 103 | | 101 | | 62 | | 73 |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|------|---|------|---|------|---|-------|---|------|---|
| Q35 Excluding what you've already mentioned - which other goods are you likely to purchase in the future via internet or TV shopping? [MR] | | | | | | | | | | | | | | | | | | | | |
| <i>Not those that said 'Nothing' or 'Don't know' at Q34</i> | | | | | | | | | | | | | | | | | | | | |
| Clothes / shoes | 3.1% | 19 | 9.0% | 6 | 3.9% | 2 | 5.0% | 2 | 4.0% | 3 | 6.7% | 2 | 0.8% | 1 | 0.7% | 1 | 3.4% | 1 | 1.8% | 1 |
| Furniture / soft furnishings / carpets / floor coverings | 3.0% | 18 | 6.4% | 4 | 3.9% | 2 | 0.0% | 0 | 4.2% | 4 | 2.1% | 1 | 3.6% | 5 | 0.0% | 0 | 0.0% | 0 | 4.6% | 2 |
| Gifts | 2.1% | 12 | 3.4% | 2 | 0.6% | 0 | 3.0% | 1 | 3.8% | 3 | 7.7% | 3 | 0.8% | 1 | 0.7% | 1 | 1.7% | 0 | 1.8% | 1 |
| DIY / hardware goods | 2.0% | 12 | 4.1% | 3 | 0.6% | 0 | 0.0% | 0 | 1.6% | 1 | 6.0% | 2 | 0.0% | 0 | 0.7% | 1 | 11.0% | 2 | 6.7% | 3 |
| Small electrical items (e.g. kettles / toasters / hairdryers etc) | 2.0% | 12 | 6.4% | 4 | 0.0% | 0 | 1.7% | 1 | 2.4% | 2 | 0.0% | 0 | 2.3% | 3 | 1.4% | 2 | 0.0% | 0 | 0.0% | 0 |
| Sports goods (includes fishing & cycling items) | 1.9% | 11 | 2.6% | 2 | 0.6% | 0 | 4.7% | 2 | 0.0% | 0 | 0.0% | 0 | 5.0% | 7 | 0.0% | 0 | 1.7% | 0 | 0.0% | 0 |
| Garden items / flowers / plants | 1.8% | 11 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 7.7% | 3 | 1.5% | 2 | 5.4% | 6 | 0.0% | 0 | 0.0% | 0 |
| Health / beauty / chemist goods | 1.8% | 11 | 0.0% | 0 | 0.6% | 0 | 3.4% | 1 | 0.8% | 1 | 1.0% | 0 | 0.0% | 0 | 4.7% | 5 | 1.7% | 0 | 5.8% | 2 |
| Domestic electrical appliances (white goods) | 1.8% | 11 | 2.8% | 2 | 3.5% | 2 | 0.0% | 0 | 0.8% | 1 | 6.7% | 2 | 0.0% | 0 | 3.4% | 4 | 0.0% | 0 | 0.0% | 0 |
| Small household goods | 1.5% | 9 | 0.0% | 0 | 0.0% | 0 | 1.9% | 1 | 1.6% | 1 | 1.0% | 0 | 4.4% | 6 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Holiday and / or Travel / Event Tickets | 1.4% | 8 | 0.0% | 0 | 7.9% | 5 | 1.4% | 0 | 0.0% | 0 | 7.7% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 0 |
| Toys / musical instruments | 1.2% | 7 | 2.8% | 2 | 3.7% | 2 | 0.0% | 0 | 1.6% | 1 | 5.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Craft / hobby items | 1.1% | 7 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.8% | 1 | 0.7% | 1 | 8.1% | 2 | 5.8% | 2 |
| Takeaway food | 1.0% | 6 | 2.8% | 2 | 3.9% | 2 | 0.0% | 0 | 0.0% | 0 | 5.4% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| TVs, Hi-Fi's, computers | 1.0% | 6 | 2.8% | 2 | 3.9% | 2 | 4.7% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Food / groceries / alcohol / coffee pods (not takeaways) | 0.9% | 6 | 1.1% | 1 | 0.0% | 0 | 1.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 1.7% | 0 | 6.7% | 3 |
| Computer / printer accessories | 0.9% | 5 | 0.5% | 0 | 0.0% | 0 | 1.7% | 1 | 3.8% | 3 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pet food / products | 0.9% | 5 | 0.5% | 0 | 0.0% | 0 | 4.7% | 2 | 0.0% | 0 | 4.9% | 2 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.9% | 0 |
| CDs, DVDs, Vinyl (physical products) | 0.7% | 4 | 2.8% | 2 | 0.0% | 0 | 0.3% | 0 | 0.0% | 0 | 6.7% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mobile phone / tablet / pad accessories | 0.6% | 4 | 0.5% | 0 | 3.9% | 2 | 3.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stationery / cards (includes postage stamps) | 0.6% | 4 | 5.4% | 3 | 0.6% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Baby items | 0.6% | 4 | 2.8% | 2 | 3.1% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Console / PC games | 0.6% | 4 | 2.8% | 2 | 3.1% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Jewellery / watches | 0.5% | 3 | 2.8% | 2 | 0.0% | 0 | 3.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Vehicle parts | 0.4% | 2 | 2.6% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 |
| Downloadable / streamed content (e.g. music / movies / tv / games / apps) | 0.4% | 2 | 2.8% | 2 | 0.0% | 0 | 1.4% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Books | 0.3% | 2 | 0.5% | 0 | 0.0% | 0 | 0.3% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.8% | 1 |
| Photographs | 0.3% | 2 | 2.8% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 | | | | | | | | | | |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|----|-------|-----|-------|----|-------|----|-------|----|
| Vehicles (cars, motorbikes, boats etc.) | 0.2% | 1 | 0.0% | 0 | 0.0% | 0 | 1.7% | 1 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Batteries (Nothing / Nothing else) | 0.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 |
| (Don't know) | 63.7% | 377 | 63.8% | 40 | 53.1% | 31 | 26.1% | 9 | 72.9% | 61 | 71.5% | 23 | 76.2% | 111 | 62.7% | 71 | 59.1% | 11 | 46.4% | 20 |
| Weighted base: | 13.1% | 77 | 12.6% | 8 | 15.2% | 9 | 38.3% | 13 | 2.4% | 1 | 3.1% | 1 | 3.1% | 4 | 18.8% | 21 | 15.0% | 3 | 36.9% | 16 |
| Sample: | 592 | 63 | 59 | 35 | 84 | 33 | 145 | 113 | 19 | 43 | 550 | 78 | 63 | 83 | 68 | 49 | 58 | 62 | 40 | 49 |

Q36 For your last internet or TV order, how did you receive your goods?

Not those that said 'Nothing' or 'Don't know' at Q34

| | | | | | | | | | | | | | | | | | | | | |
|---|-------|-----|-------|----|-------|----|-------|-----|-------|----|-------|----|-------|-----|-------|-----|-------|----|-------|----|
| Delivered to home | 94.1% | 557 | 92.7% | 58 | 95.3% | 56 | 89.2% | 31 | 87.2% | 73 | 90.4% | 29 | 99.2% | 144 | 95.2% | 108 | 98.3% | 18 | 92.5% | 39 |
| Delivered to work | 0.3% | 2 | 0.0% | 0 | 0.0% | 0 | 4.7% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Delivered to a store of the retailer which I purchased from | 0.6% | 4 | 1.1% | 1 | 0.6% | 0 | 1.7% | 1 | 0.8% | 1 | 2.1% | 1 | 0.0% | 0 | 0.0% | 0 | 1.7% | 0 | 0.9% | 0 |
| Delivered to a pick-up store (e.g. Collect+ at a corner shop) | 2.0% | 12 | 2.2% | 1 | 2.9% | 2 | 0.0% | 0 | 0.0% | 0 | 6.5% | 2 | 0.8% | 1 | 4.8% | 5 | 0.0% | 0 | 0.9% | 0 |
| Delivered to a parcel locker service (e.g. InPost etc.) | 2.2% | 13 | 4.1% | 3 | 0.0% | 0 | 2.7% | 1 | 11.2% | 9 | 1.0% | 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 | 0.0% | 0 | 0.0% | 0 |
| Delivered to a family members home | 0.2% | 1 | 0.0% | 0 | 0.6% | 0 | 1.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Via email (flight tickets) | 0.1% | 0 | 0.0% | 0 | 0.6% | 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) | 0.5% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.7% | 2 |
| Weighted base: | 592 | 63 | 59 | 35 | 84 | 33 | 145 | 113 | 19 | 43 | 550 | 78 | 63 | 83 | 68 | 49 | 58 | 62 | 40 | 49 |
| Sample: | 592 | 63 | 59 | 35 | 84 | 33 | 145 | 113 | 19 | 43 | 550 | 78 | 63 | 83 | 68 | 49 | 58 | 62 | 40 | 49 |

GEN Gender of respondent.

| | | | | | | | | | | | | | | | | | | | | |
|----------------|-------|-----|-------|-----|-------|----|-------|-----|-------|----|-------|-----|-------|-----|-------|----|-------|-----|-------|----|
| Male | 37.3% | 309 | 23.4% | 19 | 38.6% | 27 | 36.4% | 14 | 28.3% | 36 | 33.2% | 15 | 47.2% | 104 | 40.2% | 64 | 31.3% | 9 | 35.7% | 20 |
| Female | 62.7% | 520 | 76.6% | 64 | 61.4% | 43 | 63.6% | 25 | 71.7% | 92 | 66.8% | 30 | 52.8% | 117 | 59.8% | 95 | 68.7% | 19 | 64.3% | 35 |
| Weighted base: | 829 | 83 | 70 | 39 | 128 | 45 | 221 | 159 | 28 | 55 | 829 | 112 | 86 | 101 | 120 | 71 | 103 | 101 | 62 | 73 |
| Sample: | 829 | 112 | 86 | 101 | 120 | 71 | 103 | 101 | 62 | 73 | 829 | 112 | 86 | 101 | 120 | 71 | 103 | 101 | 62 | 73 |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | | Zone 2 | | Zone 3 | | Zone 4 | | Zone 5 | | Zone 6 | | Zone 7 | | Zone 8 | | Zone 9 | | |
|--|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|----|
| AGE Could I ask how old you are please? | | | | | | | | | | | | | | | | | | | | |
| 18 – 24 years | 2.1% | 17 | 4.3% | 4 | 2.6% | 2 | 9.5% | 4 | 0.0% | 0 | 3.9% | 2 | 0.0% | 0 | 2.7% | 4 | 0.0% | 0 | 3.6% | 2 |
| 25 – 34 years | 6.9% | 57 | 10.8% | 9 | 13.2% | 9 | 26.2% | 10 | 5.5% | 7 | 7.8% | 4 | 2.6% | 6 | 5.3% | 8 | 0.0% | 0 | 7.2% | 4 |
| 35 – 44 years | 10.5% | 87 | 8.1% | 7 | 26.4% | 19 | 26.9% | 11 | 3.4% | 4 | 14.7% | 7 | 6.6% | 15 | 10.0% | 16 | 7.4% | 2 | 13.6% | 7 |
| 45 – 54 years | 15.4% | 127 | 18.7% | 16 | 9.8% | 7 | 27.9% | 11 | 10.1% | 13 | 9.6% | 4 | 16.3% | 36 | 19.7% | 31 | 7.3% | 2 | 13.4% | 7 |
| 55 – 64 years | 24.6% | 204 | 23.6% | 20 | 16.7% | 12 | 2.2% | 1 | 27.3% | 35 | 21.3% | 10 | 33.6% | 74 | 21.7% | 34 | 21.6% | 6 | 22.9% | 13 |
| 65+ years | 40.5% | 336 | 34.4% | 29 | 31.3% | 22 | 7.3% | 3 | 53.8% | 69 | 42.6% | 19 | 40.9% | 90 | 40.7% | 65 | 63.7% | 18 | 39.3% | 22 |
| (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 | 0.0% | 0 | 0.0% | 0 |
| Weighted base: | | 829 | | 83 | | 70 | | 39 | | 128 | | 45 | | 221 | | 159 | | 28 | | 55 |
| Sample: | | 829 | | 112 | | 86 | | 101 | | 120 | | 71 | | 103 | | 101 | | 62 | | 73 |

QUOTA Zone

| | | | | | | | | | | | | | | | | | | | | |
|----------------|-------|-----|--------|-----|--------|----|--------|-----|--------|-----|--------|----|--------|-----|--------|-----|--------|----|--------|----|
| Zone 1 | 10.0% | 83 | 100.0% | 83 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Zone 2 | 8.5% | 70 | 0.0% | 0 | 100.0% | 70 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Zone 3 | 4.8% | 39 | 0.0% | 0 | 0.0% | 0 | 100.0% | 39 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Zone 4 | 15.5% | 128 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 100.0% | 128 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Zone 5 | 5.4% | 45 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 100.0% | 45 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Zone 6 | 26.6% | 221 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 100.0% | 221 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Zone 7 | 19.2% | 159 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 100.0% | 159 | 0.0% | 0 | 0.0% | 0 |
| Zone 8 | 3.4% | 28 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 100.0% | 28 | 0.0% | 0 |
| Zone 9 | 6.6% | 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 | 100.0% | 55 |
| Weighted base: | | 829 | | 83 | | 70 | | 39 | | 128 | | 45 | | 221 | | 159 | | 28 | | 55 |
| Sample: | | 829 | | 112 | | 86 | | 101 | | 120 | | 71 | | 103 | | 101 | | 62 | | 73 |

Littlehampton Household Survey for Freeths

By Zone Wtd [B]

Weighted:

| | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | Zone 9 |
|---------------------------|----------|-----------|-----------|-----------|----------|-----------|----------|----------|-----------|--------|
| PC Postcode Sector | | | | | | | | | | |
| BN11 5 | 3.6% 30 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 13.5% 30 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| BN12 4 | 5.9% 49 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 22.3% 49 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| BN12 5 | 4.9% 41 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 18.6% 41 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| BN12 6 | 5.7% 47 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 21.4% 47 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| BN13 1 | 6.4% 53 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 24.2% 53 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| BN13 2 | 9.0% 75 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 46.9% 75 | 0.0% 0 | 0.0% 0 |
| BN13 3 | 5.2% 43 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 26.9% 43 | 0.0% 0 | 0.0% 0 |
| BN14 0 | 5.0% 42 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 26.2% 42 | 0.0% 0 | 0.0% 0 |
| BN16 1 | 4.8% 40 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 31.2% 40 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| BN16 2 | 4.7% 39 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 30.5% 39 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| BN16 3 | 5.9% 49 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 38.3% 49 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| BN16 4 | 5.4% 45 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 100.0% 45 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| BN17 5 | 4.8% 39 | 0.0% 0 | 0.0% 0 | 100.0% 39 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| BN17 6 | 10.0% 83 | 100.0% 83 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| BN17 7 | 8.5% 70 | 0.0% 0 | 100.0% 70 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 |
| BN18 0 | 6.6% 55 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 100.0% 55 | 0.0% 0 |
| BN18 9 | 3.4% 28 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 0.0% 0 | 100.0% 28 | 0.0% 0 |
| Weighted base: | 829 | 83 | 70 | 39 | 128 | 45 | 221 | 159 | 28 | 55 |
| Sample: | 829 | 112 | 86 | 101 | 120 | 71 | 103 | 101 | 62 | 73 |

Appendix 3:

Sample Questionnaire

JN: 010A25

Littlehampton Household Survey

Good morning / afternoon / evening, I am from NEMS market research, an independent market research company, and we are conducting a short survey in your area about shopping and leisure habits. Do you have time to answer some questions please? It will take about 6 minutes.

QA Are you the person responsible, or jointly responsible, for the most of the shopping in your household?

Yes
No

IF 'YES' – CONTINUE INTERVIEW.

IF 'NO' – ASK, COULD I SPEAK TO THE PERSON WHO IS RESPONSIBLE FOR MOST OF THE FOOD SHOPPING, IF NOT AVAILABLE THANK AND CLOSE INTERVIEW.

READ OUT: We now have a few questions about where you do your household's food shopping. In answering these questions the location may be a store, a town, village or city, a specific road or area, or it could be the internet.

Q01 Excluding Christmas shopping, where do you do most of your household's main food and grocery shopping?
DO NOT READ OUT. ONE ANSWER ONLY.

| | | |
|-------|----------------------------------|-----------|
| #Conv | Convenience List | GO TO Q03 |
| 502 | Internet / delivery | GO TO Q02 |
| 505 | (Don't know / varies) | CLOSE |
| 506 | (Don't do this type of shopping) | CLOSE |

Those who said 'Internet / delivery' at Q01

Q02 Excluding Christmas shopping, which internet food retailer do you normally use for your main food and grocery shopping?
DO NOT READ OUT. ONE ANSWER ONLY.

1 Amazon
2 Asda
3 Co-op
4 Iceland
5 Marks & Spencer
6 Morrisons
7 Ocado
8 Sainsbury's
9 Tesco
A Waitrose
B Other (PLEASE WRITE IN)
C (Don't know / varies)

Q03 Excluding Christmas shopping, where else do you regularly buy your main food and grocery shopping from?
DO NOT READ OUT. ONE ANSWER ONLY.

| | |
|-------|-----------------------|
| #Conv | Convenience List |
| 502 | Internet / delivery |
| 505 | (Don't know / varies) |
| 508 | (Nowhere else) |

Q04 How often do you do your main food and grocery shopping at (STORE MENTIONED AT Q01)?
DO NOT READ OUT. ONE ANSWER ONLY.

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

Q05 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)?
DO NOT READ OUT. ONE ANSWER ONLY.

#Reasons Food Reasons List

Q06 What, if anything, do you dislike about (STORE MENTIONED AT Q01)?
DO NOT READ OUT. ONE ANSWER ONLY.

#Dislikes Food Dislikes List

Q07 Excluding Christmas shopping, approximately how much did you spend on your last visit main food and grocery shopping trip to (STORE MENTIONED AT Q01)?
DO NOT READ OUT. ONE ANSWER ONLY.

X To the nearest £: (PLEASE WRITE IN)
Y (Don't know / can't remember)
Z (Refused)

Not those who said 'Internet / delivery' at Q01

Q08 Thinking about your LAST main food shopping trip to (STORE MENTIONED AT Q01) where did that trip start from?

DO NOT READ OUT. ONE ANSWER ONLY. IF THEY SAY ON SCHOOL RUN ASK WHERE THEY STARTED FROM.

- 1 Home
- 2 Work
- 3 Place of higher education (e.g. college / university)
- 4 Family / friends home
- 5 Leisure activity venue (e.g. gym / cinema, etc.)
- 6 Other (PLEASE WRITE IN)
- 7 (Don't know / can't remember)

Not those who said 'Internet / delivery' at Q01

Q09 How did you travel on your last main food shopping trip to (STORE MENTIONED AT Q01)?

DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Car / van (as driver)
- 2 Car / van (as passenger)
- 3 Bus, minibus or coach
- 4 Motorcycle, scooter or moped
- 5 Walk
- 6 Taxi
- 7 Train
- 8 Metro / tram
- 9 Bicycle
- A Mobility scooter / disability vehicle
- B Other (PLEASE WRITE IN)
- C (Don't know / can't remember)

Not those who said 'Internet / delivery' at Q01

Q10 On your last main food shopping trip to (STORE MENTIONED AT Q01), did you combine this trip with any other activities?

DO NOT READ OUT. CAN BE MULTICODED.

- 1 Yes – NON-FOOD shopping
- 2 Yes – other FOOD shopping
- 3 Yes – visiting financial services such as banks / building societies / cash points
- 4 Yes – visiting health service such as doctor, dentist, hospital, opticians
- 5 Yes – visiting other service such as hairdressers, beautician, laundrette, recycling, etc.
- 6 Yes – visiting post office
- 7 Yes – visiting pharmacy / chemist
- 8 Yes – leisure activity (e.g. gym, cinema, ten-pin bowling, etc.)
- 9 Yes – visiting café / pub / restaurant
- A Yes – getting petrol
- B Yes – travelling to / from school / college / university
- C Yes – travelling to / from work
- D Yes – visiting church / place of worship
- E Yes – visiting library
- F Yes – visiting family / friends
- G Yes – going for a walk / walking the dog
- H Yes – window shopping / browsing
- I Yes – other activity (PLEASE WRITE IN)
- J (No activity)
- K (Don't know / can't remember)

Not those who said 'Internet / delivery' at Q01

Q11 Approximately how long on average does it take to travel to (STORE MENTIONED AT Q01)?

DO NOT READ OUT. ONE ANSWER ONLY.

- X Time in minutes: (PLEASE WRITE IN)
- Y (Don't know / can't remember)
- Z (Refused)

Q12 Excluding Christmas shopping, where do you do most of your household's small scale/top-up grocery shopping?

DO NOT READ OUT. ONE ANSWER ONLY.

- | | | |
|-------|----------------------------------|-----------|
| #Conv | Convenience List | GO TO Q13 |
| 502 | Internet / delivered | GO TO Q13 |
| 505 | (Don't know / varies) | GO TO Q17 |
| 506 | (Don't do this type of shopping) | GO TO Q17 |

Q13 How often do you do normally do your small scale/top up top-up grocery shopping at (STORE MENTIONED AT Q12)?

DO NOT READ OUT. ONE ANSWER ONLY.

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

Q14 How much did you spend on your last small scale/top-up grocery shopping trip at (STORE MENTIONED AT Q12)?

DO NOT READ OUT. ONE ANSWER ONLY.

- X To the nearest £: (PLEASE WRITE IN)
- Y (Don't know / can't remember)
- Z (Refused)

Not those who said 'Internet / delivery' at Q12

Q15 How did you travel on your last small scale/top-up food and grocery shopping trip to (STORE MENTIONED AT Q12)?

DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Car / van (as driver)
- 2 Car / van (as passenger)
- 3 Bus, minibus or coach
- 4 Motorcycle, scooter or moped
- 5 Walk
- 6 Taxi
- 7 Train
- 8 Metro / tram
- 9 Bicycle
- A Mobility scooter / disability vehicle
- B Other (PLEASE WRITE IN)
- C (Don't know / can't remember)

Not those who said 'Internet / delivery' at Q12

Q16 On your last small scale/top-up food and grocery shopping trip to (STORE MENTIONED AT Q12), did you combine this trip with any other activities?

DO NOT READ OUT. CAN BE MULTICODED.

- 1 Yes – NON-FOOD shopping
- 2 Yes – other FOOD shopping
- 3 Yes – visiting financial services such as banks / building societies / cash points
- 4 Yes – visiting health service such as doctor, dentist, hospital, opticians
- 5 Yes – visiting other service such as hairdressers, beautician, laundrette, recycling, etc.
- 6 Yes – visiting post office
- 7 Yes – visiting pharmacy / chemist
- 8 Yes – leisure activity (e.g. gym, cinema, ten-pin bowling, etc.)
- 9 Yes – visiting café / pub / restaurant
- A Yes – getting petrol
- B Yes – travelling to / from school / college / university
- C Yes – travelling to / from work
- D Yes – visiting church / place of worship
- E Yes – visiting library
- F Yes – visiting family / friends
- G Yes – going for a walk / walking the dog
- H Yes – window shopping / browsing
- I Yes – other activity (PLEASE WRITE IN)
- J (No activity)
- K (Don't know / can't remember)

READ OUT: We now have a few questions about where you do your household's non-food shopping. In answering these questions the location may be a town, village or city centre, a specific road or area, a retail park, a stand-alone store, or it could be facilities such as the internet, TV shopping or catalogue.

Q17 Excluding Christmas shopping, where does your household do most of its shopping for clothes and footwear?

DO NOT READ OUT. ONE ANSWER ONLY.

- | | | |
|-------|----------------------------------|-----------|
| #Comp | Comparison List | GO TO Q18 |
| 505 | (Don't know / varies) | GO TO Q19 |
| 506 | (Don't do this type of shopping) | GO TO Q19 |

Q18 Excluding Christmas shopping, where else does your household do most of its shopping for clothes and shoes?

DO NOT READ OUT. ONE ANSWER ONLY.

- | | |
|-------|-----------------------|
| #Comp | Comparison List |
| 505 | (Don't know / varies) |
| 507 | (Nowhere else) |

Q19 Excluding Christmas shopping, where does your household do most of its shopping for electric appliances (e.g. fridges, TVs, laptops and kitchen items)?

DO NOT READ OUT. ONE ANSWER ONLY.

- | | |
|-------|----------------------------------|
| #Comp | Comparison List |
| 505 | (Don't know / varies) |
| 506 | (Don't do this type of shopping) |

Q20 Excluding Christmas shopping, where does your household do most of its shopping for furniture, soft furnishings and floor-coverings?

DO NOT READ OUT. ONE ANSWER ONLY.

- #Comp Comparison List
505 (Don't know / varies)
506 (Don't do this type of shopping)

Q21 Excluding Christmas shopping, where does your household do most of its shopping for DIY / hardware and garden items?

DO NOT READ OUT. ONE ANSWER ONLY.

- #Comp Comparison List
505 (Don't know / varies)
506 (Don't do this type of shopping)

Q22 Excluding Christmas shopping, where does your household do most of its shopping for health, beauty and chemist items?

DO NOT READ OUT. ONE ANSWER ONLY.

- #Comp Comparison List
505 (Don't know / varies)
506 (Don't do this type of shopping)

Q23 Excluding Christmas shopping, where does your household do most of its shopping for books, toys and gifts?

DO NOT READ OUT. ONE ANSWER ONLY.

- #Comp Comparison List
505 (Don't know / varies)
506 (Don't do this type of shopping)

Q24 Excluding Christmas shopping, on your last non-food shopping trip for ANY type of non-food item, where did your trip start from?

DO NOT READ OUT. ONE ANSWER ONLY. IF THEY SAY ON SCHOOL RUN ASK WHERE THEY STARTED FROM.

- 1 Home
- 2 Work
- 3 Place of higher education (e.g. college / university)
- 4 Family / friends home
- 5 Leisure activity venue (e.g. gym / cinema, etc.)
- 6 Other (PLEASE WRITE IN)
- 7 (Don't know / can't remember)
- 8 (Last non-food shop was via internet / delivery)

GO TO Q27

Q25 On that last non-food shopping trip, how did you travel there?

DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Car / van (as driver)
- 2 Car / van (as passenger)
- 3 Bus, minibus or coach
- 4 Motorcycle, scooter or moped
- 5 Walk
- 6 Taxi
- 7 Train
- 8 Metro / tram
- 9 Bicycle
- A Mobility scooter / disability vehicle
- B Other (PLEASE WRITE IN)
- C (Don't know / can't remember)

Q26 On that last non-food shopping trip, did you combine that trip with any other activities?

DO NOT READ OUT. CAN BE MULTICODED.

- 1 Yes – FOOD shopping
- 2 Yes – visiting financial services such as banks / building societies / cash points
- 3 Yes – visiting health service such as doctor, dentist, hospital, opticians
- 4 Yes – visiting other service such as hairdressers, beautician, laundrette, recycling, etc.
- 5 Yes – visiting post office
- 6 Yes – visiting pharmacy / chemist
- 7 Yes – leisure activity (e.g. gym, cinema, ten-pin bowling, etc.)
- 8 Yes – visiting café / pub / restaurant
- 9 Yes – getting petrol
- A Yes – travelling to / from school / college / university
- B Yes – travelling to / from work
- C Yes – visiting church / place of worship
- D Yes – visiting library
- E Yes – visiting family / friends
- F Yes – going for a walk / walking the dog
- G Yes – window shopping / browsing
- H Yes – other activity (PLEASE WRITE IN)
- I (No activity)
- J (Don't know / can't remember)

READ OUT: We now have a few questions about leisure activities.

Q27 Which of these leisure activities do you or your household participate in?

READ OUT. CAN BE MULTICODED.

- | | | |
|---|--|-----------|
| 1 | Indoor health or fitness activity (e.g. gym, health club / leisure centre, etc.) | GO TO Q28 |
| 2 | Cinema | GO TO Q29 |
| 3 | Restaurant / café | GO TO Q30 |
| 4 | Bingo | GO TO Q31 |
| 5 | Ten-pin bowling | GO TO Q32 |
| 6 | Trampolining | GO TO Q33 |
| 7 | (None mentioned) | GO TO Q34 |

Those who said 'Indoor health or fitness activity' at Q27

Q28 Where did you or your household last visit for an indoor health or fitness activity?

DO NOT READ OUT. ONE ANSWER ONLY.

#Health Health List

Those who said 'Cinema' at Q27

Q29 Which cinema did you or your household last visit?

DO NOT READ OUT. ONE ANSWER ONLY.

#Cinema Cinema List

Those who said 'Restaurant / café' at Q27

Q30 Where did you or your household last visit to go to a restaurant or café?

DO NOT READ OUT. ONE ANSWER ONLY.

#Social Social List

Those who said 'Bingo' at Q27

Q31 Where did you or your household last visit to play bingo?

DO NOT READ OUT. ONE ANSWER ONLY.

#Bingo Bingo List

Those who said 'Ten-pin bowling' at Q27

Q32 Where did you or your household last visit for ten-pin bowling?

DO NOT READ OUT. ONE ANSWER ONLY.

#TenPin Ten Pin Bowling List

Those who said 'Trampolining' at Q27

Q33 Where did you or your household last visit for trampolining?

DO NOT READ OUT. ONE ANSWER ONLY.

#Tramp Trampolining List

READ OUT: Now thinking about shopping via the internet, TV shopping or mail order.

Q34 What type of goods do you or your household regularly buy via the internet, TV shopping or mail order?

DO NOT READ OUT. CAN BE MULTICODED.

#Goods Internet / TV Shopping Goods List
Y (Don't know)
Z (Nothing / Nothing else)

GO TO Q35
GO TO GEN
GO TO GEN

Q35 Excluding what you've already mentioned - which other goods are you likely to purchase in the future via the internet, TV shopping or mail order?

DO NOT READ OUT. CAN BE MULTICODED.

#Goods Internet / TV Shopping Goods List

Q36 For your last the internet, TV shopping or mail order, how did you receive your goods?

DO NOT READ OUT. ONE ANSWER ONLY.

- | | |
|---|---|
| 1 | Delivered to home |
| 2 | Delivered to work |
| 3 | Delivered to a store of the retailer which I purchased from |
| 4 | Delivered to a pick-up store (e.g. Collect+ at a corner shop) |
| 5 | Delivered to a parcel locker service (e.g. InPost etc.) |
| 6 | Other (PLEASE WRITE IN) |
| 7 | (Don't know / can't remember) |

GEN **Gender of respondent.**
CODE FROM OBSERVATION


- 1 Male
- 2 Female

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

- 1 18 – 24 years
- 2 25 – 34 years
- 3 35 – 44 years
- 4 45 – 54 years
- 5 55 – 64 years
- 6 65+ years
- 7 (Refused)


Thank & close

LITTLEHAMPTON TOWN CENTRE

| Former Waitrose store, Avon Road | |
|---|--|
| Site Name / Address | Former Waitrose store, Avon Road, Littlehampton, BN17 6AT |
| Site Area | Approximately 0.6ha. |
|  | |
| Location (i.e. Within, Edge or Out of Centre) | Located within Littlehampton Town Centre |
| Current Use | Vacant former Waitrose and car park. Vacant since 2015 following the relocation of Waitrose to a new store Rustington. |
| Adjacent Land Uses | There are primarily retail and service units, as well as residential dwellings, to the east, south and west of the site. Existing large building and car park to north of site. |
| Local Plan Designations | <p>The Arun Local Plan Policy Map confirms that the site is subject to the following designations:</p> <ul style="list-style-type: none"> • Within Littlehampton Town Centre (Policy RET SP1) • Within an Economic Growth Area (Policy EMP SP2) • Outside of, but adjacent to, Littlehampton East Street Conversation Area (Policy HER DM3) • The northwest boundary of the unit itself is classed as secondary retail frontage (Policy RET SP1) |
| Key Planning History | <ul style="list-style-type: none"> • The site has planning permission for the demolition of existing buildings & redevelopment comprising 36no. residential units, flexible commercial floorspace and associated works, approved in March 2021 (LU/214/20/PL). It is clear that development did not commence within 3 years of this permission and it has now expired. • Premier Inn held a public exhibition on the proposal for a 130-bedroom hotel with an associated restaurant, parking and landscaping on 12th February 2025 (Premier Inn). |

| | |
|--|---|
| | <p>Littlehampton). This will use all the available site. A planning application was submitted on 24th April 2025 (LU/76/25/PL) for this scheme. The description of development is “<i>Demolition of vacant supermarket building and erection of four-storey hotel with ancillary restaurant, public realm, landscape improvements, retention of associated car park and all associated works</i>”. The target determination date is 29th July 2025.</p> |
| Flood Zone Classification | The site lies within Flood Zone 1, 2 and 3. |
| Servicing / Accessibility | <p>The site is located within the Town Centre and lies within walking distance of local bus routes, with 3 bus stops located south of the unit on Anchor Springs. Littlehampton Railway Station is also within walking distance from the site. The site is considered to be accessible by a range of modes of transport.</p> <p>Vehicular access to the site is provided off East Street via Avon Road, which we consider to be very narrow. The site also benefits from existing car parking associated with the former Waitrose, which accommodates approximately 100 parking spaces.</p> |
| Availability | |
| The site is not being actively marketed. As Premier Inn are actively promoting a scheme on the site with a full planning application submitted in April 2025, the site is not available. | |
| Suitability | |
| The site is clearly too small at 0.6ha, both in its existing form or if redeveloped in its entirety, to accommodate the site area of the Proposed Development. | |
| Viability | |
| The site is not suitable for redevelopment due to being too small for the proposed development. As such, the site is unviable. | |
| Overall Conclusion | |
| The site is not available, suitable or viable for the Proposed Development. | |

OTHER IDENTIFIED SITES

| North Littlehampton / Hampton Park Masterplan Local Centre | |
|---|---|
| Site Name / Address | North Littlehampton Masterplan / Hampton Park: Permitted Local Centre |
| Site Size | The Local Centre within the wider Masterplan area is approximately 7.1 ha. The retail area is smaller being approximately 0.73 ha. |
|  | |
| Location (i.e. Within, Edge or Out of Centre) | Outside of, and c.2km north of, Littlehampton Town Centre |
| Current Use | Undeveloped, low-lying grazing marshes and other grassland. |
| Adjacent Land Uses | To the north of the site is further grassland and marshland. To the east, south and west of the site is residential development associated with the wider North Littlehampton Masterplan area. |
| Local Plan Designations | <p>The Arun Local Plan Policy Map confirms that the site is subject to the following designations:</p> <ul style="list-style-type: none"> • Committed Housing Allocation • Strategic Employment Site: (6) North Littlehampton (Policy EMP SP3) • Committed Safeguarded Main Road (Policy T SP3) • Existing Open Space (OSR DM1) • Biodiversity Opportunity Area (Policy ENV DM3) |
| Key Planning History | <p>The proposed Local Centre forms part of a wider urban extension, of which the planning history is as follows:</p> <ul style="list-style-type: none"> • Outline planning permission was obtained in January 2013 for the demolition of existing buildings and structures, up to 1,260 residential dwellings, up to 13,000 sqm of B1 employment floorspace, up to 3,500 sqm of Class A local facilities, a 100 bed hotel, 60 bed care home, a new 2 Form Entry primary school, community centre, youth and leisure facilities, combined heat & power plant, extension to existing |

| | |
|--|--|
| | <p>household recycling centre, landscaping, replacement and additional allotments, multi-functional green infrastructure including sports pitches, informal open space, children's play areas, primary vehicular access from a new access from the A259 bridging over the railway line with additional access from Mill Lane & Toddington Lane. (LU/47/11).</p> <ul style="list-style-type: none"> • Following this application, reserved matters relating to access, dwellings, the spine road, and landscaping have been approved. The most recent reserved matters application was approved in August 2022. There is no reserved matters application or approval for the Local Centre. |
| Flood Zone Classification | Flood Zone 1, however directly adjacent to areas of Flood Zone 3. |
| Servicing / Accessibility | The site is located approximately 2km north of the Town Centre and is accessible by car via Nightingale Road. The proposed Local Centre is located around an existing roundabout, which is proposed to be replaced by the Lyminster Bypass. There are a number of proposals comprised within the wider urban extension application, including a new bus route which will serve the proposed Local Centre and will facilitate connectivity to the Town Centre. |
| Availability | |
| The commercial land at the proposed Local Centre is being actively advertised, and as such, is considered to be available. | |
| Suitability | |
| Based on the land allocated for retail use comprising 0.73ha, the site is clearly too small to accommodate the Proposed Development. The permitted floorspace is also lower than the size of the Proposed Development. Even if additional land within the proposed Local Centre was used to accommodate the Proposed Development, this would compromise the ability for the proposed Local Centre to provide the approved hotel and other commercial uses. | |
| Viability | |
| Due to the configuration of the site and size of the site, it is not considered to be a viable option for the proposed development as it would lead to a compromised scheme. | |
| Overall Conclusion | |
| While the site is currently available, it is considered to be both unsuitable and unviable for the Proposed Development. | |

The Windmill, Coastguard Road, Littlehampton

| | |
|----------------------------|---|
| Site Name / Address | The Windmill, Coastguard Road, Littlehampton BN17 5LH |
|----------------------------|---|

| | |
|------------------|--|
| Site Size | The site itself comprises c. 910m ² . |
|------------------|--|



| | |
|--|--|
| Location (i.e. Within, Edge or Out of Centre) | Outside of, and approximately 520m south east of, Littlehampton Town Centre. |
|--|--|

| | |
|--------------------|-------------------------------|
| Current Use | Entertainment centre / cinema |
|--------------------|-------------------------------|

| | |
|---------------------------|--|
| Adjacent Land Uses | The site is bound by other leisure uses, such as a mini-golf site, Harbour Park Amusements to the west, East Beach to the south, West Green car park to the north, and open green space to the east, which is currently being redeveloped. |
|---------------------------|--|

| | |
|--------------------------------|---|
| Local Plan Designations | <p>The Arun Local Plan Policy Map confirms that the site is subject to one designation, that being part of the wider Economic Growth Area (Policy EMP SP2).</p> <p>The site is designated in the Littlehampton Neighbourhood plan as Leisure Provision (Policy 11 & 12), which supports the refurbishment or redevelopment of the site for leisure purposes only.</p> |
|--------------------------------|---|

| | |
|-----------------------------|---|
| Key Planning History | The Windmill forms part of a wider permission which was approved in December 2023 for the regeneration and transformation of Littlehampton Seafront to provide improved facilities and spaces for sport, arts and recreation (LPA ref: LU/246/23/PL). |
|-----------------------------|---|

| | |
|----------------------------------|--|
| Flood Zone Classification | The site is located within Flood Zone 3. |
|----------------------------------|--|

| | |
|----------------------------------|---|
| Servicing / Accessibility | The site is accessed off South Terrace Road via Windmill Road. It is located within walking distance from Littlehampton Railway Station, and benefits from numerous bus stops along South |
|----------------------------------|---|

| | |
|---|---|
| | Terrace Road. In addition, there is a large car park directly north of the Site, allowing for easy access to the site for vehicles. |
| Availability | |
| The site is not available, being in active use as a cinema which has recently undergone refurbishment. | |
| Suitability | |
| The site is clearly too small to accommodate the Proposed Development, and the position of the site, between East Beach and residential dwellings, would not be a suitable location for the Proposed Development. | |
| Viability | |
| For the reasons outlined above, the site is not viable for the Proposed Development. | |
| Overall Conclusion | |
| The site is unavailable, unsuitable and unviable for the Proposed Development. The site is therefore not sequentially preferable to the Application Site. | |

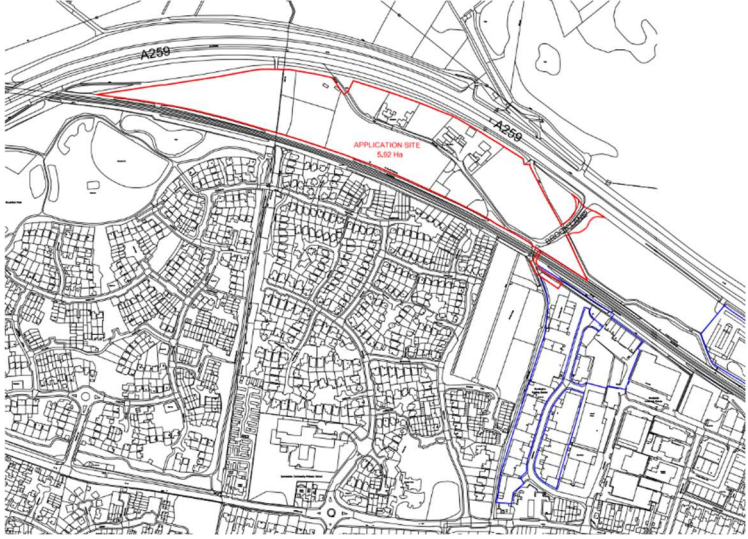
Land at Paterson Wilson Road, Littlehampton

| | |
|----------------------------|---|
| Site Name / Address | Land at Paterson Wilson Road, Littlehampton, BN17 6AR |
| Site Size (ha) | Approximately 0.81 hectares. |



| | |
|--|---|
| Location (i.e. Within, Edge or Out of Centre) | Located outside of, and c. 240m north east of, Littlehampton Town Centre. |
| Current Use | The site currently comprises Littlehampton Police Station, the Littlehampton Ambulance Station, and an area of hardstanding in use as a car park. At the time of our visit, the Littlehampton Ambulance Station was being marketed for sale. |
| Adjacent Land Uses | To the north, east and south of the site is residential development, with the National Probation Service council building and a nursing home also situated to the south. To the west of the site is a primary school and associated playing field. |
| Local Plan Designations | <p>The Arun Local Plan Policy Map confirms that the site is subject to the following designations:</p> <ul style="list-style-type: none"> • Within the Built-up Area Boundary (Policy SD SP2) • Housing Site in Neighbourhood Plan <p>Within the Littlehampton Neighbourhood Plan, land at the Police Station, Patterson Wilson Road for the development of a business incubator facility comprises E(g)(i) and E(g)(ii) uses. The Neighbourhood Plan policies map designates the southernmost Police Station building and the area of hardstanding south of this for this use. Immediately north of the incubator designation is a Housing Allocation, which comprises the rest of the site, Police Station buildings and vacant former Ambulance Station.</p> |
| Key Planning History | Planning permission was granted in June 2024 for the demolition of existing building and construction of 9no. flats with associated |

| | |
|--|--|
| | development including parking, landscaping and bin/bicycle storage at the former Ambulance Station and associated car park. |
| Flood Zone Classification | Most of the site falls within Flood Zone 1, with a small portion of the south boundary, where the site is accessed, falling into Flood Zones 2 and 3. |
| Servicing / Accessibility | The site's primary access is off East Street via Paterson Wilson Road, which is a narrow road. There is an additional access to the north of the site off Cornwall Street via Paterson Wilson Road, however this is secured by a steel gate, with a sign indicating that this is 'Police Only'. This section of Paterson Wilson Road is also very narrow and comprises a small residential cul-de-sac. |
| Availability | |
| The wider site is occupied by active uses, including the Littlehampton Police Station units and the associated car park. While the former Ambulance Station has permission for demolition and redevelopment as 9 flats and ancillary works, this unit is still being actively marketed for commercial uses. Therefore, we consider the former Ambulance Station and associated car park to be available. | |
| Suitability | |
| The wider site itself is clearly far too small to accommodate the Proposed Development, comprising approximately 0.81 hectares, however the only available unit at the site is just 0.139 hectares. As such, the site is clearly unsuitable for the Proposed Development. | |
| Viability | |
| N/A | |
| Overall Conclusion | |
| The site is largely unavailable and unsuitable for the Proposed Development. | |

| Land west of Brook Lane and south of A259, Angmering | |
|--|--|
| Site Name / Address | Land west of Brook Lane and South of A259, Angmering, BN16 3JL |
| Site Size | Approximately 5.92 ha. |
|  | |
| Location (i.e. Within, Edge or Out of Centre) | Outside of, and approximately 2.2km north east of, Littlehampton Town Centre, and 1.3km north west of Rustington Local Service Centre. |
| Current Use | Undeveloped grassland and grazing land. |
| Adjacent Land Uses | Open fields and golf course north of the site and A259, existing residential development to the south, existing commercial development to the west and east. |
| Local Plan Designations | <p>The Arun Local Plan Policy Map confirms that the site is subject to the following designations:</p> <ul style="list-style-type: none"> • Part within the Built-up Area Boundary (Policy SD SP2) • Existing Open Space (Policy OSR DM1) • Biodiversity Opportunity Area (Policy ENV DM3) |
| Key Planning History | <p>An outline application was granted permission in January 2018 for a mixed use development comprising up to 90 dwellings, a care home and ancillary facilities and works (LPA ref. A/169/17/OUT). Reserved matters for access were approved in October 2018 (LPA ref. A/83/18/RES), with reserved matters for appearance, landscaping, layout and scale approved in November 2021 (LPA ref. A/26/21/RES).</p> <p>In February 2023, planning permission was sought for the demolition of existing structures on the site and the erection of an employment park for Use Class E(g)(ii) and B8 floorspace and ancillary works (LPA ref. A/39/23/PL). This is undergoing consideration.</p> |

| | |
|---|---|
| Flood Zone Classification | Flood Zone 1. |
| Servicing / Accessibility | The site is bound by the north by the A259, and a railway line to the south. Proposed access to the site off the A259, via a new roundabout. A pedestrian/cyclist footbridge has also been proposed over the railway line, providing enhanced connectivity to neighbouring residential and commercial development. The nearest bus stop to the site is c. 450m from the site. |
| Availability | |
| The site is not available and is currently awaiting a decision on a planning application for the development of an employment park at the site. | |
| Suitability | |
| Whilst it is closer to existing retail uses along the A259 corridor it is no more accessible than the Site to defined centres. It is therefore not sequentially preferable. | |
| Viability | |
| N/A | |
| Overall Conclusion | |
| The site is unavailable and unsuitable. | |

Land North of Water Lane, Angmering

| | |
|----------------------------|---|
| Site Name / Address | Land North of Water Lane, Angmering, BN16 4EU |
| Site Size | 32.9 hectares. |



| | |
|--|--|
| Location (i.e. Within, Edge or Out of Centre) | Outside of any designated Centre. Located c. 3.1km north east of Rustington Local Service Centre, and c. 4.5km north east of Littlehampton Town Centre. |
| Current Use | Agricultural land in arable and livestock grazing use, with a small section in the north east corner accommodating a motor racing circuit. |
| Adjacent Land Uses | The site is bound to the north by the A27, to the south by Water Lane, and to the west by Dappers Lane, with existing business and residential properties. |
| Local Plan Designations | The Arun Local Plan Policy Map confirms that the site is subject to the following designations: <ul style="list-style-type: none"> • Within the Built-up Area Boundary (Policy SD SP2) • Site Specific Strategic Housing Allocation - SD9 (Policy H SP1 and SP2c) • Strategic Employment Site - 7 (Angmering) (Policy EMP SP3) |
| Key Planning History | Outline planning permission was granted in May 2022 for the development of up to 525 residential dwellings 3 ha of employment land (Class B1), public open space, play areas, access, associated infrastructure and landscaping (LPA ref. A/40/18/OUT). Reserved matters were approved in August 2022 for 525 dwellings, parking, landscaping, play areas and public open space (LPA ref. A/256/21/RES). |

| | |
|---|--|
| | Subsequently, various applications have been granted approval in relation to this site, comprising discharge of condition applications, S73 applications, and NMA applications, with the most recent of these being an application for approval of details required by the S106 agreement in February 2025, which is awaiting a decision (LPA ref. A/37/25/AOO). |
| Flood Zone Classification | Flood Zone 1. |
| Servicing / Accessibility | The main access to the site is off Water Lane, and a vehicular access to Dappers Lane is proposed. In addition, pedestrian access is provided at the site access with Water Lane and at 3 additional locations along Dappers Lane. There is an existing footpath through the site providing connectivity between Water Lane and Dappers Lane, which is proposed to be improved for pedestrian and cycle use. Angmering High Street and village centre is located within a 10 minute walk from the site, providing services such as newsagents, local shops and facilities. A bus connection to Dappers Lane to divert existing services into the site along with 2 bus stops are proposed within the site. |
| Availability | |
| The employment development site within the wider site is available and is being actively marketed. | |
| Suitability | |
| The site is further from defined Centres than the Application Site and is no more accessible than the Site to defined centres. It is therefore not sequentially preferable. | |
| Viability | |
| N/A | |
| Overall Conclusion | |
| The site is available but unsuitable. | |

| Land at Arundel Road, Angmering | |
|--|--|
| Site Name / Address | Land off Arundel Road, Angmering, BN16 4ET |
| Site Size | 9.1 hectares |
| | |
| Location (i.e. Within, Edge or Out of Centre) | Outside of any designated Centre. Located c. 3.1km north east of Rustington Local Service Centre, and c. 5km north east of Littlehampton Town Centre. |
| Current Use | Most of the site comprises open countryside in agricultural use, as well as residential development to the east of the site, and an existing industrial site to the south east corner of the site. |
| Adjacent Land Uses | The site is bounded to the north by Steyne Wood and to the north west by Decoy Spring and ponds. To the south of the site is playing fields, sports pitches, a sports pavilion and MUGA. Open agricultural fields adjoin the site to the west. |
| Local Plan Designations | The site is not allocated for any specific use in the Arun Local Plan Policies Map, however it is adjacent to Local Green Space to the west and south of the site. |
| Key Planning History | <p>Outline planning permission was granted in March 2020 for the erection of up to 160 dwellings with public open space, landscaping and SuDS, vehicular access, and up to 1,393sqm of Use Class E(g)(i) / B2 units with associated parking provision and vehicular access, and provision of land expansion of the existing sports pitch (LPA ref. A/122/19/OUT).</p> <p>Subsequently, various conditions relating to this outline application have been discharged, and reserved matters for 160 dwellings and associated public open space, landscaping, parking, ecological mitigation and earthworks was approved in March 2024 (LPA ref. A/282/22/RES). Reserved matters for the layout, scale, appearance and landscaping for the commercial units was refused in July 2023 (LPA ref. A/282/22/RES), and no additional reserved matters applications relating to the commercial buildings has been approved as of yet.</p> |

| | |
|--|--|
| Flood Zone Classification | Flood Zone 1. |
| Servicing / Accessibility | <p>Vehicular access into the site is currently taken via an existing access from Arundel Road in the north eastern corner of the site, along with existing access close to the commercial area in the south eastern corner of the site to be used as a secondary access.</p> <p>The nearest bus stop is located 600m south of the application site on Arundel Road, and Angmering train station is located approximately 1.6 miles from the site, offering rail links to Southampton, Portsmouth, Brighton and Bognor Regis.</p> |
| Availability | |
| The commercial aspect of the site is not currently being actively marketed, with no reserved matters having been approved in this regard as of yet. As such, it is unlikely that the site will become available within a reasonable time period. | |
| Suitability | |
| The site is further from defined Centres than the Application Site and is no more accessible than the Site to defined centres. It is therefore not sequentially preferable. | |
| Viability | |
| N/A | |
| Overall Conclusion | |
| The site is unavailable and unsuitable. | |

LAND AT NORWAY LANE, LITTLEHAMPTON - RETAIL IMPACT ASSESSMENT (MAY 2025)

TABLE 1

ESTIMATED STUDY AREA POPULATION AND CONVENIENCE GOODS EXPENDITURE

| Inputs | Year | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Total |
|--|-------------|--------|--------|-------|--------|-------|--------|--------|-------|--------|---------|
| | 2025 | | | | | | | | | | |
| Population | | 14,570 | 12,602 | 7,357 | 22,898 | 8,161 | 38,836 | 28,365 | 5,167 | 10,661 | 148,617 |
| Expenditure Per Head (£) | | 2,726 | 2,484 | 2,760 | 3,058 | 2,900 | 2,849 | 2,857 | 3,329 | 2,874 | - |
| Total Expenditure (£m) | | 39.72 | 31.31 | 20.31 | 70.01 | 23.66 | 110.64 | 81.05 | 17.20 | 30.64 | 424.54 |
| | 2028 | | | | | | | | | | |
| Population | | 14,946 | 12,986 | 7,509 | 23,185 | 8,397 | 39,346 | 28,819 | 5,254 | 10,948 | 151,390 |
| Expenditure Per Head (£) | | 2,679 | 2,442 | 2,713 | 3,005 | 2,850 | 2,800 | 2,808 | 3,272 | 2,825 | - |
| Total Expenditure (£m) | | 40.05 | 31.71 | 20.37 | 69.68 | 23.93 | 110.17 | 80.93 | 17.19 | 30.92 | 424.94 |
| Expenditure Change: 2025-2028 (£m) | | 0.33 | 0.40 | 0.06 | -0.34 | 0.27 | -0.47 | -0.12 | -0.01 | 0.28 | 0.40 |

Notes:

1. Study Area plan provided at Appendix 4.
2. Population figures are Census 2021 actual with projections sourced from Experian specific to the Study Area.
3. Expenditure per head figures sourced from Experian specific to the Study Area and presented at 2023 price base.
4. Expenditure per head projections based on forecasts and a deduction for Special Forms of Trading in accordance with Retail Planner Briefing Note 22 (Experian, March 2025).
5. Figures may not cast due to rounding.

LAND AT NORWAY LANE, LITTLEHAMPTON - RETAIL IMPACT ASSESSMENT (MAY 2025)

TABLE 2

ESTIMATED STUDY AREA POPULATION AND COMPARISON GOODS EXPENDITURE

| Inputs | Year | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Total |
|----------------------------|-------------|--------|--------|-------|--------|-------|--------|--------|-------|--------|---------|
| | 2025 | | | | | | | | | | |
| Population | | 14,570 | 12,602 | 7,357 | 22,898 | 8,161 | 38,836 | 28,365 | 5,167 | 10,661 | 148,617 |
| Expenditure Per Head (£) | | 2,921 | 2,653 | 3,114 | 3,369 | 3,412 | 3,194 | 3,238 | 4,033 | 3,388 | - |
| Total Expenditure (£m) | | 42.55 | 33.43 | 22.91 | 77.14 | 27.84 | 124.03 | 91.85 | 20.84 | 36.12 | 476.72 |
| | 2028 | | | | | | | | | | |
| Population | | 14,946 | 12,986 | 7,509 | 23,185 | 8,397 | 39,346 | 28,819 | 5,254 | 10,948 | 151,390 |
| Expenditure Per Head (£) | | 3,063 | 2,782 | 3,266 | 3,534 | 3,579 | 3,350 | 3,396 | 4,230 | 3,554 | - |
| Total Expenditure (£m) | | 45.78 | 36.13 | 24.53 | 81.92 | 30.05 | 131.80 | 97.88 | 22.23 | 38.91 | 509.23 |
| Expenditure Change: | | | | | | | | | | | |
| 2025-2028 (£m) | | 3.23 | 2.70 | 1.62 | 4.78 | 2.20 | 7.77 | 6.03 | 1.39 | 2.79 | 32.51 |

Notes:

1. Study Area plan provided at Appendix 4.
2. Population figures are Census 2021 actual with projections sourced from Experian specific to the Study Area.
3. Expenditure per head figures sourced from Experian specific to the Study Area and presented at 2023 price base.
4. Expenditure per head projections based on forecasts and a deduction for Special Forms of Trading in accordance with Retail Planner Briefing Note 22 (Experian, March 2025).
5. Figures may not cast due to rounding.

LAND AT NORWAY LANE, LITTLEHAMPTON - RETAIL IMPACT ASSESSMENT (MAY 2025)

TABLE 3A

PROPOSED SCHEME SIZE & ESTIMATED TURNOVER AT 2025

| Unit / Tenant | Floorspace (sq.m gross) | Floorspace (sq.m net) | Goods Type | Turnover per sq.m (£ per sq.m) | Total Turnover (£m) | Turnover from Study Area (%) | Study Area Turnover (£m) |
|---------------------------|-------------------------|-----------------------|-----------------|--------------------------------|---------------------|------------------------------|--------------------------|
| Unit A1 (Non Food) | 1,922 | 964 | Comparison | 6,000 | 5.79 | 95 | 5.50 |
| | | | Convenience | 6,000 | 2.48 | 95 | 2.36 |
| Unit A2 (Food) | 2,906 | 1,858 | Convenience | 11,000 | 20.44 | 95 | 19.42 |
| Unit A3 (Food & Beverage) | 140 | 0 | Food & Beverage | - | - | - | - |
| Unit A4 (Non Food) | 929 | 743 | Comparison | 6,000 | 4.46 | 95 | 4.24 |
| Unit A5 (Lidl) | 2,066 | 1,181 | Convenience | 7,169 | 8.47 | 95 | 8.04 |
| | | | Comparison | 4,328 | 1.28 | 95 | 1.21 |
| Unit A6 (Non Food) | 2,040 | 1,469 | Comparison | 6,000 | 8.81 | 95 | 8.37 |
| | | | Convenience | 6,000 | 0.98 | 95 | 0.93 |
| Unit A7 (Non Food) | 1,027 | 822 | Comparison | 6,000 | 4.93 | 95 | 4.68 |
| Unit A8 (Non Food) | 1,008 | 806 | Comparison | 6,000 | 4.84 | 95 | 4.60 |
| Unit A9 (Gym) | 507 | 0 | Comparison | - | - | - | - |
| Total Convenience Goods | - | 3,615 | - | - | 32.36 | - | 30.74 |
| Total Comparison Goods | - | 5,100 | - | - | 30.10 | - | 28.60 |
| Total | 12,545 | 8,715 | - | - | 62.47 | - | 59.34 |

Notes:

1. Turnover based on Freeths estimate in absence of named retailer. Named retailer based on Global Data 2025 at 2023 prices.
2. Gross floorspace based on scheme gross floorspace provided by Architect. Freeths estimate of 80% as sales area unless provided by named/anticipated retailer.
3. Table assumes 100% convenience goods in the Foodstores with comparison goods to be ancillary only, unless stated.
4. Floorspace excludes ancillary plant area.
5. Figures may not cast due to rounding.

TABLE 3B**PROPOSED ALTERNATIVE SCHEME LAYOUT SIZE & ESTIMATED TURNOVER AT 2025**

| Unit / Tenant | Floorspace (sq.m gross) | Floorspace (sq.m net) | Goods Type | Turnover per sq.m (£ per sq.m) | Total Turnover (£m) | Turnover from Study Area (%) | Study Area Turnover (£m) |
|---------------------------|-------------------------|-----------------------|-----------------|--------------------------------|---------------------|------------------------------|--------------------------|
| Unit A1 (Non Food) | 1,922 | 964 | Comparison | 6,000 | 5.79 | 95 | 5.50 |
| | | | Convenience | 6,000 | 2.48 | 95 | 2.36 |
| Unit A2 (Food) | 2,906 | 1,858 | Convenience | 11,000 | 20.44 | 95 | 19.42 |
| Unit A3 (Food & Beverage) | 140 | 0 | Food & Beverage | - | - | - | - |
| Unit A4 (Non Food) | 929 | 743 | Comparison | 6,000 | 4.46 | 95 | 4.24 |
| Unit A5 (Lidl) | 2,066 | 1,181 | Convenience | 7,169 | 8.47 | 95 | 8.04 |
| | | | Comparison | 4,328 | 1.28 | 95 | 1.21 |
| Units A6-A9 (DIY / Bulky) | 5,460 | 4,368 | Comparison | 5,000 | 21.84 | 95 | 20.75 |
| Total Convenience Goods | - | 3,452 | - | - | 31.38 | - | 29.81 |
| Total Comparison Goods | - | 6,371 | - | - | 33.36 | - | 31.69 |
| Total | 13,423 | 9,823 | - | - | 64.75 | - | 61.51 |

Notes:

1. Turnover based on Freeths estimate in absence of named retailer. Named retailer based on Global Data 2025 at 2023 prices.
2. Gross floorspace based on scheme gross floorspace provided by Architect. Freeths estimate of 80% as sales area unless provided by named/anticipated retailer.
3. Table assumes 100% convenience goods in the Foodstores with comparison goods to be ancillary only, unless stated.
4. Floorspace in Units A6-A9 includes external garden centre.
5. Floorspace excludes ancillary plant area.
6. Figures may not cast due to rounding.

LAND AT NORWAY LANE, LITTLEHAMPTON - RETAIL IMPACT ASSESSMENT (MAY 2025)

TABLE 4

EXISTING CONVENIENCE GOODS MARKET SHARE AT 2025

| Location & Store | Zone | | | | | | | | |
|--|--------------|--------------|--------------|--------------|-------------|-------------|-------------|-------------|-------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| Zone 1 - Littlehampton South | | | | | | | | | |
| - | - | - | - | - | - | - | - | - | - |
| Zone 2 - Littlehampton North | | | | | | | | | |
| Farmfoods, Wick Local Centre | 0.8% | 1.5% | 2.5% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.3% |
| Morrisons, Hawthorn Road, Wick | 9.3% | 20.4% | 7.8% | 0.5% | 0.8% | 0.0% | 0.0% | 5.2% | 1.0% |
| Zone 2 Local Stores / Other | 0.0% | 2.6% | 2.5% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Zone 2 Sub-Total | 10.0% | 24.5% | 12.9% | 0.5% | 0.8% | 0.0% | 0.0% | 5.2% | 1.3% |
| Zone 3 - Climping & Littlehampton Central | | | | | | | | | |
| Iceland, Surrey Street, Littlehampton Town Centre | 6.4% | 0.0% | 0.9% | 0.4% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Lidl, New Road, Littlehampton Town Centre | 11.0% | 4.3% | 15.3% | 1.3% | 0.5% | 2.3% | 0.0% | 0.8% | 1.3% |
| Sainsbury's, High Street, Littlehampton Town Centre | 5.8% | 8.8% | 20.0% | 0.4% | 2.7% | 0.2% | 0.0% | 0.0% | 0.8% |
| Littlehampton Town Centre Sub-Total | 23.2% | 13.1% | 36.2% | 2.0% | 3.2% | 2.5% | 0.0% | 0.8% | 2.0% |
| Tesco Extra, Broad Piece, Wick | 20.2% | 34.5% | 17.4% | 8.9% | 4.5% | 0.0% | 0.0% | 15.5% | 23.7% |
| Zone 3 Local Stores / Other | 0.0% | 0.0% | 1.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Zone 3 Sub-Total | 43.4% | 47.5% | 54.6% | 10.9% | 7.7% | 2.5% | 0.0% | 16.3% | 25.8% |
| Zone 4 - Rustington & East Preston | | | | | | | | | |
| Iceland, Churchill Parade, Rustington Town Centre | 0.4% | 0.0% | 0.9% | 1.9% | 0.3% | 0.0% | 0.0% | 0.0% | 0.0% |
| Tesco Express, The Street, Rustington Town Centre | 2.3% | 0.2% | 0.1% | 3.8% | 0.3% | 0.0% | 0.0% | 0.0% | 0.0% |
| Waitrose, Broadmark Lane, Rustington Town Centre | 2.3% | 0.0% | 2.0% | 18.1% | 5.1% | 0.4% | 0.4% | 3.2% | 2.2% |
| Rustington Local Service Centre Other Stores | 0.0% | 0.0% | 0.0% | 1.5% | 0.3% | 0.0% | 0.0% | 0.0% | 0.0% |
| Rustington Local Service Centre Sub-Total | 5.1% | 0.2% | 2.9% | 25.4% | 5.8% | 0.4% | 0.4% | 3.2% | 2.2% |
| Tesco Express, Finisterre Way Local Centre | 6.0% | 1.9% | 1.9% | 0.2% | 3.6% | 1.1% | 0.0% | 0.4% | 0.0% |
| Aldi, Manor Retail Park, Rustington | 9.7% | 4.2% | 7.9% | 7.4% | 14.4% | 2.2% | 4.6% | 0.0% | 2.3% |
| Sainsbury's, Rustington Retail Park, Rustington | 7.9% | 4.6% | 8.8% | 36.4% | 39.9% | 7.7% | 3.1% | 11.8% | 0.5% |
| East Preston Local Stores | 0.0% | 0.0% | 0.0% | 5.7% | 2.8% | 0.0% | 0.0% | 0.0% | 0.0% |
| Zone 4 Local Stores / Other | 0.0% | 0.0% | 1.1% | 0.2% | 0.5% | 0.2% | 0.0% | 0.0% | 0.0% |
| Zone 4 Sub-Total | 28.7% | 11.0% | 22.6% | 75.2% | 67.1% | 11.6% | 8.1% | 15.4% | 5.0% |
| Zone 5 - Angmering | | | | | | | | | |
| Co-op, The Square, Angmering | 0.0% | 0.0% | 0.4% | 1.2% | 8.9% | 0.0% | 0.2% | 0.0% | 0.0% |
| Zone 5 Sub-Total | 0.0% | 0.0% | 0.4% | 1.2% | 8.9% | 0.0% | 0.2% | 0.0% | 0.0% |
| Zone 6 - Ferring & Goring by Sea | | | | | | | | | |
| Goring District Centre Stores | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 3.0% | 0.5% | 0.0% | 0.0% |
| Asda, Littlehampton Road, Ferring | 9.3% | 6.6% | 4.0% | 9.3% | 8.0% | 7.5% | 4.2% | 0.0% | 0.0% |
| Zone 6 Local Stores / Other | 1.0% | 0.0% | 0.8% | 0.2% | 0.7% | 14.1% | 0.3% | 0.0% | 0.0% |
| Zone 6 Sub-Total | 10.4% | 6.6% | 4.8% | 9.5% | 8.6% | 24.6% | 5.0% | 0.0% | 0.0% |
| Zone 7 - Findon & Clapham | | | | | | | | | |
| Findon Local Stores | 0.0% | 0.0% | 0.0% | 0.0% | 1.3% | 0.0% | 1.6% | 0.0% | 0.0% |
| Durrington Local Stores | 0.9% | 2.3% | 0.0% | 1.3% | 0.3% | 2.4% | 8.1% | 0.0% | 0.0% |
| Zone 7 Local Stores / Other | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.2% | 9.0% | 0.0% | 0.0% |
| Zone 7 Sub-Total | 0.9% | 2.3% | 0.0% | 1.3% | 1.6% | 2.6% | 18.7% | 0.0% | 0.0% |
| Zone 8 - Arundel | | | | | | | | | |
| Arundel Local Service Centre Stores | 0.0% | 0.2% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 25.1% | 0.3% |
| Zone 8 Local Stores / Other | 0.0% | 0.0% | 0.0% | 0.2% | 0.0% | 0.0% | 2.5% | 1.8% | 0.0% |
| Zone 8 Sub-Total | 0.0% | 0.2% | 0.0% | 0.2% | 0.0% | 0.0% | 2.5% | 26.9% | 0.3% |
| Zone 9 - Slindon & Yapton | | | | | | | | | |
| Yapton Local Stores | 0.0% | 0.0% | 0.4% | 0.0% | 0.0% | 0.0% | 0.0% | 2.2% | 5.8% |
| Slindon Local Stores | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.6% |
| Zone 9 Local Stores / Other | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 1.1% |
| Zone 9 Sub-Total | 0.0% | 0.0% | 0.4% | 0.0% | 0.0% | 0.0% | 0.0% | 2.2% | 7.5% |
| Outside Study Area | | | | | | | | | |
| Barnham Local Stores | 0.0% | 0.0% | 0.1% | 0.0% | 0.0% | 0.0% | 0.0% | 0.4% | 18.6% |
| Aldi, Saltbox Road, Bognor Regis | 0.0% | 0.0% | 1.1% | 0.0% | 0.0% | 0.0% | 0.0% | 6.0% | 4.0% |
| Morrisons, Bedford Street, Bognor Regis | 0.0% | 0.0% | 0.2% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.5% |
| Sainsbury's, Shripney Road, Bognor Regis | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 1.2% | 7.4% |
| Tesco Extra, Shripney Road, Bognor Regis | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 1.5% |
| Other Bognor Regis Stores | 0.0% | 0.0% | 0.4% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Brighton Stores | 0.0% | 0.1% | 0.0% | 0.0% | 0.0% | 0.4% | 0.0% | 0.0% | 0.0% |
| Lidl, Westhampnett Road, Chichester | 0.0% | 0.4% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.8% | 0.5% |
| Aldi, Bamfield Road, Chichester | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 1.6% | 4.6% |
| Sainsbury's, Westhampnett Road, Chichester | 0.0% | 2.3% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 4.8% | 13.2% |
| Tesco Extra, Fishburne Road East, Chichester | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 3.0% |
| Other Chichester Stores | 3.0% | 0.1% | 0.0% | 0.2% | 0.0% | 0.0% | 0.4% | 1.0% | 1.3% |
| Portslade Stores | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 1.7% | 0.0% | 0.0% |
| Pulborough Stores | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 7.6% | 0.3% |
| Storrington Stores | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 4.7% | 0.0% |
| Walberton Stores | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 2.1% |
| Lidl, Downlands Retail Park, Worthing | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 3.2% | 1.4% | 0.0% | 0.0% |
| Lidl, North Street, Worthing | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 3.8% | 0.0% | 0.0% | 0.0% |
| Morrisons, Newland Street, Worthing | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 5.6% | 0.4% | 0.0% | 0.0% |
| M&S, Montague Street, Worthing | 0.0% | 0.0% | 0.0% | 0.0% | 3.0% | 2.4% | 1.5% | 0.0% | 0.0% |
| Sainsbury's, Downlands Retail Park, Worthing | 0.2% | 0.0% | 0.0% | 0.0% | 0.0% | 1.1% | 6.0% | 0.0% | 0.0% |
| Tesco Extra, West Durrington, Worthing | 2.2% | 0.0% | 0.1% | 0.6% | 0.0% | 30.7% | 45.9% | 0.0% | 0.0% |
| Waitrose, High Street, Worthing | 1.0% | 0.0% | 0.1% | 0.2% | 1.3% | 3.4% | 2.6% | 0.0% | 0.0% |
| Other Worthing Stores | 0.0% | 0.0% | 2.1% | 0.0% | 0.2% | 7.6% | 3.4% | 0.8% | 0.0% |
| Other Non-Study Area Stores | 0.3% | 4.9% | 0.2% | 0.2% | 0.8% | 0.5% | 2.2% | 5.4% | 3.4% |
| Outside Study Area Sub-Total | 6.8% | 7.8% | 4.3% | 1.2% | 5.3% | 58.7% | 65.5% | 34.1% | 60.3% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Notes:

- Market shares derived from household survey undertaken in January/February 2025 specific to study area.
- Market share assumes 70/30 split between main and top-up shopping.
- Figures may not cast due to rounding.

LAND AT NORWAY LANE, LITTLEHAMPTON - RETAIL IMPACT ASSESSMENT (MAY 2025)

TABLE 5

ESTIMATED CONVENIENCE GOODS TURNOVER AT 2025

| Location & Store | Zone | | | | | | | | |
|--|--------------|--------------|--------------|--------------|--------------|---------------|--------------|--------------|--------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| Zone 1 - Littlehampton South | | | | | | | | | |
| - | - | - | - | - | - | - | - | - | - |
| Zone 2 - Littlehampton North | | | | | | | | | |
| Farmfoods, Wick Local Centre | 0.31 | 0.47 | 0.51 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.09 |
| Morrisons, Hawthorn Road, Wick | 3.68 | 6.38 | 1.59 | 0.38 | 0.18 | 0.00 | 0.00 | 0.90 | 0.30 |
| Zone 2 Local Stores / Other | 0.00 | 0.82 | 0.51 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Zone 2 Sub-Total | 3.98 | 7.68 | 2.61 | 0.38 | 0.18 | 0.00 | 0.00 | 0.90 | 0.38 |
| Zone 3 - Climping & Littlehampton Central | | | | | | | | | |
| Iceland, Surrey Street, Littlehampton Town Centre | 2.54 | 0.00 | 0.18 | 0.25 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Lidl, New Road, Littlehampton Town Centre | 4.38 | 1.35 | 3.10 | 0.92 | 0.12 | 2.56 | 0.00 | 0.13 | 0.39 |
| Sainsbury's, High Street, Littlehampton Town Centre | 2.29 | 2.74 | 4.05 | 0.27 | 0.65 | 0.19 | 0.00 | 0.00 | 0.24 |
| Littlehampton Town Centre Sub-Total | 9.21 | 4.09 | 7.34 | 1.43 | 0.76 | 2.74 | 0.00 | 0.13 | 0.62 |
| Tesco Extra, Broad Piece, Wick | 8.01 | 10.79 | 3.54 | 6.22 | 1.06 | 0.00 | 0.00 | 2.66 | 7.27 |
| Zone 3 Local Stores / Other | 0.00 | 0.00 | 0.21 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Zone 3 Sub-Total | 17.22 | 14.88 | 11.09 | 7.65 | 1.82 | 2.74 | 0.00 | 2.80 | 7.90 |
| Zone 4 - Rustington & East Preston | | | | | | | | | |
| Iceland, Churchill Parade, Rustington Town Centre | 0.17 | 0.00 | 0.18 | 1.35 | 0.06 | 0.00 | 0.00 | 0.00 | 0.00 |
| Tesco Express, The Street, Rustington Town Centre | 0.92 | 0.06 | 0.01 | 2.66 | 0.06 | 0.00 | 0.00 | 0.00 | 0.00 |
| Waitrose, Broadmark Lane, Rustington Town Centre | 0.92 | 0.00 | 0.40 | 12.70 | 1.20 | 0.39 | 0.28 | 0.55 | 0.67 |
| Rustington Local Service Centre Other Stores | 0.00 | 0.00 | 0.00 | 1.05 | 0.06 | 0.00 | 0.00 | 0.00 | 0.00 |
| Rustington Local Service Centre Sub-Total | 2.01 | 0.06 | 0.60 | 17.76 | 1.38 | 0.39 | 0.28 | 0.55 | 0.67 |
| Tesco Express, Finisterre Way Local Centre | 2.39 | 0.61 | 0.38 | 0.14 | 0.86 | 1.24 | 0.00 | 0.08 | 0.00 |
| Aldi, Manor Retail Park, Rustington | 3.85 | 1.33 | 1.60 | 5.15 | 3.41 | 2.43 | 3.74 | 0.00 | 0.71 |
| Sainsbury's, Rustington Retail Park, Rustington | 3.14 | 1.44 | 1.79 | 25.46 | 9.44 | 8.57 | 2.50 | 2.02 | 0.15 |
| East Preston Local Stores | 0.00 | 0.00 | 0.00 | 4.00 | 0.67 | 0.00 | 0.00 | 0.00 | 0.00 |
| Zone 4 Local Stores / Other | 0.00 | 0.00 | 0.21 | 0.14 | 0.12 | 0.19 | 0.00 | 0.00 | 0.00 |
| Zone 4 Sub-Total | 11.38 | 3.44 | 4.58 | 52.65 | 15.89 | 12.82 | 6.52 | 2.64 | 1.52 |
| Zone 5 - Angmering | | | | | | | | | |
| Co-op, The Square, Angmering | 0.00 | 0.00 | 0.09 | 0.81 | 2.11 | 0.00 | 0.13 | 0.00 | 0.00 |
| Zone 5 Sub-Total | 0.00 | 0.00 | 0.09 | 0.81 | 2.11 | 0.00 | 0.13 | 0.00 | 0.00 |
| Zone 6 - Ferring & Goring by Sea | | | | | | | | | |
| Goring District Centre Stores | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 3.30 | 0.42 | 0.00 | 0.00 |
| Asda, Littlehampton Road, Ferring | 3.70 | 2.08 | 0.81 | 6.50 | 1.88 | 8.31 | 3.41 | 0.00 | 0.00 |
| Zone 6 Local Stores / Other | 0.41 | 0.00 | 0.17 | 0.14 | 0.16 | 15.61 | 0.27 | 0.00 | 0.00 |
| Zone 6 Sub-Total | 4.11 | 2.08 | 0.98 | 6.63 | 2.04 | 27.23 | 4.09 | 0.00 | 0.00 |
| Zone 7 - Findon & Clapham | | | | | | | | | |
| Findon Local Stores | 0.00 | 0.00 | 0.00 | 0.00 | 0.31 | 0.00 | 1.28 | 0.00 | 0.00 |
| Durrington Local Stores | 0.34 | 0.72 | 0.00 | 0.92 | 0.06 | 2.70 | 6.59 | 0.00 | 0.00 |
| Zone 7 Local Stores / Other | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.19 | 7.28 | 0.00 | 0.00 |
| Zone 7 Sub-Total | 0.34 | 0.72 | 0.00 | 0.92 | 0.37 | 2.89 | 15.15 | 0.00 | 0.00 |
| Zone 8 - Arundel | | | | | | | | | |
| Arundel Local Service Centre Stores | 0.00 | 0.06 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 4.32 | 0.09 |
| Zone 8 Local Stores / Other | 0.00 | 0.00 | 0.00 | 0.14 | 0.00 | 0.00 | 2.05 | 0.31 | 0.00 |
| Zone 8 Sub-Total | 0.00 | 0.06 | 0.00 | 0.14 | 0.00 | 0.00 | 2.05 | 4.63 | 0.09 |
| Zone 9 - Slindon & Yapton | | | | | | | | | |
| Yapton Local Stores | 0.00 | 0.00 | 0.09 | 0.00 | 0.00 | 0.00 | 0.00 | 0.37 | 1.77 |
| Slindon Local Stores | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.17 |
| Zone 9 Local Stores / Other | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.35 |
| Zone 9 Sub-Total | 0.00 | 0.00 | 0.09 | 0.00 | 0.00 | 0.00 | 0.00 | 0.37 | 2.29 |
| Outside Study Area | | | | | | | | | |
| Barnham Local Stores | 0.00 | 0.00 | 0.01 | 0.00 | 0.00 | 0.00 | 0.00 | 0.08 | 5.71 |
| Aldi, Saltbox Road, Bognor Regis | 0.00 | 0.00 | 0.21 | 0.00 | 0.00 | 0.00 | 0.00 | 1.02 | 1.22 |
| Morrison's, Bedford Street, Bognor Regis | 0.00 | 0.00 | 0.05 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.15 |
| Sainsbury's, Shripney Road, Bognor Regis | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.21 | 2.25 |
| Tesco Extra, Shripney Road, Bognor Regis | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.45 |
| Other Bognor Regis Stores | 0.00 | 0.00 | 0.09 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Brighton Stores | 0.00 | 0.04 | 0.00 | 0.00 | 0.00 | 0.39 | 0.00 | 0.00 | 0.00 |
| Lidl, Westhampnett Road, Chichester | 0.00 | 0.11 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.13 | 0.15 |
| Aldi, Barnfield Road, Chichester | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.27 | 1.39 |
| Sainsbury's, Westhampnett Road, Chichester | 0.00 | 0.72 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.82 | 4.05 |
| Tesco Extra, Fishburne Road East, Chichester | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.92 |
| Other Chichester Stores | 1.20 | 0.04 | 0.00 | 0.14 | 0.00 | 0.00 | 0.28 | 0.17 | 0.39 |
| Portslade Stores | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 1.36 | 0.00 | 0.00 |
| Pulborough Stores | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 1.30 | 0.09 |
| Storrington Stores | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.80 | 0.00 |
| Walberton Stores | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.65 |
| Lidl, Downlands Retail Park, Worthing | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 3.53 | 1.16 | 0.00 | 0.00 |
| Lidl, North Street, Worthing | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 4.26 | 0.00 | 0.00 | 0.00 |
| Morrison's, Newland Street, Worthing | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 6.23 | 0.29 | 0.00 | 0.00 |
| M&S, Montague Street, Worthing | 0.00 | 0.00 | 0.00 | 0.00 | 0.71 | 2.63 | 1.25 | 0.00 | 0.00 |
| Sainsbury's, Downlands Retail Park, Worthing | 0.08 | 0.00 | 0.00 | 0.00 | 0.00 | 1.16 | 4.83 | 0.00 | 0.00 |
| Tesco Extra, West Durrington, Worthing | 0.86 | 0.00 | 0.03 | 0.43 | 0.00 | 33.94 | 37.22 | 0.00 | 0.00 |
| Waitrose, High Street, Worthing | 0.41 | 0.00 | 0.03 | 0.14 | 0.31 | 3.81 | 2.14 | 0.00 | 0.00 |
| Other Worthing Stores | 0.00 | 0.00 | 0.43 | 0.00 | 0.04 | 8.43 | 2.78 | 0.13 | 0.00 |
| Other Non-Study Area Stores | 0.12 | 1.52 | 0.03 | 0.14 | 0.18 | 0.58 | 1.79 | 0.92 | 1.03 |
| Outside Study Area Sub-Total | 2.68 | 2.44 | 0.88 | 0.83 | 1.25 | 64.95 | 53.11 | 5.86 | 18.46 |
| Total | 39.72 | 31.31 | 20.31 | 70.01 | 23.66 | 110.64 | 81.05 | 17.20 | 30.64 |

Notes:

1. Based on available expenditure and market share presented in Tables 1 and 4.
2. Figures may not cast due to rounding.

LAND AT NORWAY LANE, LITTLEHAMPTON - RETAIL IMPACT ASSESSMENT (MAY 2025)

TABLE 6

ESTIMATED CONVENIENCE GOODS TURNOVER AT 2028

| Location & Store | Zone | | | | | | | | |
|--|--------------|--------------|--------------|--------------|--------------|---------------|--------------|--------------|--------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| Zone 1 - Littlehampton South | | | | | | | | | |
| - | - | - | - | - | - | - | - | - | - |
| Zone 2 - Littlehampton North | | | | | | | | | |
| Farmfoods, Wick Local Centre | 0.31 | 0.48 | 0.52 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.09 |
| Morrisons, Hawthorn Road, Wick | 3.71 | 6.46 | 1.59 | 0.38 | 0.19 | 0.00 | 0.00 | 0.90 | 0.30 |
| Zone 2 Local Stores / Other | 0.00 | 0.83 | 0.51 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Zone 2 Sub-Total | 4.02 | 7.77 | 2.62 | 0.38 | 0.19 | 0.00 | 0.00 | 0.90 | 0.39 |
| Zone 3 - Climping & Littlehampton Central | | | | | | | | | |
| Iceland, Surrey Street, Littlehampton Town Centre | 2.56 | 0.00 | 0.19 | 0.24 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Lidl, New Road, Littlehampton Town Centre | 4.41 | 1.37 | 3.11 | 0.91 | 0.12 | 2.54 | 0.00 | 0.13 | 0.39 |
| Sainsbury's, High Street, Littlehampton Town Centre | 2.31 | 2.78 | 4.07 | 0.27 | 0.65 | 0.19 | 0.00 | 0.00 | 0.24 |
| Littlehampton Town Centre Sub-Total | 9.28 | 4.14 | 7.37 | 1.43 | 0.77 | 2.73 | 0.00 | 0.13 | 0.63 |
| Tesco Extra, Broad Piece, Wick | 8.08 | 10.93 | 3.55 | 6.19 | 1.07 | 0.00 | 0.00 | 2.66 | 7.34 |
| Zone 3 Local Stores / Other | 0.00 | 0.00 | 0.21 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Zone 3 Sub-Total | 17.36 | 15.07 | 11.12 | 7.62 | 1.84 | 2.73 | 0.00 | 2.80 | 7.97 |
| Zone 4 - Rustington & East Preston | | | | | | | | | |
| Iceland, Churchill Parade, Rustington Town Centre | 0.17 | 0.00 | 0.19 | 1.35 | 0.06 | 0.00 | 0.00 | 0.00 | 0.00 |
| Tesco Express, The Street, Rustington Town Centre | 0.93 | 0.06 | 0.01 | 2.65 | 0.06 | 0.00 | 0.00 | 0.00 | 0.00 |
| Waitrose, Broadmark Lane, Rustington Town Centre | 0.93 | 0.00 | 0.40 | 12.63 | 1.21 | 0.39 | 0.28 | 0.54 | 0.67 |
| Rustington Local Service Centre Other Stores | 0.00 | 0.00 | 0.00 | 1.05 | 0.06 | 0.00 | 0.00 | 0.00 | 0.00 |
| Rustington Local Service Centre Sub-Total | 2.03 | 0.06 | 0.60 | 17.68 | 1.40 | 0.39 | 0.28 | 0.54 | 0.67 |
| Tesco Express, Finisterre Way Local Centre | 2.41 | 0.61 | 0.38 | 0.13 | 0.87 | 1.23 | 0.00 | 0.08 | 0.00 |
| Aldi, Manor Retail Park, Rustington | 3.88 | 1.34 | 1.60 | 5.12 | 3.45 | 2.42 | 3.74 | 0.00 | 0.71 |
| Sainsbury's, Rustington Retail Park, Rustington | 3.17 | 1.46 | 1.80 | 25.34 | 9.55 | 8.54 | 2.49 | 2.02 | 0.15 |
| East Preston Local Stores | 0.00 | 0.00 | 0.00 | 3.98 | 0.68 | 0.00 | 0.00 | 0.00 | 0.00 |
| Zone 4 Local Stores / Other | 0.00 | 0.00 | 0.22 | 0.13 | 0.13 | 0.19 | 0.00 | 0.00 | 0.00 |
| Zone 4 Sub-Total | 11.48 | 3.48 | 4.60 | 52.39 | 16.06 | 12.77 | 6.51 | 2.64 | 1.54 |
| Zone 5 - Angmering | | | | | | | | | |
| Co-op, The Square, Angmering | 0.00 | 0.00 | 0.09 | 0.81 | 2.14 | 0.00 | 0.13 | 0.00 | 0.00 |
| Zone 5 Sub-Total | 0.00 | 0.00 | 0.09 | 0.81 | 2.14 | 0.00 | 0.13 | 0.00 | 0.00 |
| Zone 6 - Ferring & Goring by Sea | | | | | | | | | |
| Goring District Centre Stores | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 3.29 | 0.42 | 0.00 | 0.00 |
| Asda, Littlehampton Road, Ferring | 3.73 | 2.11 | 0.81 | 6.47 | 1.91 | 8.28 | 3.40 | 0.00 | 0.00 |
| Zone 6 Local Stores / Other | 0.42 | 0.00 | 0.17 | 0.13 | 0.16 | 15.55 | 0.27 | 0.00 | 0.00 |
| Zone 6 Sub-Total | 4.15 | 2.11 | 0.98 | 6.60 | 2.07 | 27.12 | 4.08 | 0.00 | 0.00 |
| Zone 7 - Findon & Clapham | | | | | | | | | |
| Findon Local Stores | 0.00 | 0.00 | 0.00 | 0.00 | 0.31 | 0.00 | 1.27 | 0.00 | 0.00 |
| Durrington Local Stores | 0.34 | 0.73 | 0.00 | 0.91 | 0.06 | 2.69 | 6.58 | 0.00 | 0.00 |
| Zone 7 Local Stores / Other | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.19 | 7.27 | 0.00 | 0.00 |
| Zone 7 Sub-Total | 0.34 | 0.73 | 0.00 | 0.91 | 0.38 | 2.88 | 15.12 | 0.00 | 0.00 |
| Zone 8 - Arundel | | | | | | | | | |
| Arundel Local Service Centre Stores | 0.00 | 0.06 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 4.31 | 0.09 |
| Zone 8 Local Stores / Other | 0.00 | 0.00 | 0.00 | 0.13 | 0.00 | 0.00 | 2.04 | 0.31 | 0.00 |
| Zone 8 Sub-Total | 0.00 | 0.06 | 0.00 | 0.13 | 0.00 | 0.00 | 2.04 | 4.63 | 0.09 |
| Zone 9 - Slindon & Yapton | | | | | | | | | |
| Yapton Local Stores | 0.00 | 0.00 | 0.09 | 0.00 | 0.00 | 0.00 | 0.00 | 0.37 | 1.79 |
| Slindon Local Stores | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.17 |
| Zone 9 Local Stores / Other | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.35 |
| Zone 9 Sub-Total | 0.00 | 0.00 | 0.09 | 0.00 | 0.00 | 0.00 | 0.00 | 0.37 | 2.31 |
| Outside Study Area | | | | | | | | | |
| Barnham Local Stores | 0.00 | 0.00 | 0.01 | 0.00 | 0.00 | 0.00 | 0.00 | 0.08 | 5.76 |
| Aldi, Saltbox Road, Bognor Regis | 0.00 | 0.00 | 0.21 | 0.00 | 0.00 | 0.00 | 0.00 | 1.02 | 1.23 |
| Morrison's, Bedford Street, Bognor Regis | 0.00 | 0.00 | 0.05 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.15 |
| Sainsbury's, Shripney Road, Bognor Regis | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.21 | 2.27 |
| Tesco Extra, Shripney Road, Bognor Regis | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.45 |
| Other Bognor Regis Stores | 0.00 | 0.00 | 0.09 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Brighton Stores | 0.00 | 0.04 | 0.00 | 0.00 | 0.00 | 0.39 | 0.00 | 0.00 | 0.00 |
| Lidl, Westhampnett Road, Chichester | 0.00 | 0.11 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.13 | 0.15 |
| Aldi, Barnfield Road, Chichester | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.27 | 1.41 |
| Sainsbury's, Westhampnett Road, Chichester | 0.00 | 0.73 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.82 | 4.09 |
| Tesco Extra, Fishburne Road East, Chichester | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.93 |
| Other Chichester Stores | 1.21 | 0.04 | 0.00 | 0.13 | 0.00 | 0.00 | 0.28 | 0.17 | 0.39 |
| Portslade Stores | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 1.36 | 0.00 | 0.00 |
| Pulborough Stores | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 1.30 | 0.09 |
| Storrington Stores | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.80 | 0.00 |
| Walberton Stores | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.66 |
| Lidl, Downlands Retail Park, Worthing | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 3.52 | 1.16 | 0.00 | 0.00 |
| Lidl, North Street, Worthing | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 4.24 | 0.00 | 0.00 | 0.00 |
| Morrison's, Newland Street, Worthing | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 6.20 | 0.29 | 0.00 | 0.00 |
| M&S, Montague Street, Worthing | 0.00 | 0.00 | 0.00 | 0.00 | 0.72 | 2.61 | 1.25 | 0.00 | 0.00 |
| Sainsbury's, Downlands Retail Park, Worthing | 0.08 | 0.00 | 0.00 | 0.00 | 0.00 | 1.16 | 4.82 | 0.00 | 0.00 |
| Tesco Extra, West Durrington, Worthing | 0.87 | 0.00 | 0.03 | 0.43 | 0.00 | 33.80 | 37.17 | 0.00 | 0.00 |
| Waitrose, High Street, Worthing | 0.42 | 0.00 | 0.03 | 0.13 | 0.31 | 3.79 | 2.14 | 0.00 | 0.00 |
| Other Worthing Stores | 0.00 | 0.00 | 0.43 | 0.00 | 0.04 | 8.40 | 2.78 | 0.13 | 0.00 |
| Other Non-Study Area Stores | 0.12 | 1.54 | 0.03 | 0.13 | 0.19 | 0.57 | 1.79 | 0.92 | 1.04 |
| Outside Study Area Sub-Total | 2.70 | 2.47 | 0.88 | 0.83 | 1.26 | 64.68 | 53.03 | 5.86 | 18.63 |
| Total | 40.05 | 31.71 | 20.37 | 69.68 | 23.93 | 110.17 | 80.93 | 17.19 | 30.92 |

Notes:

1. Based on available expenditure and market share presented in Tables 1 and 4.
2. Figures may not cast due to rounding.

LAND AT NORWAY LANE, LITTLEHAMPTON - RETAIL IMPACT ASSESSMENT (MAY 2025)

TABLE 7

CONVENIENCE GOODS TRADE DIVERSION & IMPACT AT 2028

| Location & Store | Study Area Turnover (£m) | Turnover from Study Area (%) | Total Turnover (£m) | Trade Diversion (£m) | Scheme Impact (%) |
|--|--------------------------|------------------------------|---------------------|----------------------|-------------------|
| Zone 1 - Littlehampton South | | | | | |
| - | - | - | - | - | - |
| Zone 2 - Littlehampton North | | | | | |
| Farmfoods, Wick Local Centre | 1.39 | 90 | 1.55 | 0.12 | 8 |
| Morrisons, Hawthorn Road, Wick | 13.53 | 90 | 15.03 | 3.27 | 22 |
| Zone 2 Local Stores / Other | 1.34 | 95 | 1.41 | 0.00 | 0 |
| Zone 2 Sub-Total | 16.26 | - | 17.99 | 3.39 | 0 |
| Zone 3 - Climping & Littlehampton Central | | | | | |
| Iceland, Surrey Street, Littlehampton Town Centre | 2.99 | 90 | 3.32 | 0.24 | 7 |
| Lidl, New Road, Littlehampton Town Centre | 12.99 | 90 | 14.43 | 1.30 | 9 |
| Sainsbury's, High Street, Littlehampton Town Centre | 10.50 | 90 | 11.67 | 0.87 | 7 |
| Littlehampton Town Centre Sub-Total | 26.48 | - | 29.43 | 2.41 | 8 |
| Tesco Extra, Broad Piece, Wick | 39.81 | 90 | 44.24 | 7.61 | 17 |
| Zone 3 Local Stores / Other | 0.21 | 95 | 0.22 | 0.00 | 0 |
| Zone 3 Sub-Total | 66.51 | - | 73.88 | 10.02 | 14 |
| Zone 4 - Rustington & East Preston | | | | | |
| Iceland, Churchill Parade, Rustington Town Centre | 1.77 | 90 | 1.96 | 0.10 | 5 |
| Tesco Express, The Street, Rustington Town Centre | 3.71 | 90 | 4.13 | 0.21 | 5 |
| Waitrose, Broadmark Lane, Rustington Town Centre | 17.05 | 90 | 18.95 | 0.83 | 4 |
| Rustington Local Service Centre Other Stores | 1.11 | 95 | 1.17 | 0.05 | 5 |
| Rustington Local Service Centre Sub-Total | 23.65 | - | 26.21 | 1.19 | 5 |
| Tesco Express, Finisterre Way Local Centre | 5.71 | 95 | 6.01 | 0.00 | 0 |
| Aldi, Manor Retail Park, Rustington | 22.28 | 90 | 24.75 | 3.02 | 12 |
| Sainsbury's, Rustington Retail Park, Rustington | 54.51 | 90 | 60.57 | 6.82 | 11 |
| East Preston Local Stores | 4.66 | 95 | 4.91 | 0.00 | 0 |
| Zone 4 Local Stores / Other | 0.66 | 95 | 0.70 | 0.00 | 0 |
| Zone 4 Sub-Total | 111.47 | - | 123.15 | 11.03 | 9 |
| Zone 5 - Angmering | | | | | |
| Co-op, The Square, Angmering | 3.16 | 95 | 3.33 | 0.00 | 0 |
| Zone 5 Sub-Total | 3.16 | - | 3.33 | 0.00 | 0 |
| Zone 6 - Ferring & Goring by Sea | | | | | |
| Goring District Centre Stores | 3.71 | 75 | 4.94 | 0.00 | 0 |
| Asda, Littlehampton Road, Ferring | 26.70 | 75 | 35.60 | 3.10 | 9 |
| Zone 6 Local Stores / Other | 16.70 | 75 | 22.26 | 0.00 | 0 |
| Zone 6 Sub-Total | 47.10 | - | 62.80 | 3.10 | 5 |
| Zone 7 - Findon & Clapham | | | | | |
| Findon Local Stores | 1.59 | 50 | 3.17 | 0.00 | 0 |
| Durrington Local Stores | 11.32 | 50 | 22.65 | 0.00 | 0 |
| Zone 7 Local Stores / Other | 7.46 | 50 | 14.91 | 0.00 | 0 |
| Zone 7 Sub-Total | 20.37 | - | 40.73 | 0.00 | 0 |
| Zone 8 - Arundel | | | | | |
| Arundel Local Service Centre Stores | 4.46 | 75 | 5.95 | 0.00 | 0 |
| Zone 8 Local Stores / Other | 2.49 | 75 | 3.32 | 0.00 | 0 |
| Zone 8 Sub-Total | 6.95 | - | 9.27 | 0.00 | 0 |
| Zone 9 - Slindon & Yapton | | | | | |
| Yapton Local Stores | 2.25 | 50 | 4.49 | 0.00 | 0 |
| Slindon Local Stores | 0.17 | 50 | 0.35 | 0.00 | 0 |
| Zone 9 Local Stores / Other | 0.35 | 50 | 0.70 | 0.00 | 0 |
| Zone 9 Sub-Total | 2.77 | - | 5.54 | 0.00 | 0 |
| Outside Study Area | | | | | |
| Barnham Local Stores | 5.85 | - | - | 0.00 | - |
| Aldi, Saltbox Road, Bognor Regis | 2.47 | - | - | 0.10 | - |
| Morrison's, Bedford Street, Bognor Regis | 0.20 | - | - | 0.01 | - |
| Sainsbury's, Shripney Road, Bognor Regis | 2.48 | - | - | 0.07 | - |
| Tesco Extra, Shripney Road, Bognor Regis | 0.45 | - | - | 0.01 | - |
| Other Bognor Regis Stores | 0.09 | - | - | 0.01 | - |
| Brighton Stores | 0.43 | - | - | 0.01 | - |
| Lidl, Westhampnett Road, Chichester | 0.39 | - | - | 0.02 | - |
| Aldi, Bamfield Road, Chichester | 1.68 | - | - | 0.05 | - |
| Sainsbury's, Westhampnett Road, Chichester | 5.64 | - | - | 0.22 | - |
| Tesco Extra, Fishburne Road East, Chichester | 0.93 | - | - | 0.02 | - |
| Other Chichester Stores | 2.24 | - | - | 0.61 | - |
| Portslade Stores | 1.36 | - | - | 0.01 | - |
| Pulborough Stores | 1.39 | - | - | 0.06 | - |
| Storrington Stores | 0.80 | - | - | 0.04 | - |
| Walberton Stores | 0.66 | - | - | 0.02 | - |
| Lidl, Downlands Retail Park, Worthing | 4.68 | - | - | 0.05 | - |
| Lidl, North Street, Worthing | 4.24 | - | - | 0.05 | - |
| Morrison's, Newland Street, Worthing | 6.49 | - | - | 0.07 | - |
| M&S, Montague Street, Worthing | 4.58 | - | - | 0.36 | - |
| Sainsbury's, Downlands Retail Park, Worthing | 6.06 | - | - | 0.07 | - |
| Tesco Extra, West Durrington, Worthing | 72.29 | - | - | 0.82 | - |
| Waitrose, High Street, Worthing | 6.83 | - | - | 0.12 | - |
| Other Worthing Stores | 11.78 | - | - | 0.16 | - |
| Other Non-Study Area Stores | 6.34 | - | - | 0.27 | - |
| Outside Study Area Sub-Total | 150.35 | - | - | 3.21 | - |
| Total | 424.94 | - | - | 30.74 | - |

Notes:

1. Study Area turnover derived from Table 6.
2. Turnover from Study Area is a Freeths estimate.
3. Scheme trade diversions are Freeths estimates based on Study Area shopping patterns.

LAND AT NORWAY LANE, LITTLEHAMPTON - RETAIL IMPACT ASSESSMENT (MAY 2025)

TABLE 8

EXISTING COMPARISON GOODS MARKET SHARE AT 2025

| Location & Store | Zone | | | | | | | | |
|---|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| Zone 1 - Littlehampton South | | | | | | | | | |
| - | - | - | - | - | - | - | - | - | - |
| Zone 2 - Littlehampton North | | | | | | | | | |
| Wick Local Centre | 1% | 2% | 1% | 0% | 0% | 0% | 0% | 0% | 0% |
| Morrison's, Hawthorn Road, Wick | 1% | 2% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Zone 2 Local Stores / Other | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Zone 2 Sub-Total | 2% | 4% | 1% | 0% | 0% | 0% | 0% | 0% | 0% |
| Zone 3 - Climping & Littlehampton Central | | | | | | | | | |
| Littlehampton Town Centre Stores | 13% | 14% | 32% | 2% | 12% | 0% | 0% | 1% | 2% |
| Lidl, New Road, Littlehampton | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Sainsbury's, High Street, Littlehampton | 1% | 0% | 2% | 0% | 0% | 0% | 0% | 0% | 0% |
| Littlehampton Town Centre Sub-Total | 14% | 14% | 33% | 3% | 12% | 0% | 0% | 1% | 2% |
| Tesco Extra, Broad Piece, Wick | 2% | 3% | 4% | 3% | 1% | 0% | 0% | 7% | 9% |
| Arun Retail Park, Broad Piece, Wick | 22% | 27% | 10% | 14% | 12% | 1% | 0% | 10% | 9% |
| Zone 3 Local Stores / Other | 1% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% |
| Zone 3 Sub-Total | 38% | 45% | 47% | 21% | 24% | 1% | 0% | 18% | 20% |
| Zone 4 - Rustington & East Preston | | | | | | | | | |
| Rustington Local Service Centre | 17% | 6% | 8% | 23% | 13% | 1% | 1% | 2% | 1% |
| East Preston Village Centre | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Rustington Local Shops | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Manor & Rustington Retail Parks, Rustington | 5% | 10% | 8% | 9% | 9% | 7% | 4% | 2% | 3% |
| Sainsbury's, Rustington Retail Park, Rustington | 3% | 2% | 1% | 7% | 4% | 1% | 1% | 3% | 1% |
| Rustington Trading Estate | 1% | 1% | 2% | 1% | 2% | 0% | 0% | 1% | 0% |
| Zone 4 Sub-Total | 26% | 19% | 18% | 41% | 29% | 9% | 6% | 8% | 4% |
| Zone 5 - Angmering | | | | | | | | | |
| Angmering Village Centre | 0% | 0% | 1% | 0% | 1% | 0% | 0% | 0% | 0% |
| Zone 5 Local Stores / Other | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Zone 5 Sub-Total | 0% | 0% | 1% | 0% | 1% | 0% | 0% | 0% | 0% |
| Zone 6 - Ferring & Goring by Sea | | | | | | | | | |
| Goring by Sea District Centre | 0% | 0% | 0% | 0% | 0% | 1% | 1% | 0% | 0% |
| The Strand Local Centre, Goring-by-Sea | 0% | 0% | 0% | 0% | 0% | 2% | 1% | 0% | 0% |
| Ferring Local Centre | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Asda, Littlehampton Road, Ferring | 1% | 0% | 1% | 2% | 1% | 3% | 0% | 0% | 0% |
| Zone 6 Local Stores/Other | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Highdown Garden Centre, Angmering | 0% | 0% | 0% | 1% | 1% | 0% | 0% | 0% | 0% |
| Zone 6 Sub-Total | 2% | 1% | 1% | 3% | 2% | 7% | 1% | 0% | 0% |
| Zone 7 - Findon & Clapham | | | | | | | | | |
| West Durrington District Centre | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% |
| Haskins Garden Centre, Angmering | 1% | 1% | 0% | 3% | 3% | 2% | 1% | 1% | 0% |
| Findon Valley Local Centre | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% |
| Zone 7 Local Stores/Other | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% |
| Zone 7 Sub-Total | 1% | 1% | 0% | 3% | 4% | 3% | 3% | 1% | 0% |
| Zone 8 - Arundel | | | | | | | | | |
| Arundel Local Service Centre | 0% | 0% | 2% | 0% | 0% | 0% | 0% | 12% | 1% |
| Zone 8 Local Stores/Other | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Zone 8 Sub-Total | 0% | 0% | 2% | 0% | 0% | 0% | 0% | 12% | 1% |
| Zone 9 - Slindon & Yapton | | | | | | | | | |
| Yapton Village Centre | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1% |
| Zone 9 Sub-Total | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1% |
| Outside Study Area | | | | | | | | | |
| Barnham Village Centre | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 2% |
| Bognor Regis Town Centre | 5% | 2% | 5% | 0% | 0% | 0% | 0% | 0% | 6% |
| Arun Retail Park, Shripney Road, Bognor Regis | 1% | 3% | 1% | 0% | 0% | 0% | 0% | 2% | 6% |
| Sainsbury's, Shripney Road, Bognor Regis | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 3% | 2% |
| Tesco, Shripney Road, Bognor Regis | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 3% |
| Bognor Regis Retail Park, Shripney Road, Bognor Regis | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 1% | 3% |
| Solus units, Bognor Regis | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Brighton City Centre | 1% | 4% | 1% | 2% | 2% | 0% | 3% | 0% | 2% |
| Goldstone Retail Park, Hove | 1% | 1% | 0% | 1% | 0% | 1% | 0% | 0% | 0% |
| Solus units, Old Shoreham Road, Hove | 0% | 0% | 0% | 0% | 2% | 1% | 1% | 2% | 0% |
| Chichester City Centre | 1% | 3% | 11% | 3% | 8% | 1% | 1% | 22% | 23% |
| Portfield Retail Park, Chichester | 2% | 1% | 0% | 2% | 3% | 2% | 0% | 18% | 18% |
| Sainsbury's, Westhampnett Road, Chichester | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 1% |
| Tesco Extra, Fishbourne Road East, Chichester | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 3% |
| Solus units, Chichester | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% |
| Eastbourne Town Centre | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Portsmouth City Centre | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Gunwharf Quays Designer Outlet, Portsmouth | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% |
| Holmbush Shopping Centre, Shoreham-by-Sea | 1% | 0% | 1% | 4% | 1% | 2% | 5% | 0% | 0% |
| Shoreham-by-Sea Town Centre | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% |
| Solus units, Shoreham-by-Sea | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Storrington Town Centre | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 2% | 1% |
| Worthing Town Centre | 13% | 13% | 6% | 10% | 17% | 37% | 38% | 0% | 0% |
| Tarring Road Local Centre, Worthing | 0% | 0% | 0% | 0% | 1% | 1% | 1% | 0% | 0% |
| West Worthing Local Centre | 0% | 0% | 0% | 0% | 0% | 5% | 1% | 0% | 0% |
| Lyons Farm Retail Park/Downland B. Park, Worthing | 3% | 0% | 3% | 4% | 5% | 16% | 20% | 0% | 0% |
| Sainsbury's, Downland Business Park, Worthing | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Tesco Extra, West Durrington, Worthing | 0% | 0% | 0% | 0% | 1% | 6% | 9% | 0% | 0% |
| Pages Corner Retail Park, Worthing | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Solus units, Worthing | 0% | 0% | 0% | 0% | 0% | 1% | 3% | 0% | 0% |
| Other outside Study Area | 2% | 2% | 1% | 3% | 0% | 2% | 5% | 6% | 3% |
| Outside Study Area Sub-Total | 31% | 31% | 30% | 32% | 40% | 78% | 90% | 60% | 73% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Notes:

- Market shares derived from household survey undertaken in January/February 2025 specific to study area.
- Figures may not cast due to rounding.

LAND AT NORWAY LANE, LITTLEHAMPTON - RETAIL IMPACT ASSESSMENT (MAY 2025)

TABLE 9

EXISTING COMPARISON GOODS TURNOVER AT 2025

| Location & Store | Zone | | | | | | | | |
|---|--------------|--------------|--------------|--------------|--------------|---------------|--------------|--------------|--------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| Zone 1 - Littlehampton South | | | | | | | | | |
| - | - | - | - | - | - | - | - | - | - |
| Zone 2 - Littlehampton North | | | | | | | | | |
| Wick Local Centre | 0.56 | 0.53 | 0.25 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.04 |
| Morrison's, Hawthorn Road, Wick | 0.22 | 0.77 | 0.00 | 0.00 | 0.03 | 0.00 | 0.00 | 0.00 | 0.00 |
| Zone 2 Local Stores / Other | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Zone 2 Sub-Total | 0.78 | 1.30 | 0.26 | 0.00 | 0.03 | 0.00 | 0.00 | 0.00 | 0.04 |
| Zone 3 - Climping & Littlehampton Central | | | | | | | | | |
| Littlehampton Town Centre Stores | 5.43 | 4.73 | 7.26 | 1.66 | 3.21 | 0.26 | 0.00 | 0.16 | 0.83 |
| Lidl, New Road, Littlehampton | 0.02 | 0.07 | 0.00 | 0.34 | 0.00 | 0.00 | 0.00 | 0.00 | 0.02 |
| Sainsbury's, High Street, Littlehampton | 0.40 | 0.02 | 0.37 | 0.24 | 0.03 | 0.00 | 0.00 | 0.00 | 0.00 |
| Littlehampton Town Centre Sub-Total | 5.85 | 4.82 | 7.64 | 2.24 | 3.25 | 0.26 | 0.00 | 0.16 | 0.84 |
| Tesco Extra, Broad Piece, Wick | 0.87 | 1.08 | 0.94 | 2.58 | 0.19 | 0.03 | 0.00 | 1.53 | 3.12 |
| Arun Retail Park, Broad Piece, Wick | 9.18 | 8.90 | 2.20 | 10.77 | 3.27 | 1.08 | 0.26 | 2.14 | 3.38 |
| Zone 3 Local Stores / Other | 0.47 | 0.08 | 0.03 | 0.51 | 0.00 | 0.26 | 0.00 | 0.00 | 0.04 |
| Zone 3 Sub-Total | 16.37 | 14.88 | 10.81 | 16.10 | 6.71 | 1.63 | 0.26 | 3.83 | 7.38 |
| Zone 4 - Rustington & East Preston | | | | | | | | | |
| Rustington Local Service Centre | 7.03 | 1.94 | 1.82 | 17.94 | 3.67 | 1.52 | 1.05 | 0.36 | 0.20 |
| East Preston Village Centre | 0.07 | 0.00 | 0.00 | 0.37 | 0.13 | 0.00 | 0.00 | 0.00 | 0.00 |
| Rustington Local Shops | 0.00 | 0.00 | 0.00 | 0.02 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Manor & Rustington Retail Parks, Rustington | 2.15 | 3.33 | 1.83 | 6.65 | 2.51 | 8.55 | 3.26 | 0.48 | 1.06 |
| Sainsbury's, Rustington Retail Park, Rustington | 1.30 | 0.78 | 0.13 | 5.71 | 1.08 | 1.63 | 1.03 | 0.55 | 0.19 |
| Rustington Trading Estate | 0.40 | 0.32 | 0.35 | 1.08 | 0.61 | 0.00 | 0.00 | 0.25 | 0.00 |
| Zone 4 Sub-Total | 10.96 | 6.37 | 4.13 | 31.78 | 8.01 | 11.69 | 5.33 | 1.64 | 1.45 |
| Zone 5 - Angmering | | | | | | | | | |
| Angmering Village Centre | 0.00 | 0.00 | 0.15 | 0.11 | 0.40 | 0.00 | 0.00 | 0.00 | 0.00 |
| Zone 5 Local Stores / Other | 0.00 | 0.00 | 0.00 | 0.06 | 0.00 | 0.00 | 0.07 | 0.08 | 0.00 |
| Zone 5 Sub-Total | 0.00 | 0.00 | 0.15 | 0.17 | 0.40 | 0.00 | 0.07 | 0.08 | 0.00 |
| Zone 6 - Ferring & Goring by Sea | | | | | | | | | |
| Goring by Sea District Centre | 0.00 | 0.00 | 0.00 | 0.15 | 0.00 | 1.29 | 0.54 | 0.00 | 0.00 |
| The Strand Local Centre, Goring-by-Sea | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 2.72 | 0.48 | 0.00 | 0.00 |
| Ferring Local Centre | 0.00 | 0.06 | 0.00 | 0.00 | 0.00 | 0.62 | 0.00 | 0.00 | 0.00 |
| Asda, Littlehampton Road, Ferring | 0.60 | 0.10 | 0.25 | 1.28 | 0.15 | 3.89 | 0.21 | 0.00 | 0.00 |
| Zone 6 Local Stores/Other | 0.00 | 0.00 | 0.00 | 0.35 | 0.03 | 0.17 | 0.00 | 0.04 | 0.00 |
| Highdown Garden Centre, Angmering | 0.11 | 0.04 | 0.02 | 0.61 | 0.26 | 0.44 | 0.07 | 0.04 | 0.00 |
| Zone 6 Sub-Total | 0.72 | 0.20 | 0.27 | 2.39 | 0.44 | 9.13 | 1.30 | 0.08 | 0.00 |
| Zone 7 - Findon & Clapham | | | | | | | | | |
| West Durrington District Centre | 0.00 | 0.00 | 0.00 | 0.00 | 0.09 | 1.63 | 0.00 | 0.00 | 0.00 |
| Haskins Garden Centre, Angmering | 0.54 | 0.43 | 0.05 | 2.28 | 0.96 | 2.58 | 0.59 | 0.20 | 0.17 |
| Findon Valley Local Centre | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 1.10 | 0.00 | 0.00 |
| Zone 7 Local Stores/Other | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.09 | 0.98 | 0.00 | 0.00 |
| Zone 7 Sub-Total | 0.54 | 0.43 | 0.05 | 2.28 | 1.05 | 4.29 | 2.66 | 0.20 | 0.17 |
| Zone 8 - Arundel | | | | | | | | | |
| Arundel Local Service Centre | 0.08 | 0.00 | 0.37 | 0.00 | 0.00 | 0.00 | 0.00 | 2.45 | 0.25 |
| Zone 8 Local Stores/Other | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.03 | 0.00 | 0.04 | 0.00 |
| Zone 8 Sub-Total | 0.08 | 0.00 | 0.37 | 0.00 | 0.00 | 0.03 | 0.00 | 2.49 | 0.25 |
| Zone 9 - Slindon & Yapton | | | | | | | | | |
| Yapton Village Centre | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.42 |
| Zone 9 Sub-Total | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.42 |
| Outside Study Area | | | | | | | | | |
| Barnham Village Centre | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.64 |
| Bognor Regis Town Centre | 1.94 | 0.54 | 1.07 | 0.35 | 0.09 | 0.58 | 0.00 | 0.08 | 2.10 |
| Arun Retail Park, Shripney Road, Bognor Regis | 0.26 | 0.99 | 0.13 | 0.12 | 0.07 | 0.00 | 0.00 | 0.49 | 2.31 |
| Sainsbury's, Shripney Road, Bognor Regis | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.64 | 0.64 |
| Tesco, Shripney Road, Bognor Regis | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.11 | 0.95 |
| Bognor Regis Retail Park, Shripney Road, Bognor Regis | 0.00 | 0.06 | 0.16 | 0.10 | 0.04 | 0.00 | 0.00 | 0.31 | 1.06 |
| Solus units, Bognor Regis | 0.00 | 0.00 | 0.00 | 0.29 | 0.00 | 0.00 | 0.00 | 0.00 | 0.06 |
| Brighton City Centre | 0.63 | 1.45 | 0.34 | 1.86 | 0.50 | 0.21 | 2.48 | 0.08 | 0.66 |
| Goldstone Retail Park, Hove | 0.42 | 0.36 | 0.00 | 0.58 | 0.04 | 1.23 | 0.43 | 0.00 | 0.00 |
| Solus units, Old Shoreham Road, Hove | 0.05 | 0.06 | 0.00 | 0.19 | 0.52 | 1.23 | 1.11 | 0.46 | 0.00 |
| Chichester City Centre | 0.41 | 1.15 | 2.45 | 2.42 | 2.11 | 1.75 | 0.94 | 4.52 | 8.48 |
| Portfield Retail Park, Chichester | 0.70 | 0.29 | 0.10 | 1.65 | 0.70 | 3.05 | 0.00 | 3.67 | 6.41 |
| Sainsbury's, Westhampnett Road, Chichester | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.11 | 0.37 |
| Tesco Extra, Fishbourne Road East, Chichester | 0.08 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 1.07 |
| Solus units, Chichester | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.23 | 0.13 |
| Eastbourne Town Centre | 0.08 | 0.09 | 0.00 | 0.00 | 0.00 | 0.00 | 0.18 | 0.00 | 0.00 |
| Portsmouth City Centre | 0.00 | 0.15 | 0.02 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Gunwharf Quays Designer Outlet, Portsmouth | 0.00 | 0.06 | 0.00 | 0.15 | 0.00 | 0.21 | 1.21 | 0.00 | 0.00 |
| Holmbush Shopping Centre, Shoreham-by-Sea | 0.41 | 0.13 | 0.29 | 0.31 | 0.24 | 2.61 | 4.45 | 0.09 | 0.00 |
| Shoreham-by-Sea Town Centre | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.19 | 0.95 | 0.00 | 0.00 |
| Solus units, Shoreham-by-Sea | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.07 | 0.00 | 0.00 |
| Storrington Town Centre | 0.00 | 0.00 | 0.00 | 0.10 | 0.00 | 0.56 | 0.00 | 0.42 | 0.18 |
| Worthing Town Centre | 5.68 | 4.22 | 1.29 | 7.92 | 4.78 | 45.34 | 35.22 | 0.03 | 0.13 |
| Tarring Road Local Centre, Worthing | 0.10 | 0.00 | 0.00 | 0.00 | 0.30 | 1.15 | 0.93 | 0.00 | 0.00 |
| West Worthing Local Centre | 0.10 | 0.00 | 0.00 | 0.15 | 0.00 | 6.69 | 0.53 | 0.00 | 0.00 |
| Lyons Farm Retail Park/Downland B. Park, Worthing | 1.22 | 0.04 | 0.79 | 2.89 | 1.49 | 20.40 | 18.31 | 0.00 | 0.15 |
| Sainsbury's, Downland Business Park, Worthing | 0.00 | 0.00 | 0.00 | 0.00 | 0.34 | 0.17 | 0.00 | 0.00 | 0.00 |
| Tesco Extra, West Durrington, Worthing | 0.07 | 0.00 | 0.00 | 0.04 | 0.16 | 7.58 | 8.06 | 0.00 | 0.00 |
| Pages Corner Retail Park, Worthing | 0.00 | 0.00 | 0.00 | 0.00 | 0.04 | 0.46 | 0.45 | 0.00 | 0.00 |
| Solus units, Worthing | 0.00 | 0.00 | 0.07 | 0.06 | 0.00 | 1.41 | 2.52 | 0.00 | 0.00 |
| Other outside Study Area | 0.96 | 0.66 | 0.16 | 2.26 | 0.12 | 2.27 | 4.20 | 1.27 | 1.09 |
| Outside Study Area Sub-Total | 13.11 | 10.26 | 6.87 | 24.44 | 11.21 | 97.25 | 82.21 | 12.52 | 26.42 |
| Total | 42.55 | 33.43 | 22.91 | 77.14 | 27.84 | 124.03 | 91.85 | 20.84 | 36.12 |

Notes:

1. Based on available expenditure and market share presented in Tables 2 and 7.
2. Figures may not cast due to rounding.

LAND AT NORWAY LANE, LITTLEHAMPTON - RETAIL IMPACT ASSESSMENT (MAY 2025)

TABLE 10

EXISTING COMPARISON GOODS TURNOVER AT 2025

| Location & Store | Zone | | | | | | | | |
|---|--------------|--------------|--------------|--------------|--------------|---------------|--------------|--------------|--------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| Zone 1 - Littlehampton South | | | | | | | | | |
| - | - | - | - | - | - | - | - | - | - |
| Zone 2 - Littlehampton North | | | | | | | | | |
| Wick Local Centre | 0.61 | 0.57 | 0.27 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.05 |
| Morrison's, Hawthorn Road, Wick | 0.23 | 0.83 | 0.00 | 0.00 | 0.03 | 0.00 | 0.00 | 0.00 | 0.00 |
| Zone 2 Local Stores / Other | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Zone 2 Sub-Total | 0.84 | 1.40 | 0.27 | 0.00 | 0.03 | 0.00 | 0.00 | 0.00 | 0.05 |
| Zone 3 - Climping & Littlehampton Central | | | | | | | | | |
| Littlehampton Town Centre Stores | 5.84 | 5.11 | 7.78 | 1.76 | 3.47 | 0.28 | 0.00 | 0.17 | 0.89 |
| Lidl, New Road, Littlehampton | 0.02 | 0.08 | 0.00 | 0.37 | 0.00 | 0.00 | 0.00 | 0.00 | 0.02 |
| Sainsbury's, High Street, Littlehampton | 0.43 | 0.02 | 0.40 | 0.26 | 0.03 | 0.00 | 0.00 | 0.00 | 0.00 |
| Littlehampton Town Centre Sub-Total | 6.30 | 5.21 | 8.17 | 2.38 | 3.50 | 0.28 | 0.00 | 0.17 | 0.91 |
| Tesco Extra, Broad Piece, Wick | 0.93 | 1.17 | 1.01 | 2.74 | 0.21 | 0.04 | 0.00 | 1.64 | 3.36 |
| Arun Retail Park, Broad Piece, Wick | 9.88 | 9.62 | 2.36 | 11.44 | 3.53 | 1.15 | 0.28 | 2.29 | 3.64 |
| Zone 3 Local Stores / Other | 0.50 | 0.08 | 0.03 | 0.54 | 0.00 | 0.27 | 0.00 | 0.00 | 0.05 |
| Zone 3 Sub-Total | 17.81 | 16.08 | 11.58 | 17.10 | 7.24 | 1.73 | 0.28 | 4.09 | 7.95 |
| Zone 4 - Rustington & East Preston | | | | | | | | | |
| Rustington Local Service Centre | 7.57 | 2.10 | 1.95 | 19.05 | 3.96 | 1.61 | 1.12 | 0.38 | 0.21 |
| East Preston Village Centre | 0.07 | 0.00 | 0.00 | 0.40 | 0.14 | 0.00 | 0.00 | 0.00 | 0.00 |
| Rustington Local Shops | 0.00 | 0.00 | 0.00 | 0.02 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Manor & Rustington Retail Parks, Rustington | 2.31 | 3.59 | 1.96 | 7.06 | 2.71 | 9.08 | 3.47 | 0.51 | 1.14 |
| Sainsbury's, Rustington Retail Park, Rustington | 1.40 | 0.85 | 0.13 | 6.07 | 1.17 | 1.73 | 1.09 | 0.58 | 0.21 |
| Rustington Trading Estate | 0.43 | 0.35 | 0.38 | 1.15 | 0.66 | 0.00 | 0.00 | 0.27 | 0.00 |
| Zone 4 Sub-Total | 11.79 | 6.88 | 4.42 | 33.75 | 8.65 | 12.43 | 5.68 | 1.75 | 1.56 |
| Zone 5 - Angmering | | | | | | | | | |
| Angmering Village Centre | 0.00 | 0.00 | 0.16 | 0.12 | 0.43 | 0.00 | 0.00 | 0.00 | 0.00 |
| Zone 5 Local Stores / Other | 0.00 | 0.00 | 0.00 | 0.06 | 0.00 | 0.00 | 0.08 | 0.08 | 0.00 |
| Zone 5 Sub-Total | 0.00 | 0.00 | 0.16 | 0.18 | 0.43 | 0.00 | 0.08 | 0.08 | 0.00 |
| Zone 6 - Ferring & Goring by Sea | | | | | | | | | |
| Goring by Sea District Centre | 0.00 | 0.00 | 0.00 | 0.16 | 0.00 | 1.37 | 0.57 | 0.00 | 0.00 |
| The Strand Local Centre, Goring-by-Sea | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 2.89 | 0.51 | 0.00 | 0.00 |
| Ferring Local Centre | 0.00 | 0.07 | 0.00 | 0.00 | 0.00 | 0.66 | 0.00 | 0.00 | 0.00 |
| Asda, Littlehampton Road, Ferring | 0.65 | 0.10 | 0.26 | 1.36 | 0.16 | 4.14 | 0.23 | 0.00 | 0.00 |
| Zone 6 Local Stores/Other | 0.00 | 0.00 | 0.00 | 0.37 | 0.03 | 0.19 | 0.00 | 0.04 | 0.00 |
| Highdown Garden Centre, Angmering | 0.12 | 0.04 | 0.02 | 0.65 | 0.28 | 0.46 | 0.08 | 0.04 | 0.00 |
| Zone 6 Sub-Total | 0.77 | 0.21 | 0.29 | 2.53 | 0.47 | 9.70 | 1.39 | 0.08 | 0.00 |
| Zone 7 - Findon & Clapham | | | | | | | | | |
| West Durrington District Centre | 0.00 | 0.00 | 0.00 | 0.00 | 0.10 | 1.73 | 0.00 | 0.00 | 0.00 |
| Haskins Garden Centre, Angmering | 0.58 | 0.46 | 0.05 | 2.42 | 1.03 | 2.74 | 0.63 | 0.21 | 0.18 |
| Findon Valley Local Centre | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 1.17 | 0.00 | 0.00 |
| Zone 7 Local Stores/Other | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.09 | 1.04 | 0.00 | 0.00 |
| Zone 7 Sub-Total | 0.58 | 0.46 | 0.05 | 2.42 | 1.13 | 4.56 | 2.84 | 0.21 | 0.18 |
| Zone 8 - Arundel | | | | | | | | | |
| Arundel Local Service Centre | 0.09 | 0.00 | 0.40 | 0.00 | 0.00 | 0.00 | 0.00 | 2.62 | 0.27 |
| Zone 8 Local Stores/Other | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.04 | 0.00 | 0.04 | 0.00 |
| Zone 8 Sub-Total | 0.09 | 0.00 | 0.40 | 0.00 | 0.00 | 0.04 | 0.00 | 2.66 | 0.27 |
| Zone 9 - Slindon & Yapton | | | | | | | | | |
| Yapton Village Centre | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.45 |
| Zone 9 Sub-Total | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.45 |
| Outside Study Area | | | | | | | | | |
| Barnham Village Centre | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.68 |
| Bognor Regis Town Centre | 2.09 | 0.59 | 1.14 | 0.37 | 0.10 | 0.61 | 0.00 | 0.09 | 2.26 |
| Arun Retail Park, Shripney Road, Bognor Regis | 0.28 | 1.07 | 0.14 | 0.12 | 0.07 | 0.00 | 0.00 | 0.53 | 2.48 |
| Sainsbury's, Shripney Road, Bognor Regis | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.68 | 0.69 |
| Tesco, Shripney Road, Bognor Regis | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.12 | 1.02 |
| Bognor Regis Retail Park, Shripney Road, Bognor Regis | 0.00 | 0.07 | 0.17 | 0.10 | 0.05 | 0.00 | 0.00 | 0.33 | 1.15 |
| Solus units, Bognor Regis | 0.00 | 0.00 | 0.00 | 0.31 | 0.00 | 0.00 | 0.00 | 0.00 | 0.06 |
| Brighton City Centre | 0.68 | 1.57 | 0.36 | 1.97 | 0.54 | 0.22 | 2.64 | 0.09 | 0.72 |
| Goldstone Retail Park, Hove | 0.45 | 0.39 | 0.00 | 0.62 | 0.05 | 1.31 | 0.45 | 0.00 | 0.00 |
| Solus units, Old Shoreham Road, Hove | 0.06 | 0.07 | 0.00 | 0.21 | 0.56 | 1.31 | 1.18 | 0.49 | 0.00 |
| Chichester City Centre | 0.44 | 1.24 | 2.62 | 2.57 | 2.28 | 1.86 | 1.00 | 4.82 | 9.13 |
| Portfield Retail Park, Chichester | 0.76 | 0.31 | 0.11 | 1.75 | 0.76 | 3.24 | 0.00 | 3.92 | 6.91 |
| Sainsbury's, Westhampnett Road, Chichester | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.12 | 0.40 |
| Tesco Extra, Fishbourne Road East, Chichester | 0.09 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 1.15 |
| Solus units, Chichester | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.24 | 0.14 |
| Eastbourne Town Centre | 0.09 | 0.10 | 0.00 | 0.00 | 0.00 | 0.00 | 0.20 | 0.00 | 0.00 |
| Portsmouth City Centre | 0.00 | 0.16 | 0.03 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Gunwharf Quays Designer Outlet, Portsmouth | 0.00 | 0.07 | 0.00 | 0.16 | 0.00 | 0.22 | 1.29 | 0.00 | 0.00 |
| Holmbush Shopping Centre, Shoreham-by-Sea | 0.44 | 0.14 | 0.31 | 3.52 | 0.25 | 2.78 | 4.74 | 0.10 | 0.00 |
| Shoreham-by-Sea Town Centre | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.20 | 1.01 | 0.00 | 0.00 |
| Solus units, Shoreham-by-Sea | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.08 | 0.00 | 0.00 |
| Storrington Town Centre | 0.00 | 0.00 | 0.00 | 0.10 | 0.00 | 0.60 | 0.00 | 0.45 | 0.20 |
| Worthing Town Centre | 6.12 | 4.56 | 1.38 | 8.41 | 5.16 | 48.18 | 37.53 | 0.03 | 0.14 |
| Tarring Road Local Centre, Worthing | 0.10 | 0.00 | 0.00 | 0.00 | 0.32 | 1.23 | 0.99 | 0.00 | 0.00 |
| West Worthing Local Centre | 0.10 | 0.00 | 0.00 | 0.16 | 0.00 | 7.11 | 0.56 | 0.00 | 0.00 |
| Lyons Farm Retail Park/Downland B. Park, Worthing | 1.31 | 0.04 | 0.85 | 3.07 | 1.61 | 21.68 | 19.52 | 0.00 | 0.16 |
| Sainsbury's, Downland Business Park, Worthing | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.36 | 0.19 | 0.00 | 0.00 |
| Tesco Extra, West Durrington, Worthing | 0.07 | 0.00 | 0.00 | 0.05 | 0.17 | 8.05 | 8.59 | 0.00 | 0.00 |
| Pages Corner Retail Park, Worthing | 0.00 | 0.00 | 0.00 | 0.00 | 0.05 | 0.49 | 0.48 | 0.00 | 0.00 |
| Solus units, Worthing | 0.00 | 0.00 | 0.07 | 0.06 | 0.00 | 1.50 | 2.68 | 0.00 | 0.00 |
| Other outside Study Area | 1.04 | 0.72 | 0.17 | 2.40 | 0.13 | 2.42 | 4.48 | 1.36 | 1.17 |
| Outside Study Area Sub-Total | 14.10 | 11.09 | 7.35 | 25.95 | 12.10 | 103.34 | 87.61 | 13.35 | 28.46 |
| Total | 45.78 | 36.13 | 24.53 | 81.92 | 30.05 | 131.80 | 97.88 | 22.23 | 38.91 |

Notes:

1. Based on available expenditure and market share presented in Tables 2 and 7.
2. Figures may not cast due to rounding.

LAND AT NORWAY LANE, LITTLEHAMPTON - RETAIL IMPACT ASSESSMENT (MAY 2025)

TABLE 11A

COMPARISON GOODS TRADE DIVERSION & IMPACT AT 2028

| Location & Store | Study Area Turnover (£m) | Turnover from Study Area (%) | Total Turnover (£m) | Trade Diversion (£m) | Scheme Impact (%) |
|---|--------------------------|------------------------------|---------------------|----------------------|-------------------|
| Zone 1 - Littlehampton South | | | | | |
| - | - | - | - | - | - |
| Zone 2 - Littlehampton North | | | | | |
| Wick Local Centre | 1.49 | 90 | 1.66 | 0.00 | 0.0 |
| Morrison's, Hawthorn Road, Wick | 1.11 | 90 | 1.23 | 0.17 | 13.7 |
| Zone 2 Local Stores / Other | 0.00 | 95 | 0.00 | 0.00 | 0.0 |
| Zone 2 Sub-Total | 2.60 | - | 2.89 | 0.17 | 5.8 |
| Zone 3 - Climping & Littlehampton Central | | | | | |
| Littlehampton Town Centre Stores | 25.29 | 90 | 28.10 | 1.35 | 4.8 |
| Lidl, New Road, Littlehampton | 0.48 | 90 | 0.53 | 0.02 | 3.6 |
| Sainsbury's, High Street, Littlehampton | 1.15 | 90 | 1.27 | 0.06 | 4.6 |
| Littlehampton Town Centre Sub-Total | 26.92 | - | 29.91 | 1.43 | 4.8 |
| Tesco Extra, Broad Piece, Wick | 11.09 | 90 | 12.32 | 1.04 | 8.4 |
| Arun Retail Park, Broad Piece, Wick | 44.18 | 95 | 46.51 | 4.70 | 10.1 |
| Zone 3 Local Stores / Other | 1.47 | 95 | 1.55 | 0.00 | 0.0 |
| Zone 3 Sub-Total | 83.66 | - | 60.38 | 5.74 | 9.5 |
| Zone 4 - Rustington & East Preston | | | | | |
| Rustington Local Service Centre | 37.96 | 90 | 42.18 | 2.86 | 6.8 |
| East Preston Village Centre | 0.61 | 95 | 0.64 | 0.00 | 0.0 |
| Rustington Local Shops | 0.02 | 95 | 0.02 | 0.00 | 0.0 |
| Manor & Rustington Retail Parks, Rustington | 31.84 | 95 | 33.52 | 2.00 | 6.0 |
| Sainsbury's, Rustington Retail Park, Rustington | 13.24 | 90 | 14.71 | 0.97 | 6.6 |
| Rustington Trading Estate | 3.23 | 95 | 3.40 | 0.33 | 9.8 |
| Zone 4 Sub-Total | 86.90 | - | 94.47 | 6.16 | 6.5 |
| Zone 5 - Angmering | | | | | |
| Angmering Village Centre | 0.71 | 95 | 0.75 | 0.00 | 0.0 |
| Zone 5 Local Stores / Other | 0.22 | 95 | 0.23 | 0.00 | 0.0 |
| Zone 5 Sub-Total | 0.93 | - | 0.98 | 0.00 | 0.0 |
| Zone 6 - Ferring & Goring by Sea | | | | | |
| Goring by Sea District Centre | 2.10 | 75 | 2.81 | 0.00 | 0.0 |
| The Strand Local Centre, Goring-by-Sea | 3.40 | 90 | 3.78 | 0.00 | 0.0 |
| Ferring Local Centre | 0.73 | 90 | 0.81 | 0.00 | 0.0 |
| Asda, Littlehampton Road, Ferring | 6.89 | 75 | 9.19 | 0.24 | 2.6 |
| Zone 6 Local Stores/Other | 0.63 | 90 | 0.70 | 0.00 | 0.0 |
| Highdown Garden Centre, Angmering | 1.70 | 90 | 1.89 | 0.10 | 5.3 |
| Zone 6 Sub-Total | 15.45 | - | 19.17 | 0.34 | 1.8 |
| Zone 7 - Findon & Clapham | | | | | |
| West Durrington District Centre | 1.83 | 50 | 3.65 | 0.00 | 0.0 |
| Haskins Garden Centre, Angmering | 8.30 | 60 | 13.83 | 0.45 | 3.3 |
| Findon Valley Local Centre | 1.17 | 60 | 1.95 | 0.00 | 0.0 |
| Zone 7 Local Stores/Other | 1.13 | 60 | 1.89 | 0.00 | 0.0 |
| Zone 7 Sub-Total | 12.43 | - | 21.32 | 0.45 | 2.1 |
| Zone 8 - Arundel | | | | | |
| Arundel Town Centre | 3.37 | 75 | 4.50 | 0.00 | 0.0 |
| Zone 8 Local Stores/Other | 0.08 | 75 | 0.10 | 0.00 | 0.0 |
| Zone 8 Sub-Total | 3.45 | - | 4.60 | 0.00 | 0.0 |
| Zone 9 - Slindon & Yapton | | | | | |
| Yapton Village Centre | 0.45 | 50 | 0.90 | 0.00 | 0.0 |
| Zone 9 Sub-Total | 0.45 | - | 0.90 | 0.00 | 0.0 |
| Outside Study Area | | | | | |
| Barnham Village Centre | 0.68 | - | - | 0.00 | - |
| Bognor Regis Town Centre | 7.25 | - | - | 0.77 | - |
| Arun Retail Park, Shripney Road, Bognor Regis | 4.69 | - | - | 0.51 | - |
| Sainsbury's, Shripney Road, Bognor Regis | 1.37 | - | - | 0.17 | - |
| Tesco, Shripney Road, Bognor Regis | 1.14 | - | - | 0.07 | - |
| Bognor Regis Retail Park, Shripney Road, Bognor Regis | 1.86 | - | - | 0.17 | - |
| Solus units, Bognor Regis | 0.37 | - | - | 0.03 | - |
| Brighton City Centre | 8.79 | - | - | 0.79 | - |
| Goldstone Retail Park, Hove | 3.27 | - | - | 0.21 | - |
| Solus units, Old Shoreham Road, Hove | 3.87 | - | - | 0.21 | - |
| Chichester City Centre | 25.96 | - | - | 2.52 | - |
| Portfield Retail Park, Chichester | 17.75 | - | - | 1.51 | - |
| Sainsbury's, Westhampnett Road, Chichester | 0.52 | - | - | 0.04 | - |
| Tesco Extra, Fishbourne Road East, Chichester | 1.24 | - | - | 0.07 | - |
| Solus units, Chichester | 0.38 | - | - | 0.05 | - |
| Eastbourne Town Centre | 0.38 | - | - | 0.04 | - |
| Portsmouth City Centre | 0.19 | - | - | 0.04 | - |
| Gunwharf Quays Designer Outlet, Portsmouth | 1.74 | - | - | 0.05 | - |
| Holmbush Shopping Centre, Shoreham-by-Sea | 12.28 | - | - | 0.57 | - |
| Shoreham-by-Sea Town Centre | 1.21 | - | - | 0.02 | - |
| Solus units, Shoreham-by-Sea | 0.08 | - | - | 0.00 | - |
| Storrington Town Centre | 1.35 | - | - | 0.11 | - |
| Worthing Town Centre | 111.51 | - | - | 3.93 | - |
| Tarring Road Local Centre, Worthing | 2.65 | - | - | 0.06 | - |
| West Worthing Local Centre | 7.93 | - | - | 0.04 | - |
| Lyons Farm Retail Park/Downland B. Park, Worthing | 48.24 | - | - | 1.11 | - |
| Sainsbury's, Downland Business Park, Worthing | 0.55 | - | - | 0.00 | - |
| Tesco Extra, West Durrington, Worthing | 16.92 | - | - | 0.19 | - |
| Pages Corner Retail Park, Worthing | 1.02 | - | - | 0.01 | - |
| Solus units, Worthing | 4.31 | - | - | 0.06 | - |
| Other outside Study Area | 13.88 | - | - | 0.95 | - |
| Outside Study Area Sub-Total | 303.36 | - | - | 14.30 | - |
| Total | 509.23 | - | - | 28.60 | - |

Notes:

1. Study Area turnover derived from Table 10.
2. Turnover from Study Area is a Freeths estimate.
3. Scheme trade diversions are Freeths estimates based on Study Area shopping patterns.
4. Figures may not cast due to rounding.

TABLE 11B

PROPOSED ALTERNATIVE SCHEME COMPARISON GOODS TRADE DIVERSION & IMPACT AT 2028

| Location & Store | Study Area Turnover (£m) | Turnover from Study Area (%) | Total Turnover (£m) | Trade Diversion (£m) | Scheme Impact (%) |
|---|--------------------------|------------------------------|---------------------|----------------------|-------------------|
| Zone 1 - Littlehampton South | | | | | |
| - | - | - | - | - | - |
| Zone 2 - Littlehampton North | | | | | |
| Wick Local Centre | 1.49 | 90 | 1.66 | 0.00 | 0 |
| Morrison's, Hawthorn Road, Wick | 1.11 | 90 | 1.23 | 0.19 | 15 |
| Zone 2 Local Stores / Other | 0.00 | 95 | 0.00 | 0.00 | 0 |
| Zone 2 Sub-Total | 2.60 | - | 2.89 | 0.19 | 6 |
| Zone 3 - Climping & Littlehampton Central | | | | | |
| Littlehampton Town Centre Stores | 25.29 | 90 | 28.10 | 1.20 | 4 |
| Lidl, New Road, Littlehampton | 0.48 | 90 | 0.53 | 0.02 | 3 |
| Sainsbury's, High Street, Littlehampton | 1.15 | 90 | 1.27 | 0.05 | 4 |
| Littlehampton Town Centre Sub-Total | 26.92 | - | 29.91 | 1.27 | 4 |
| Tesco Extra, Broad Piece, Wick | 11.09 | 90 | 12.32 | 1.15 | 9 |
| Arun Retail Park, Broad Piece, Wick | 44.18 | 95 | 46.51 | 5.21 | 11 |
| Zone 3 Local Stores / Other | 1.47 | 95 | 1.55 | 0.00 | 0 |
| Zone 3 Sub-Total | 83.66 | - | 60.38 | 6.36 | 11 |
| Zone 4 - Rustington & East Preston | | | | | |
| Rustington Local Service Centre | 37.96 | 90 | 42.18 | 1.90 | 5 |
| East Preston Village Centre | 0.61 | 95 | 0.64 | 0.00 | 0 |
| Rustington Local Shops | 0.02 | 95 | 0.02 | 0.00 | 0 |
| Manor & Rustington Retail Parks, Rustington | 31.84 | 95 | 33.52 | 2.21 | 7 |
| Sainsbury's, Rustington Retail Park, Rustington | 13.24 | 90 | 14.71 | 1.08 | 7 |
| Rustington Trading Estate | 3.23 | 95 | 3.40 | 0.37 | 11 |
| Zone 4 Sub-Total | 86.90 | - | 94.47 | 5.56 | 6 |
| Zone 5 - Angmering | | | | | |
| Angmering Village Centre | 0.71 | 95 | 0.75 | 0.00 | 0 |
| Zone 5 Local Stores / Other | 0.22 | 95 | 0.23 | 0.00 | 0 |
| Zone 5 Sub-Total | 0.93 | - | 0.98 | 0.00 | 0 |
| Zone 6 - Ferring & Goring by Sea | | | | | |
| Goring by Sea District Centre | 2.10 | 75 | 2.81 | 0.00 | 0 |
| The Strand Local Centre, Goring-by-Sea | 3.40 | 90 | 3.78 | 0.00 | 0 |
| Ferring Local Centre | 0.73 | 90 | 0.81 | 0.00 | 0 |
| Asda, Littlehampton Road, Ferring | 6.89 | 75 | 9.19 | 0.27 | 3 |
| Zone 6 Local Stores/Other | 0.63 | 90 | 0.70 | 0.00 | 0 |
| Highdown Garden Centre, Angmering | 1.70 | 90 | 1.89 | 0.11 | 6 |
| Zone 6 Sub-Total | 15.45 | - | 19.17 | 0.38 | 2 |
| Zone 7 - Findon & Clapham | | | | | |
| West Durrington District Centre | 1.83 | 50 | 3.65 | 0.00 | 0 |
| Haskins Garden Centre, Angmering | 8.30 | 60 | 13.83 | 0.50 | 4 |
| Findon Valley Local Centre | 1.17 | 60 | 1.95 | 0.00 | 0 |
| Zone 7 Local Stores/Other | 1.13 | 60 | 1.89 | 0.00 | 0 |
| Zone 7 Sub-Total | 12.43 | - | 21.32 | 0.50 | 2 |
| Zone 8 - Arundel | | | | | |
| Arundel Town Centre | 3.37 | 75 | 4.50 | 0.00 | 0 |
| Zone 8 Local Stores/Other | 0.08 | 75 | 0.10 | 0.00 | 0 |
| Zone 8 Sub-Total | 3.45 | - | 4.60 | 0.00 | 0 |
| Zone 9 - Slindon & Yapton | | | | | |
| Yapton Village Centre | 0.45 | 50 | 0.90 | 0.00 | 0 |
| Zone 9 Sub-Total | 0.45 | - | 0.90 | 0.00 | 0 |
| Outside Study Area | | | | | |
| Barnham Village Centre | 0.68 | - | - | 0.00 | - |
| Bognor Regis Town Centre | 7.25 | - | - | 0.94 | - |
| Arun Retail Park, Shripney Road, Bognor Regis | 4.69 | - | - | 0.62 | - |
| Sainsbury's, Shripney Road, Bognor Regis | 1.37 | - | - | 0.20 | - |
| Tesco, Shripney Road, Bognor Regis | 1.14 | - | - | 0.09 | - |
| Bognor Regis Retail Park, Shripney Road, Bognor Regis | 1.86 | - | - | 0.21 | - |
| Solus units, Bognor Regis | 0.37 | - | - | 0.04 | - |
| Brighton City Centre | 8.79 | - | - | 0.96 | - |
| Goldstone Retail Park, Hove | 3.27 | - | - | 0.26 | - |
| Solus units, Old Shoreham Road, Hove | 3.87 | - | - | 0.26 | - |
| Chichester City Centre | 25.96 | - | - | 3.07 | - |
| Portfield Retail Park, Chichester | 17.75 | - | - | 1.84 | - |
| Sainsbury's, Westhampnett Road, Chichester | 0.52 | - | - | 0.05 | - |
| Tesco Extra, Fishbourne Road East, Chichester | 1.24 | - | - | 0.08 | - |
| Solus units, Chichester | 0.38 | - | - | 0.07 | - |
| Eastbourne Town Centre | 0.38 | - | - | 0.04 | - |
| Portsmouth City Centre | 0.19 | - | - | 0.04 | - |
| Gunwharf Quays Designer Outlet, Portsmouth | 1.74 | - | - | 0.06 | - |
| Holmbush Shopping Centre, Shoreham-by-Sea | 12.28 | - | - | 0.70 | - |
| Shoreham-by-Sea Town Centre | 1.21 | - | - | 0.02 | - |
| Solus units, Shoreham-by-Sea | 0.08 | - | - | 0.00 | - |
| Storrington Town Centre | 1.35 | - | - | 0.13 | - |
| Worthing Town Centre | 111.51 | - | - | 4.79 | - |
| Tarring Road Local Centre, Worthing | 2.65 | - | - | 0.08 | - |
| West Worthing Local Centre | 7.93 | - | - | 0.05 | - |
| Lyons Farm Retail Park/Downland B. Park, Worthing | 48.24 | - | - | 1.35 | - |
| Sainsbury's, Downland Business Park, Worthing | 0.55 | - | - | 0.00 | - |
| Tesco Extra, West Durrington, Worthing | 16.92 | - | - | 0.23 | - |
| Pages Corner Retail Park, Worthing | 1.02 | - | - | 0.02 | - |
| Solus units, Worthing | 4.31 | - | - | 0.08 | - |
| Other outside Study Area | 13.88 | - | - | 1.16 | - |
| Outside Study Area Sub-Total | 303.36 | - | - | 17.43 | - |
| Total | 509.23 | - | - | 31.69 | - |

Notes:

1. Study Area turnover derived from Table 10.
2. Turnover from Study Area is a Freeths estimate.
3. Scheme trade diversions are Freeths estimates based on Study Area shopping patterns.
4. Figures may not cast due to rounding.

LAND AT NORWAY LANE, LITTLEHAMPTON - RETAIL IMPACT ASSESSMENT (MAY 2025)

TABLE 12A

SOLUS CONVENIENCE & COMPARISON GOODS TRADE DIVERSION & IMPACT AT 2028

| Location | Total Turnover (£m) | Scheme Trade Diversion (£m) | Resultant Turnover (£m) | Scheme Impact (%) |
|---------------------------------|----------------------------|------------------------------------|--------------------------------|--------------------------|
| Littlehampton Town Centre | 59.33 | 3.84 | 55.49 | 6.5 |
| Rustington Local Service Centre | 68.39 | 4.05 | 64.33 | 5.9 |
| Arundel Local Service Centre | 6.70 | 0.00 | 6.70 | 0.0 |
| Wick Village Centre | 3.20 | 0.12 | 3.08 | 3.8 |

Notes:

1. Derived from Tables 7 & 11A.
2. Figures may not cast due to rounding.

TABLE 12B

SOLUS CONVENIENCE & COMPARISON GOODS (ALTERNATIVE SCHEME) TRADE DIVERSION & IMPACT AT 2028

| Location | Total Turnover (£m) | Scheme Trade Diversion (£m) | Resultant Turnover (£m) | Scheme Impact (%) |
|---------------------------------|----------------------------|------------------------------------|--------------------------------|--------------------------|
| Littlehampton Town Centre | 59.33 | 3.68 | 55.65 | 6.2 |
| Rustington Local Service Centre | 68.39 | 3.10 | 65.29 | 4.5 |
| Arundel Local Service Centre | 6.70 | 0.00 | 6.70 | 0.0 |
| Wick Village Centre | 3.20 | 0.12 | 3.08 | 3.8 |

Notes:

1. Derived from Tables 7 & 11B.
2. Figures may not cast due to rounding.

LAND AT NORWAY LANE, LITTLEHAMPTON - RETAIL IMPACT ASSESSMENT (MAY 2025)

TABLE 13A

CUMULATIVE CONVENIENCE & COMPARISON GOODS TRADE DIVERSION & IMPACT AT 2028

| Location | Total Turnover (£m) | Scheme Trade Diversion (£m) | New Courtwick Lane Diversion (£m) | Total Diversion (£m) | Resultant Turnover (£m) | Scheme Impact (%) |
|---------------------------------|----------------------------|------------------------------------|--|-----------------------------|--------------------------------|--------------------------|
| Littlehampton Town Centre | 59.33 | 3.84 | 1.82 | 5.66 | 53.67 | 9.5 |
| Rustington Local Service Centre | 68.39 | 4.05 | 0.31 | 4.36 | 64.02 | 6.4 |
| Arundel Local Service Centre | 6.70 | 0.00 | 0.06 | 0.06 | 6.64 | 0.9 |
| Wick Village Centre | 3.20 | 0.12 | 0.00 | 0.12 | 3.08 | 3.8 |

Notes:

1. Derived from Tables 7, 11A & 12A.
2. New Courtwick Lane diversion figures sourced from Table 8, Document 4 Retail Impact Assessment (Quod, March 2025).
3. Figures may not cast due to rounding.

TABLE 13B

CUMULATIVE CONVENIENCE & COMPARISON GOODS (ALTERNATIVE SCHEME) TRADE DIVERSION & IMPACT AT 2028

| Location | Total Turnover (£m) | Scheme Trade Diversion (£m) | New Courtwick Lane Diversion (£m) | Total Diversion (£m) | Resultant Turnover (£m) | Scheme Impact (%) |
|---------------------------------|----------------------------|------------------------------------|--|-----------------------------|--------------------------------|--------------------------|
| Littlehampton Town Centre | 59.33 | 3.68 | 1.82 | 5.50 | 53.83 | 9.3 |
| Rustington Local Service Centre | 68.39 | 3.10 | 0.31 | 3.41 | 64.98 | 5.0 |
| Arundel Local Service Centre | 6.70 | 0.00 | 0.06 | 0.06 | 6.64 | 0.9 |
| Wick Village Centre | 3.20 | 0.12 | 0.00 | 0.12 | 3.08 | 3.8 |

Notes:

1. Derived from Tables 7, 11B & 12B.
2. New Courtwick Lane diversion figures sourced from Table 8, Document 4 Retail Impact Assessment (Quod, March 2025).
3. Figures may not cast due to rounding.